



Textile
& Fashion

Textile and Fashion Sector Group



Newsletter

December 2020



een.ec.europa.eu



Dear Readers,

Welcome back to our new edition of this smart newsletter from the Sector Group Textile and Fashion of the Enterprise Europe Network.

We hope you are all doing fine and in good health!

In our last edition (released in May 2020) we informed you about our new services within the Enterprise Europe Network and about a series of events we were going to host in 2020.



The EEN network is evolving and we are going to release more interesting services related to Innovation + Sustainability and also to Digitalization to give you the opportunity to grow and to innovate. In this period we should all focus more on sustainable actions, we should think about what we wish to produce and manufacture in a way that your products could be more recyclable and sustainable. That will help all to better support the new sustainable business models that will come in future.

As for our current achievements, the Sector Group Textile and Fashion realized different events and workshops and talks in digital modality and we are very satisfied as you all appreciated this new version of meeting new clients to create international partnerships despite the difficult period we are living through. We are happy you accepted the digital challenge in a very positive way!

The Sector Group Textile and Fashion realized many actions to supports your growth and your business. That's why in this newsletter you will find some relevant results coming from our latest events such as the b2b Torino Fashion Match 2020 realized in October and from other interesting activities.

We focused our attention also on the Gender Equality issue and on Women Empowerment, seen as sustainable goals where the fashion industry has a huge commitment. We are now ready and committed to promoting the actions and panels discussions on that path!

We will present to you some of our upcoming events planned by the end of this year, some project calls and initiatives addressed to the fashion and textile sector's entrepreneurship initiatives.

Finally, we remind to check the list of the new partnership proposals where you will hopefully find new potential commercial partners. Stay tuned on our social media and get in contact with us if you have any questions!

My best wishes and stay safe and healthy!

Best regards from the Chair.

Federica Leonetti

Cascade funding opportunities

INITIATIVE EUROPEAN LIGHT INDUSTRIES INNOVATION AND TECHNOLOGY (ELIIT)

The 2nd ELIIT call for partnership proposals will be launched in 2021. Check how to submit a project at: <https://www.youtube.com/watch?v=2dzK46fSI1o&feature=youtu.be>

The initiative European Light Industries Innovation and Technology (ELIIT) is a project funded by the COSME Programme of the European Union for the competitiveness of Enterprises and Small and Medium-Sized Enterprises (SMEs).

It seeks to support textile, clothing, leather and footwear (TCLF) SMEs in enhancing their competitiveness while helping them integrate new technologies in innovative or high added-value products, processes or services.

You can still register on the ELIIT platform (<https://eliit.ems-carsa.com/>) to find textile, clothing, leather and footwear (TCLF) SMEs, and technology/owners and providers willing to collaborate and innovate.

If you are an SME in the textile, clothing, leather and footwear sectors, or the owner/provider of innovative technology solutions for these sectors, you can register on the ELIIT project's electronic monitoring system (EMS platform) to benefit from ELIIT support.

If you are a potential applicant in an ELIIT call, on the platform you can look for partners and get help in completing your application. To learn more about the ELIIT application process, eligibility criteria, financial support and other benefits, and how ELIIT's helpdesk service is here to support you, just click here: https://ec.europa.eu/growth/tools-databases/eliit/apply_en Support is available on the EMS platform – use it!

RE-FREAM WORTH PARTNERSHIP PROJECT

The second Call for projects is expected to be published very soon! – stay tuned through the EEN social media channels. WORTH Partnership Project promotes cooperation between fashion designers, manufacturers and crafters and technological firms. There are 152 selected partnerships supported.

The Website has been revamped and all partnership projects description can be accessed at <https://www.worthproject.eu/>

SMARTX EUROPEAN SMART TEXTILES ACCELERATOR

SmartX is going to boost smart textiles innovation to develop an end-to-end smart textiles manufacturing value chain in Europe and help drive promising prototypes faster to market.

Building a strong sustainable community will be the underlying long term objective of the programme, in order to foster interaction and collaboration within the European smart textile industry.

The third and final Smartx Call for funding is now open: <https://www.smartx-europe.eu/application/>

The deadline for sending your Expression of Interest is **January 15, 2021** and for submitting the finalised Application February 15, 2021.

NEWS

EUROPEAN COMMISSION LAUNCHES ACCES2MARKETS TO SUPPORT TRADE BY SMALL BUSINESSES

The European Commission has launched the Access2Markets online portal to help small and medium-sized firms trade beyond the EU's borders. The new portal responds to requests from stakeholders to better explain trade agreements and help companies ensure their products are eligible for duty discounts. It will serve companies that already trade internationally and also those only starting to explore opportunities in foreign markets:

<https://trade.ec.europa.eu/access-to-markets/en/content>

The portal allows companies to look up the following details for imported and exported goods in just a few clicks - tariffs, taxes, rules of origin, product requirements, customs procedures, trade barriers, trade-flow statistics.

