

DESIGN
YOUR FUTURE
22 OCTOBER
2019

MAD, HOME OF
CREATORS



NOBODY CARES ABOUT YOUR CV

What you should say to an employer

Hello, we are Sophie & Roméo

WHO AM I ?

W



?

THE DIMENSIONS OF THE PROFESSIONAL IDENTITY

THE DIMENSIONS OF THE PROFESSIONAL IDENTITY

**From a global perspective,
the notion of professional identity
refers to three main elements:**

Work experience

the objective situation at work and
the meaning given to it by the individual

Work relationships

the subjective perception of interpersonal
relationships and the sense of belonging to informal groups

Professional trajectories and

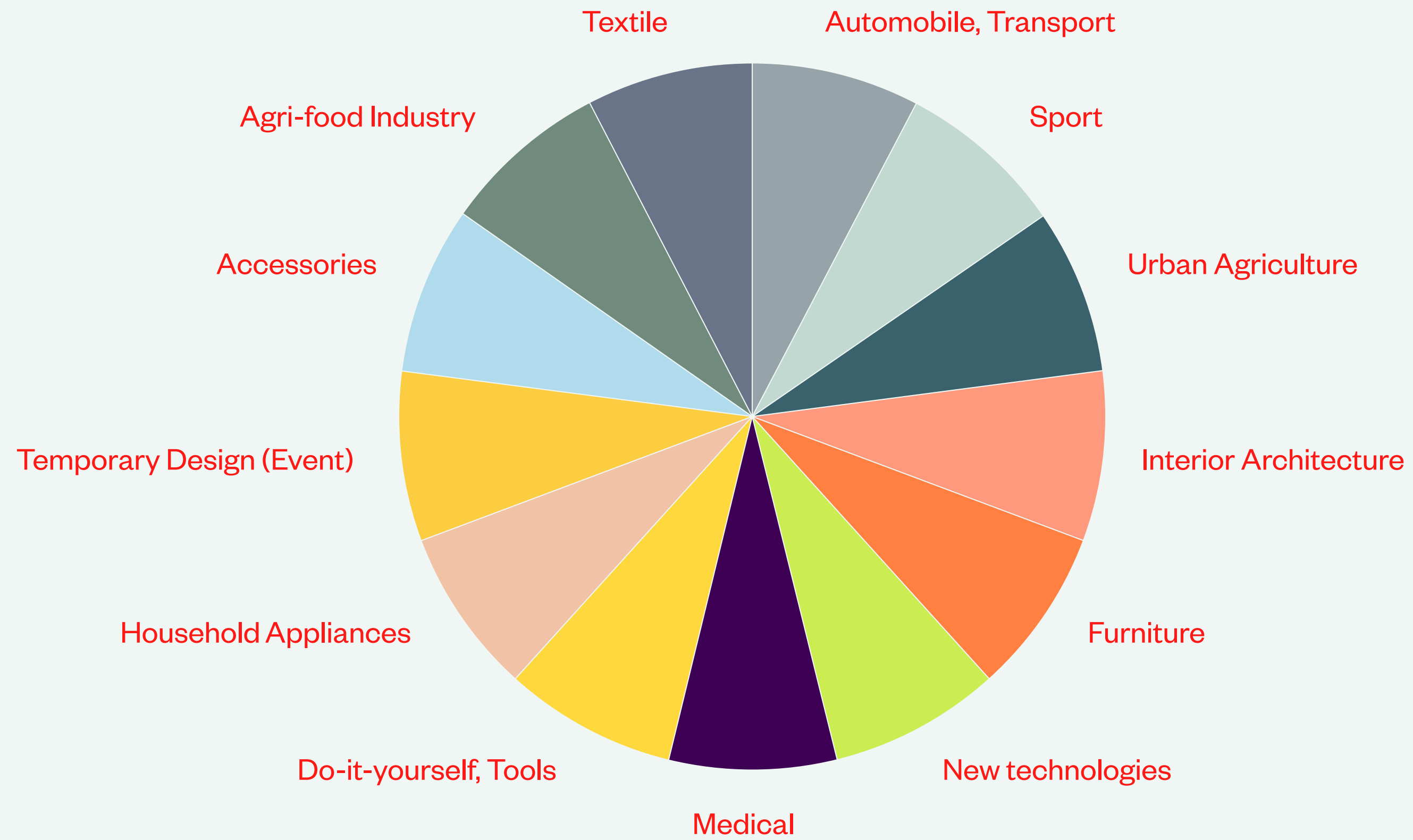
the perception of the future

description of the different stages and changes
related to the professional activity



WHO IS
MY TARGET ?

