



**BUSINESS MODELS
AND FASHION**

BUSINESS MODEL

“a logic of operation that can sustain itself (financially)”



HAUTE COUTURE | PRÊT-À-PORTER

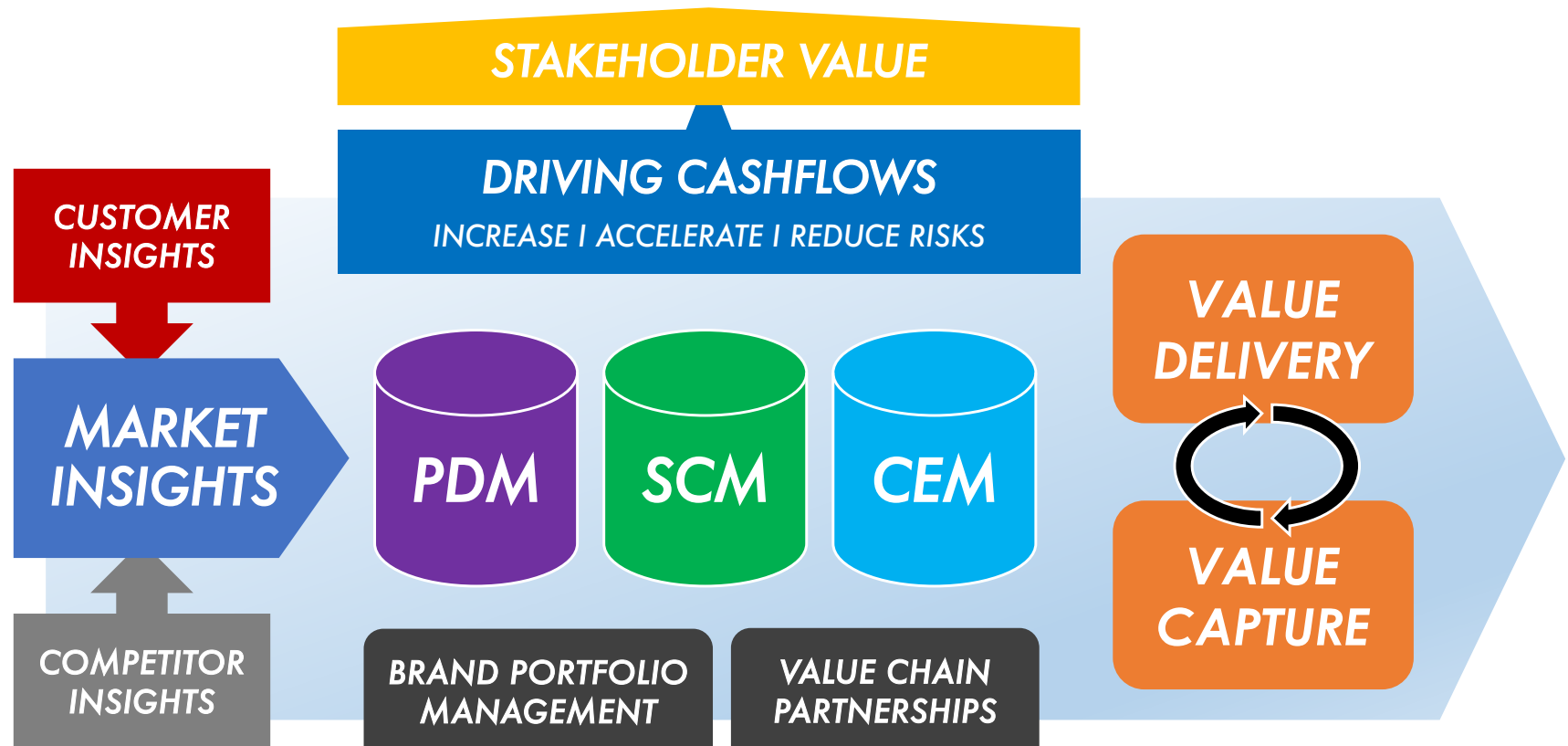


Haute Couture

- Tailored production
- Selective customer base
- Day/evening wear
- Limited promotion
- Exclusive retailing
- Premium pricing
- 6 month lead time
- Fashion show as artistic spectacle and brand charisma
- Primacy on brand leadership

Prêt-à-Porter

- Standardized factory production
- Mass audiences
- Summer/winter collections
- Mass promotion
- Multi-channel retail
- Varied pricing and selection
- 12 month lead time
- Fashion show as promotional event showcasing selection
- Primacy on profitability



Strategic Marketing Architecture

Adapted from Mattila (2011)

