

NEWSLETTER

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balticfashion.eu

BALTIC FASHION  BALTIC VISION

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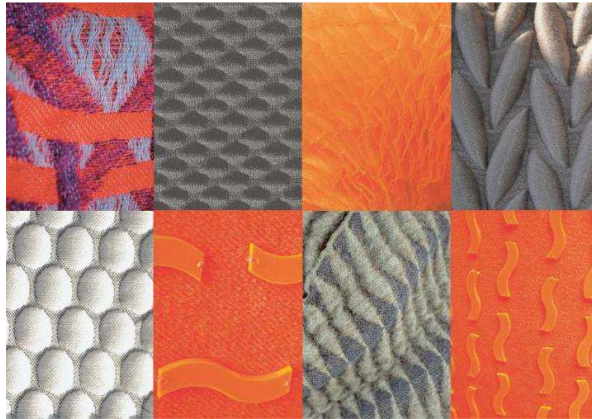
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WELCOME



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Dear Colleagues,

Starting with this issue, we are looking back at some of our most significant results from the last three years of Baltic Fashion EU.

One of our main focuses was innovation. We analyzed innovative fashion companies, concepts and materials and eventually executed our own innovative projects. The partners located potential for innovation in the fields of social design, sustainable design practices and digital technologies. All nine innovative project activities are summarized in our recently published brochure *Baltic Fashion Innovations*. In this newsletter, we present two topics: Trash To Trend, a sustainable design practice workshop dealing with upcycling, and Smart Textiles, multifunctional textiles with integrated electronic components. As one of the main drivers behind our innovative activities, we introduce Lisbeth Svengren Holm from our partner institution The Swedish School of Textiles.

Cordially,

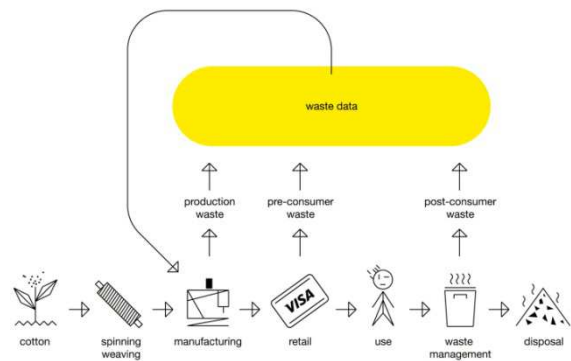
Baltic Fashion EU
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P.S. We are happy to send you *Baltic Fashion Innovations* reading copies. You can place your order via [email](#) or [phone](#).

Keep in touch with Baltic Fashion EU and follow us on our [homepage](#), [Facebook](#) and [Twitter](#).

BALTIC FASHION INNOVATIONS— TRASH TO TREND

Dr. Reet Aus is an Estonian upcycling fashion designer. Her own label *Aus Design* literally turns trash into trend, as it takes discarded textiles to make something new. Aus completed her doctoral studies in sustainable fashion design at the Estonian Academy of Arts. In her thesis, she developed a waste-mapping online platform bringing together manufacturers with leftover textiles, designers in need of textiles and consumers looking to buy upcycled clothes. For her collections, Aus uses pre- and post-consumer as well as production waste from factories in Bangladesh. As the first industrial upcycler, Reet Aus shows that upcycling design can be both environmentally friendly and economically viable. Her upcoming collection is going into mass-production (yes, there is that much waste!) saves 78% of water and creates 86% less CO₂ emission per garment than regular designs.



© Trash To Trend

In 2012, Reet Aus returned to her educational roots and conducted the so called Trash To Trash workshop with students of the Estonian Academy of Arts in Tallinn. She introduced students to upcycling design and taught them about waste management and mapping and how to make use of textile waste in fashion design. The students created their own upcycled garments out of local Estonian industry waste.

More information:

www.artun.ee

www.trashtotrend.com

www.reuse.ee

BALTIC FASHION INNOVATIONS— SMART TEXTILES

Smart textile structures sense and react to different stimuli from the environment through integrated computer technology. Smart textiles are predominantly interesting to the healthcare and workwear market. But the fashion industry is also slowly opening up to smart textiles solutions. It is when research, technology and fashion meet that wearable technology evolves.

The field of smart textiles is at the core of The Swedish School of Textiles in Borås. The university has its own Smart Textiles initiative where researchers and companies collaborate in developing smart textiles projects or prototypes with market potential.

An important work on smart textiles was brought forth by Lena Berglin, senior lecturer in Borås, who wrote a report on “Smart Textiles and Wearable Technology” within the framework of Baltic Fashion EU. Her study centers on the question of how smart textiles can be successfully introduced into the fashion and clothing sector. Here, she addresses the issue of necessity. Is there a need for an illuminated dress in everyday life? According to Berglin, so far there are only few industrial commercial activities which successfully connect research and customer needs. At the moment, industrial and commercial activities in smart textiles are still in their infancy.

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Health monitoring prototype by © The Swedish School of Textiles, University of Borås

INTRODUCING— BALTIC FASHION EU PARTNERS

Lisbeth Svengren Holm is a professor in fashion management at The Swedish School of Textiles in Borås. She composed her doctoral thesis on the subject of industrial design as a strategic resource for innovative products and communication. Currently Lisbeth is focusing her research on creative management in design and fashion companies, sustainable fashion and communication and on how fashion companies can succeed internationally.



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Her interest and expertise in innovative design brought Lisbeth to Baltic Fashion EU. In the network, she is the head of research with focus on innovation. Lisbeth compiled an Innovation Roadmap with the goal of triggering and supporting new concepts that have an impact on fashion business models. In this context, the participating partners exchanged knowledge and shared ideas which are to be found on balticfashion.eu.

For Lisbeth, fashion is a creative process driven by dreams and desires to create something new. At the same time, the fashion industry faces numerous challenges, e.g. sustainability, new technologies and e-commerce, which, according to Lisbeth, require a more innovative way of thinking. “Therefore the innovative topics defined within the Baltic Fashion Project are so valuable because they illustrate what new thinking of fashion can achieve”, Lisbeth states.

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