

M A D

EUROPEAN

I F E

FASHION

S T O

SUMMIT

EDITION °1



CONCLUSIONS

TO THINK
TO DISCUSS
TO INSPIRE

#MADIFESTO14

**MADIFESTO WILL BECOME THE NEW EUROPEAN THINK-TANK
TO EXPLORE THE KEY CHALLENGES OF
THE FUTURE OF FASHION
IN EUROPE AND TO PROPOSE AN ACTION PLAN.**

————— OBJECTIVES —————

- 1. KEY CHALLENGES SHOULD BE SEEN AS OPPORTUNITIES.
WE SHOULD FOSTER COLLABORATIONS RATHER THAN COMPETITION.**
- 2. COLLABORATE TO ACCELERATE INNOVATION, ANTICIPATE TRENDS, BUILDING SKILLS.**
- 3. RESPOND TO PRE-OCCUPATION OF SOCIETY ON SUSTAINABILITY ISSUES AND PROVIDE
LEADERSHIP DESIGNERS, CONSUMERS AND NETWORKS AND MOVE THE AGENDA FORWARD.**
- 4. FORMALISE A COLLABORATION AMONG FASHION COUNCILS
AND CREATE A CONSORTIUM,
AS WELL AS IDENTIFY ACTION LEADERS ON DIFFERENT WORKING GROUPS, WHO WILL BE
RESPONSIBLE FOR TAKING WORK PACKAGES FORWARD UNTIL NEXT YEAR.**
- 5. OUR CONCLUSIONS NEED TO FIT WITH EU STRATEGY (HORIZON 2020), SO THE
COMMISSION CAN GO THROUGH ALL OF OUR ACTIONS AND SEE IF & HOW WE CAN GET
SUPPORT FROM EU NEW POLICY ABOUT INDUSTRIAL RENAISSANCE.**



————— PRACTICAL —————

**MAD BRUSSELS WILL SEND CONTACT DETAILS OF THE PARTICIPANTS
AND
SHARE THE ACTION POINTS FROM MADIFESTO 2014.**

**WE DETECTED ONE MAJOR TOPIC PER WORKSHOP, NAMELY THE “IMPORTANCE OF SKILLS”.
TO UNDERLINE IT’S IMPORTANCE, WE ALREADY WOULD LIKE TO PUT THIS ON THE AGENDA
OF MADIFESTO 2015.**

**SAVE THE DATE, MADIFESTO 2015 :
3-6 JUNE 2015**



THE BUSINESS MODEL 3.0 FOR YOUNG BRANDS

We've divided all outcomes from the workshop in 3 major topics, namely (1) Promotion, (2) Skills & Network and (3) Funding. Within these 3 topics, you can find below the key challenges & proposed actions.

PROMOTION

A. KEY CHALLENGES

- Sketchy knowledge among investors and customers about the entire value chain
- Online presence/overview of all EU designers.
- Promotion should be the first priority.
- Fashion weeks : credibility of branding & image but Paris is saturated. Creation of second zone fashion weeks: states use young designers to promote themselves but not really the designers ==> balance to find. Political world interested in fashion now compared to earlier.

B. PROPOSED ACTIONS

- Coherent communication about “what we do”: creative ‘metiers’, industry, designers and their teams, the entire value chain
- Creation of a EU Fashion Lobby: legitimate and transparent > one voice, one group
- Creation of a “Trip advisor” type DATABASE
 - Community fed
 - Community validated/qualified
 - Community inspired
 - Community maintained



SKILLS & NETWORK

A. KEY CHALLENGES

- Imperfect or one-off knowledge about business process and practice
- Improvisation multiplied by the number of young entrepreneurs = waste of resources
- No clear reference base for access to buying entities, no proven methodology for reaching these people (agents, buyers, fairs,...)



