



TEX-MED ALLIANCES

# FASHION RESTART

*WP4 – Internationalization*



*“The fashion industry is in a state of emergency. This has been made clear not only by the mounting bankruptcies of big-name retailers, but also by the closure of beloved small businesses”.*  
The New York Times May 21 2020

It is not only our mandate as a project, but our moral obligation to our partners' members to save jobs and companies through thinking:  
**“competitive” “Innovative” “New” “Fresh” and “Marketable”**

# One comprehensive initiative based on the four FIs below

1. INT 4 Local Regional Brands (FIM)
2. INN 3 Fashion Hubs Network (Fashion Trends services) SEPEE
3. INN 7 Technical Textiles for Islamic wear (FIM – MFCPOLE)
4. INT 6 New Memo (TAM)

# A COVID-19 created reality



# What support is needed?

Trends

Info

INN 3

Build  
capabilities

INN 7

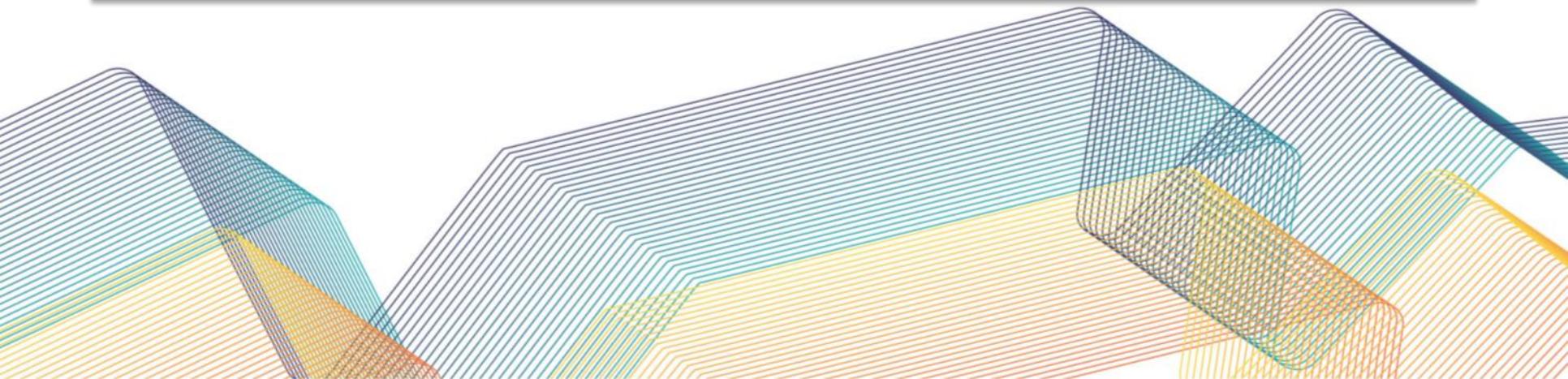
Eventually  
Go even bigger

INT 6

INT 4 – “Local Regional Brands”: is the backbone of this New Framework Initiative. The COVID 19 pandemic is having far reaching economic consequences. In the garment industry, the frontline victims are the subcontractors; they are losing their sources of income as the big producers/retailers, grappling with unprecedented weakened sales; go bankrupt, cancel orders and fail to come up with new ones.

INN 3- “Fashion Hubs Network (Fashion Trends Services)” has an ancillary role to the NFI. Once fully developed at the end of the Project, it will set up a network of hubs that will use fashion trends forecasting tools; develop specific training courses / presentations focused on the required sub-sectors. Initially, this initiative will be implemented by Thematic Seminars concerning style, fashion trends (megatrends and short term/seasonal trends).

INN 7 “Technical Textiles for Islamic (and Mediterranean) Wear” is making use of the comfort of technical textiles (extra breathing capabilities) in creating comfortable summer wear garments. Islamic wear is mentioned here because the usually black long coats made in polyester are very difficult to wear in the hot summer days; technical textiles will create a new “comfort oriented” version. But the idea can be applied anywhere in fashion, as a way of getting these qualities move from sportswear into main stream fashion.



INT 6 “New Memo”, will drive the successful business models stemming out of the 1st successful experiences of Fashion Restart (referred to as season 1) into an even wider scope. The “Brand” ” could be achieved by integrating the designs of both northern and southern countries designers therefore creating a “new fashion trend” that is not only Islamic.

Positioned in the top segment of the market, the initiative will strive to have collections characterized by

- ✓ Top design/style
- ✓ High comfort
- ✓ Natural or recycled materials
- ✓ Green or sustainable processes

## OBJECTIVES

- ✓ to access marketing “gaps” left by the multinational retailers in the MPCs (Partner Mediterranean countries).
- ✓ to create, during the first test season; Pilot size proofs that well-designed work plans can succeed, lifting up, along with it, local designers’ talent
- ✓ The supporting specific initiatives will be invested in to raise the competitive advantages of the collections by making them environmentally sensitive
- ✓ several characteristics of the collections will be shared by all versions / countries; some differences, considered crucially “local” will be encouraged

# Design of the Framework Initiative:

Phase 1, preparation:  
June – Sep 2020

1. Getting the PPs help in identifying producers, retailers and designers in their own region. (at least 1 of each)
2. INN 3 Fashion Trend services: “Develop a customized service targeted to SMEs and designers, providing up-to-date fashion forecasting services and fashion training / consulting”
3. INN 7 Technical Textiles for Islamic Wear: The idea should also transcend Islamic wear to allow for sportswear technical textiles to go into mainstream fashion

Phase 2, Implementation:  
SEP – March/April 2021 Then until the end of the project

1. **INT 4 Local / Regional Brands:** “Supporting local manufacturers in producing creative garments, and facilitate the creation of a marketing network between them and local/regional retailers”

Upon a successful implementation of one season, the initiative will be widened to “graduate” to a more ambitious initiative:

2. **INT 6 New Memo:** “The objective is to put in partnership along the T/C chain using the possibilities available to the project: designers, yarn/fabric producers, finishers, clothing manufacturers, marketing operators (influencers, sellers, exhibitors).”

## Budget:

1. ACI's Project budget line "Services": for out-sourced designers, merchandizing, branding and marketing experts
2. Sub-grants to SMEs for their participation to NFI activities:
  - ✓ Travel and Subsistence costs
  - ✓ Support research and samples making

Alternative sources of financing might be realized, if agreed upon by the management authority, through changes done in budget lines

## Leader of the NFI

**The NFI "Fashion Restart" is under the responsibility of PP6 ACI (coordinator of WP4 and in charge of the disbursement of sub-grants to SMEs) FIM will lead the implementation of the NFI.**