PDM

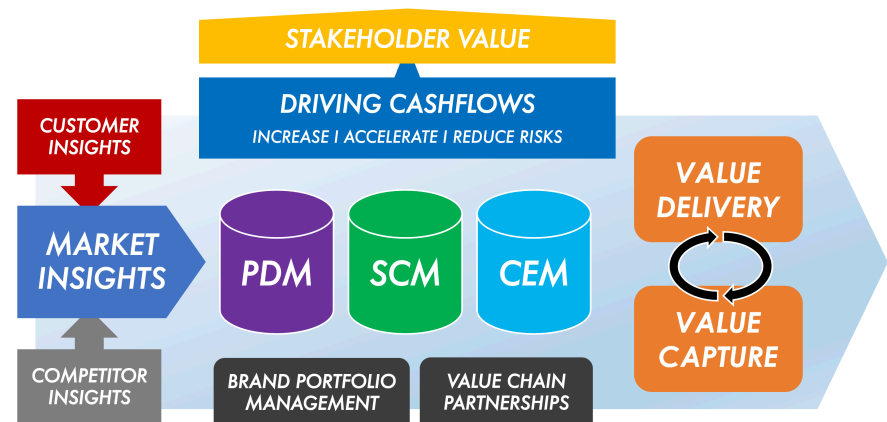
Product Development
Management

SCM

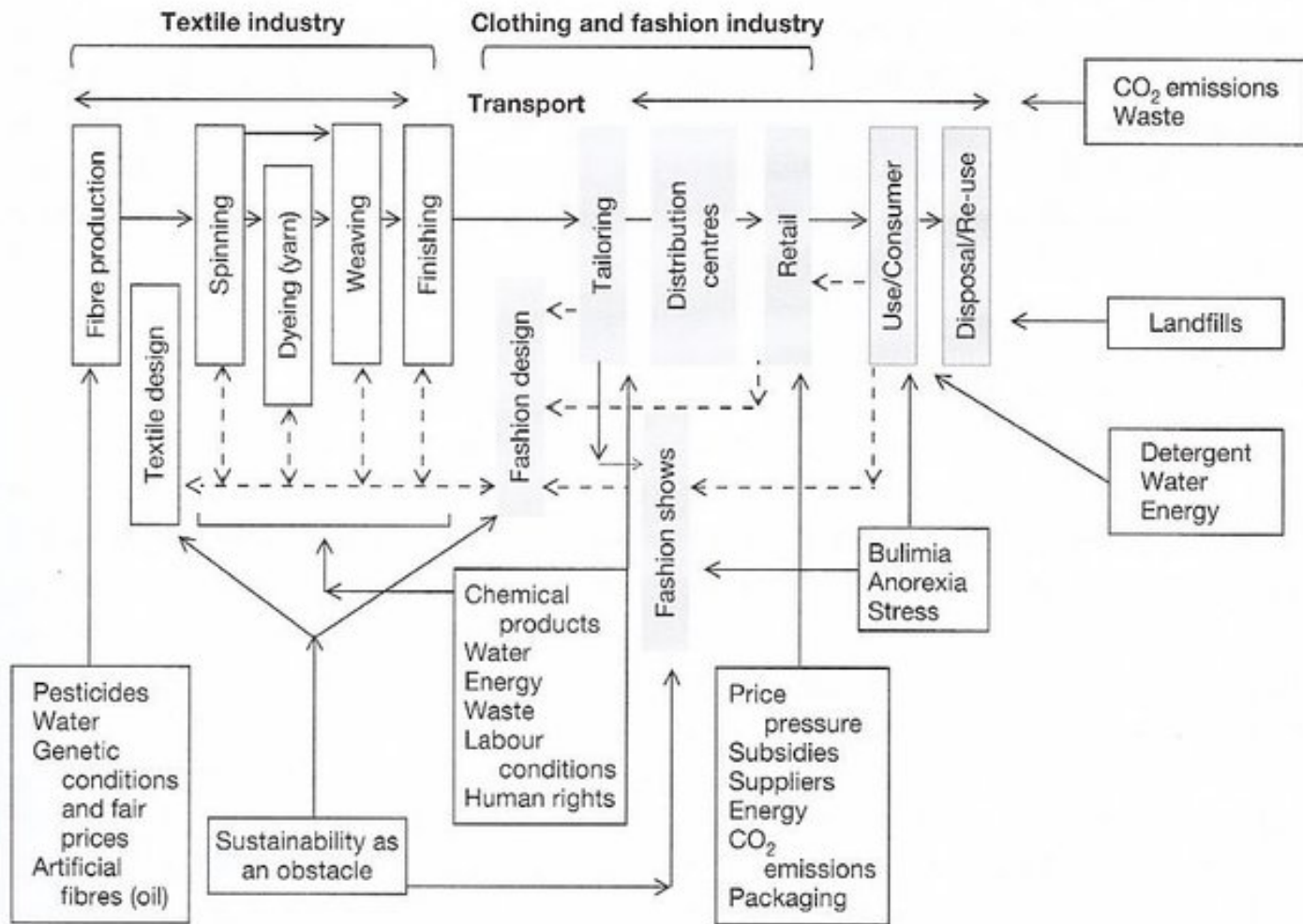
Supply Chain Management

CEM

Customer Experience
Management







NEW BUSINESS MODELS

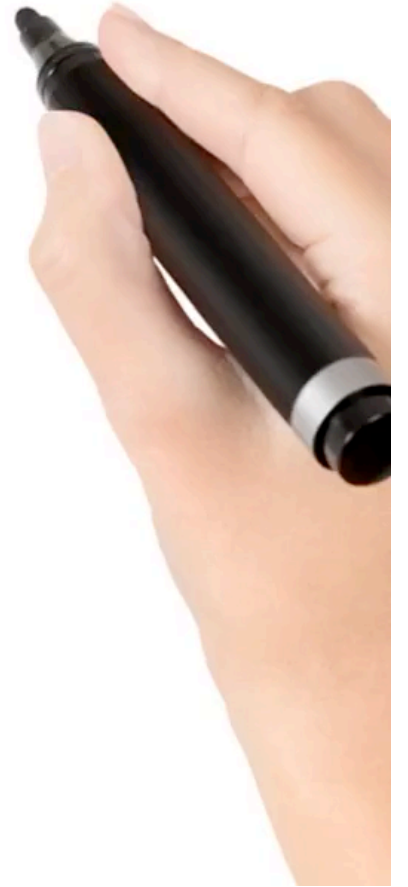
- What is driving the emergence of new business models in fashion?
- What are the key elements of new business models in fashion?

THE MAIN DRIVERS

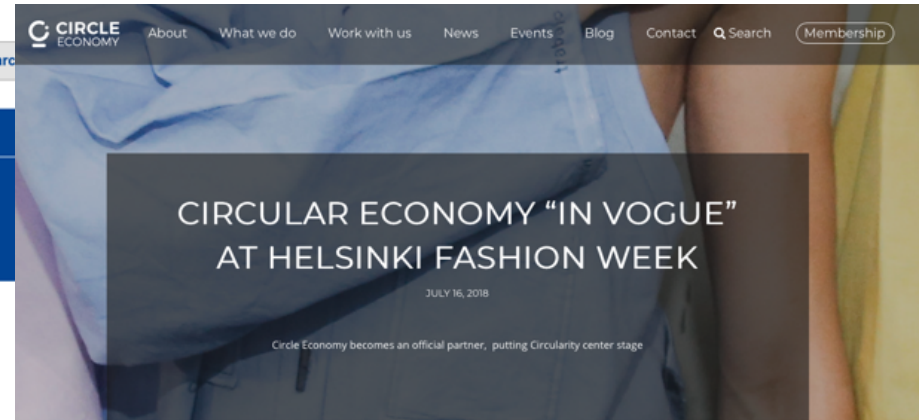
- Circular economy and CSR
- Sharing economy and consumer collaboration
- Technological innovation and globalization(?)

THE MAIN DRIVERS

- **Circular economy and CSR**
- Sharing economy and consumer collaboration
- Technological innovation and globalization(?)