B. PROPOSED ACTIONS

- **Link experts and practices that enlighten and perfect designers' skills**
 - » **Creation of a platform with specific information on how to coach young designers to make the right choice.**
 - » **Build confidence and decision-making capacities**
 - » **Give long-term vision and modelling skills**
 - » **Consolidated database for mentors, experts, industrials,...and future partners!**
- **Design school business process programs**
- **Realise an inventory of skills and jobs (designers, production, promotion, finance, HR, management, logistics) : join the SKILLS ALLIANCE FORUM (EU group Platform to develop projects together). Develop a website regrouping small producers: cartography of expertise (list of production facilities per country) + info support centre**



FUNDING

A. KEY CHALLENGES

- **Difficulty to access financing for young talent**
- **Difficulty to defend price-points**
- **Existing subventions and prize budgets are not delivering outcomes that sustain young designers going forward (ex: obligatory fashion show for designers who are not ready or have no follow-through capacity)**

B. PROPOSED ACTIONS

- **Create a platform of INVESTMENTS FUNDS: demand (designers looking for funds) & supply (investors public & private or mix of both) + Follow-up funding: impact measurements.**
- **Investment in e-commerce (50.000 à 100.000 euro).**
- **More precise needs assessment with institutions, schools and design councils for allocation of public funding**
- **Closer collaboration with students and entrepreneurs before making the decision to do a major show (alternative showing methods: film, showroom, etc...)**
- **Access to new financing models (public vs private or mix)**

FASHION EDUCATION IN THE FUTURE

Through the workshops, we selected 3 major issues concerning “Fashion education in the Future”. Very important, Europe needs more investment into fashion education.

NEW SCHOOL MODEL FOR EUROPE

A. KEY CHALLENGES

- To reflect the reality of society today.
- To improve the business success, innovation through entrepreneurship
- To teach importance of team working & collaboration & gain more self-confidence

B. PROPOSED ACTIONS

- Incorporate business (theory & best practices), technology in designers education, internships and international workshops

SHARING INFORMATION & PEOPLE

A. KEY CHALLENGES

- Including mobility & best practices exchanges
- Encourage mobility of directors, teachers & students
- Enhance link craftsmen & designers
- Information sharing about experts, associations, etc.

B. PROPOSED ACTIONS

- **WWW.MADIFESTO.BE** can be a database platform to share information & people
 - » FASHION JOBS / INTERNSHIPS in the field of teaching
 - » FASHION SCHOOLS in Europe to help students find the right training
 - » FASHION ASSOCIATIONS and their collaborators
 - » FASHION EXPERTS (incl. their CV and other information)
 - » ASSESSMENT REPORTS OF COMPETENCES on EU level



!!! ALL FASHION ASSOCIATIONS WILL PROVIDE INFORMATION ABOUT MINIMUM 5 VALUABLE EXPERTS TO START UP THE PLATFORM. MAD BRUSSELS WILL COLLECT THE DETAILS AND START UP THE DATABASE

- Creation of a Pan European Fashion Internship Association to share interns and experiences between schools & business
- Organise workshops at international level with local & specialised craftsmen to improve the match-making between technicians and young designers and to create link between education and launching a fashion business.

PRODUCTION WORKSHOPS

A. KEY CHALLENGES

- Lack of knowledge about technical skills about career paths & working options.
- Acknowledge importance of craftsman & technics.

B. PROPOSED ACTIONS

- Improve the practice of production technics at school by organising production workshops.
- Encourage students to start a business while studying that means to use university as incubator to elaborate their business.



PRODUCTION, NEW TECHNOLOGIES & SUSTAINABLE FASHION IN THE FUTURE

The outcome of all workshops has been categorised in 4 major topics, namely (1) Promotion, (2) Skills, Research & Development, (3) Sustainability and (4) Funding.

Within these 4 topics, you can find below the key challenges & proposed actions.