ECHA: EUROPEAN CHEMICAL AGENCY

Check the European Chemicals Agency website <https://echa.europa.eu/home>

This is unique source of information on the chemicals manufactured and imported in Europe. It covers their hazardous properties, classification and labelling, and information on how to use them safely. The website also provides tools and practical guidance to companies which have responsibilities under the EU chemicals legislation.

International Programs

One very important initiative the Sector Group Textile and Fashion members would like to highlight is the 'Global Fashion Agenda' which is the leading forum for sustainability in fashion, obviously a crucial topic in the industry currently.

Global Fashion Agenda's work as a thought leader is evident in the insightful reports it produces throughout the year. These include the annual CEO Agenda, which outlines the crucial sustainability priorities for fashion's leaders and Fashion on Climate, an analysis of the industry's GHG emissions and how fashion stakeholders can focus efforts to meet climate targets amongst other insightful publications, past and present. Its publications demonstrate a wide range of expertise and ongoing commitment to educating the industry to take bold and urgent action on sustainability.

The organization considers brands and retailers at the core of securing comprehensive change and increasing the industry's sustainability performance across the value chain to ensure that sustainability is a strategic priority. In partnership with strategic partners ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, it spearheads the fashion industry's journey towards a more sustainable future.

Global Fashion Agenda is behind the leading business event on sustainability in fashion, the Copenhagen Fashion Summit, which has been leading the movement for over a decade. Each year the Copenhagen Fashion Summit brings together members of the fashion industry, multilateral organizations, industry associations, policy makers, among many others to find common solutions to accelerate social and environmental sustainability.

The organization moved its own annual event online this year and we would recommend tuning into 'CFS Originals' which are available to view as pre-produced segments created by Global Fashion Agenda. They will take you behind the scenes, where you can meet the creative minds shaping our industry. CFS Originals is designed to provide entertainment, engagement and education for all viewers:

<https://www.globalfashionagenda.com/>

Our current and upcoming events

EU FASHION MATCH AMSTERDAM 10.0; THE VIRTUAL EDITION 25 AND 26TH JANUARY 2021

Enterprise Europe Network is delighted to invite you with KVK (Chamber of Commerce Netherlands) to the 10th EU Fashion Match Amsterdam on Monday 25th and Tuesday 26th of January 2021, in a VIRTUAL brokerage event program. During the EU Fashion Match companies from all over the world, active in fashion, can meet potential business partners. Besides the international brokerage matchmaking the 10th edition of the EU Fashion Match Amsterdam is focusing on young entrepreneurs in the international fashion for business and innovation. <https://fashionmatch-10thedition.b2match.io/>

For questions contact: fatma.sener@kvk.nl



Besides the one to one meetings during EU Fashion Match Amsterdam 10.0; Fashion SME's can also join workshops to gain experience and knowledge in the actual fashion market. Those workshops are organized in good collaboration with EEN Netherlands, WORTH, ELIIT and IPR SME helpdesk. Below a list of the scheduled workshops:

- How to start a business in Fashion industry?
- How to start with international business for fashion entrepreneurs?
- How to attract / engage customers online and offline for fashion retailers?
- Workshop 2nd hand clothing
- Find international partners for dropshipping
- SME support European Union

FASHION MATCH SUPPLY 2021 (VIRTUAL)

When: April 2021 – 26th till 30th

Where: b2match / Zoom / MS Teams

Who: IGEDO/Supreme, KVK, FAB Collective, VLAIO, Berlin Partner, Creative.NRW, Polish Institute Düsseldorf,

What: webinars, lectures and virtual B2B*s (via b2match)

Restructuring the supply chains during Corona times. After we have lately organised a series of events in the area of Fashion and smart textiles, we would like to seize the opportunity and have a closer look on the supply chains in the textile sector, esp. in Eastern and South-Eastern Europe. Below some headlines of the program:

Mo: Univ. Katowice, Dr. Marlena Jankowska: Fashion Law & consequences of Corona

Tu: Textiles in the Balkans, Turkey, Ukraine; GTAI, Martin Gaber: facts & stats

We : Sourcing & supply chains: Retraced, Lukas Pünder: supply chain transparency /

Dr. Regina Henkel (journalist) / Setlog GmbH, Sabine Hansen: title (tbc)

Th: E-Commerce & Logistics:

SSI Schäfer, Manfred Januschke: technical implementation (warehouse) / Fraunhofer IML, Jennifer Beuth

Fr: innovative, flexible & sustainable Textile production

Santi Mallorqui, Organic Cotton Colours / Fraunhofer IML; Andreas Gade: sust. delivery (tbc)

The Covid 19 corona virus is causing significant disruption to global supply chains and due to the growing E-commerce sector the logistics are getting more complicated. The idea/aim of this event is to inform and exchange about textile production facilities in Europe and give the participants the chance to find flexible suppliers/contacts & ideas on the European Textile sector.

