

NEWSLETTER

July 2, 2013

balticfashion.eu

BALTIC FASHION  BALTIC VISION

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WELCOME



Dear Colleagues,

In our July newsletter, we are proud to present our latest project activity: the database "Production Places in the Fashion and Textile Industry," which was launched on www.balticfashion.eu in May. One of the partners behind this project is Linas Lasiauskas whom we would like to introduce to you in this edition.

Furthermore, we want to show you why our Finish partners from Turku's Novia University think that playing with Barbie dolls can help designers structure their business ideas.

Cordially,

Baltic Fashion EU
Information and Communication Office

P.S. Get further updates on our activities on our information portal www.balticfashion.eu, Facebook www.facebook.com/BalticFashionEU and Twitter www.twitter.com/BalticFashionEU.



DATABASE—
PRODUCTION PLACES IN THE FASHION AND
TEXTILE INDUSTRIES

The database compiles small and medium-sized fashion and textile enterprises located in the Baltic Sea Region, which were researched and interviewed by the EU partners.

The first BSR-wide database links designers and producers and offers new production opportunities within a local radius.

Since May 2013, the database can be found on www.balticfashion.eu/FI/59/production_places.html. Here, industry professionals can use different search functions to find special interest companies. The database delivers short profiles, business facts and 19 production service categories, from tailoring and printing to dyeing and finishing. With just a few clicks, a Swedish designer who wants to do a sample collection with digital prints can find a matching German company and their contact information.

Step by step, the database is growing. In the following months, companies will get the chance to create their own profile and expand their portfolio in the database.



Linus Lasiauskas, LATIA (Lithuania):

"It is important to have a centralized database of all fashion companies in the Baltic Sea Region in one place."

**PILOT ENTREPRENEUR TRAINING—
BRAINY BARBIES**

What do entrepreneurship and Barbie have in common? Our Finish partners from Novia University of Applied Sciences proved that Barbie dolls can indeed be more than just plastic toys, but actual brainstorming tools which can help test-market business ideas.

In the training, at least four people have to come together each with their own Barbie doll. With Barbie's help, one entrepreneur has to briefly describe her business ideas. Through role play, the entrepreneur narrates in the third person what her Barbie dreams of doing. A reflection session follows. Then the next Barbie comes in—the potential client. This fictitious client represents the entrepreneur's target group and gets to ask the entrepreneur-Barbie about her idea. Last, the business concept needs to be sold to possible investors impersonated by the much feared shark-Barbie. After marketing the business idea, the group evaluates what the entrepreneur has learned, how her idea has developed, and if she is ready to pitch it to business centres.

Novia University developed another pilot training combining creativity and analytical thinking with dolls, teddy bears and other toys. The team behind it will continue to execute these trainings with interdisciplinary groups.



Mari Krappala, Novia University (Finland):

"This training opens up a new kind of thinking when it comes to analyzing business ideas. Imagination is powerful if there is the capacity to analyze it afterwards."

Novia University online: www.novia.fi/novia-uas/

**INTRODUCING—
BALTIC FASHION EU PARTNERS**

Linus Lasiauskas is the chairman of the Lithuanian Apparel and Textile Industry Association (LATIA).

Linus' responsibilities are to negotiate interests of the Lithuanian textile sector in social and industrial matters on both a national and international level.

LATIA's aim is to strengthen the profile of Lithuanian fashion and textile brands.

With more than 130 members, the association creates intelligent sourcing solutions, efficient production possibilities, and offers educational support



and business consulting. LATIA also organizes 'Baltic Textile + Leather' in Vilnius, the biggest textile and fashion trade show in the Baltic States.

In the Baltic Fashion EU project, Linus mapped local production facilities for the Baltic Sea Region. With LATIA as the activity leader, every partner researched and interviewed SMEs in their country/region. Out of this, Linus created an analytical overview of the BSR local production, which was later turned into the database.

With more than 10 years of experience in various EU projects, Linus' motivation to work for Baltic Fashion EU is to link fashion manufacturers with fashion designers all over the Baltics.

For more information: www.latia.lt/en/

NEXT EVENTS

Gdynia, 12 -13 July, 2013

Business Cooperation Event

A meeting of designers and producers from the BSR. With panel discussions, workshops, showroom and fashion show.

Information and application to:

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