PROMOTION

A. KEY CHALLENGES

- Cartography of resources throughout Europe
- Shared knowledge about materials & production processes
- Bridge the gap between designers and manufacturers
- Connect designers and production chain



B. PROPOSED ACTIONS

- Creation of a European DATABASE with as much information about:
 - » production & manufacturing
 - » craftsmen/ technical experts
 - » sourcing experts
 - » etc.
- Creation of a virtual platform (online materiotheque?) with new and innovative products, the latest production technics and processes, incl. a link to academic research.
- Creation of a European platform to broker relations and create partnerships between designers, manufacturers and experts by :
 - » Setting up a community-driven database of expertise, technologies, funding opportunities, alternative production models, old and new materials...
 - » Organising one of more annual events throughout Europe to bring designers, manufacturers, artisans, marketing specialists together
 - » Workshops & training for designers on manufacturing, technology, realisation...
- European network of laboratories to connect designers & production chain
 - » Accelerating rapid prototyping
 - » Promote the integration of traditional craftsmanship and artisanship into design
 - » Support the experimentation of new processes and technologies

- **GOOD PRACTICES TO EXPLORE:**

- » **Workshops for prototyping in Hyères, France - idea for replication in other countries**
- » **UK database ‘Let’s make it here’ (<http://www.letsmakeithere.org>), which provides a wide range of resources to designers, including a list of manufacturers by specialty , different kinds of expertise available, encouraging a local / national production**
- » **Centre Européen de Textiles Innovants (<http://www.ceti.com>) in northern France - this is aimed more at heavy industry than fashion, but a similar resource could be developed for the fashion industry.**
- » **Europeana.eu database**

SKILLS, RESEARCH & DEVELOPMENT

A. KEY CHALLENGES

- **Link with traditional crafts: how to integrate design and traditional crafts and artisans? We need to promote education, exchanges, mentoring and partnerships between these sectors.**
- **Link with manufacturers : to obtain lower production costs**
- **Share information between designers, craftsmen, manufacturers and workers**
- **Address the skills deficit of current and future designers regarding to technology, manufacturing, realization, industrial and market constraints**

B. PROPOSED ACTIONS

- **Creation of partnerships between manufactures and designers (funding, manpower, knowledge, skills...)**
- **European network Laboratories / Prototype workshops :**
 - » **to connect young designers with manufacturers and prototyping facilities, and help them develop support networks and collaboration**
 - » **to facilitate access to production machines for designer prototyping at a lower cost (as current costs are prohibitive for many independent and/or young designers)**
- **Organise workshops and annual events to bring together designers, manufactureres, artisans, and workers (including low-skilled workers) who could collaborate :**
 - » **on a local level**
 - » **on international level**
- **Respond to skills deficit of designers to integrate evolving reality**
 - » **Development of new curricula and training for fashion designers**
 - » **Look at both higher education and vocational training**
 - » **Re-use / re-activation of achieves, models, design patterns which are kept by factories and never re-used. (note: intellectual property rights belong to the designer only for 5 years, after that they become public domain- these should be shared with designer community)**
 - » **GOOD PRACTICES TO EXPLORE:**
 - * **Baltic States Project: “8 Steps from Art to Fashion” (for more info: <http://polhem.com/8-steps-art-business-final-project-presentation/>)**
 - * **Apprenticeship programmes for young designers**

• GOOD PRACTICES TO EXPLORE:

- » “Prototype & Production” initiative in France: <http://designersandco.forum-actif.info/c3-prototype-et-production>
- » Center for Fashion Enterprise London coaches individual designers on wide range of themes including production & manufacturing, sourcing, and promotes local production facilities to designers.
- » Austrian initiative to broker relations between designers and production: guiding, coaching...
- » Designer - Manufacturer Innovation Support Centre <http://www.fashion-manufacturing.com>
- » Honest By (<http://www.honestby.com>) offers products with complete transparency in price and manufacturing, creating a new paradigm in fashion and retail.
- » EU Worth Project <http://www.worth-project.eu> could be replicated / expanded into other countries.