Contact for more information:

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Find International partners in the Textile & Fashion industry

[BOLT20200609001](#) COVID 19: A Lithuanian manufacturer of protective single-use and reusable clothing is looking for distributors and is offering manufacturing services

[BOLT20200310001](#) A manufacturer of natural wool and cotton home textile products from Lithuania is looking for distributors, offering subcontracting and manufacturing services

[BRNL20200622001](#) Dutch fashion label is searching for fabric and leather suppliers who can deliver small quantities

[BRNL20200622001](#) Dutch fashion label is searching for fabric and leather suppliers who can deliver small quantities

[BOLT20200604001](#) A Lithuanian manufacturer of accessories from textile/wood and linen home textile is looking for distributors

[BOLT20200429001](#) The Lithuanian company specialized in high-quality industrial (heavy - medium weight fabrics) sewing and manufacturing of custom made products, such as pouches, holsters, cases for different kinds of equipment from military specification fabrics and flame retardant protective clothing is looking for partners for cooperation on a subcontracting basis

[BOLT20200121001](#) The company from Lithuania is manufacturing stylish hammocks for pets which can be attached to furniture (chairs, tables). The company wants to expand its activities and is looking for partners abroad under a commercial agency agreement

Our past events

B2B TORINO FASHIONMATCH 2020 _ VIRTUAL EDITION 5 OCT 2020 – 8 OCT 2020 TURIN, ITALY



This year on the occasion of the new edition of Torino Fashion Week 2020 - DIGITAL (international, independent and innovative format, addressed to emerging brands, young designers and small and medium-sized companies operating in the fashion and textile manufacturing sector – clothing and accessories) took place from 5th to 8th October. This was the 5th edition of the B2B Torino Fashion Match 2020, an event of bilateral meetings organized by Unioncamere Piemonte as a partner of the Enterprise Europe Network and the Sector Group Textile and Fashion from EEN.

This year the pre-organised b2b meetings were held in online mode with sessions of b2b and thematic webinars and fashion talks, with international speakers who offered participants interesting insights on the following themes:

- Omnichannel
- Digital marketing and international
- Woman empowerment and gender equality as sustainability issues
- European Support's actions for SMEs_ Enterprise Europe Network
- IPR help desk for SMEs
- Circular fashion and case studies
- Digital & fashion technology
- Focus Africa

FACTSHEETS 2020:

523 companies (pmi, fashion designers, expert, consultants) from 43 COUNTRIES:

Argentina, Austria, Bangladesh, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, Croatia, Czech



Republic, Denmark, Finland, France, Germany, Greece, Hungary, India, Ireland, Israel, Italy, Latvia, Lithuania, North Macedonia, Malta, Mexico, Netherlands, Nigeria, Poland, Portugal, Romania, Serbia, Slovakia, South Africa, Spain, Sweden, Switzerland, Taiwan, Tunisia, Turkey, Ukraine, United Kingdom, United State, Vietnam.

95 co-organisers of the EEN network

33 Profiles between buyers/stores/distributors E-commerce platforms (thanks to the support of: Turin Chamber of Commerce, Rinascente Torino and Camera Buyer Italia)

FIRST FEEDBACK:

Thanks to the b2b and the support of the EEN network, many companies had the opportunity to meet buyers and create international networks through pre-organised meetings.

We already registered:

- 3 International agreements with 2 Italian retailers: 2 Balkan companies will work with a local distributor and 1 Greek company with another Turin fashion store.
- Prize for 7 companies: The store Mondo, in Turin, and Rinascente Torino have awarded respectively 3 and 4 Italian companies. The companies participated in the TFW fashion shows and b2b where they got to know the stores where they will now have the opportunity to resell their products.

Rinascente Torino hosts (from October 13 2020) an exhibition section dedicated to the companies awarded during the TFW event with the support of the Enterprise Europe Network.

TORINO FASHION WEEK digital fashion shows are a success : Over 1 million views in 1 week
Torino Fashion Week believed in digital and won.

The parades organised behind closed doors in Rinascente from 3 to 9 October, and which were broadcast live streaming on the website www.torino-fashion-week.eu registered 1,051,310 views, divided as follows: Website - 418,838, Facebook - 411,083, Instagram - 221,389.

Thanks to the app, the viewers – i.e. the public, buyers and industry operators – have been able to follow both the fashion shows and the delivery of the Turin Fashion Week Digital Awards and virtually enter the backstage area to get to know emerging designers, international designers and niche brands through interviews.

