Table of Contents

Pr	Preface	
	roduction. Textile Products and Industrial Objects: pply, Consumption and New Markets	
by Arturo Dell'Acqua Bellavitis		1
	Bibliography	9
1	The Made in Italy System. Why Education Can Fill the Gap	
	between Innovation and Competitiveness by Nicola Guerini	11
	1.1 Fashion System and Italian Lifestyle	11
	1.2 New challenges to face change	12
2	Fashion between Culture and Innovation	
	in the Era of the Web 2.0 by Carla Lunghi	17
	2.1 The complexity of fashion	17
	2.2 Fashion and digital technologies	20
	2.3 Conclusions	25
	Bibliography	26
3	Fashion Future: Crafting Innovative	
	Business Models in Fashion	
	by Francesca Romana Rinaldi	29
	3.1 Emerging business models	29
	3.2 Customer centricity in fashion	30
	3.3 The new drivers: digitalization, technology, sustainability	36
	3.4 The future of fashion	39
	Bibliography	40

4	The Italian Fashion Model. Design, from Strategy	
	to Creativity and Manufacture by Marco Turinetto	43
	4.1 Why speak of the Italian Fashion Model?	43
	4.2 New scenarios for fashion projects	44
	4.3 The centrality of the Brand Product Manager	45
	4.4 Artisanal design as an opportunity	47
	4.5 Design, from strategy to creativity and manufacture	50
	4.6 Italian Culture: the competitive advantage of being	
	interdisciplinary	53
	Bibliography	59
5	The Creative Process. Strategically Innovative Brands and Products/Services Thanks to Design	
	by Susanne Kreuzer and Silvia Festa	61
	5.1 The role of creativity and design in strategic innovation	61
	5.2 The creative process as a new method of innovation	01
	of the product/service	64
	Bibliography	69
6	Fashion in the Age	71
	of Digital Collaborative Production by Silvia Mazzucotelli Salice	71 71
	6.1 Fashion on the move	
	6.2 What's digital fashion?	72
	6.3 Creating fashion through digital collaborative technologies	73
	6.4 The potential of digital collaborative fashion	76
	Bibliography	76
7	Made in Italy: Performance of the Italian Leading Groups	
	by Nicola Guerini and Paola Varacca Capello	79
	7.1 The Italian Fashion System	79
	7.2. The characteristics of the sample	80
	7.3 Profitability and company growth: the best performers	85
	Bibliography	88
Ap	pendix 1. Method of Defining Positioning of Enterprises in the Sample	89
Ap	pendix 2. Main Features of the Companies in the Sample	92
Mi	Milano Fashion Institute	
Th	The Authors	