Commission delivers on Circular Economy Action Plan



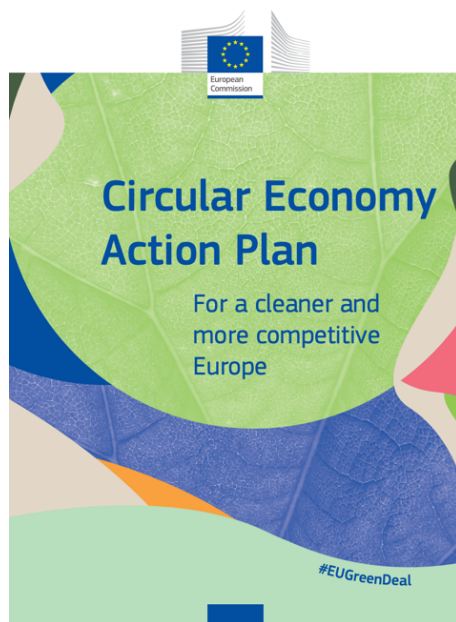
[Back to news](#)

As part of Circle Economy's ambition to place circularity on an international stage and bring the topic to a wider audience, we are proud to announce our official partnership with Helsinki Fashion Week. Helsinki Fashion Week is the world's first Fashion Week aiming to be 100% sustainable and is taking a ground-breaking stance by putting the circular economy front and center. Circle Economy is thrilled to become an official knowledge and content partner to this progressive platform. Circle Economy will support Helsinki Fashion Week in presenting the topic of circularity to a wider fashion audience.

This year's event, that takes place from the 20-25th July, rests on the twin pillars of the circular economy and sustainability. 30 brands, who are all integrating environmental and social sustainability at their core with garments crafted from recycled materials or natural and reusable fabrics, will be brought together in a celebration of all things circular. Pick of the bunch is *The New Normal* project, a closed loop fashion collection produced in collaboration with WFF and the *Infinited Fibre Company*. Since an estimated 80% of a product's environmental and economic impact is determined at the design stage, empowering designers to make the right decisions, and rewarding those who are already there, will undoubtedly accelerate the industry's transition to a sustainable and circular economy.

” *We are thrilled to be able to support Helsinki Fashion Week in becoming circular and applaud the bold stance they've taken. It's time that the concept of the circular economy reached the wider fashion community and partnerships like ours are critically needed in order to bring this urgent topic from books to the runway. Circular fashion needs to be the new normal.*

- Jade Wiltling, Head of Partnerships Textiles Programme, Circle Economy



3.5. Textiles

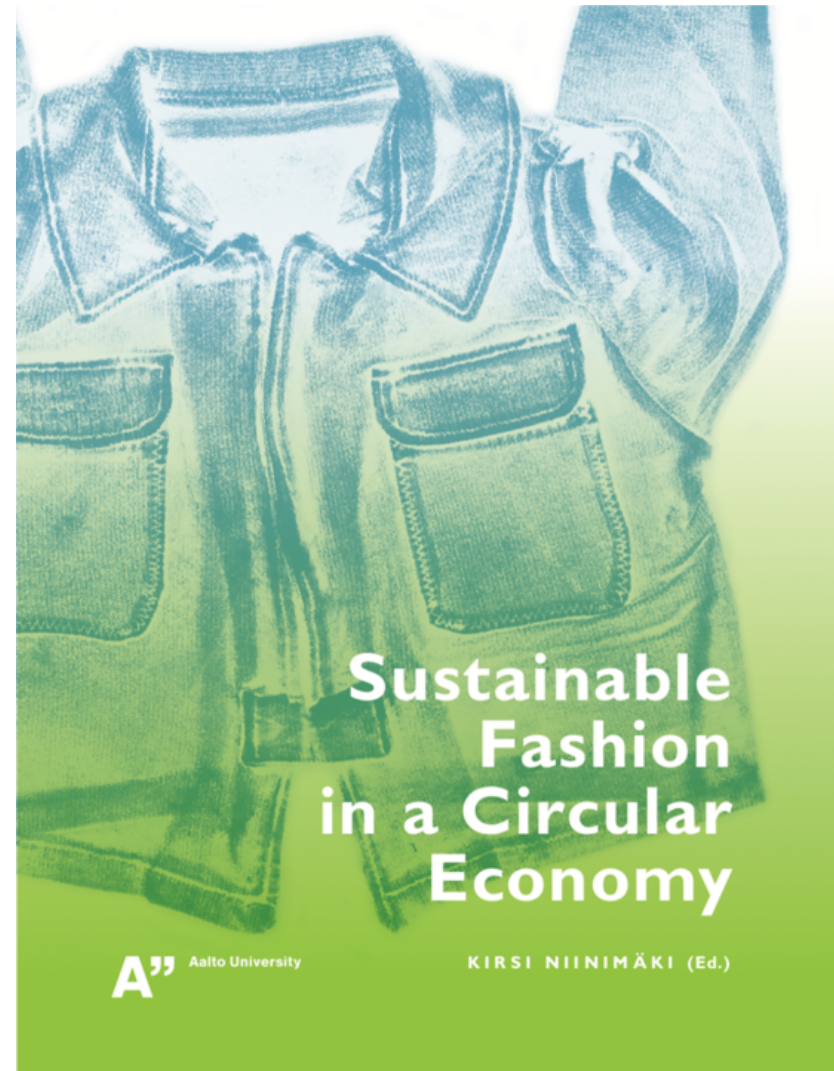
Textiles are the fourth highest-pressure category for the use of primary raw materials and water, after food, housing and transport, and fifth for GHG emissions³⁰. It is estimated that less than 1% of all textiles worldwide are recycled into new textiles³¹. The EU textile sector, predominantly composed of SMEs, has started to recover after a long period of restructuring, while 60% by value of clothing in the EU is produced elsewhere.

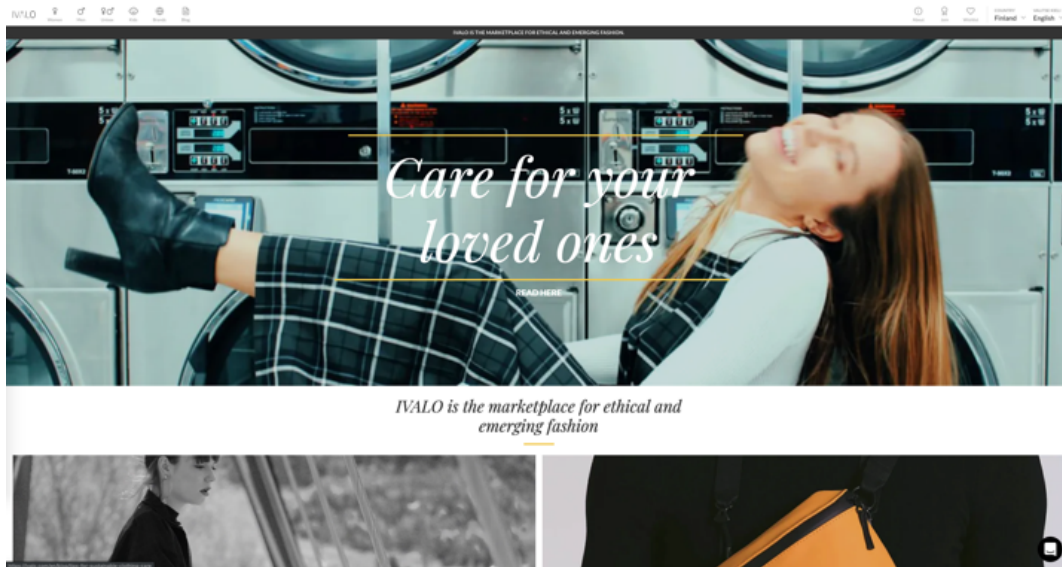


In the light of the complexity of the textile value chain, to respond to these challenges the Commission will propose **a comprehensive EU Strategy for Textiles**, based on input from industry and other stakeholders. The strategy will aim at strengthening industrial competitiveness and innovation in the sector, boosting the EU market for sustainable and circular textiles, including the market for textile reuse, addressing fast fashion and driving new business models. This will be achieved by a comprehensive set of measures, including:

- > applying the **new sustainable product framework** as set out in section 2 to textiles, including developing **ecodesign measures** to ensure that textile products are fit for circularity, ensuring the uptake of secondary raw materials, tackling the presence of hazardous chemicals, and **empowering business and private consumers to choose sustainable textiles** and have **easy access to re-use and repair services**;
- > improving the business and regulatory environment for sustainable and circular textiles in the EU, in particular by providing **incentives and support to product-as-service models, circular materials and production processes**, and increasing transparency through **international cooperation**;
- > providing guidance to achieve **high levels of separate collection of textile waste**, which Member States have to ensure by 2025;
- > boosting the **sorting, re-use and recycling of textiles**, including through **innovation, encouraging industrial applications and regulatory measures** such as extended producer responsibility.

https://shop.aalto.fi/media/filer_public/53/dc/53dc45bd-9e9e-4d83-916d-1d1ff6bf88d2/sustainable_fashion_in_a_circular_economyfinal.pdf





SANNA RINNE
Filippa - Multi Colour Dress
269,00 €



SANNA RINNE
Sirkus - High Neck Top
149,00 €



SANNA RINNE
Bea - Knit Top
169,00 €



SANNA RINNE
Tahiti - Long Sleeve Print Top
169,00 €



SANNA RINNE
Amelie - Light Linen Top
119,00 €

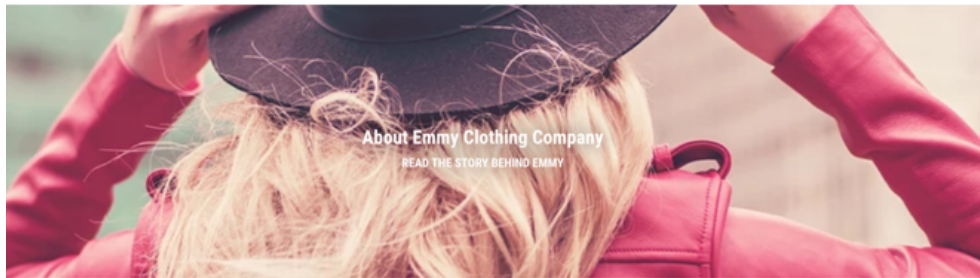
SANNA RINNE

SANNA RINNE - A philosophy of authentic eco-conscious and individual design.

SANNA RINNE on vuonna 2008 toimintansa aloittanut vaatealan yritys.

Suunnittelufilosofassa merkittävässä osassa ovat tekstuurit sekä uuden materiaalin luominen poisbeitetystä ylijäämä materiaalista. Tekstiiliteollisuuden trikooylijäämä, kierrätetyt langat, kangaspalat ja suikaleet muotoutuvat uusiksi tuotteiksi, joiden muotokieli on selkeän ja yksinkertaista. Kolmiulotteisista pinnoista sekä materiaalien ja värien ennakkoluulottomasta yhdistämisestä syntyy pääsääntöisesti uniikkikappaleita sisältävän vaatemalliston omaperäinen design.

Kaikki tuotteet suunnitellaan ja valmistetaan paikallisesti lähituotantona. Erikoisuutenamme on ainutlaatuinen Offcut Collection -vaatemallisto, joka on valmistettu 100% tekstiiliteollisuuden ylijäämä materiaaleista.



About Emmy Clothing Company
READ THE STORY BEHIND EMMY

More than an online flea market. More than a fashion webstore.

Emmy is a leading Nordic marketplace for pre-owned premium clothing. Every week, we add thousands of hand-inspected, authenticity-checked items from hundreds of high-quality brands. All items have been manually assessed, flaw-checked, photographed and carefully stored by us.

We offer a safe, fun & inspiring shopping experience where every item bought promotes re-use and slows down global warming caused by over-production.

Our most popular brands include Scandinavian standards such as COS, Filippa K, Marimekko, Sand and Tiger of Sweden, as well as global premiums such as Desigual, Gant, Jimmy Choo, Michael Kors, Mulberry, Superdry, Ted Baker, and many more. Check it out and get inspired!

nudge

Sustainable Choices
and Good Mood

NAISET MIEHET ASUSTEET KORUT KOSMETIIKKA LIFESTYLE FINNISH DESIGN ALE TUO'

Etusivu Asiakaspalvelu / Nudge Helsinki

Nudge Helsinki

"Sustainable Choices and Good Mood!"

Nudge, Yrjönkatu 30, 00100 Helsinki ma-pe 11–19, la 11–18.

Nudge on iloinen ja eettinen lifestyle myymälä Helsingin keskustassa. Nudgesta löydät aikuisten vaatteita ja asusteita, koruja, lahjatavaroita sekä korkealaatuista luonnonkosmetiikkaa. Valikoimassamme on tuotteita uusilta nousevilta suomalaisilta merkeiltä sekä kansainvälisiltä luomumuodin pioneereilta.

Nudgen tarjoukset ja uutiset saat tilaamalla uutiskirjeen etusivulta ja seuraamalla Nudgen facebook-sivuja ja Nudgen instagramia. Nudge on mukana Helsinki Design District -alueella. Tutustu Design District -tarjontaan ja löydä liikkeet DD-kartan avulla (Nudge numerolla 43).