INDUSTRIAL DESIGN



HOW CAN I
COMMUNICATE
ALL OF THIS ?



TROUSSEAU
- FANNY ROUSSEAU -

The brand

Trousseau is a Belgium-based fashion brand created in Brussels. Through extremely personal inspirations and with an eco-responsible logic, the brand offers a range of clothes and accessories produced on demand and with made-to-measure features. Everything is handmade by the designer and craftswoman of the brand Fanny Rousseau.

WHAT IF THE CLOTHES YOU
WORE AS A CHILD CAME BACK
TO LIFE IN YOUR **ADULTHOOD** ?

THIS IS **TROUSSEAU'S** FIRST
COLLECTION **STARTING POINT**

COMBINING THE FOUNDER'S
PARENTS FASHION STYLE AND
HER DESIGN AESTHETIC.



DUCKLING COAT__CO-02-20
CHAMPION JACKET__JA-02-20



DOLPHINS PANTS__PA-03-20 / STARDUST BOMBER__JA-03-20 / DOLPHINS SHIRT__SH-02-20 /

References

- Gohier, C., Anadón, M., Bouchard, Y., Charbonneau, B., & Chevrier, J. (2000). La construction de l'identité professionnelle de l'enseignant : pour un modèle favorisant l'interaction plurielle. In A. Abou & M. J. Gilletti (Eds.), *Des enseignants d'Europe et d'Amérique, Questions d'identité et de formation.* (pp. 115-135). Paris: Institut national de recherche pédagogique.
- Ballero, C., Heuga, A. (2017). *Bien choisir sa trajectoire professionnelle.* Ellipses.
- https://www.rtbf.be/info/belgique/detail_la-carte-du-chomage-en-belgique-la-frontiere-linguistique-est-elle-aussi-celle-du-travail-taux-par-commune?id=10008762

**THANK YOU
FOR YOUR ATTENTION.
ANY QUESTIONS ?**

**HOW TO
START UP YOUR BUSINESS
IN FASHION & DESIGN?**

Hello, I'm Elke

**YOUR BUSINESS.
PLAN IT. DO IT.
TEST IT.**



HOW TO LAUNCH YOUR PROJECT?



HOW TO BE DIFFERENT IN A SATURATED MARKET?



HOW TO PRODUCE
CORRECTLY?



HOW TO SELL MY PRODUCT / SERVICE?



HOW TO
TELL MY STORY?



profitability

audience

branding

investment

product

price setting

vision

target

sourcing

market

business model

KPI

funding

competition

distribution

sustainability

story



IT'S COOL TO BE
SUSTAINABLE. BUT IT
IS NOT EASY.