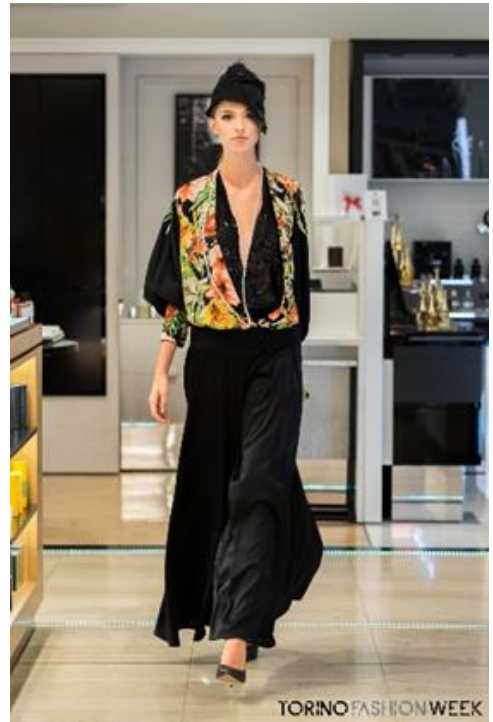
Torino Fashion Week 2020 nurtured and facilitated a hub of emerging fashion and the new future of the fashion show was outlined. While hoping to return to a more 'in-person' format in the future, TFW will continue digitising the event and creating an online platform that will offer users access to interviews, webinars and digital fashion shows of emerging brands from all over the world.

The fifth edition of TFW gave great prominence to Made in Italy and the protagonists were Italian or foreign designers living in Turin or in Italy and who actively contribute to supporting the national economy.

The 2020 edition also promoted Balkan fashion with the designers of Help and Dress for Success Serbia. Help is an international organization based in Bonn that deals with emergency assistance and helps those in need of self-sufficiency.

Dress for Success Serbia is an international non-profit association that supports women in economic or unemployed difficulties to build confidence in themselves and achieve independence through a support network. The 40 designers presented a capsule to tell the Balkan fashion of different countries: Serbia, Bosnia and Herzegovina, Montenegro, Albania, Kosovo, Macedonia and Croatia.

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WEgate SUMMIT 2020 A NEW VISION FOR THE WOMEN ENTREPRENEURS COMMUNITY

VIRTUAL EDITION 10 December 2020

The WEgate Summit celebrates women's leadership in driving economic growth and resilience, and brings forward our renewed commitment to develop the WEgate platform to become a reference point for the benefit of the WEgate Community.

For its first edition, the WEgate Summit went fully virtual: one day of inspiring stories, shared ideas and experiences, and networking with amazing women entrepreneurs across Europe and beyond!

The aim was to create a real community that joins forces to tackle business adversity and lay the foundations to a successful entrepreneurial journey for women across Europe.

The WEgate Summit represented a unique opportunity to engage and contribute to shaping a social and economic environment that enable women's potential fully and equally with men and promoted sustainable, balanced, and inclusive growth.

The benefits from this event:

Promotion: by creation of profile on the event website and showcase of products, projects, services or business needs to event participants;

Network with like-minded women entrepreneurs across Europe and beyond: arranged 1:1 virtual meetings during the dedicated matchmaking session for generate fresh leads and meeting new contacts;

Becoming part of the WEgate community and learning about the latest resources to supporting the development of businesses at European level.

FACTSHEETS 2020:

424 participants (companies SME and Industry, universities, R&D Institutions, association/agencies, authority/government and freelancers) from **53 COUNTRIES:** Albania, Armenia, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Ireland, Israel, Italy, Kenya, Kosovo, Lithuania, Luxembourg, North Macedonia, Malaysia, Malta, Moldova, Montenegro, Morocco, Netherlands, Nigeria, Norway, Palestine, Panama, Portugal, Reunion, Romania, Russia, Serbia, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Togo, Turkey, Ukraine, United Kingdom, United States, Zimbabwe, **15 co-organisers** of the EEN network

WE act: Relaunching the WEgate platform, a new vision for the future of the WE Community

The European Gateway for Women's Entrepreneurship goes through an important transformation to better support its community and create opportunities in a completely new social and economic environment. Speakers taking participation in this panel were: Kristin Schreiber - Director in charge of SME policy, [Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs](#), European Commission; David Caro – President of the [European Small Business Alliance](#); Eva Merloni - [WEgate](#) Project Manager; Gabriela Kostovska Bogoeska - Executive Director of the [Foundation for Management and Industrial Research](#), North Macedonia



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WE inspire: Stories about leadership, resilience and success

Women-owned businesses showed incredible resilience through the most challenging times. They shift business models, redesign products and implement new strategies, all while going above and beyond to develop innovative solutions to support their communities. Three inspiring women shared about their entrepreneurial journey, what drives them and what lessons they learned along the way: Lisa Lang, Founder & CEO, [The PowerHouse](#); Paloma Lozano, Managing Director of [Innagate to Europe](#); Anne Ravanona, Founder & CEO of [Global Invest Her](#)



WE debate: Bringing about change from within



Taking a closer look at the results of the WEbarometer, the first pan-European survey assessing the specific challenges of women entrepreneurs, we will examine the respondent's suggestions on what needs to change to achieve a business environment that fits and supports women entrepreneurs across Europe. This was done by Thomas Cooney - Professor of Entrepreneurship, [College of Business Technological University Dublin](#) and Helle Neergaard - Professor of Entrepreneurship and Head of Section, Department of Management, [Aarhus University](#)



A call for action – support and invest more in women's entrepreneurship development

The WEgate Summit 2020 was hosting the Community Session dedicated to support women entrepreneurs, looking at the available tools, in terms of finance, funding but also training and mentoring, to help them thrive as we recover from the crisis.

