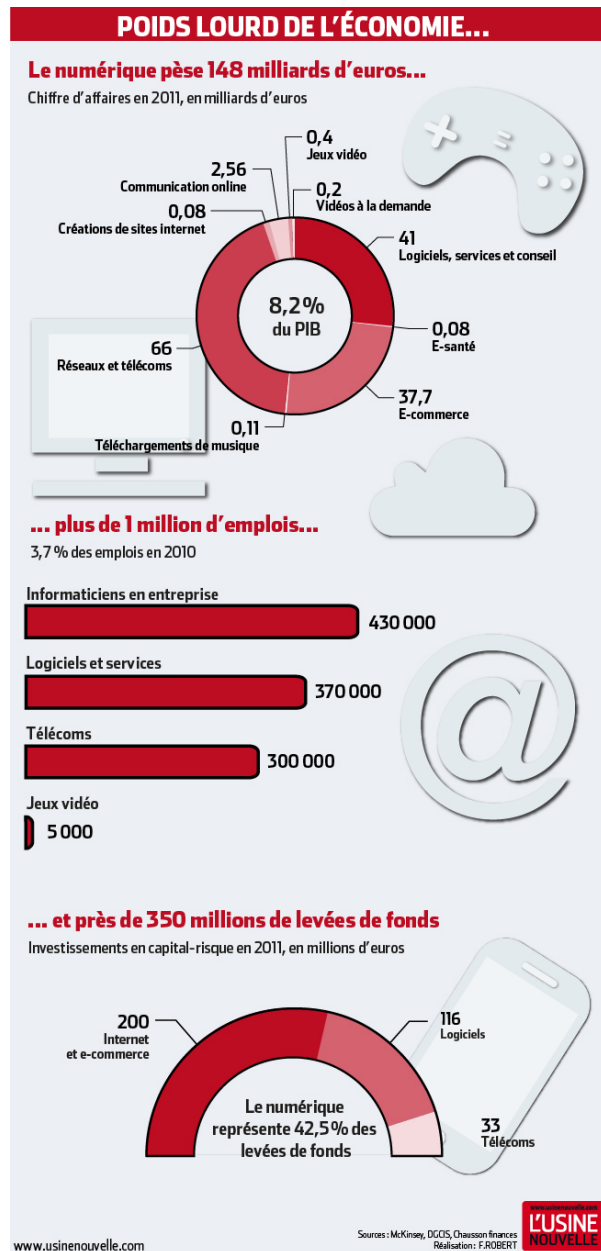


# **MIXIT** SYSTEM

**Digital B to B footwear design,  
sourcing and development  
system.**

Whatever the business area, tomorrow will be digital.



france **info**

**EN DIRECT**

ACCUEIL > PROGRAMMES > TOUT INFO, TOUT ÉCO - 2015/2016 > 2015-2016

**L'entreprise sera numérique ou ne sera pas**

**TOUT INFO, TOUT ÉCO**

mardi 26 janvier 2016

# A solution 3.0 for footwear industry.

- 30 years ago, a revolution changes western industry: the delocalized production. Companies who anticipated that, are nowadays leaders on their business.
- Now a new revolution is going: the digital one. It is imperative to be one of those will change their business on 3.0 model.
- Mixit system, is a modern and relevant answer for the new footwear industry business.

# **MIXIT SYSTEM, A GLOBAL DIGITAL SOLUTION:**

- Sourcing.
- Targets: price, product and customer ranges.
- Design.
- Developement.
- Production.

# **MIXIT: a flexible and modern solution:**

- Special make-up.
- A retailer want to create or complete his own offer or brand.
- An apparel or accessories brand want to add a footwear offer.

**MIXIT System is a tool that easily provides to clients an access to footwear industry without constraint:**

- Global expertise of footwear industry.
- No commitment.
- A total solution (design, developement, sourcing).
- A hight reactivity (accessibility).
- A complete management of the products (price, target, range).

**MIXIT System** is a **suitable** solution for **nowaday** world and the **tomorrow** comsuption, because our clients are also consumers.



