

High Potential Initiatives Profiles

1 Accelerator

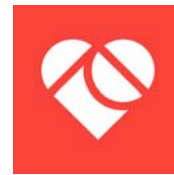
FABulous



2 Project and Organization

L&R

Love & Robots



2.1 Country

Ireland

2.2 Project Abstract

Love & Robots is a new type of fashion brand and platform for the digital age of products. Unlike traditional brands, Love & Robots co-create all of their pieces with their customers. Through the platform, the customer can tweak, personalize and re-design the products directly from their browser in real-time. The product is then 3d printed on-demand and shipped from a factory local to the customer.

It is now possible to build hardware products entirely from software. Using 3d printing, digital files can be sent anywhere in the world and manufactured close to the end-customer, and shipped locally. What this means for L&R customers is that they can edit, re-design and play with products, online in real-time, before they are even manufactured. As a result unlike mass manufacturing, L&R have no production lines, no stock, no storage requirements, no complex logistics and no waste - and they can put the customer right at the center of product creation.

L&R use FIWARE technologies in two main areas, at the infrastructure layer, using FIWARE's generic enablers offering cloud computing functionalities and in the user interface, where 3D visualization and editing are a necessity of the business.

2.3 Sector

Design/Fashion

2.4 Target Market

Love & Robots has a B2C model. It puts customers at the centre of product creation and enables them to create personalized products for themselves through 3D printing.

There is currently a high demand for customisation in jewellery and fashion. The discerning jewellery buyer is continually looking for unique, bespoke pieces but most do not have access to customised, made-to-order jewellery. Currently, established and traditional jewellery brands use mass manufacturing techniques to offer personalisation and customisation to these customers. These techniques are very limiting and can only offer surface engraving. Love & Robots is one of the first jewellery brands in the world to build its products around 3d printing and personalisation. The jewellery

Love & Robots FIWARE Short Profile

April 2016

market itself is estimated at \$148 billion and is set to be revolutionized by 3d printing - The McKinsey Global Institute predicts that 5-10% of all jewellery will be 3d printed by 2025.

2.5 Business Model

L&R sells customised products through online payments (Production model). The price depends on the level of customisation.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

2.6 Website

www.loveandrobots.com