

**INNOVATION AND PRODUCTION PLACES FOR FASHION AND TEXTILE**  
**First results of EU Baltic Sea Region Project "Baltic Fashion"**  
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A compilation of innovative examples and projects as well as a database of production places for fashion and textile industries in the Baltic Sea Region – those two topics are the most important results within the EU project.

What happened in the last months since 2011, since there is the EU project Baltic Fashion? Eleven partners from seven countries are continuously exploring and analyzing information on **innovations** within the industry, which are of relevance to small and micro entrepreneurs throughout the Baltic Sea region.

And the partners realized in total 10 "Innovation Activities" within the EU project. Some of them can be seen at the exhibition "Innovations in Fashion and Textile Industries". The fields range from sustainable fashion to tradition and innovation, from social design to smart textiles.

All informations are summarized in the „Fashion Innovation Digest“

The Innovation Digest is available as a database on the Baltic Fashion website and as a brochure to give all interested people and parties access to Baltic Fashion Innovations.

The **database** of production places mapped over 400 companies of Baltic Sea Region. Data was taken from the studies in BSR countries made during Baltic Fashion Project. The mapping based on 20 categories: pattern construction, cut and sew, contractor, woven clothes, leisure sports, knitting, tailoring, circular knit, weaving, headwear and accessories, socks, underwear & nightwear, workwear, dying finishing, printing, trimming, own brand, special techniques, others, specials.

Each company is implemented with a short profile and business facts.

A search function allows to find the special interest companies.

Step by step the database will be filled. In the future the companies can create their own profile and expend the portfolio.

## About Innovation

Creativity is the generation of new ideas – either new ways of looking at existing problems, or of seeing new opportunities, perhaps by exploiting emerging technologies or changes in markets. Innovation is the successful exploitation of new ideas. It is the process that carries them through to new products, new services, and new ways of running the business or even new ways of doing business.

Innovation is about change and renewal. In a field such as fashion, arts and economy the changes or renewals must be substantially different and accepted on the market to be defined as an innovation. The changes must increase values, costumer or producer value. Fashion is basically about change; changing the existing into something new. This is the aim of every new collection and is not necessarily about innovation. A new fashion collection can present small news or something radically new. Radical "news" will affect the design and the production process to a high degree but also small news can increase value, both for the customer and the producer.

These design **concepts** are innovations as they have been applied successfully on the market. Some fashion designers experiment with new digital technologies to integrate electronic components into the garments, which we refer to as wearable technology. Others test new materials that make the clothing durable and attractive, worn longer and thereby more sustainable.

**Technologies** in the context of fashion occur in several different ways. Technological development of manufacturing has developed rather slowly, but now we see dramatic movements that can change manufacturing, tailoring, cutting techniques etc.

Another field is wearable technologies and **new materials** with biodynamic and sensation features that can change the function of clothing and challenge what is fashion. Textile materials are the core field for development in fashion, driven by different needs. One driver is design where expression and comfort of the garments is in focus, another one is the need to find new fibres with better and / or more sustainable properties and a third driver is smart textiles.

The fashion market has always been international and it was one of the first industries to outsource production to low-wage countries. Today the drivers for fashion companies are digital technologies, social media and consumers use to buy everything online and also to participate in the design process. But also sustainability issues are challenging the fashion companies for how to do business and the term slow fashion has emerged as a new concept.

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