**MIXIT**, like any digital actor, our potential **market** is,  
**worldwide.**

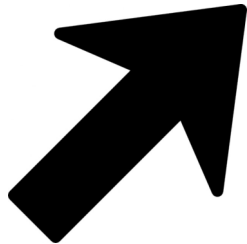


Andrew Fahmy

# THE FOOTWEAR MARKET:



**Worldwide** turn-over: **309M\$** in 2011



**+30%** between 2006 and 2011



**French** market turn-over: **8,8M\$** in 2015



# MIXIT SYSTEM

How does it works?

# MIXIT SYSTEM

[CUSTOMER SERVICE](#)[OUR CONCEPT](#)[INFORMATION AND CONDITIONS](#)[MY ACCOUNT](#)[HELP](#)

## 1: WHAT ARE YOUR NEEDS?

### SIZES RANGE:

- ☐ BABY
- ☒ KIDS
- ☐ WOMEN
- ☐ MEN

### PRODUCT:

- ☐ SNEAKER
- ☐ CASUAL
- ☒ SPORT
- ☐ WOMEN SHOE
- ☐ MEN SHOE

### TARGET PRICE (FOB):

- ☒ 4\$ TO 6\$
- ☐ 7\$ TO 9\$
- ☐ 9\$ TO 11\$
- ☐ 12\$ TO 13\$
- ☐ OVER 14\$

[SHOW SELECTION](#)

1- WHAT ARE YOUR NEEDS?

2- SELECT YOUR SOLE AND UPPER.

3- APPLIED MATERIALS AND COLORS.

[MEMORIZE THIS STEP](#)[◀ BACK TO PREVIOUS STEP](#)

### PICK YOUR SOLE:

THE CUSTOMER INFORMED HIS NEEDS.  
ACCORDING TO CUSTOMER NEEDS, SOLES  
AND UPPER APPEAR (\*).



SOLE REFERENCE

[VIEW ALL](#) ☐

PRICE RANGE:

THE PRODUCT PRICE IS REFINED ACCORDING TO CUSTOMER CHOICES  
(OUTSOLE, UPPER, MATERIAL).

[2: SELECT THE MIX](#)

### PICK YOUR UPPER:



UPPER REFERENCE

[VIEW ALL](#) ☐

SCALE OF SHOES DESIGN STAGES AND  
TECHNICAL INFORMATIONS.

### TECHNICAL FILE:

SIZE RANGE: KIDS  
PRODUCT: SPORT

PRICES: 4,7\$ TO 5,25\$

SOLE REFERENCE: XXXXXXXX

UPPER REFERENCE: XXXXXXXX

MATERIALS:

LINING MATERIAL: MESH

TONGUE MATERIAL: OPEN MESH

UPPER MATERIAL:

-PU NUBUCK

-PU NAPPA

MATERIALS:

LINING MATERIAL: MESH

TONGUE MATERIAL: OPEN MESH

UPPER MATERIAL:

-PU NUBUCK

-PU NAPPA

[APPLIED MATERIALS... ▶](#)

# MIXIT SYSTEM

SERVICE CLIENT: 01 xx xx xx xx

NOTRE CONCEPT

INFORMATIONS ET CONDITIONS

MON COMPTE

AIDE

## 1: WHAT ARE YOUR NEEDS?

### SIZES RANGE:

- ☐ BABY
- ☒ KIDS
- ☐ WOMEN
- ☐ MEN

### PRODUCT:

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- ☒ 4\$ TO 6\$
- ☐ 7\$ TO 9\$
- ☐ 9\$ TO 11\$
- ☐ 12\$ TO 13\$
- ☐ OVER 14\$

### SHOW SELECTION

1- WHAT ARE YOUR NEEDS?

2- SELECT YOUR SOLE AND UPPER.

3- APPLIED MATERIALS.

4- CHOOSE YOUR COLORIZATION.