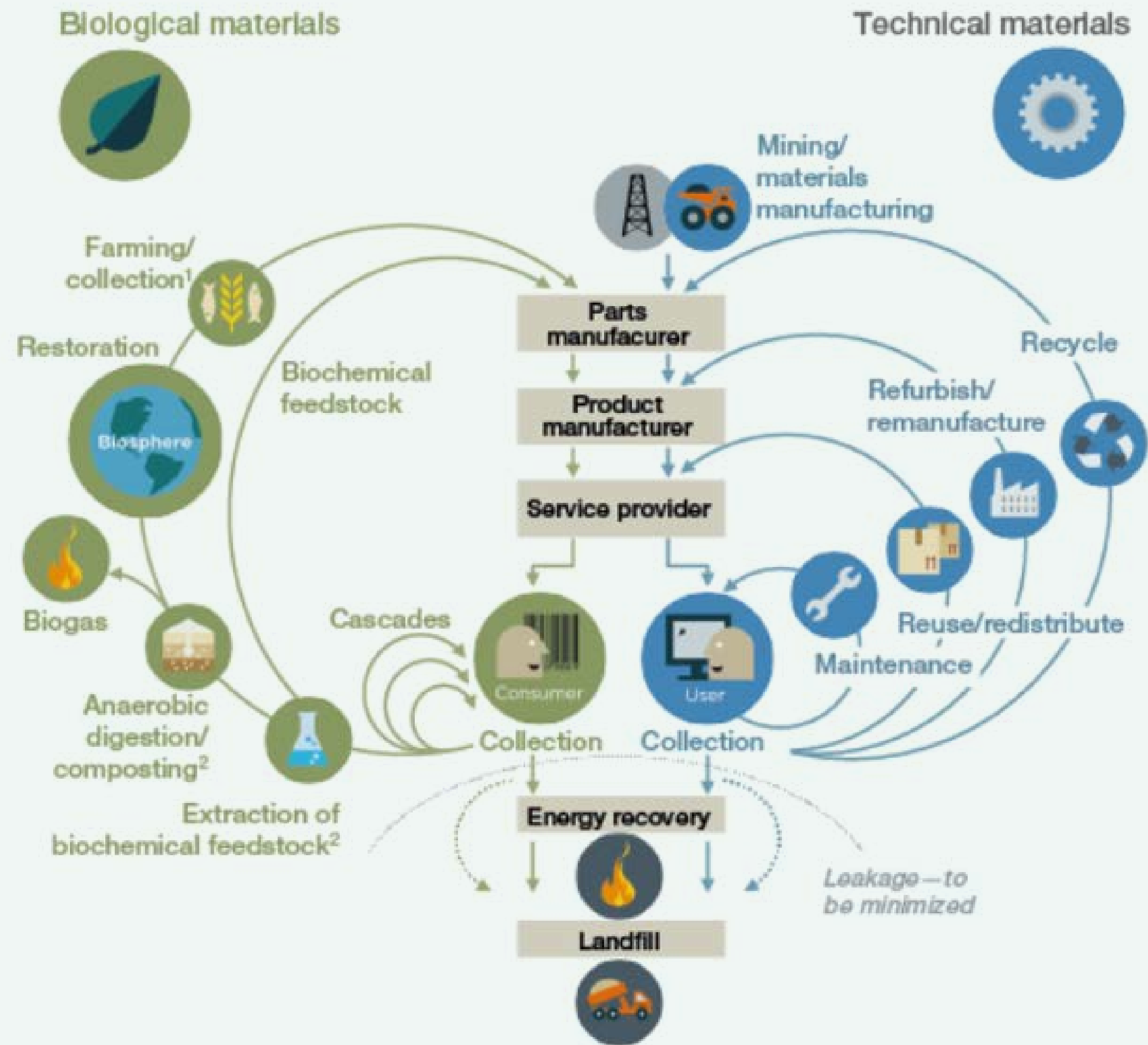


ROMBAUT

HOW TO DEVELOP A PROJECT IN CIRCULAR ECONOMY IN BRUSSELS?

