

Preface

by *Carla Lunghi, Francesca Romana Rinaldi and Marco Turinetto*

The desire to publish a book project on what the *Fashion System* means today and may mean in the future, forms part of a panorama of publications on fashion in Italy.

However, the motivation that drives us in this stimulating: editorial initiative is to provide truly effective tools between *research & edutainment*. The results of recent studies have in fact recognized the existence in people, institutions and businesses of every size and sector, of a noticeable tendency towards changes in processes (of products and services). This publication aims to group together around a single concept, change for growth, the interests and goals of all those in Italy and in the world who have recognized that the adoption of new strategies is an incontrovertible need.

This volume thus seeks to meet a challenge, that of helping rethink and redesign behavior, models, and attitudes; in a word, the market approach of the sector and the Fashion System.

The book *What's Fashion? It's Method!*, edited by Carla Lunghi, Francesca Romana Rinaldi and Marco Turinetto, with an introduction by Arturo dell'Acqua Bellavitis and contributions from Nicola Guerini, Paola Varacca Capello, Susanne Kreuzer, Silvia Festa and Silvia Mazzucotelli Salice, examines the indispensable variables for the launch and management of a new creative process.

This book is the first product of the Milano Fashion Institute Series, the result of the research and studies of the Consortium of three Milan universities: Bocconi University, Cattolica University, and the Politecnico of Milan. It contains thematic essays, relates changes and ways to seize opportunities to not be left out, and is addressed to entrepreneurs, market-

ing directors, professionals, designers and students interested in understanding the principal characteristics and evolution of the fashion system.

The book begins with a contribution by Arturo Dell'Acqua Bellavitis, who in the introductory chapter «Textile Product and the Industrial Object: Offer, Consumption and New Markets», aims to describe the approach to so-called new markets in which the textile sector plays a decisive role in the creation of stylistic codes of an entire collection.

Nicola Guerini, with «The Made in Italy System. Why Education Can Fill the Gap between Innovation and Competitiveness», relates the relationship between “Made in Italy” and its production chain that offers the whole world a full-range service.

Carla Lunghi speaks of «Fashion between Culture and Innovation in the Era of the Web 2.0» and of the very close link between the complexity of fashion and new digital technologies for communication and production, while Francesca Romana Rinaldi, in the chapter «Fashion Future: Crafting Innovative Business Models in Fashion», talks of the emerging business models in the era of customer centricity and the new drivers of change in fashion: digitalization, technology, and sustainability.

Marco Turinetto, in «The Italian Fashion Model: Design, from Strategy to Creativity and Manufacture», describes the new scenarios for fashion products, where the centrality of the brand product manager allows for developing the Italian culture of know-how characterized by the uniqueness of producing industrial artisanship.

Susanne Kreuzer and Silvia Festa speak of «The Creative Process: Strategically Innovate Brand and Products/Services Thanks to Design», that is, of the new and important role of creativity and design in strategic innovation through the creative process that determines a new method for approaching products and services.

Silvia Mazzucotelli Salice in «Fashion in the Age of Digital Collaborative Production» explores the relationship between fashion and new technologies, making the case that the emergence of peer production and desktop manufacturing technologies may signal alternative paths of development for the Fashion System.

The book closes with the chapter «Made in Italy: The Performance of the Leading Italian Groups», in which Nicola Guerini and Paola Varacca Capello look at the largest fashion companies in terms of size and sales, analyzing some of their main characteristics.