MEMORIZE THIS STEP

◀ BACK TO PREVIOUS STEP

### PICK YOUR SOLE:



SOLE REFERENCE



VIEW ALL ☐

### PICK YOUR UPPER:



UPPER REFERENCE



VIEW ALL ☐

PRICE RANGE: 4,75\$ TO 5,25\$



2: SELECT THE MIX

### TECHNICAL FILE:

SIZE RANGE: KIDS  
PRODUCT: SPORT

PRICES: 4,75\$ TO 5,25\$

SOLE REFERENCE: XXXXXXXX  
UPPER REFERENCE: XXXXXXXX

MATERIALS:  
LINING MATERIAL: MESH  
TONGUE MATERIAL: OPEN MESH  
UPPER MATERIAL:  
-PU NUBUCK  
-PU NAPPA

MATERIALS:  
LINING MATERIAL: MESH  
TONGUE MATERIAL: OPEN MESH  
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APPLIED MATERIALS... ▶

# MIXIT SYSTEM

CUSTOMER SERVICE

OUR CONCEPT

INFORMATION AND CONDITIONS

MY ACCOUNT

HELP

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- ☐ MEN

### PRODUCT:

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### TARGET PRICE (FOB):

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- ☐ 9\$ TO 11\$
- ☐ 12\$ TO 13\$
- ☐ OVER 14\$

### SHOW SELECTION

1- WHAT ARE YOUR NEEDS?

2- SELECT YOUR SOLE AND UPPER.

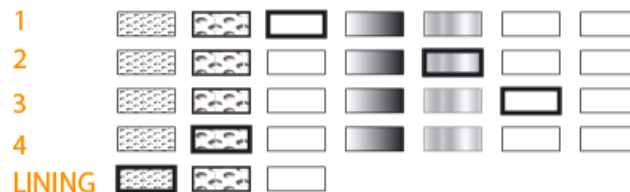
3- APPLIED MATERIALS.

4- APPLIED BRAND LOGOS.

MEMORIZE THIS STEP

◀ BACK TO PREVIOUS STEP

### PICK YOUR MATERIALS:



### PICK YOUR COLORS:



### SOLE COLORS:



### LACES COLOR:



PRICE RANGE: 4,90\$ TO 5,10\$



2: SELECT THE MIX

### TECHNICAL FILE:

SIZE RANGE: KIDS  
PRODUCT: SPORT  
PRICES: 4,75\$ TO 5,25\$  
SOLE REFERENCE: XXXXXXXX  
UPPER REFERENCE: XXXXXX

MATERIALS:  
LINING MATERIAL: MESH  
TONGUE MATERIAL: OPEN MESH  
UPPER MATERIAL:  
-PU NUBUCK  
-PU NAPPA

MATERIALS:  
LINING MATERIAL: MESH  
TONGUE MATERIAL: OPEN MESH  
UPPER MATERIAL:  
-PU NUBUCK  
-PU NAPPA

APPLIED LOGOS... ▶

## CODING "MIXIT SYSTEM"

1- RANGES: MEN, WOMEN, KIDS, BABIES.  
2- SOLE  
3- UPPER

4- COLOR PART 1 SEMELLE  
5- COLOR PART 2 SEMELLE  
6- COLOR PART 3 SEMELLE  
7- MATERIAL 1  
8- COLOR MATERIAL 1  
9- MATERIAL 2  
10- COLOR MATERIAL 2  
11- MATERIAL 3  
12- COLOR MATERIAL 3  
13- MATERIAL 4  
14- COLOR MATERIAL 4  
...

PJ 1= BRAND LOGO  
PJ 2= BRAND LOGO  
PJ 3= BRAND LOGO  
PJ 4= BRAND LOGO  
...

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## FORMATING CODE "MIXIT SYSTEM"

