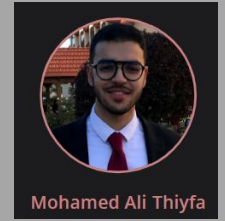
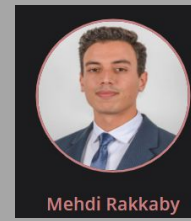
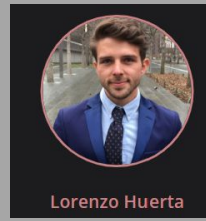
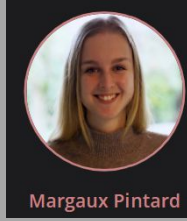
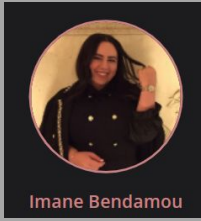


One of 4 topics: **Luxury Industry** - Challenges in Digital Era



Over-production Waste of resources

Today, we have an overproduction problem in the Luxury industry. In 2018, 30% of the fashion goods produced went unsold. Luxury brands cannot sell their unpopular products at any price to preserve their image. As a consequence, they end up with a considerable amount of products they can't sell, nor destroy...

KEY QUESTION

SOLUTION



Proposing a Subscription rental service for unsold items

- A Digital rental service platform where consumers can rent unsold garments.
- It would offset the cash loss of unsold items thanks to rental revenues.
- It creates a better suited operating model for the environment, but also for the company. We aim for an improved brand image and a more responsible business model.

CHALLENGES

- Design./ Define the implantation plans
- Think about the related potential risks
- How to decide the products collection that can be rented
- Investigate customers willingness on renting/spending
- Design the pricing scheme

OPPORTUNITIES

- Work on a real project with a hot topic
- Have feedbacks from Onepoint consultants
- Have inspirations and insights on our work during the whole process from all three professors