

**Wir arbeiten für
Wachstum!**

Berlin ist unsere Leidenschaft.



EU Design Days am 20. September 2016

City of Design Berlin – Urban production through community spaces and creative partnerships

Nemona



- 2008 Fashion Week in Neukölln (improved sales & network & visibility= Increased orders for local tailors)
- Showcased local craftsmen's skills (especially women knitting, crocheting)
- Increased popularity of the neighbourhood, which young designers have picked to set up their new offices
- Creation of cooperatives to purchase fabrics, creating shared showrooms and joint participation in the Fashion Week, pop up stores (etc.)

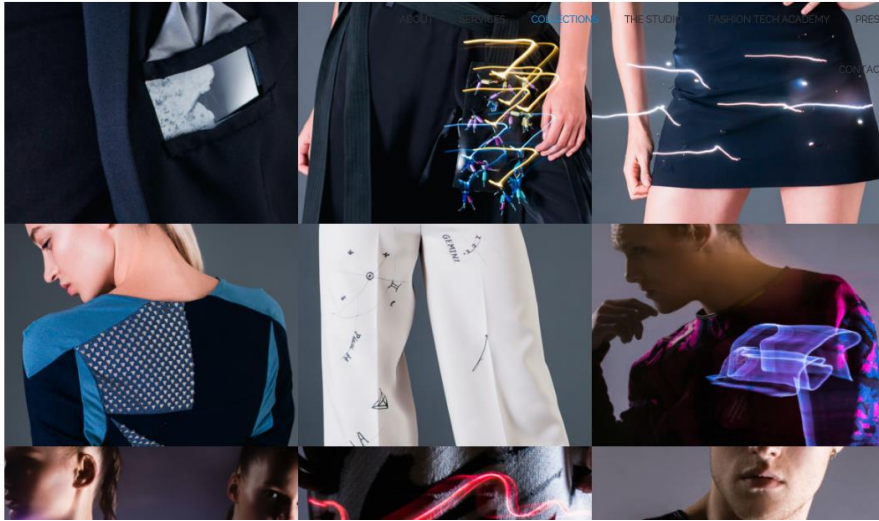
Sourcebook



- Trade network for fashion designers, textile craftspeople, suppliers and service providers of the fashion industry
- Connect design, trade and production
- Funded in 2013 with the aim to promote open and local supply chains and open source mindsets
- Supports labels in organising their supply chain and communicating transparently
- Challenge: Re-shoring Fashion and textile industry in Europe (Handicraft = cultural heritage)
- Transparency (supply chain), quality, customisable goods
- Cross-disciplinary cooperations & new innovation process: traditional handicraft + method of works of young designers >> getting more efficient and more flexible (Future Labs, Hackathons)
- e-commerce: production infrastructures have to be flexible (customisation, short lead times >> production has to be near the consumers)
- Food industry: urban farming/ urban gardening >> urban manufacturing is also creating new jobs and business opportunities

ELEKTROCOUTURE

...must always be different.<< —Coco Chanel



- Cooperation with Berlin-based companies: electronic + fashion design
- Sharing skills & know-how within the co-working space
- Berlin-based Design schools
- Couture meets ready-to-wear: cooperation with Berlin Fashion Week, Fab Lab Berlin
- Transparency (supply chain) + QUALITY („good technology with good design“)
- Fashion Tech Academy: Lasercutting, 3 D Printing workshops

➔ Ecosystem: know-how, human resources, traditional handicraft meets innovation, direct contact with companies, local quality control and no delivery or customs fee

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