“Upcycling” & “Bespoke Mending”



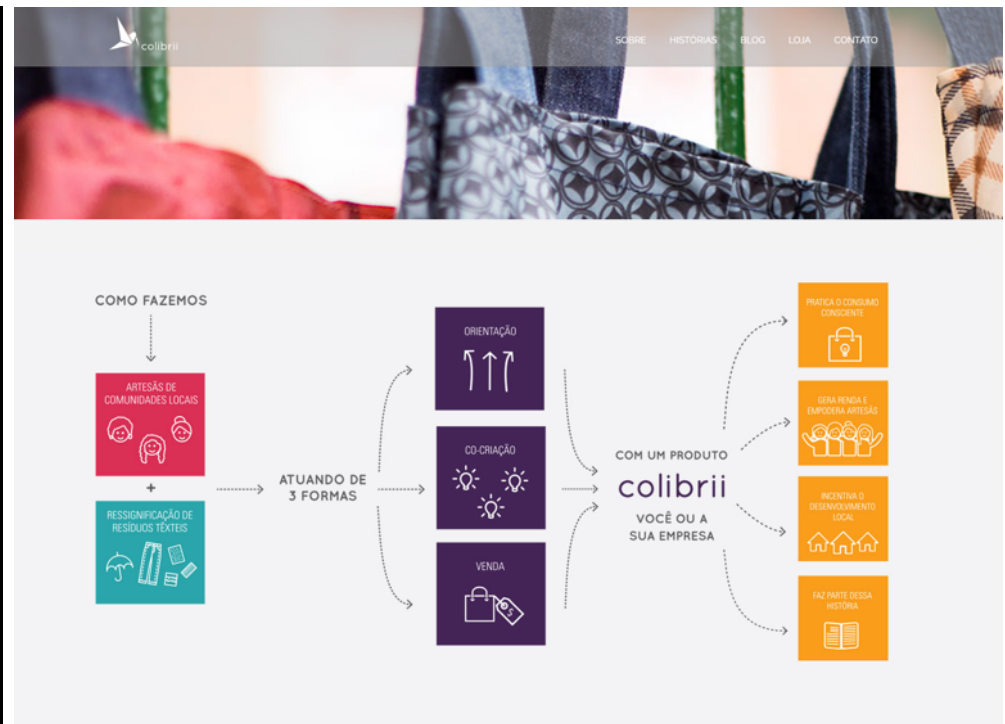
Kun näen näitä käsitöitä heitteillä, että kukaan ei enää halua niitä -

Yle Uutiset 20.30
Yle Uutiset

© 25 min ti 15.9.2020 28 pv 42169 katselua

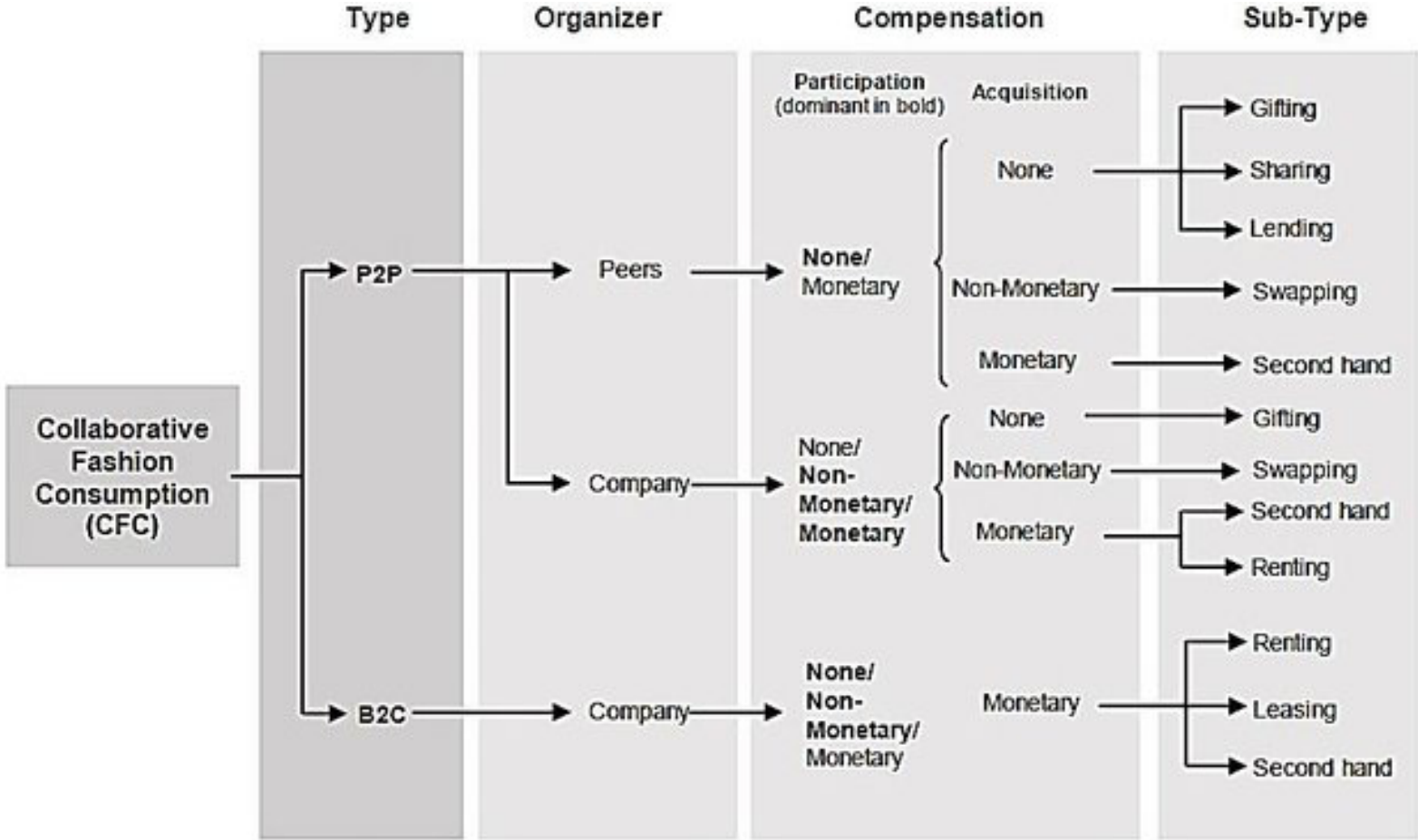
Hallituksen pitäisi näillä hetkillä tulla ulos Säätövalta kertomaan, mitä budjetista on sovittu ja mitä asioita on yhä auki. Maan tasalle palaneen Morian leirin pakolaiset Kreikassa haluavat turvaan EU-maihin - vain harva on päässyt lähtemään saarelta. YK:n selvityksessä luonnon monimuotoisuudesta vaaditaan isoja muutoksia luonnon tuhon pysäyttämiseksi. Uudenlaisen geolämpöläitoksen poraukset on aloitettu Vantaalla. Virossa tehdään vaatteita muun muassa vedenpitävästä villasta ja eettisesti tuotetusta käärmeennahasta. Lättä riepottelevat huomenna voimakkaat myrskytuulet.

