



**MADIFESTO 2017
EUROPEAN FASHION SUMMIT
UNITED FASHION**

14 & 15 November 2017

4th Edition

A NEW SHIFT IN FASHION



The traditional fashion system is currently being called into question. For some time now, the fashion industry has been having a radical rethink of both the runway and the retail calendars. Fashion businesses are searching ambitiously for other innovative business models, from digital interactivity channels over fashion tech to circular economic models. The fashion industry is also thinking more and more about sustainable solutions to respond to its extreme environmental and consumer impact.

ATTENDEES

Fashion Councils

ACME (ES)
Austrian Fashion Association (AT)
Baltic Fashion Federation (LV)
Council of Irish Fashion Designers (IR)
Fashion Council Germany (DE)
Finnish Textile & Fashion (FI)
Fashion Week Skopje – FWSK (MK)
MAD Brussels (BE)
Maisons de Mode Lille – Roubaix (FR)
Modalisboa (PT)
National Fashion League Hungary Association (HU)
Modesuisse (CH)
Not Just a Label (UK)
Nordic Fashion Association (NO)
Norwegian Fashion Hub (NO)
Slovak Fashion Council (SK)
Sourcebook (DE)
Villa Noailles (FR)
Wallonie-Bruxelles Design Mode (BE)
Flanders DC (BE)
Danish Fashion Institute (DK)
– last minute incapacity

Fashion Experts

Fashion Intelligence (FR)
HAI (LT)
Launch Metrics (FR/USA)
Modelab (FR)
Piaser Consulting (FR)
Première Classe (FR)
Stijl (BE)
Catwalkpictures (BE)
FASHIONCLASH (NL)
Pisco & co. (BE)



Schools

Amsterdam Fashion Institute – AMFI (NL)
IED Barcelona (ES)
Institut Français de la Mode – IFM (FR)
La Cambre – Accessoires (BE)
London College of Fashion – Center for Fashion Enterprise London (UK)
MODESIGN ACADEMY (BE)
Polimoda (FR)
AITEC Centro Tecnológico Textil (ES)

International press & buyers

European Union

Creative Europe Desk – Culture
European Commission – DG Education, Audiovisual and Culture (DG EAC)
European Commission – DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)
European Commission – Education, Audiovisual and Culture Executive Agency (EACEA)
European Commission – Executive Agency for Small and Medium-sized Enterprises (EASME)
European Parliament

GOALS



MADIFESTO

– EUROPEAN FASHION SUMMIT #4

- 1. The official launch of the United Fashion project, the 4-year European cooperation project (see details below).**
- 2. Reflections on the establishment of the permanent representative structure for fashion in Europe.**
- 3. Workshops to define the challenge for the fashion industry and the responding role of this permanent structure.**

UNITED FASHION is a project carried out by a cluster of 8 European fashion support associations, from 7 different countries, promoting entrepreneurial creativity and innovation to enhance business opportunities for European fashion designers.

The fashion sector is one of the key culture and creative industries in Europe today. The culture of fashion designers across Europe is highly creative and driven by originality and innovation, exemplified by the academic training of fashion designers and their dedication to craft. Since 2008, the traditional fashion business models for creative industries have changed drastically, which requires a different business approach from designers, but also from the entire fashion industry in Europe.

For the very first time, a European cross-cultural collaboration will internationally enhance the designers' business competitiveness, without limiting their creativity. Via a cross-border cooperation set up in Denmark, France, the Baltic region, Macedonia, Portugal, UK and Belgium, international designer showrooms will enable fashion professionals to have access to on-site market knowledge and new business opportunities by meeting local buyers, producers, press and consumers. A number of international network events and cross-border transdisciplinary training workshops will enable more than 150 European fashion designers to participate on a transnational level. It will also be an opportunity to exchange best practices, to learn about innovative design and business skills, and to gain specific market insights at a larger level than they are used to.

The **UNITED FASHION** project addresses the need for fashion creatives across Europe to be more business minded, without limiting their creativity. This 4-year project is a response to the urgent need to focus on the future, to share market information and to stimulate transnational collaboration and cultural exchange from West to East, from North to South and vice versa.