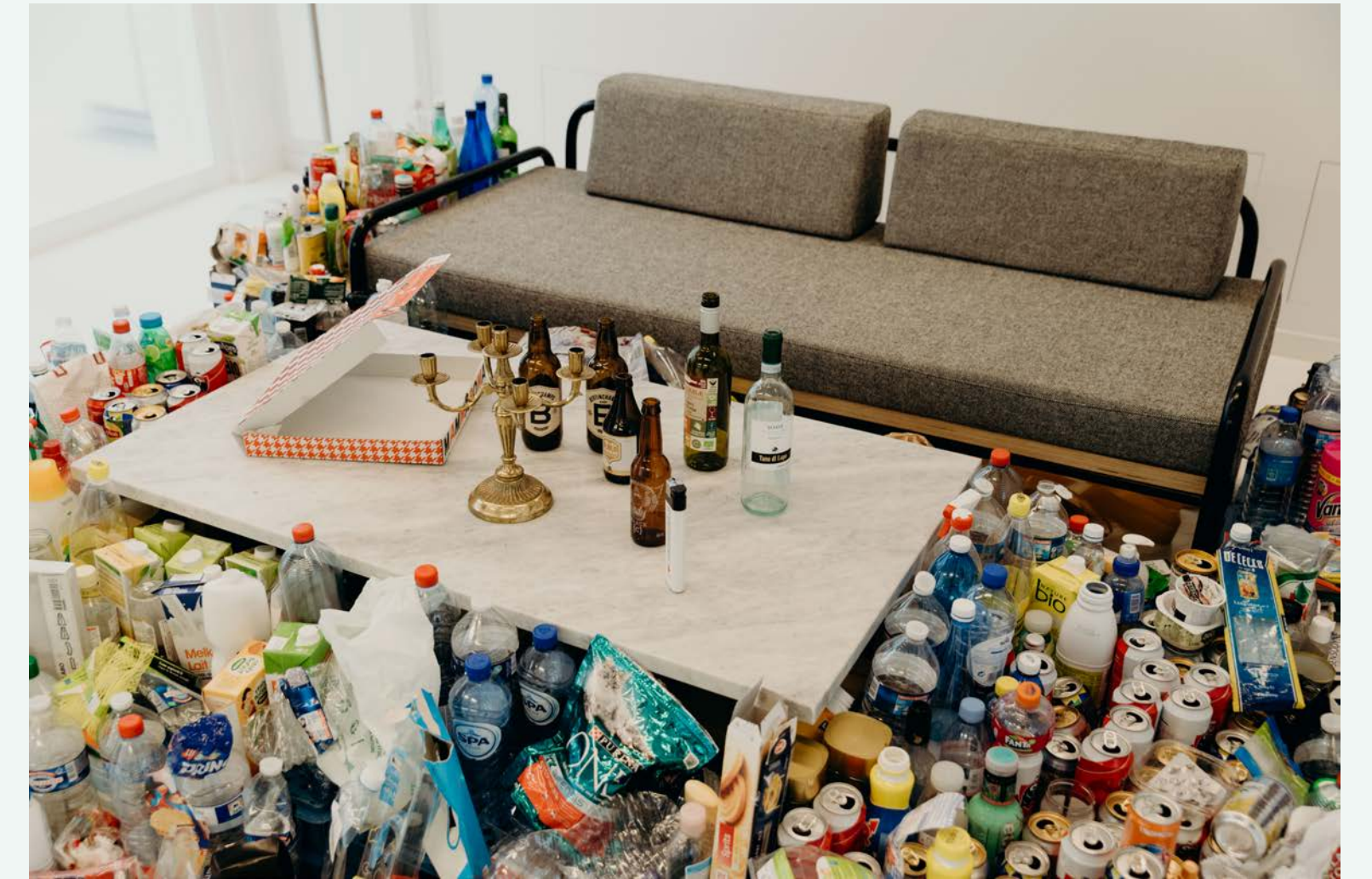
Hello, we are Yasmina & Niels

**WHAT IS THE CIRCULAR
ECONOMY?**



**WHY IS IT SO
POPULAR?**

Ecological pressure
Change in business model
Consumer demand
Loss of meaning
Political incentive



THE ROLE OF THE (FASHION) DESIGNER

During the conception of a product,
80% of a product's environmental impact can be avoided.