Näytä lisätiedot



THE MAIN DRIVERS

- Circular economy and CSR
- Sharing economy and consumer collaboration
- Technological innovation and globalization(?)



Come Funziona



Invia i capi d'abbigliamento che non usi più

Prepara una scatola con quello che non usi più e noi veniamo a ritirarla gratis. **La qualità è importante:** manda solo capi che vorresti ricevere



Ricevi stelline ★

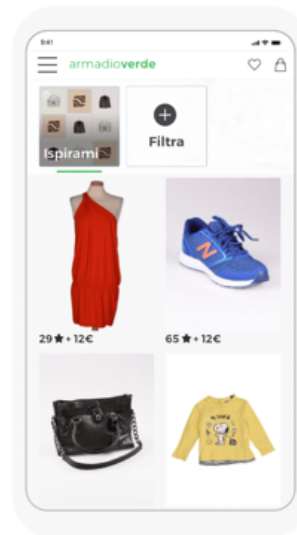
Ogni capo ha un valore in stelline, **più capi mandati, più stelline guadagni.**



Acquista nuovi capi

Con le tue stelline **acquisti subito quello che vuoi con pochi euro.**

Scopri di più



CLOTHING AS A SERVICE MODEL

Annina Nurmi 2017 // www.anninanurmi.com // [@nurmianniina](https://twitter.com/nurmianniina)



Figure by Annina Nurmi.



Sinun aarteesi ovat meidän aarteitamme.

Sinun käytetyt aarteesi ovat myös meidän aarteitamme, joten pidämme niistä hyvää huolta. Myyntijakson aikana me siistimme ja järjestämme rekkiäsi! Relove on auki seitsemänä päivänä viikossa ja voit katsoa myyntisaldoasi reaaliajassa netistä. Haluamme antaa käytetyille vaatteille, asusteille ja jalkineille uuden mahdollisuuden. Tuo aarteesi myyntiin valitsemalla sinulle sopivin vaihtoehto.

UUTTA: Noudamme myytävät tuotteesi kotoasi! Noudot pääkaupunkiseudulta; Helsinki, Espoo, Vantaa ja Kauniainen. Kysy lisää henkilökunnaltamme!

Lue myyntiehdot [täältä](#).

1

Sinä itse.

- Hinnoittele tuotteesi itse ja laita ne esille myyntipaikallasi.
- Me siistimme rekkiäsi päivittäin myyntijakson aikana.
- Myyntipaikka sisältää reilun metrin leveän rekin vaatteille sekä tason kengille, laukuille ja asusteille.
- Keskitymme hyväkuntoisiin ja ajankohtaisiin vaatteisiin, asusteisiin sekä jalkineisiin. Tuotteita...

2

All inclusive.

- Tuo myytävät tuotteesi meille, tämän jälkeen me teemme koko työn puolestasi!
- Ihanan helppoa ja vaivatonta kierrättämistä!
- Palveluun kuuluu hinnoittelu, esillepano ja myyntipaikan siistiminen.
- Haluatko tuoda tuotteesi heti? Kysy tästä mahdollisuudesta henkilökunnaltamme!
- All Inclusive -mallissa varattavissa ainoastaan...

3

Arvotili.

- Tuo meille myyntiin arvokkaampia aarteitasi, kuten koruja tai laukkuja. Vaatteita emme ota arvotilimyntiin.
- Tuotteesi ovat kauniisti esillä lukollisen vitriinin takana.
- Arvotilipaikka varattavissa ainoastaan paikanpäällä, puhelimitse tai sähköpostilla info@relove.fi.

FASHION — SEP 11, 2019

How to Build a Capsule Wardrobe That Will Last a Lifetime

by HANNAH ALMASSI



Not so long ago, the fashion world was buzzing about the concept of a capsule wardrobe—the kind of compact closet that only held a bare minimum of pieces that all perfectly matched each other with great ease and much time saved in the morning. Perhaps because the economic downturn was ramping up at the same time that a furious decade of fast-fashion shopping was taking its toll on the capacity of our closets, the capsule wardrobe appeared to be the solution to everyone's fashion woes.

Around that time in 2014, Caroline Rector, a Texan fashion lover who'd had enough of the chaos, began to whittle down her closet to a mere 37 pieces, documenting the process on her brilliant website called Unfancy. Everyone paid attention to her method.



PHOTO: @CAROLINE_JOY

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Japan

Three shirts, four pairs of trousers: meet Japan's 'hardcore' minimalists

Fumio Sasaki gave away the majority of his possessions and now lives with just the bare essentials

Reuters
Mon 20 Jun 2016 03:15 BST

1,648 844

CONCEPTS SHUFFLE PORTUGUÉS

LOWSUMERISM

LOWSUMERISM

THE MAIN TREND TODAY: WHY LOWSUMERISM IS A PRESSING NEED

Microtrends are showing our entire zeitgeist is turning to "less is more"



VAATEREKKI:



[ETUSIVU](#) [MEISTÄ](#) [TUOTTEET](#) [LAINAAMO](#) [SECOND HAND -MARKET](#) [YHTEYS](#)
[AJANKOHTAISTA](#)



THE MAIN DRIVERS

- Circular economy and CSR
- Sharing economy and consumer collaboration
- Technological innovation and globalization(?)

Fashion Dreams or Fashion Business: Helsinki as an Emerging Fashion Scene

»  Select

Authors: [Chun, Namkyu](#) ; [Niinimäki, Kirsi](#) ; [Gurova, Olga](#)

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Main Research Area: Social science

Publication Status: Published

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Submission year: 2019

Scientific Level: Scientific

ID: 2437898912

Rethinking the Roles of Fashion Designers. The Case of Pre Helsinki

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^bUniversity of Helsinki

*Corresponding author e-mail: namkyu.chun@aalto.fi

Abstract: This paper discusses the diverse roles fashion designers play in the contemporary fashion industry. Taking Finland as a case, it particularly investigates how fashion designers are involved in regional identity formation. By conceptualizing the place-making ability of fashion designers, it adds a new perspective on the expanded roles of fashion designers recognized in design research. This is done through exploration of Pre Helsinki, a platform launched in 2013 seeking to internationalize Finnish fashion. This platform, created and operated mostly by fashion designers, serves as a vivid example of the different roles that designers can play. The study is based on qualitative methods, namely, semi-structured interviews and ethnographic observation. Five characteristics of Pre Helsinki and five fashion designers' corresponding roles were identified, based on thematic analysis of the data. This paper concludes with suggestions for further investigation on fashion designers to establish a dialogue between fashion and design research.