WE learn: Workshops

How a platform business model can give superpower to your company? Investment readiness for women-led start-ups Do's and don'ts. Unlocking healthy high performance - Resilience through crisis
Women Entrepreneurs: How to get most out of your investors?

Stories from entrepreneurs in the fashion industry

ENTERPRISE EUROPE NETWORK VIRTUAL EVENTS BROUGHT LITHUANIANS TOGETHER WITH FOREIGN CREATORS AND PRODUCERS OF SUSTAINABLE FASHION

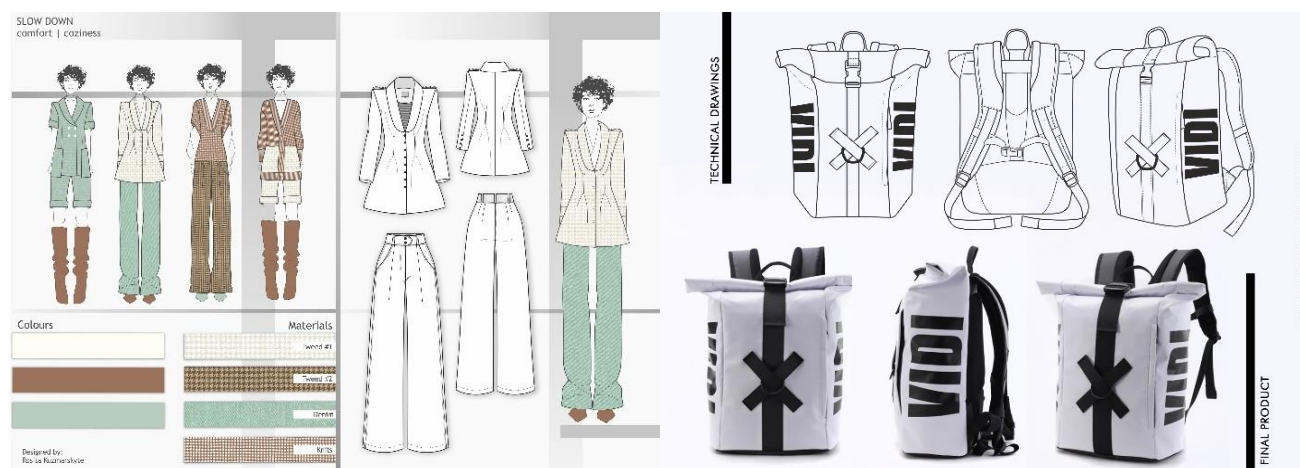
A Lithuanian based KUZ Fashion Design Studio helps newly established fashion brands and start-ups to implement their plans and aspirations from refining an idea to presenting it.

KUZ Studio actively participated in three online events this year, Textile Connect 2020, B2WORTH 2020, and Torino Fashion Match 2020 and established successful contacts with designers and sustainable fashion start-ups in Scandinavian countries, Spanish sustainable fashion producers and Polish company whose services are likely to contribute to the slow fashion project the Studio.

Currently, the KUZ fashion design studio is consulting with Scandinavian entrepreneurs on prototyping, shaping the first orders, preparing documents for mass production, and developing strategies and future plans.

"We are glad to have the opportunity to become a part of the rapidly growing business community, share our experience and strengths, help like-minded people in our country, and establish long-term cooperation links with developers and entrepreneurs from other countries", – says Rosita Kužmarskytė, head of KUZ Fashion Design Studio.

More about KUZ Fashion Design Studio: <https://www.madebykuz.com/>



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Another Lithuanian based apparel manufacturing company, TexTera UAB (<http://textera.lt/>) offers a full spectrum of service from idea to final garment and production. The company's staff is highly qualified with experience over 20 years in fashion and sportswear manufacturing. What makes TexTera manufacturer unique is that they accept and work with small orders and pay great attention to quality.

Textile Connect 2020 was a successful matchmaking event for them as well. Thanks to Enterprise Europe Network partners in Denmark, TexTera was able to establish contacts with a Danish clothing brand. Communication between the companies grew into a partnership and first orders are already placed.

"Virtual meetings really paid off. Danish brand models are lots of fun to work with, and we are very excited to work with a very professional Danish team. We express our gratitude for the opportunity to find a business partner through the Enterprise Europe Network and hope it will lead to a long term partnership", - says TexTera director Ramune Zemeniene.