Ecodesign principles

- The need
- The choice of raw materials
- Weight & Volume
- The user
- The modularity
- The repairability
- Reuse
- Recycling process



Production industries

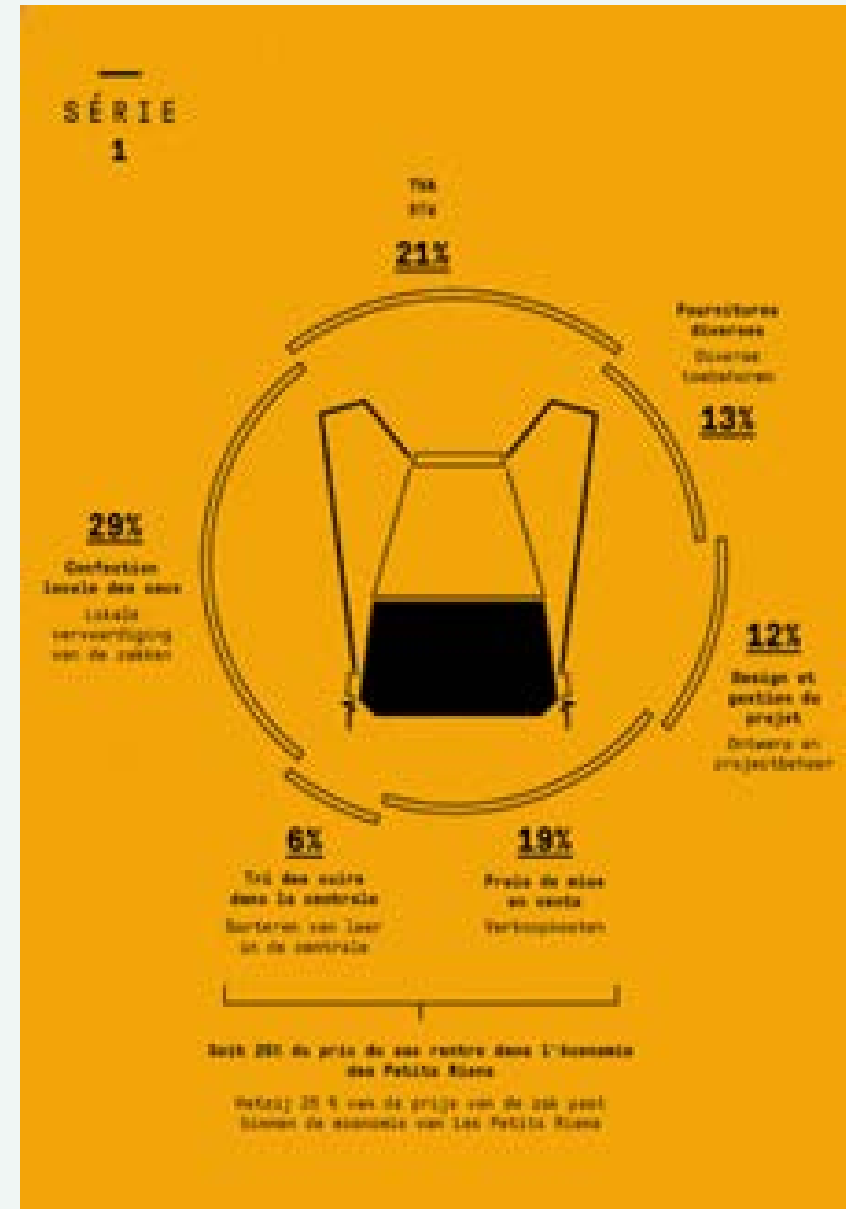
- Which production facilities ?
- Which production possibilities?
- What is the price of production?
- What volume?



Customer

- Which target customer?
- Which need ?
- What value/price ?

COURT-CIRCUIT



t e l
a l
Peau
i e r



CASE “COURT-CIRCUIT”





LES REBELLES D'ANVERS - FASHION LIBRARY.



CASES THE ECONOMY OF FUNCTIONALITY

The economy of functionality shifts the company's strategy from the logic of selling goods to solutions that integrate goods and services in order to create use values thanks to intangible resources (competence, trust, health, commitment...).

A PROJECT?

MAD, HOME OF CREATORS

Support specific to the Fashion & Design sectors



Generalist support in eco-conception



Innovative business model support



Intensive 6-month coaching program

Other support offers exist.....