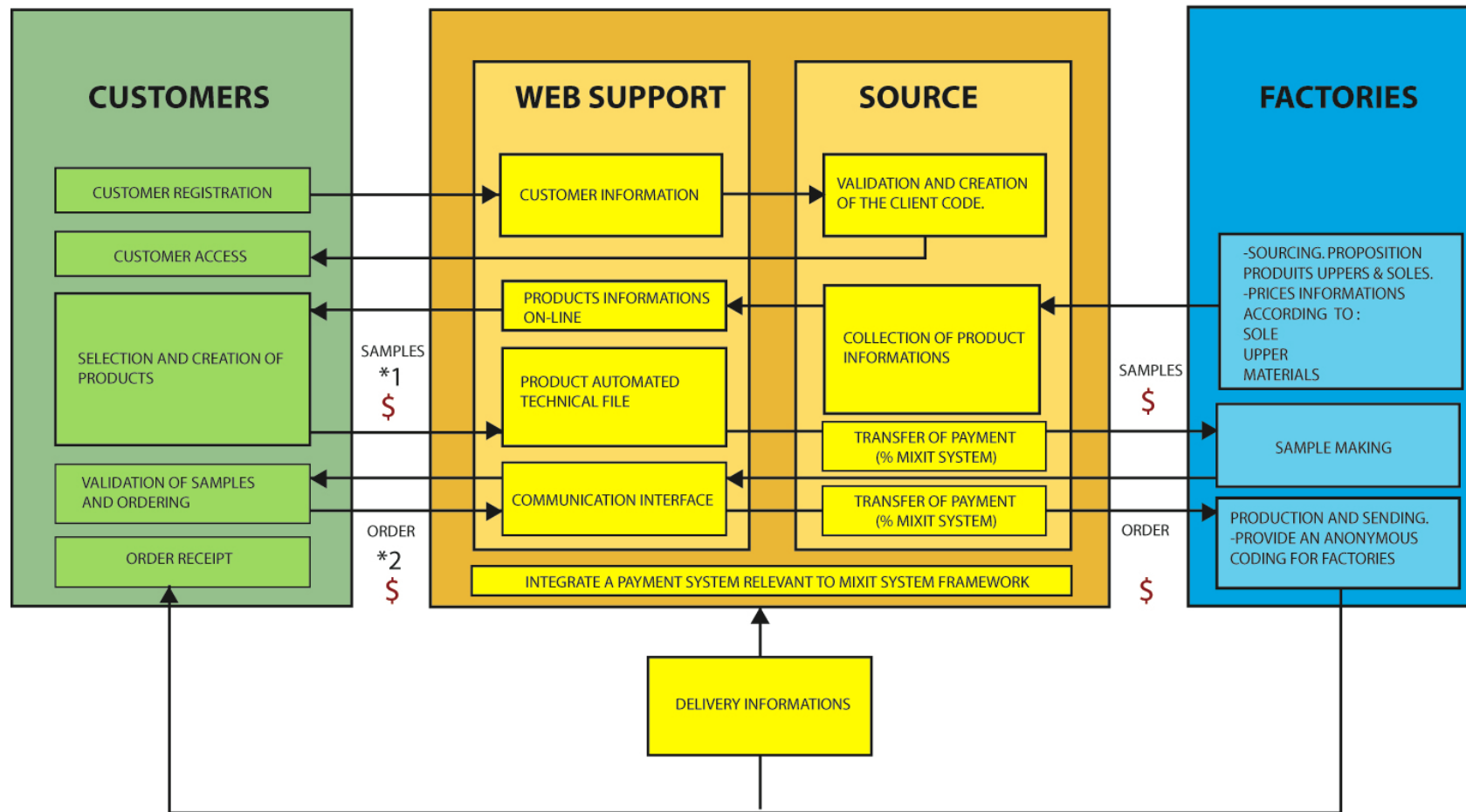
CODING IS THE PRODUCTS TECHNICAL FILE OF:

1	2	3	4	6	6	7	8	9	10	11	12	13	14	15	16
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Attachments are files to download to customized (brand) on predefined locations.

LOGO 1	<input type="button" value="DOWNLOAD"/>
LOGO 2	<input type="button" value="DOWNLOAD"/>
LOGO 3	<input type="button" value="DOWNLOAD"/>
LOGO 4	<input type="button" value="DOWNLOAD"/>

# MIXIT SYSTEM



**\*1** SET UP AN OPTION OF SALES SAMPLES AFTER APPROVEMENT OF THE FIRST SAMPLE

**\*2** SET UP THE PAYMENT METHOD WITH THES FACTORIES

# MIXIT SYSTEM

An **innovative** solution, allowing **footwear** industry to  
speak out on the tomorrow world:  
**the digital one!**

Thanks for your attention.