Official 8 partners

- Maisons de Mode Lille – Roubaix (FR)
- Danish Fashion Institute (DK)
- Not just a Label (UK)
- Fashion Week Corporation – Fashion Weekend Skopje (FYROM)
- ModaLisboa (PT)
- Baltic Fashion Federation (LV)
- Flanders DC (former Flanders Fashion Institute) (BE) and the leading partner
- MAD Brussels Fashion and Design Platform (BE) make up the consortium of 8 European fashion support associations involved in the **UNITED FASHION** project.

Associated partners

Wallonie-Bruxelles Design Mode (BE), Dutch Fashion Foundation (NL), Fashion Council Germany (DE), Center for Fashion Enterprise – University of Arts London (UK), Asociación Creadores de Moda de España – ACME (ES), Future In Fashion Foundation (PL), Austrian Fashion Association (AT), Council Of Irish Fashion Designers (IR), Fédération française du Prêt-A-Porter Féminin (FR), Nflh Fashion Hungary (HU), Fashion Council Netherlands (NL), Norwegian Fashion Institute (NO), Squat (SI), Design Terminal (HU), Sourcebook (DE), Cyprus Fashion Designers Association (CY), Festival International de la Mode et de la Photographie Hyères (FR), and Europeana Fashion International Association.

UNITED FASHION is co-funded by the CREATIVE EUROPE programme of the EUROPEAN UNION.



Goals

The overall objective is to enhance the culture of fashion designers across Europe to be more business minded and to enhance their competitiveness internationally, without limiting their creativity.

The specific goals are:

- Provide opportunities for international mobility through designer showrooms
- Encourage capacity building for both fashion associations and fashion designers through workshops and trainings, with a focus on key challenges as sustainability, fashion technologies, distribution, production, craftsmanship, digitalisation and brand management.
- Deliver international events and create networking opportunities

Impact

An innovative, more business minded and competitive European fashion sector, supported by a permanent structure, the European Fashion Federation (EFF).

Activities

- 7 Networking events and round tables involving more than 800 international and local fashion designers and professionals
- 5 workshops involving about 300 international and local fashion designers and experts
- 6 designer showrooms across Europe showcasing more than 150 international and local fashion designers
- 1 international exhibition with 50 to 100 European designers showcased
- 1 study
- 12 European project meetings
- 320 mobility grants provided to fashion designers and professionals

Beneficiaries

Main target groups are European independent fashion designers and fashion associations. The project also aims at reaching the other actors of the fashion ecosystem (buyers, media, industry...), and the consumer.





2017

Nov. 14-15

MADIFESTO

by MAD Brussels

Nov. 16

Fashion Talks Antwerp

by Flanders DC

2018

May 16

Copenhagen Fashion Summit

by Danish Fashion Institute

Oct. 24-28

Riga Fashion Week

by Baltic Fashion Federation

2019

March

Fashion Weekend Skopje

by FWSK

September

48H Mode Lille

by Maisons de Mode

2020

March

Lisboa Fashion Week

by ModaLisboa

November

Fashion Talks Antwerp

by Flanders DC

2021

March

Closing event

by MAD Brussels

March-June

Exhibition curated

by NJAL in Brussels



EFF¹ – The permanent independent structure

EFF is a pioneering network of European fashion councils, promotion associations and incubators, dedicated to sharing, educating and researching market knowledge and best practices, as well as offering a connection platform to all of the parties involved in the European fashion design sector, such as independent fashion designers & labels, schools & students, policymakers and all professionals working in the fashion sector.



¹ Participants were invited to vote for a name for the permanent independent structure during Madifesto 2017. The name selected for this structure is European Fashion Federation (EFF).

VISION

The **EFF** is to be the voice for the common ambitions and challenges of European independent fashion businesses at both European and international levels. EFF's role is meant to be complementary to the mission and actions of the existing fashion councils and institutes.