More info on:

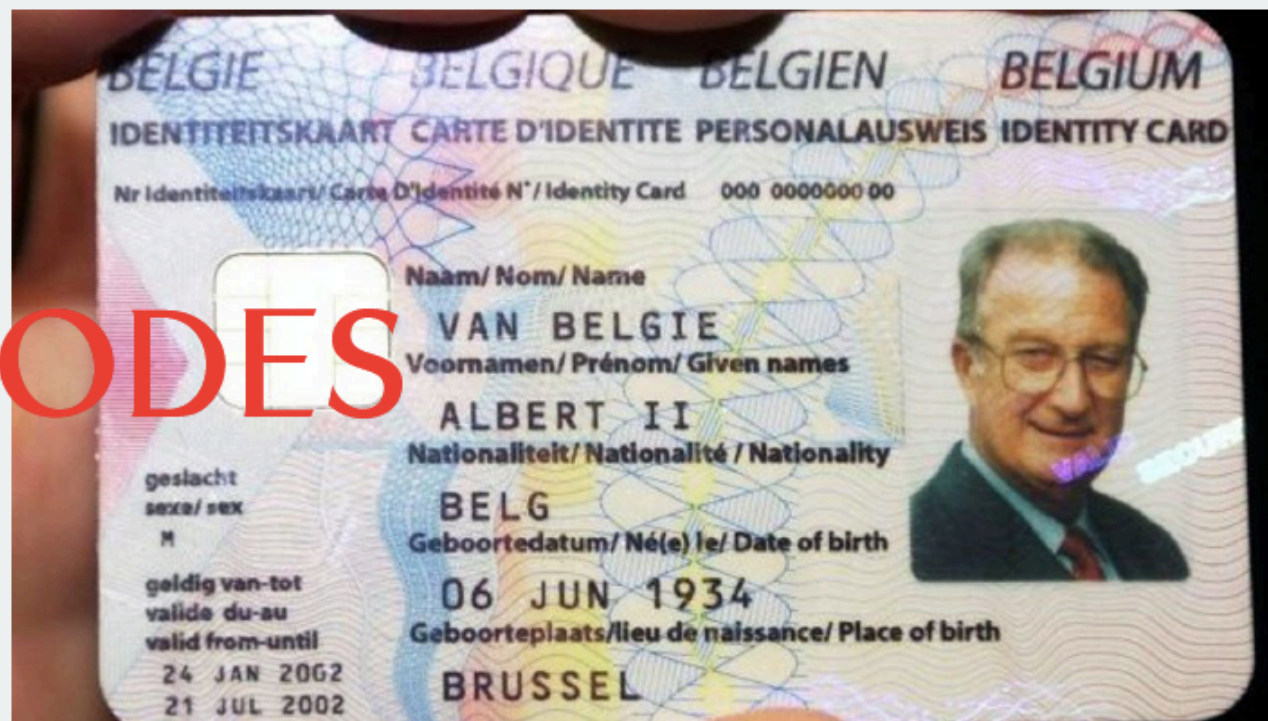
www.circulareconomy.brussels/offres-daccompagnement-generales/