Owner of the firm: Nicole Baratta

Role: Fashion Designer and Founder

Nicole Baratta is a young female fashion designer from Turin. Her brand, Nicole Baratta, born recently, speaks of the idea of a dreamy woman, free and independent.

Her collections are produced exclusively in Italy and are currently sold on its e-commerce platform and waiting to develop more partnerships with local and international stores for business agreements, thanks to the EEN network.

Nicole Baratta contacted her local EEN point hosted at the offices of Unioncamere Piemonte, as a young start up, to receive information on the services of the EEN network and to get support as a new company in the fashion sector.

She already knew Unioncamere Piemonte and the services of the EEN network and the Sector Group Textile and Fashion as she attended the first edition of Torino Fashion Week and the b2b managed by Unioncamere Piemonte, parading with her first collection during the event in 2016.

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As a participant in the TFW, Nicole got to know about the b2b Torino Fashion Match organised every year by Unioncamere Piemonte in collaboration with the EEN network to facilitate the creation of international partnerships between companies, buyers and industry experts.

Consequently, Nicole got in touch again in 2019 Unioncamere Piemonte for information on the new edition of the event, how to join and how to draw a commercial profile for the event.

At the same time she had also the chance to learn more about the various services of the network, from supporting young entrepreneurs (including the Erasmus service for young entrepreneurs), international partner research services and b2b events in the fashion and textile sector, the European calls for financial support for European SMEs and new proposals for project collaborations.

Indeed, as a member of the Sector Group Textile and Fashion (SGT) of the EEN network, Unioncamere Piemonte illustrated to the young brand the new services offered by the network within the working group. Nicole Baratta was able to seize this opportunity, meeting several customers and seeking international contacts with industry experts. This gave her a strong support to complete her training and to affirm her company, creating an online sales channel.

In October 2020 she decided finally to attend again the TFW 2020 with a very interesting new collection and to attend for the 3rd time the brokerage event at Torino Fashion Match 2020, in virtual modality, where she had many meetings with new customers with whom she is going to create partnerships.

Indeed, as she attended as a performer at the Torino Fashion week show, she had the huge opportunity to receive the TFW award 2020 conferred by the Rinascente Torino fashion store, partner of the event TFW, who selected her brand giving her the opportunity to showcase and sell within the store located in the center of Turin (Italy).

Thanks to this additional result Nicole got the chance to get more national and international visibility and to sell her garments within the national store so that she could achieve a significant revenue increase.



DUTCH FASHION LABEL BYBROWN FUTURE PROOF THANKS TO ENTERPRISE EUROPE NETWORK



Melanie Brown is the driving force behind ByBrown, a fashion label specializing in high-end rainwear for women. Thanks to Enterprise Europe Network (EEN) and KVK (Chamber of Commerce Netherlands), she has come into contact with the right people to sharpen her strategy and position the brand more strongly. Bringing an innovative product onto the market, that is the intention of the British Dutch designer Melanie Brown. Where a lot of performance clothing is aimed at men, with ByBrown she really sets up a women's label with premium rainwear. She was looking for help and advice to further develop the brand five years after it was founded. In the past I have worked well with Fatma Sener of international business Advisor KVK. After I approached her, she quickly put me in touch with the right people.”

New insights with innovation scan

One of them is Angelo Mulder, innovation advisor at the KVK. Together they map out where the company stands and what the areas for improvement are. In consultation, a so-called "health check" is done: the entrepreneur completes a questionnaire, the answers are compared with those of other entrepreneurs and a comparison is then made. The results of this scan have contributed to ByBrown's brand position being adjusted. “

Strategic advice

The next step is for Brown to be linked through the EEN network to Per Cederlund, a Swedish consultant who works from Amsterdam. He has extensive experience in the strategic management of fashion companies. “For example, he was closely involved in the market development of Filippa K in the Netherlands and Germany,” says Brown.

Strong proposition

ByBrown works a lot with sustainable fabrics and the products carry the Bluesign label, which means that they are made in a responsible manner. The fit is also a distinguishing factor. Brown is a pattern designer by origin. This knowledge of tailoring is reflected in the lines and silhouette of the rainwear. These unique selling points are taken into account when determining the market value of the product. Sener: “One of the aspects that Angelo and I helped Melanie with is the question: how do you want to market yourself?”

From designer to brand

Brown looks back with gratitude on the collaboration with the KVK and EEN. “It has been very good for me, I can move forward again. Sener is happy to have contributed to Brown's revitalization of her label. “Knowledge about the supply chain, pricing and other technical aspects are things that you as a designer usually don't like, but which are very important for running a healthy company. You have to include all this in the cost price calculation if you want to make a profit ”.