SUSTAINABILITY

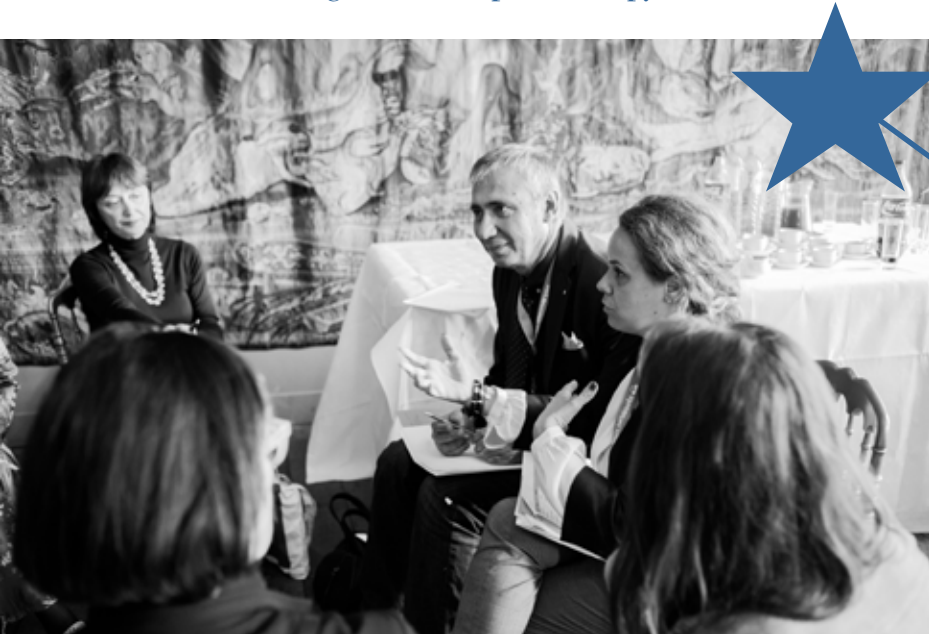
KEY CHALLENGES + PROPOSED ACTIONS

- Support and development of guidelines and training on sourcing issues to help designers understand the constraints and realities relating to sourcing of their products and materials.
- Appeal by fashion design community for responsible and transparent sourcing to actors of the industry
- Appeal to improve access for SMEs and independent designers to finance
- Appeal for more clarity on labeling in the EU - opportunity for a quality label for items produced in the EU?
- Appeal for a global standard for sustainable fashion

FUNDING

KEY CHALLENGES

- **DEVELOPMENT OF PLATFORMS TO PROMOTE FUNDING** including new approaches on crowdfunding & venture philanthropy



MADIFEESTO APPEAL

CREATION OF EU DATABASE



**ACTIVE AND ONGOING
COMMITMENT**



**MORE CLARITY ON RESPONSIBLE
AND TRANSPARENT SOURCING**



**MORE AND EASIER ACCESS TO
FINANCING FOR SMEs**



**CLARITY ON LABELLING
AT EU LEVEL**



**WE INVITE YOU TO SOON TO PARTICIPATE
IN THE FOLLOWING WORKSHOPS:**

WORKSHOP “BUSINESS MODEL”

**MASTERED BY CENTER FOR FASHION ENTERPRISES LONDON
NOVEMBER 2014 › PRECISE DATE TO BE CONFIRMED**

MADIFESTO DAY ABOUT

“FASHION EDUCATION”

**MASTERED BY INTERNATION FESTIVAL OF FASHION & PHOTOGRAPHY @ HYÈRES, FRANCE
APRIL 2015 › PRECISE DATE TO BE CONFIRMED**

WORKSHOP “SUSTAINABILITY & FASHION”

**MASTERED BY DANISH FASHION INSTITUTE
DATE & LOCATION TO BE CONFIRMED**

**MORE INFORMATION & NEXT STEPS
WILL FOLLOW SOON
BY EMAIL
AND ON**

- WWW.MADIFESTO.BE -





MANY THANKS FOR YOUR PARTICIPATION

WE HOPE TO SEE YOU ALL NEXT YEAR!

MAD FASHION TEAM