BRAND IDENTITY
VS.
BRAND PERSONALITY

Hello, we are Eline & Fabian



BRAND CODES





BLANDING



YVES SAINT LAURENT → SAINT LAURENT

BALENCIAGA → BALENCIAGA

BURBERRY → BURBERRY
London, England LONDON ENGLAND

Berluti → BERLUTI
Paris PARIS

BALMAIN → BALMAIN
PARIS PARIS

BRAND EMOTIONAL VALUE



=> Trust

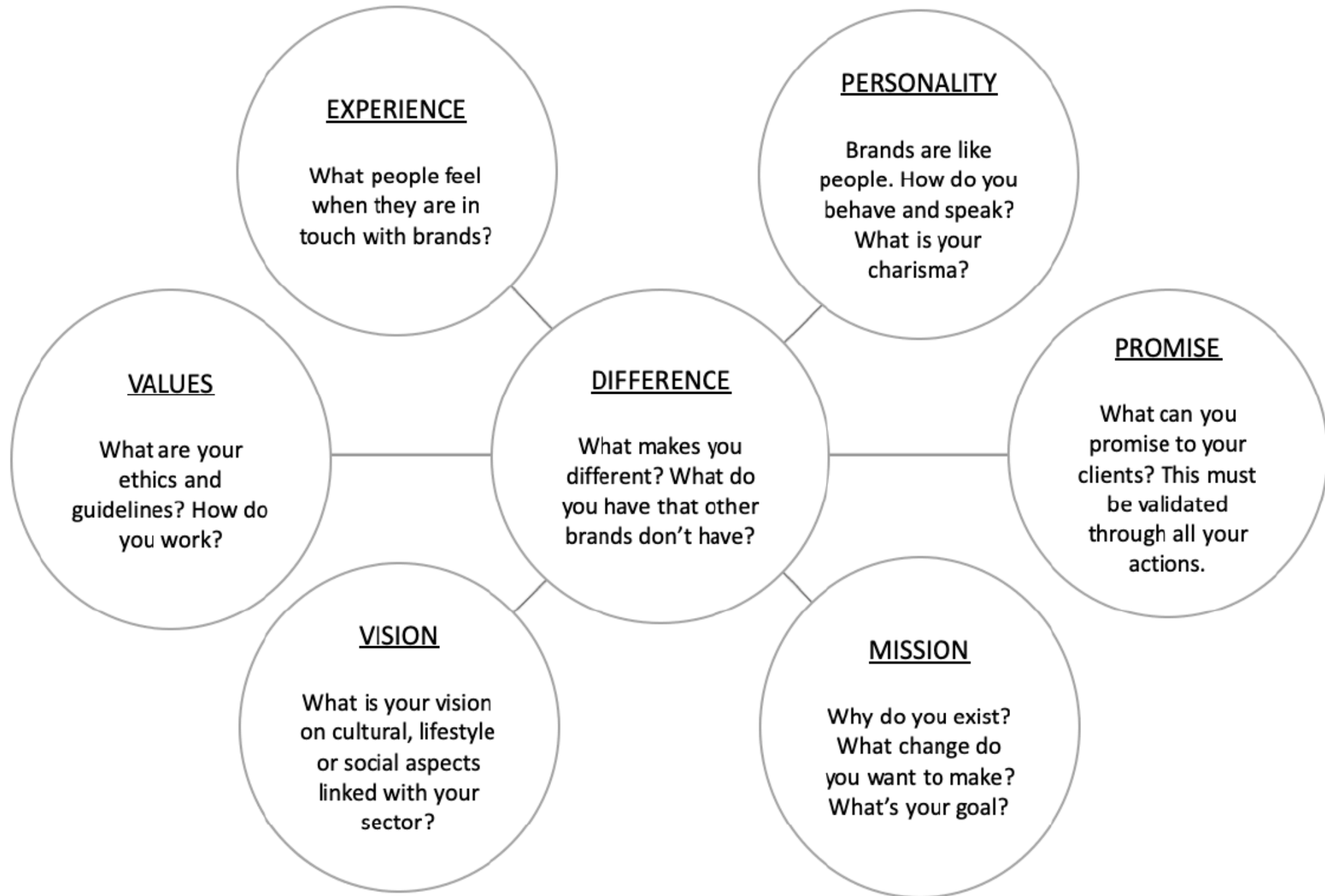
A brand who cares



Brands are like people
(©Base Design)

Attitude

Personality





LET'S PLAY

DO YOU BELIEVE IN THE
POWER OF CREATIVITY AND
COLLABORATION?

WE DO.

WE ALSO BELIEVE IN THE
POWER OF A GOOD
CONVERSATION

Sophie sophie.heyman@mad.brussels
Roméo romeo.gerard@mad.brussels
Elke elke.timmerman@mad.brussels
Yasmina yasmina.touiss@mad.brussels
Niels niels.jeanty@mad.brussels
Fabian fabian.jeanvillanueva@mad.brussels
Eline eline.willaert@mad.brussels

THANK YOU

See you next year!

MAD, HOME OF
CREATORS

