

NEWSLETTER

December 30, 2013

balticfashion.*eu*

BALTIC FASHION  BALTIC VISION

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WELCOME



To make clothes that matter. © Jan Berg

Dear Colleagues,

We hope you all had wonderful holidays and are looking forward to ringing in the new year. In our last newsletter edition within the framework of Baltic Fashion EU, we are happy to share one of our last project activities with you: "To make clothes that matter", a practical research project by Pia Mouwitz from The Swedish School of Textiles which was just finalized this month. Last but not least, we give you an overview of our network's future plans.

Once again, we would like to thank all partners for their contributions, hard work and commitment. Working with you was sometimes challenging, always inspiring, and certainly never boring.

A very happy and healthy New Year 2014!

Cordially,

Sylvia Acksteiner & Nina Lorenzen
Communication and Information Office

P.S. Keep on following us for updates on Baltic Fashion on [our homepage](#), [Facebook](#) and [Twitter](#).

TO MAKE CLOTHES THAT MATTER— FROM TRADITION TO NEW DESIGN AESTHETICS

Fast Fashion has made it possible for the consumer to afford more for less. "Out with the old, in with the new", is what we are told while our closets are overflowing. But there is a limit to growth. And the paradox which designers face becomes clear: If there is an abundance of fashion, then why design more clothes? What is the value of clothing in a consumption-oriented society?

The project "To make clothes that matter" looked into these questions and answered them by designing clothes that communicate selected values. Pia Mouwitz, Baltic Fashion EU project partner and senior lecturer at [The Swedish School of Textiles](#) at the University of Borås brought together eleven designers from fashion companies and academies with different backgrounds. In the course of fall 2013, they all faced the challenge if, by including and communicating selected values, it is still possible to make clothes that matter.



Practical work on mini mannequins. © Pia Mouwitz

During two meetings, the participants—from different design backgrounds such as Sami culture, mass production, tailoring and others—discussed the value of expression, tradition and techniques. "It is important to give designers a new point of departure within the design process. Through practical research about values, we can contribute to a new design based on tradition and make innovative clothes that matter", claims Pia Mouwitz. In the end, the designers created one outfit or accessory to be shown in an exhibition. All materials were manufactured either in the laboratories at the Swedish School of Textiles or in cooperation with a Swedish company. On December 16th, the [online exhibition](#) was launched.

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Each designer followed a different approach as to how to make design valuable, while all at the same time challenging their own tradition. Consequently, each creation has its own narrative.

Malin Unga's design "Everyday memories" consists of a shirt with prints taken from her own Instagram feed. This emotional bond is supposed to enhance the garment-wearer relationship. Coming from the field of Smart Textiles, Angella Mackey puts emphasis on multifunctionality. Her "Shift dress" can be cut and re-shaped into different styles with the goal of extending its usership and longevity. Even though alterable garments are not new, the subject gains new relevance in our fast-paced society: If clothes came with easy-to-follow altering instructions, would we cherish them more? With "Being Proud", shoe designer Elin Melin combines craftsmanship and sustainable materials in a pair of rainbow-coloured statement shoes expressing pride.



To make clothes that matter: "Being proud" by Elin Melin. © Jan Berg

The results show that for all designers the aspect of time—timelessness of design, longevity of materials, slow design process—, individuality, functionality, choices in materials and techniques, and historic/symbolic references are crucial when it comes to making clothes that matter, as they all create a stronger bond and sense of usership with our garments.

Contact:

Pia Mouwitz



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BALTIC FASHION NETWORK— A GLIMPSE INTO THE FUTURE

We are happy to announce that in February 2014, the brochure with the title "Baltic Fashion—a strong network. Results of the EU project Baltic Fashion" will be published. It summarizes the most important outputs from three years of Baltic Fashion EU. With this brochure, just as with "Baltic Fashion Innovations", we intend to give an insight into our activities to those who weren't involved in the project. Moreover, the brochure aims to entice future partners to join the network.

Furthermore, the information portal balticfashion.eu with its one of a kind database of BSR production places will remain accessible. The database can be further expanded in the future, as interested BSR companies are given the opportunity to have their profiles uploaded and to get in touch with others for future cooperations. Also the website will inform on all relevant events in the Baltic Sea Region such as fashion shows, fairs, exhibitions and fashion weeks. All partners and interested parties can have events and news entered on the website to inform about their current activities in the field of fashion.

In October, all partners were asked to sign a letter of intent during our last partner meeting in Heringdorf on the Island of Usedom. It states that the partners of the Baltic Fashion project intend to continue to exchange knowledge in the areas of business support, innovation research and business cooperation on a regular basis. Out of this, joint activities could develop. Once a year, the Baltic Fashion Network will meet. The acquisition of further funding and new partners is desirable.

Are you interested in joining the Baltic Fashion Network? We are looking forward to hearing from you!

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