

<p>Key Partners</p> <ul style="list-style-type: none"> - SciencesPo and its luxury marketing program: The university would give us access to its network (as well as credibility once we start interacting with the university's network), to its know how, and can even provide volunteers from the program for the event. - Corporate high end brands (Kering, LVMH, etc): They would (i) give us credibility; (ii) put the project on the spot light; (iii) share their know-how and goodwill; (iv) increase the impact and scope of the project; (v) make it more attractive for foreign designers; (vi) help us to raise funds. - Already existing organizations that work with immigrants: They will help us to be in contact with immigrants and create a solid network with them. - Immigrant community: Are the heart of the project. (i) We need their constant advisory throughout the project to avoid any kind of misunderstanding with the immigrant community. (ii) They will participate with the designers in the collections, and (iii) they will help us to create and share the message we want to share. 	<p>Key Activities</p> <ul style="list-style-type: none"> - Research: Fundamental to identify the immigrant communities that will be involved in each fashion show, learn about them and identify the key leaders to count with their advice. - Social media campaign: Is fundamental to inform the community about the goals of the project and avoid misconceptions. - Advisory and guidance: Fundamental throughout the project to make sure that the message and purpose doesn't get lost along the way. - Training to the immigrants involved in the project in the industry's craftsmanship (fundamental for the fashion show but also to facilitate their integration to the work force). - Survey and data analysis: To verify the impact of the project in raising awareness of the immigrants' situation and facilitating their integration to the society. <p>Key Resources</p> <ul style="list-style-type: none"> - Immigrants: Advisory throughout the project; collaboration with the designers; volunteers as part of the project's staff. - Volunteers from Sciences Po luxury marketing program: Know-how and collaboration as part of the project's staff. - High end brands: Know-how and sponsors. - Financial resources: Mainly from sponsors. However, other financial resources can be obtained based on sales during the event (food, eventually pieces of the collections, etc). 	<p>Value Proposition</p> <p>The project aims at improving immigrants integration in society through the development of their "dual identity" knowing that most migrants feel a "threat of identity" when arriving in a host country. This will be achieved by (i) raising awareness of the immigrants situation to the hosting community; (ii) making the immigrants feel that their culture is valued by the hosting community thanks to the fashion show; (iii) making immigrants participate in a very "western activity" such as a fashion show, but contributing with their culture and their stories in the process; (iv) raising funds to be used in future events or new activities that aim at improving immigrants' integration.</p> <p>Even though immigration is a pressing matter nowadays, it has been tackled by governments from an economic perspective most of the time, leaving behind a very important aspect, which is the social dimension, and how to help immigrants to develop their dual identity to be able to fully integrate to the hosting society.</p> <p>On the other hand, this project would allow the immigrant participants to acquire the industries know-how (skill sets and craftsmanship) that make them employable in the luxury industry (according to Kering there is a shortage of labour in the industry).</p>	<p>Customer Relationships</p> <p>It is very important to be aware that the project needs to focus on two different "customers" at the same time: (i) the immigrant community; and (ii) the hosting community:</p> <ul style="list-style-type: none"> - Immigrants: We would contact them through existing organizations that help them and identify key leaders to be our links with their community. We will interact with them throughout the setting off of the project to make sure that they feel alright. At the end we will conduct surveys to analyse the impact of the project and implement corrections for future events. - Hosting community: The contact with them will be mainly through social media (Facebook, instagram, twitter, tv, newspapers). At the end we will conduct surveys to analyse the impact of the project and implement corrections for future events. <p>Channels</p> <p>Within each of the three segments, various subcategories exist. In order to have the most efficient mass outreach the following approaches should be considered:</p> <ul style="list-style-type: none"> - Immigrant community: rely on organizations which are active within those communities and provide them with indispensable and recurring services. This will help spread the message throughout the community at an extremely low cost (word of mouth). - Host communities: rely on a cocktail of conventional and non-conventional medias. through the use of conventional media, we aim at reaching the general population which is interested in original projects dealing with this "hot topic". Though the use of less conventional media (social media) we aim reaching an other segment within the population (younger, more connected, fashionable) which is both interested in the bridging of cultures as much as in the fashion aspect of the project. - Influencers: both within the conventional and social media campaign, this segments should be considered as preliminary to reach both segments stated above. 	<p>Customer Segments</p> <p>The projects aims at creating value for a diversified market which encompasses three main elements:</p> <ul style="list-style-type: none"> - Immigrant communities. Some members will be present at every level of the project, and reaching the entire community throughout the project is essential to achieve the desired full circle of active participation and enhancement of immigrant communities abilities within their new environment. - Hosting communities/ General public. Some members will be present at every level of the project, and help immigrants better understand the local community to result in a ture bi-cultural production. The entire community is to be considered a target to achieve the desired full circle of both active participation and development of values of tolerance, acceptance and openness to new cultures. - Influencers. They will be able to reuse contents created to reuse it through their various personal. Thus the project will be creating more value though these influencers own value creations.
<p>Cost Structure</p> <p>The most important costs are the following:</p> <ul style="list-style-type: none"> - Production of fashion materials: encompasses both physical material (fabric, design tools...) and the intellectual material (training, psychological support) - Outreach campaign: cost of reaching the various segments (targeted ads on social media, flyers production, website...) - Organization of the fashion show: different costs inherent to organizing such an event (renting of a venue, technical team, make-up, side-events, food). 		<p>Revenue Streams</p> <ul style="list-style-type: none"> - Sponsors: organizations interests in associating their brand with a community positive campaign/project. They will pay through donations. They will cover the launching costs of the projects and an essential part of the fashion show. Their contribution is essential in both the production of fashion materials and the financial sustainability of the project. 75% of total revenue stream. - Fashion buyers: Their contributions (buying some of the material produced by immigrants) will serve to cover production costs and reallocate funds to the project's sustainability (funding future fashion shows...). 15% of total revenue stream. - Visitors: their contribution should help cover a minor part of the cost of the fashion show itself. The goal being to have an open event, ticket prices should be gradual. 5% of total revenue stream. 		
<p>Social and environmental costs</p> <p>Social cost:</p> <ul style="list-style-type: none"> - Creation of social tensions with opponents to the projects - "Migrant-wash" brands/sponsors who might use the project as way to hide their lack of a contribution to common goods. <p>Environmental costs:</p> <ul style="list-style-type: none"> - Incompressible energetic needs of the fashion show (lighting, music). - Obligatory use of some tools or materials which are to be imported from immigrant countries. 		<p>Social and environmental benefits</p> <p>Social benefits:</p> <ul style="list-style-type: none"> - Immigrant communities: Enhancing immigrant community integration within the local community. This means facilitating the understanding immigrant communities have of the local community and improving their chances of successful integration. - Host community: facilitating the contact with immigrant communities and erasing pre-conceptions and prejudice about often unknown communities. Contributing to overall well-being of the country's population, thus contributing to a positive social cycle. <p>Environmental benefits:</p> <ul style="list-style-type: none"> - Using recyclable materials within the fashion productions. - Organizing a zero-waste fashion show. 		