

## Chapter 3

# Fashion–Tech Disruption: The Ft.you Case Study

**Sahithi Josyula**

*Carnegie Mellon University, USA*

**Birud Sindhav**

*University of Nebraska at Omaha, USA*

**Dale Eesley**

*University of Nebraska at Omaha, USA*

**Shana Redd**

 <https://orcid.org/0000-0003-4342-9694>

*University of Nebraska at Omaha, USA*

### ABSTRACT

*Conceptual research often lags in practice when firms disrupt business models. Immersive case studies help bridge this gap. This case explores the journey of a Hyderabad-based fashion-tech startup Ft.you. The fashion business is competitive and dynamic, saturated with players going head-to-head to stay relevant. Ft.you wants to change the way Indian women choose to dress with an innovative application that removes the hassles related to tailoring services, letting users customize the dress within an app, with input spaces for fabric selection and measurements. The case discusses the partnerships that Ft.you has established with fabric manufacturers and tailors and describes its marketing/sales strategies. It also documents the key decision points in the early stages of the journey of Ft.you.*

### INTRODUCTION

It was a bright, sunny afternoon in the city of Hyderabad. The businesswomen’s expo was humming with announcements, and vendors were organising their stalls while trying to attract visitors and potential customers. This was second year of a businesswomen’s expo at Hyderabad, which had been funded and supported by state agencies. Mrs. Rama Patlolla was not sure if enough people would stop by the booth

DOI: 10.4018/979-8-3693-3253-5.ch003

## Fashion-Tech Disruption

of her startup, Ft.you. Her app was aimed at women who wanted to take better control of their fashion choices. Rama's goal was to find paying subscribers.

At the expo, fewer than 100 customers signed up. It became evident to Rama that they did not have any form of digital marketing strategy in place, significantly complicating the customer acquisition process. Despite having some presence on social media, it failed to garner substantial followers. Given the product they offered and the value they provided, it was still essential to have a good social media presence and a carefully designed digital marketing strategy, notwithstanding the need to solve operational problems.

## THE DEVELOPMENT OF FT.YOU

### Setting the Stage

Before entering the realm of fashion and business, Rama served as a Vice President of software operation at Wells Fargo. While content with her job, she still wanted to create something of her own. In 2013, as she explored her options, she chose to collaborate with a few colleagues to develop an idea for a grocery delivery e-commerce platform. Unfortunately, the project stalled. Meanwhile, she joined another software engineering firm as a team leader. She managed it effectively, gaining extensive experience in overseeing large and diverse teams. This experience not only boosted her confidence but also fuelled her motivation to venture out on her own.

She ultimately made the decision to become her own employer and joined We Hub, India's first state-led incubator for women entrepreneurs. With a vision to provide women from diverse socio-economic backgrounds, demographics, and business scales with opportunities for entrepreneurship and economic empowerment, We Hub proved to be instrumental. While it offered invaluable assistance in establishing business relationships with various vendors, manufacturers, and stitching experts, it primarily focused

Figure 1. Internet and social media use in India

### Customer Demographics



17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/fashion-tech-disruption/340284](http://www.igi-global.com/chapter/fashion-tech-disruption/340284)

## Related Content

---

### Enablers for Patients to Adopt Web-Based Personal Health Records (PHR)

Changsoo Sohn and Younsook Yeo (2018). *Technology Adoption and Social Issues: Concepts, Methodologies, Tools, and Applications* (pp. 1675-1688).

[www.irma-international.org/chapter/enablers-for-patients-to-adopt-web-based-personal-health-records-phr/196750](http://www.irma-international.org/chapter/enablers-for-patients-to-adopt-web-based-personal-health-records-phr/196750)

### Artificial Intelligence in Modern Medical Science: A Promising Practice

Ranjit Barua and Sudipto Datta (2023). *Recent Developments in Machine and Human Intelligence* (pp. 1-12).

[www.irma-international.org/chapter/artificial-intelligence-in-modern-medical-science/330316](http://www.irma-international.org/chapter/artificial-intelligence-in-modern-medical-science/330316)

### Information and Computer Technology for Individuals with Autism

Zandile P. Nkabinde (2016). *Human-Computer Interaction: Concepts, Methodologies, Tools, and Applications* (pp. 976-990).

[www.irma-international.org/chapter/information-and-computer-technology-for-individuals-with-autism/139074](http://www.irma-international.org/chapter/information-and-computer-technology-for-individuals-with-autism/139074)

### From Code to Care and Navigating Ethical Challenges in AI Healthcare

Sourav Madhur Dey and Pushan Kumar Dutta (2024). *Human-Centered Approaches in Industry 5.0: Human-Machine Interaction, Virtual Reality Training, and Customer Sentiment Analysis* (pp. 210-225).

[www.irma-international.org/chapter/from-code-to-care-and-navigating-ethical-challenges-in-ai-healthcare/337103](http://www.irma-international.org/chapter/from-code-to-care-and-navigating-ethical-challenges-in-ai-healthcare/337103)

### The State-of-art on Evolution of Cognitive-Aware Technologies Towards Intelligent Sensory Systems: Review and Global Scenario of Cognitive-Aware Technology

Bikash Kumar, Rhythm Gaba and Rabi Shaw (2026). *Practical Applications of Smart Human-Computer Interaction* (pp. 1-40).

[www.irma-international.org/chapter/the-state-of-art-on-evolution-of-cognitive-aware-technologies-towards-intelligent-sensory-systems/387989](http://www.irma-international.org/chapter/the-state-of-art-on-evolution-of-cognitive-aware-technologies-towards-intelligent-sensory-systems/387989)