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Macro-Trends Analysis

Mass Customization is the use of technology such as computers to create custom garments, accessories, or shoes for customers or aspiring entrepreneurs. Customers make their own pieces using a website through an actual retailer or a manufacturer to create these pieces of customization to wear for personal use or to start their own business to sell them. In fashion, retailers use mass customization to produce new things that they know customers would want because the customer made it themselves. This new add on helps save money for the retailers and drive more sales because the more people see that there are more options than just regular buying and having the option to customize their order, makes them more likely to want to buy and even return to buy more. "...has been expanded to include a new basement studio called The Blank Canvas Shop, where guests can create personalized shoes or T-shirts in a hands-on design and production process that takes place entirely in store. A designer known as the Maestro helps guests choose patterns, colors, laces, and embellishments, or even print their own image onto a pair of classic Chuck Taylors..." (Chiquoine, 2016) Being able to customize items, especially in stores, can drive sales up because people like being able to get their items right then and there and they would be willing to wait and purchase if it meant they get something they designed and is unique to only them. Mass customization gives the customer exactly what they want in a product and being able to make it their own adds more feeling and emotion to how they shop and what they end up getting. "Amanu is offering a web-based customization program (using a Shopify plug-in), that allows customers to follow steps to create their own styles using different materials and colors, with more than 50,00 potential combinations. The shoes ship out with standard measurements within a couple days, along with a fit card to make size adjustments, and a complimentary two day shipping label to return for tweaks." (Moore, 2020) Having the opportunity to build the perfect product for yourself and then having fast shipping on top of that will bring more customers to the site and want to make a purchase because they know they will get the product at a reasonable time. Both of these options will generate more revenue for the store and actually save money since the retailer isn't wasting money on things consumers end up not buying. Nike uses mass customization with their sneakers to give customers the ability to design their own sneakers and they give the customers different choices of style for their shoe, which is either sports style or lifestyle. Zazzle also uses mass customization on their website by giving consumers the ability to design their own stationary products along with clothing. They give customers the creative freedom to customize their own stationary products and clothes so they are able to show them off. Consumers use these platforms to create unique products to either wear or sell so that they could stand out from other people or other retailers. They are more likely to come back and make another purchase if they enjoyed the experience and the results of the customization process. I believe that mass customization will continue to expand and evolve into something even better because everyone loves being able to create something and show it off while being unique and original from their fellow peers.