SHARE

PROMOTE

SUPPORT

PIONEER

EDUCATE

DEVELOP

MISSION

To promote and stimulate the **quality and development** of the European fashion design industry within a global environment by:

- **empowering** the fashion design industry, the parties involved and their activities, entrepreneurial creativity and innovation skills through advocacy and communication
- offering a platform for professional **networking** and **communication**
- facilitating the **exchange of information, know-how** and **best practices** within the fashion industry on a European level
- promoting multidisciplinary and innovative forward-thinking **research** on fashion value chains
- encouraging **cross-national cooperation** and connections, as well as supporting **mobility** between creative providers and the industry
- setting common **policy**
- **representing** the fashion design sector in national and international forums
- developing coordinated **awareness** in relation to fashion professionals, audience and policymakers.

MEMBERS

&

BENEFICIARIES

FOUNDING MEMBERS

Founding members are the national and regional fashion associations, councils, incubators and accelerators..

ASSOCIATE MEMBERS

- independent fashion brands
- fashion experts (agents, consultants)
- schools (design + business + research)
- retailers
- manufacturers
(small quantities/micro enterprises)
- textile industry
- suppliers, crafts
- B to B businesses
(trade shows, showrooms, etc.)
- big fashion groups and brands

BENEFICIARIES

- fashion labels
- manufacturers
(small quantities/ micro enterprises)
- fashion design schools & business schools
- media
- cultural organisations active
in the field of fashion
- consumers

**Proposed membership fees
(starting from 2018)
between 500 and 3.000 euros.**



STRUCTURE & FINANCING

EUROPEAN FASHION FEDERATION

OPERATIONAL TEAM

– *Daily work*

EXECUTIVE BOARD

– *Strategy*

STEERING COMMITTEE

– *Advice & Sector
Ambassadors*

GENERAL ASSEMBLY

– *Executive Board, Founding Members & Operational Team*

FOUNDING MEMBERS

– *National and regional fashion associations, councils, incubators and accelerators*

ASSOCIATE MEMBERS

– *Independent Fashion Brands, Fashion Experts (Agents, Consultants), Design / Business and / or Research School, Retailers, Manufacturers, Textile Industry, Suppliers, Crafts, B to B Businesses (Trade Shows, Showrooms...), Big Fashion Groups and Brands...*

EFF will be an International Non-Profit Organisation under Belgian law, legally based in Brussels but with a European-wide remit.

Besides the daily operational team, EFF will have a General Assembly (voting role), an Executive Board (voting role) and a Steering Committee (advisory role).

The structure should be prepared to be self-sustainable financially. Different steps of financing are possible →

Primary

- membership fees (with different levels of contribution according to the size and turnover of members)

Secondary

- sponsoring partners

Third

- project-based funding (international, EU and local applications, calls...)
- incomes through a programme of activities (workshops, conferences, training programmes...)

Fourth

- income generated by the database and/or publication/studies (?)
- alternative funding: participative funding (eg. A European fashion day on which every transaction or credit card payment is credited from 50 cents for EFF).

Potential sponsoring partners

- industry: big groups (LVMH, Richmond, Kering, Inditex, etc), fashion media & publishing, manufacturers, suppliers
- non-industry: automotive, airlines, big4, other media, beauty/wellness, hotel, TV, financial institutions, tech

Please note that the EU grant of the United Fashion project cannot be transferred in any case towards the EFF.

COMMUNICATION & ADVOCACY

ONE VOICE

To whom?

- Internal communication to the members
- External communication to
 - the entire fashion sector (B2B)
 - the policymakers and other industries (advocacy)
 - and consumers (awareness B2C).

Communication tools?

- Main tool: website / interactive platform
- Newsletters
- Social media (Facebook, Instagram, Twitter...)
- Apps (eg. European Tinder for the fashion industry)
- Events: press conferences, networking events...
- Practical tools (industry reports, research, videos...)

What do we communicate?

- EU Database
- Sector information (information exchange platform on events, tenders, business programs...)
- EFF activity program
- Publications own and partners researches (expertise, insights, methodology...)
- Intranet (activity updates members, e-mail forums for specialist networking opportunities, collaborative marketplace for co-productions, collaborations and exchanges on best practices)
- Internships and jobs
- Funding opportunities
- Awareness campaigns (campaigns focussing on sustainability, new technologies, craftsmanship, etc.)