Keywords: Fashion Designers, Fashion Design, Place-Making, Case Study, Regional Identity



© Filippo Fior/GoRunway

FASHION

In the age of mass fashion, made-to-order finds new appeal

BY ERIN CUNNINGHAM

15 JULY 2019

Brands have carved out a role for themselves as a slower, high-quality alternative to mass retailers at a time when customers want more personalisation.





LAB 141 believes that in the not too distant future, sizes and consumer segments will be a moot point and buying clothes will only be about style and brand, then manufactured quickly to fit.

Today's experiment is tomorrow's normal.

FASHIONISTA

NEWS BUSINESS STYLE BEAUTY SHOPPING CAREERS FASHION WEEK EDITORS' PICKS EVENTS

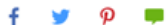
HOME > SHOPPING



IS MADE-TO-MEASURE CLOTHING THE FUTURE OF FASHION?

These eight brands are making our wardrobes more customizable than ever before.

AUSTEN TOSONE · DEC 21, 2018



MADE TO ORDER CLOTHING – THE NEW LEVEL OF SUSTAINABLE

BY: LINENHANDMADESTUDIO | ON: JANUARY 10, 2019 | IN: BLOG | TAGGED: FASHION BLOG, HANDMADE LINEN, HANDMADE LINEN CLOTHES, LINEN CLOTHING, LINEN DRESSES FOR WOMEN, LINEN FOR WOMEN, MADE TO ORDER CLOTHES, SLOW FASHION, SUSTAINABILITY, SUSTAINABLE FASHION BLOG

MADE TO ORDER CLOTHING – THE NEW LEVEL OF SUSTAINABLE



Vast majority of **fast fashion** companies offer **low cost** clothing and update the merchandise according to latest trends. **Trends** changes quickly, so fast fashion goods end up being **thrown away** soon after purchase. It's no surprise that customers throw away goods only after few wears, what surprises the most is that **fast fashion** companies throw away clothing as well. Because they were unable to sell it. Some of these garments gets **recycled** though that is only possible if the item is made from one specific **fiber**. For instance, if your dress is made from both viscose and polyester it will end up in a **landfill** because it cannot be recycled. That is the biggest problem caused by fast fashion that already has a huge **environmental cost**. It's time to change that.

INSTANT CUSTOM PATTERNS



LLOYD BOOKIN SAYS

"Bespokify has given us the ability to launch our fashion startup by eliminating huge costs other brands face. The ability to produce bespoke patterns on demand allows us move quickly with trends, as well as set them. This model has also heavily reduced our startup overheads and inventory issues. Bespokify is the future of fashion and we feel very blessed to begin our journey with Marc and his team."

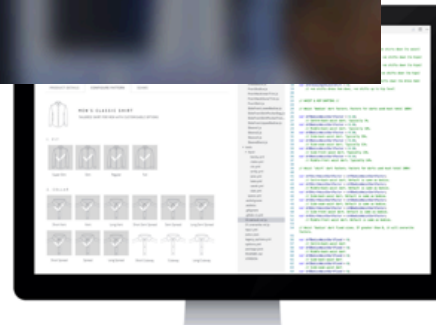
CO-FOUNDER OF METHOD OF DENIM

pattern library or add your own designs using our cutting-edge parametric pattern-drafting system.



2. MEASURE

Add customer 3D body scans or hand measurements. Use our in-built predictive API to reduce the number of measurements needed to create the best fit



3. ORDER

When ready to order, select your customer's measurements and product choices. A fully custom pattern is generated in seconds and ready for export.



4. PRINT

Instantly plot/cut, download DXF, or print patterns on standard page formats (e.g. A4/Letter). An order summary has all the information needed

“One [area] that I find interesting is around conversational commerce and really thinking that customers are increasingly going to have a one-to-one relationship with their shopping through text message and through one-to-one requests.”



Show me Fashion x projects from Finland x sorted by Magic -

[More filters](#)

Explore 4 projects



HYBRID JACKET by Neckpacker 2.0
The Neckpacker 2.0 was designed to be the biggest weapon in a traveler's arsenal. But it's also great...
by Neckpacker

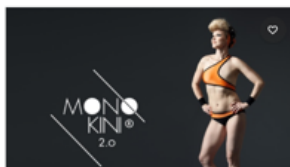
\$41,659 pledged
104% funded
23 days to go

Academi Helsinki, Finland



Cute Halloween Themed Dogs - Enamel Pin (stretchgoals)
A set of cute Halloween themed dog enamel pins

by Minttu Kala and 34 backers



Monokini 2.0 - Who says you need two?
We designed a Haute Couture swimwear collection for women with one breast. Now we want to produce...

by Haikala / Metteri / Halttunen / Lipton

Funding unsuccessful
Project ended on June 30, 2014



From Prisons With Style
Project Papillon is a Finnish fashion label evolved through an unorthodox collaboration with prisons.

by Project Papillon

TALOUS: Heikki Malinen eroaa Postin johdosta – HS näyttää tiedotustilaisuuden suorana kello 10 alkaen

KUOPION KOULUHYÖKKÄYS: Tämä tiedetään Kuopion kouluhyökkäyksestä, uhreista ja epäillyistä tekijästä – lue yhteenveto

Talous

Samujin saama ennätyssumma joukkorahoituksessa ei riitä toiminnan jatkamiseen: ”Jännityksellä odotamme”

Samujin perustaja Samu-Jussi Koski kertoo, että yhtiö neuvottelee edelleen muutaman suomalaisen rahoittajan kanssa.



Samu-Jussi Koski. (KUVA: LIISA TAKALA)

Kari Räisänen HS

Julkaistu: 3.9. 13:34



Luetuimmat

JUURI NYT PÄIVÄ VIIKKO

1. Kuopion epäilty koulumurhaaja oli muuttanut opiskelija-asuntoalaan vuosia sitten, tämä hänestä tiedetään
2. Tämä tiedetään Kuopion kouluhyökkäyksestä, uhreista ja epäillyistä tekijästä – lue yhteenveto
3. Heikki Malinen eroaa Postin johdosta – HS näyttää tiedotustilaisuuden suorana kello 10 alkaen
4. Purjehtija Tapio Lehtisen elämässä tapahtui 30 vuotta sitten tragedia, joka toi elämään musertavan yksinäisyyden – Valtameren keskellä kirkastui se, miksi hän ei halua kantaa kaunaa veljelleen

Tilaa jille

HS Helsinki: Peräkärrv näyttvi

www.pwc.com

Global Economy Watch

.....
January 2020



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Predictions for 2020: “Slowbalisation” is the new globalisation

Barret Kupelian, Senior Economist, PwC UK

Projecting what the future holds is an important exercise for businesses looking to plan ahead. Below we present a summary of some of the themes we assess will likely prevail in the global economy in 2020.

