

# NEWSLETTER

December 16, 2013

# **baltic**fashion.*eu*

BALTIC FASHION  BALTIC VISION

**Contact:**

Communication and Information Office: Sylvia Acksteiner, Nina Lorenzen

[sylvia.de@balticfashion.eu](mailto:sylvia.de@balticfashion.eu); [nina.de@balticfashion.eu](mailto:nina.de@balticfashion.eu)

Germany, Rungestr. 19, 10179 Berlin, +49 30 28 48 78 30



[www.balticfashion.eu](http://www.balticfashion.eu)



Project part-financed by the  
European Union (European  
Regional Development Fund)

## WELCOME



© Kristel Laurits, Textiles for Public Spaces

Dear Colleagues,

The Christmas season is upon us. In the midst of pre-holiday preparations, we are all busy checking off our to-do lists while forgetting to take a moment to reflect on the past year. To think about all the places we went, the people we met and the experiences we made.

In this newsletter edition, we invite you to dwell with us on some Baltic Fashion EU highlights. Let's look back at the Baltic Fashion Days on the Island of Usedom, the 6<sup>th</sup> anniversary of the Tallinn Business Incubators Foundation and our partner meeting in Borås where we were introduced to the Textile Fashion Center.

Wishing you and your loved ones a very merry and peaceful holiday,

Sylvia Acksteiner & Nina Lorenzen  
Communication and Information Office

P.S. We are in the holiday spirit and are sending out reading copies of *Baltic Fashion Innovations* to anyone who is interested. All you need to do is leave us your wish list (plus shipping address) via email or phone.

For more news, follow us on our homepage, Facebook and Twitter.

## BALTIC FASHION DAYS— BUSINESS SUPPORT PROGRAMME

From May 2<sup>nd</sup> to 5<sup>th</sup> 2013, the German lead partner organized the Baltic Fashion Days on the Island of Usedom. The programme listed two workshops, a panel discussion and an education forum for fashion SMEs and was orchestrated around the renowned Baltic Fashion Award. The international fashion competition has been attracting young designers from the Baltic Sea Region for over 12 years.

The idea was to provide business support measures for fashion SMEs in relevant fields on location, such as digital technologies and entrepreneurship. Between fittings and rehearsals, the competing designers were given the chance to attend business trainings on digital pattern construction and textile design led by the service and software provider Triadem. Moreover, they were invited to join a panel discussion on "How to create your own fashion label" with acclaimed industry experts, among them Margareta van den Bosch (H&M), Esther Perbandt, Clara Leskovar (c.neon), Andreas Maxbauer (AGD) and others.



© Acksteiner Events

The Baltic Fashion Days were closed with an education forum on lifelong learning, organized in collaboration with the Confederation of the German Textile and Fashion Industry. After introductory presentations by Karin Terdenge and Angela Pritzkow, the audience engaged in a fruitful discussion about BSR-wide educational systems in fashion design.

The Baltic Fashion Days were an overall success, bringing together young designers and industry players in a creative environment.

For more information, visit our [homepage](#).

## TALLINN BUSINESS INCUBATORS— ANNIVERSARY CELEBRATION

The Tallinn Business Incubators Foundation was founded in 2006 by the City of Tallinn, followed by the establishment of the Tallinn Creative Incubator in 2009. “Being part of an incubator is not a piece of cake”, the manager of the development center of TBI, Helen Piir, states. Helen emphasizes that “the main key to success is actually hard work and the will to accomplish success—the incubator will just make it easier.”



© Lilli Jahilo

Since its existence the TBI has brought forward several now successful creative entrepreneurs. One of them is the Estonian fashion designer Lilli Jahilo, who has gained national success by now.

In October 2012 on the occasion of its 6<sup>th</sup> anniversary, our Estonian partners from the TBI invited industry professionals from throughout the Baltic Sea Region to Tallinn, among them the Baltic Fashion EU partners. The TBI hosted a well-received one-day seminar for fashion designers on sustainability and trans-media as well as a panel discussion about designer-producer-customer communication.



In celebratory mood: The team of the TBI and the Baltic Fashion EU partners in October 2012 in Tallinn, Estonia. © TBI

Further information:

[www.inkubaator.tallinn.ee/eng/](http://www.inkubaator.tallinn.ee/eng/)

## TEXTILE FASHION CENTER IN BORÅS— THE CREATIVE FACTORY



Textile Fashion Center in Borås. Photographed by Moa Carlsson

In the 19<sup>th</sup> century, the small town of Borås in the southwestern region of Sweden was particularly well-known for its thriving textile production. In the 1960s, two-thirds of Borås' local economy was in the textile industry. But with the onset of globalization, its economic growth eventually came to a halt. In the 1970s, the Swedish textile and clothing industry joined the global trend and outsourced its production. But thanks to The Swedish School of Textiles at the University of Borås, which was founded in 1977, Borås managed to preserve its textile tradition.

During a Baltic Fashion EU partner meeting in March 2013, we had the privilege of witnessing the city's creativity and savvy business sense. Students walked us through The Swedish School of Textiles with its impressive laboratories and machine parks housed in a former textile factory. There was excitement in the air because of the school moving its facilities to the district of Simonsland. They had simply outgrown the buildings. As we visited the construction site in Simonsland ourselves, we began to understand that this is more than a matter of logistics. Right before our eyes, not just a school, but an entire Textile Fashion Center was being built. The mix of new with tradition—a vacant textile factory surrounded by modern architecture—seemed indicative for the city's spirit. Soon incubators, the Museum of Textiles, dormitories, research centres and the University of Borås would revive this area, named **The Creative Factory**.

Who knew that the small trend of moving production back to the Baltic Sea Region might actually exceed what we have envisioned so far?

Further information:

[www.hb.se/en](http://www.hb.se/en)