DUTCH SUSTAINABLE FASHION AGENT ACHIEVES INTERNATIONAL GROWTH THANKS TO EEN

Roosmarie Ruigrok is the driving force behind Clean & Unique: with this foundation she connects and guides fashion entrepreneurs who want to do business in a sustainable and circular way. Thanks to



Enterprise Europe Network (EEN), she came into contact with a Spanish producer of sustainable cotton, the start of a fruitful collaboration. Roosmarie Ruigrok is an agent in sustainable fashion and textiles. In 2007 she started the online platform Clean & Unique. "I advise fashion companies that want to become more sustainable, I also guide starters who want to do business in a sustainable or circular way on the basis of a membership - we have about 150 members - and the online platform also functions as a marketplace.

Ruigrok takes part in a side event of the EU Fashion Match Amsterdam. It concerns the program "Company mission Catalan fashion companies to Dutch fashion market". Here several Spanish participants pitch their company to the Dutch participants. One of them is Santi Mallorquí Gou, the director of Organic Cotton Colors (OCC Spain). "There was an immediate click," says Ruigrok. "This Spanish company produces sustainable cotton in its original colors: ecru, green and brown. This means that the fabrics no longer need to be dyed. The cotton can also be GOTS (Global Organic Textile Standards) certified."

Fashion entrepreneurs with a mission

The day after the matchmaking, there is an informative network meeting, organized by Fatma Sener of the Chamber of Commerce. This gives Ruigrok the chance to get to know Santi Mallorquí Gou better and find out what his company has to offer. "He told me that the sustainable cotton from OCC Spain is for sale by the meter. In fact: you can even remove 25 centimeters. This is very interesting for starting labels, because many producers work with minimum orders. In addition, he also has an incredibly beautiful story!" Both entrepreneurs have the mission to improve the fashion industry with sustainable and high-quality products.

Beautiful collaborations

In January, Clean & Unique signed an agent agreement to sell OCC Spain's sustainable cotton in the Netherlands and Belgium. In a short time this has resulted in great collaborations. Ruigrok. "An early adopter is Lazy Label, which specializes in tailor-made house coats. This brand now works with the sustainable cotton from OCC Spain. Three other brands are currently busy developing samples. They are expected to launch their collections in the spring of 2020." Thanks to this collaboration, OCC Spain has more reach on the European market. More sales means that more farmers in Brazil, where OCC's sustainable cotton comes from, can make a living.

Ready for the future

Fatma Sener Advisor KVK and Enterprise Europe Network Netherlands is proud of the successful collaboration. "Clean & Unique and OCC Spain show that it is possible to achieve more turnover and to grow. And that with a beautiful and traditional product. If you want to be part of the future, it is essential to think about the sustainability issue. That is something I always give to starters." Ruigrok is grateful for all the support from EEN. "I have always grasped the network meetings with both hands, you constantly meet new people. I will be rolling out a long-term partnership with OCC Spain: we will go to fabric fairs in Munich and London together and Santi Mallorquí Gou will come to the Netherlands for Clean & Unique events. Everything I stand for as an entrepreneur is confirmed by this collaboration."

From our Textile and Fashion Sector Group members

Helle Bagger Nielsen, our colleague who is the Senior Business Consultant at Erhvervshus Sjælland in Denmark has highlighted some really interesting initiatives going on in Denmark around sustainability, a huge topic in the industry currently as we have already highlighted. Lots of information is available in the form of webinars:

<https://www.dmegt.dk/search?q=B%C3%A6redygtighed>:

- “Sustainability and responsibility in the Danish fashion and textile industry: Status anno 2020”
In collaboration with KADK and CBS, DM&T has carried out a major study of the work with sustainability and responsibility among Danish fashion and textile companies. In this webinar, we give you highlights from the survey and take stock of the industry's efforts.
- When should a product be called 'sustainable'? And how do you communicate about sustainability?
In two webinars, DM&T focuses on communication about sustainability and marketing of 'sustainable' products. Participate so you avoid pitfalls and get inspiration to create a credible communication platform.
- Sustainable Fashion Corporate Branding & Digital Transformation. The Danish Embassy in Rome focuses on sustainability in this webinar. There is a special focus on the interaction with sustainability, branding and digitalisation. Free to join.

Helle also highlights the Copenhagen Fashion Week which has introduced their Sustainability Action Plan this year:

<https://copenhagenfashionweek.com/post/sustainability>

<https://nowfashion.com/copenhagen-fashion-week-inks-sustainability-action-plan-29226>)

Two other initiatives in Denmark which are also making headlines are:

Life Style and Design Cluster: <https://ldcluster.com/en/home/>

Green Circular Conversion: <https://ldcluster.com/en/portfolio-item/gco-green-circular-conversion/>

UK Leeds City Region Textiles Sector Showcase

EEN Advisor Daniel Houchen from Bradford, UK has recently been working alongside a key stakeholder to highlight a textile initiative aimed at highlighting some of the exciting work going on in this region in what is a vital area of the local economy in terms of jobs and investment.