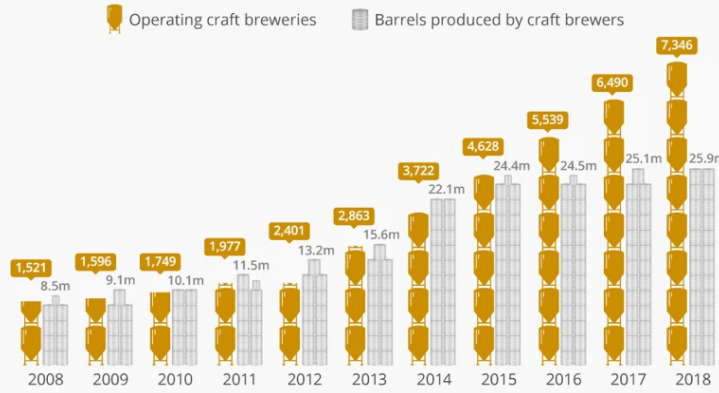
Trading goods across borders will likely remain tense...: A defining feature of the global economy since at least the 1970's has been globalisation—the bringing together of economies predominantly via more liberal trade flows. The global volume of merchandise traded slowed down dramatically and even went in reverse in 2019 in contrast to a 21st century average growth rate of about 3.4% per annum*. Also, in December 2019 the World Trade Organization's (“WTO”) dispute settlement mechanism was effectively disbanded. We expect this trend to continue in 2020 and for trade tensions in the global goods market to persist. This means that we assess globalisation is likely give way to ‘slowbalisation’ i.e. continued integration of the global economy via trade, financial and other flows but albeit at a significantly slower pace. Large businesses with sophisticated supply chains spread across the world should therefore plan for a variety of scenarios, some of which have not been experienced in recent history.

...but global services trade expected to hit US\$7 trillion: One aspect of trade that is often neglected is trade in services, which is now about one third of the size of the global volume of merchandise trade. In contrast to goods, services remain largely unaffected from tariff wars. The latest 2018 data from the International Trade Centre (“ITC”) shows that the global export of services was worth about US\$5.8 trillion, or around 3.5% of global GDP. We expect the total value of services exported to hit a record US\$7 trillion by 2020. Assuming historic trends continue, the US and UK are likely to remain the first and second largest exporters of services in the world in US Dollar terms. But in yet another reminder of the shift of the centre of economic power from the West to the East we expect China to overtake France in 2020 and become the world's fourth largest services exporter.



America's Craft Beer Revolution Is Still Going Strong

Number of operating craft breweries and millions of barrels produced



© StatistaCharts Source: Brewer's Association

statista

BUSINESS

Craft Beer Is the Strangest, Happiest Economic Story in America

Corporate goliaths are taking over the U.S. economy. Yet small breweries are thriving. Why?

DEREK THOMPSON JANUARY 19, 2018



A tasting at Brooklyn Brewery, in New York. (SARA HYLTON / REUTERS)

MORE STORIES

The Difference Between First-Degree Racism and Third-Degree Racism



JOHN RICE

I Got Fired Over Zoom



DEBORAH COPAKEN

Something We Can All Agree On? Corporate Buzzwords Are the Worst.



KATE CRAY

The monopolies are coming. In almost every economic sector, including television, books, music, groceries, pharmacies, and advertising, a handful of companies control a prodigious share of the market.

SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?

Hazel Clark

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Abstract

Conceptually, the slow food movement provides the point of departure for this article, which asks if the slow approach can offer a sustainable solution for fashion. Three “lines of reflection” are addressed: the valuing of local resources and distributed economies; transparent production systems with less intermediation between producer and consumer; and sustainable and sensorial products that have a longer usable life and are more highly valued than typical “consumables.” Each is investigated using examples that together address the possible global dominance of fast fashion, provide more sustainable ways of approaching fashion, and

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Slow Fashion: An Invitation for Systems Change

Abstract

In some circles, “fast” has become a proxy for a type of fashion that epitomizes ideas of unsustainability; yet high speed is not in itself a descriptor of unethical and/or environmentally damaging practices but a tool that is used to increase sales and deliver economic growth with attendant ecological and social effects. Questions about speed probe deeply into the economic systems, business models, and value sets that underpin the fashion sector today and which profoundly shape its sustainability potential. In this article, ideas and practices of the lexicographical opposite to “fast,” i.e. slow culture, are framed as an

SLOW FASHION

- Reduction of intermediaries between consumers and producers and highlight collaborative/cooperative work between them
- Local production and sourcing, challenge existing hierarchies in supply chains
- Sustainability at the core—empowering producers, especially women
- Sensorial and tactile products—challenge fashion's obsession with image and especially newness

FINNISH FASHION CARES

Slow Fashion has a natural home in Finland where a reverence for nature, simplicity and timeless design are at the heart of the culture. In the spirit of minimalism and a circular economy, Helsinki hosted the first ever 100 percent sustainable Fashion Week in 2018, placing Finland at the cutting edge of the fashion world and sending out a message of caring and uniqueness.



ABOUT FINLAND

Full of interesting contrasts, such as the four seasons, the Midnight Sun and winter darkness, urban and rural, East and West.

ABOUT FINLAND →

Ethical Production



Mori Collective designs according to slow fashion values: ethically made clothing, material-based design, and responsible close-by production. Nature, geometry, symbolism as well as high quality materials inspire our ethical fashion collections.

Mori produces small series in Estonia. We have collaborated with same sewing production from the beginning. Diamonds From Dirt clothes are made from recycled materials by local seamstresses in Helsinki, Finland. Our jewellery is made from Finnish birch, and they are laser cut and assembled in Helsinki. Rather than having seasonal collections, we aim to continuity and production according to demand and available materials.

Our goal is to use high quality materials and make designs that last with values that are based on taking care of the environment, and the people involved. We want our supply chain to be as transparent as possible, which is a challenge for a small company, but we are working hard for it and improving all our processes continuously.



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By Steven McIntosh
Entertainment reporter

30 April 2020

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Clothes intended for sale this spring and summer were shown at the Fashion Weeks last September

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— From fashion weeks without shows to brands abandoning the traditional schedules, Covid-19 has thrown the industry into a state of flux.

ELLE BY SARA MCALPINE 29/07/2020

1. Replacing fast fashion with circular alternatives
2. Promoting sustainable transportation and delivery
3. Rise of fashion re-commerce



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SUMMARIZING

- Many models available beyond working for “big companies” or “having a micro brand”
- CSR and circular economy invite you to rethink issues like “originality” and “design”
- Unique partnerships and organizational forms
- Empowered small fashion producers (?)

