

## **Project n°13: Mass Personalisation - “make me feel part of the process”**

Proposed by: Logitech

Company description:

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. With our employees we foster an inclusive culture where they can bring their whole selves to work, fully contribute their skills and talents and be valued and supported. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through music, gaming, video and computing. Brands of Logitech include [Logitech](#), [Ultimate Ears](#), [Jaybird](#), [Blue Microphones](#), [ASTRO Gaming](#) and [Logitech G](#).

Project description:

Logitech is passionate about connecting with existing and new consumers throughout a products' life cycle. There is a great opportunity to engage with consumers during the product creation and enable consumers to be part of the process. We see this more and more in the fashion industry. What could it mean for the consumer electronics industry? With the advances of additive manufacturing, new materials, supply chain localisation and customisation apps for digital content, **how might Logitech meet people's personalisation needs for future products, services and business models?**