In the Leeds city region (encompassing a number of districts including Bradford) world-leading companies are the forefront of everything from sustainable fashion to textile and product manufacturers creating new and innovative fabrics and finished garments. Over 10,000 people are employed in this sector across the region.

Businesses in Leeds City Region have access to the support and expertise of world-class universities and centres of excellence, giving them the opportunity to develop, create and adopt ground-breaking new technologies, improving their agility and efficiency.

Using cutting-edge design and manufacture techniques, Leeds City Region's textile companies supply fabric to the world's most prestigious and best known fashion brands. Their products are exported across the world, with some companies exporting in excess of 90% of their production. Leeds City Region designers are creating luxurious and stylish sustainable fashion pieces.

To celebrate this achievement the West Yorkshire Combined Authority / Leeds City Region Enterprise Partnership recently launched the "Leeds City Region Textiles Sector Showcase" which showcases the innovation, ambition, and expertise of the world-renowned textile sector in Leeds City Region. Areas of focus include sustainability, design, innovation, and new technologies. We would appreciate your help and support to share the document with any of your colleagues or contacts who might find it of interest. The showcase document can be downloaded from the below website:

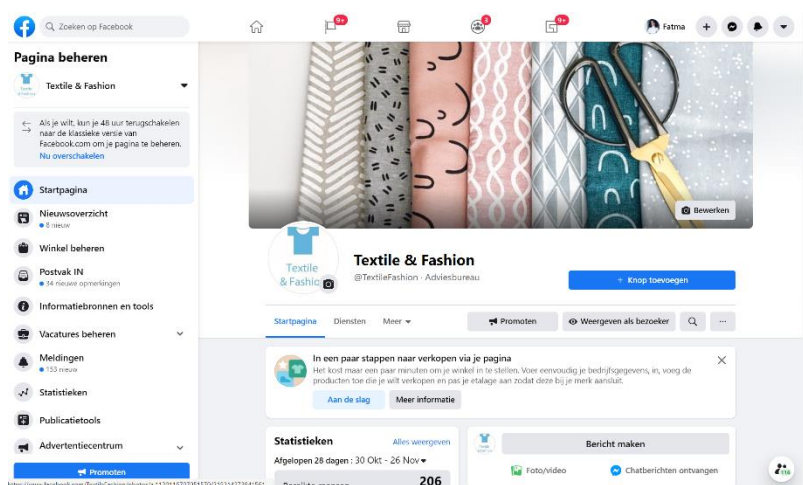
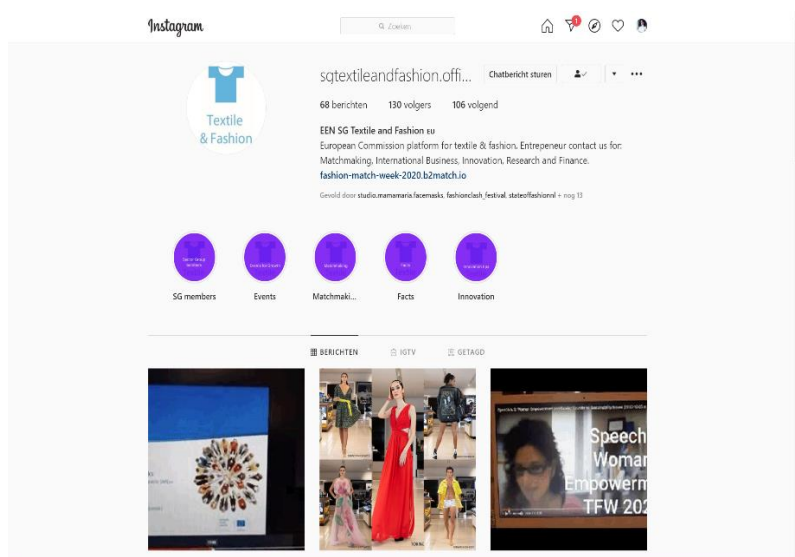
<https://www.westyorks-ca.gov.uk/media/5469/textiles-project-updated.pdf>

If anyone would like to connect with any of the companies or organisations listed then please contact daniel.houchen@bradford.gov.uk Thank you for your interest and we look forward to collaborating with an increasing number of companies throughout the world over the coming years!

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GOOD NEWS!! THE ENTERPRISE EUROPE NETWORK SECTOR GROUP TEXTILE AND FASHION IS ON INSTAGRAM AND FACEBOOK

Are you on Instagram? Follow the Sector Group Textile and Fashion with [@sqtextileandfashion.official](https://www.instagram.com/sqtextileandfashion.official/) for more tips, international matchmaking events, contacts and relevant calls for the SME in the fashion industry. You can follow the sector group also on Facebook with profile [@TextileFashion](https://www.facebook.com/TextileFashion)





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<http://een.ec.europa.eu>

Sector group: Textile & Fashion:
[http://een.ec.europa.eu/about/sector-
groups/textiles](http://een.ec.europa.eu/about/sector-groups/textiles)

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