WORKGROUPS

DATABASE incl. PRODUCTION

Needs

- Access / contacts on EU level
- Fashion associations
- Sourcing fairs and experts
- Production (craftsmen / technical experts...) & manufacturing (focussing mainly on small quantities)
- Distribution agents & consultants
- Fashion incubators
- Fashion jobs & internships (link)
- Fashion schools (link)

TO DO

- Stimulate local organisations to share local information
- Use common EU language regarding production issues

Estimated budget EU database

200-250k (possible financing through membership fees, advertisement...)

Concept: proposed options to collaborate with existing databases

- Create an umbrella platform (incorporating existing databases)
- Community fed, validated, maintained database
- Listings (with local/national councils/institutions; resources of fabrics, industrial, finishing, sales channels, experts...)
- Match-making App/tool: eg. Tinder for the fashion industry To whom?

WORKGROUPS

EDUCATION

Needs

Networking platform

- Enhance mobility of students and teachers on EU level
- Access to resources and information
- Think about future fashion school model (cross-disciplinary, collaborative projects...)
- Lifelong learning (post-education trainings)

Proposed actions at European level

- Foster mobility of students and teachers at EU level
- Workshops: Training on key issues for future fashion designers and business students: how the industry works? How to access funding? The practical challenges in Fashion tech?
- The future fashion school model in Europe: guide reflection for change in education programs. There is a need for 'full' designers, not only creators, but also managers, covering all aspects of the industry. To think more in a global way.

WORKGROUPS

FASHION TECH

Needs

- Define Fashion Tech
- More match-making between businesses and tech world
- Information on activities within the industry, on start-up working in this field...
- Education on tech innovations
- Coaching and analysis of the tech needs of fashion businesses

Proposed actions at European level

- Open definition of fashion tech (due to constant evolution of technologies), with focus on its ability to empower the sector;
- Industry match-making through yearly digital showcases (during existing fashion tech weeks/events), database, Fashion tech "tinder"/application
- Information: Database,
- Education: workshops, success stories, live-streamed video lessons...
- Coaching: regular industry analysis, panel of experts, framework of tools for brands (available resources by company size, type...)



WORKGROUPS

WORKGROUPS

DISTRIBUTION

Needs

- Local market insights (legal, actors, channels)
- Other business models

EFF's role towards

» B-to-B

- building an online database (B-to-B)
- research (new/innovative business models)
- capacity building (eg. Guides on How to access buyers and agents?)

» B-to-C

develop awareness (eg. "Buy European" campaign; fashion tourism/guide <new tool or through existing channels as TripAdvisor or Yelp>).

A NEW SHIFT IN FASHION

SUSTAINABILITY & SOCIAL FASHION

Needs

- Trust & reliability
- A European strategy
- More regulation: more space and support of lobbying groups
- Proper infrastructure
- More resources
- Expertise
- Responsible and transparent sourcing
- Global standard for sustainable fashion

Role of EFF would be to advocate and support sustainability

» B-to-B

- Databases with European contacts (retail, selling, resale opportunities, fabric sourcing, manufacturers, producers...)
 - Develop a European vision on sustainability and advocate for it:
 - Common "sustainability" criteria
 - set-up price points/wages for workers
 - More transparency from labels, brands, manufacturers... (through blockchain)
 - Lobby for EU/international laws in favour of more ethical and fair work conditions for workers, as well as environmentally-safe practices.
 - Capacity building (sharing best practices, peer-to-peer learning...)
 - Networking opportunities
 - Funding support
- ##### » B-to-C
- Awareness (e.g. videos, success stories...)
 - Universal labelling system to convey 'sustainable' clothing.



- **Action plan > January 2018**
- **Business plan > March 2018**
- **Secure funds with the membership fees of the members in 2018 (to be foreseen in the respective budgets of the founding members)**
- **Official launch of EFF in September 2018 during Paris Fashion Week**

The event was organised by

MAD

BRUSSELS
FASHION AND DESIGN
PLATFORM

Supported by

La Région et l'Europe investissent dans votre avenir ! • Het Gewest en Europa investeren in uw toekomst!



in the framework of **UNITED FASHION**,
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CONTACT

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