

New Framework Initiative

“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

1. Background.

The new CBC framework initiative “Fashion restart” is an effort to combine four specific FIs, collected during the initial phase of the framework initiatives drive into one comprehensive initiative. The four initiatives are:

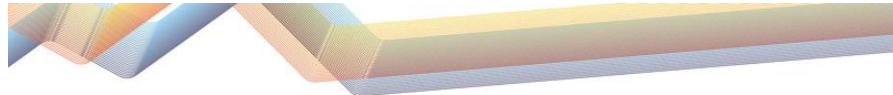
1. INT 4 Local Regional Brands (FIM)
2. INN 3 Fashion Hubs Network (Fashion Trends services) proposed by SEPEE
3. INN 7 Technical Textiles for Islamic wear (FIM – MFCPOLE)
4. INT 6 New Memo (TAM)

In between these, and in an effort to raise the competitive advantages of the end products, efforts will be made to incorporate even more ideas, drawn mainly from the NFI “Circular Economy in the T/C sector”.

INT 4 – “Local Regional Brands” is the backbone of the 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.

The PPs members in the south of the Mediterranean (MPCs) are mainly subcontractors; while the retail trade is still in the hands of a very big number of small, family owned shops. They are also struggling to survive and are unable to propose the same quality of design or colour scales to their clients, similar to the weakened international brands. This leaves a market gap that must be addressed. The possibility of turning this into an advantage lies in creating an alliance between those who are good at producing with those who are good at selling. The catalyst in the equation is local designers/product developers.

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). Such seminars will test the real usefulness of the envisaged services as well as provide inputs for their final design.

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 f 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

The one enduring factor that we, in the textiles/garments industry, can be thankful for; is the fact that human beings, ever since the dawn of civilisation, have been busy beautifying themselves. That trait will not disappear and there will always be “a market” for fashion products; the challenge is to find the proper “niche”.

Objectives.

The main objective of this initiative is to grasp the opportunity of weakened mega retailers, to access marketing “gaps” left by the multinational retailers in the MPCs (Partner Mediterranean countries). The initiative aims 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 whole approach will be assisted by international experts coming from within the Partner countries. The call for sub-grants and the call for experts embedded in Tex-Med Alliances sub-grants format will be activated to support the initiative.

The supporting specific initiatives will be invested in to raise the competitive advantages of the collections by making them environmentally sensitive, using sustainable means of production and sourcing. These, now essential traits, will be instrumental in creating the brand (or brands) image. Consumers will never again forgive a brand that is not sensitive to their standards.

Although several characteristics of the collections will be shared by all versions / countries; some differences, considered crucially “local” will be encouraged.



3- Design of the Framework Initiative:

Fashion Restart will be divided into two phases:

Phase 1, preparation:

1. Getting the PPs help in identifying producers, retailers and designers in their own region. (at least 1 of each), that can comply with a set of requirements that will be later defined.
2. INN 3 Fashion Trend services: “Develop a customised 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 of this Framework Initiative is to use these remarkable smart fibres in Islamic wear. This will require technical alterations in terms of yarns used, as most sportswear items are knitted, the items required must be made more solid requiring woven methods. The idea should also transcend Islamic wear to allow for sportswear technical textiles to go into mainstream fashion.

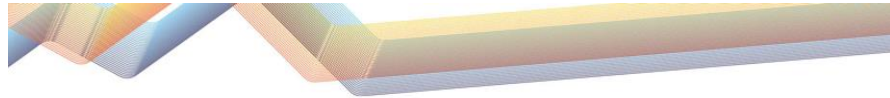
Phase 2, Implementation:

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: New Memo.
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).”

4. Timing and Duration.

It is all hanging on the COVID-19 pandemic! It is hoped that travel will start again during/after the summer of 2020. Realistically, the planning stage can start as early as June 2020 after the presentations at the Strategic Workshop in early June 2020 and will hopefully end with the successful integration of the New Memo format towards midway in the project’s time cycle by the spring of 2021.

The plan to move towards digital solutions will be activated if necessary, especially at the early stages of the project which are expected to last from June – Sep 2020. Everyone has now managed to get considerable experience in communicating digitally; we will put that to good use.



5.- Plan of Activities

| NFI - Fashion Re-Start | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|--|-----------|-------|----------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Code | Activities | NFI Month | PREP. | IMPLEMENTATION | | | | | | | | | | | | | | | | | | | | | | |
| | | | 1-4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| INT 4 | Local/regional New brands | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.1 | Identifying producers, retailers and designers locally | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.2 | Selection of the first 2 partners per country | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.3 | A "Brand" will be created (style, price brackets, fabrics) | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.4 | Selection of one designer for collections | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.4 | Production of models and samples | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.6 | Develop collections after market testing | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 4.7 | Promotion for the collection (or collections) | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 3 | Fashion hubs network (Fashion trends) | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 3.1 | Upgrading knowledge for SMEs and designers (thematic seminars) | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 3.2 | Technical hands-on training /prototyping for designers/SMEs. | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 7 | Technical Textiles for Islamic (and Mediterranean) wear | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 7.1 | Identify competent textiles manufacturers | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 7.2 | Prototypes of the new fabrics for Islamic wear and fashion | | | | | | | | | | | | | | | | | | | | | | | | | |
| INN 7.3 | Include technical textiles in the collections | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 6 | New memo | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 6.1 | Outline of a commonly owned brand (inter.l development of INT 4.3) | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 6.2 | Define a market positioning and strategy | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 6.3 | Feasibility check | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 6.4 | First collection (if feasibility ok) | | | | | | | | | | | | | | | | | | | | | | | | | |
| INT 6.5 | Promotion of the new brand in the Project countries | | | | | | | | | | | | | | | | | | | | | | | | | |
| | NFI Fashion Restart | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFI 4.1 | Meetings, events, visits for implementing NFI | | | | | | | | | | | | | | | | | | | | | | | | | |

6. Budget.

This NFI has two sources of financing:

1. ACI's Project budget line "Services": for out-sourced designers, merchandizing, branding and marketing experts. To simplify a cumbersome contracting procedure; The Lead Beneficiary (Texfor) will launch a "Call for Experts" in order to assemble a long list of experts (many of them suggested by PPs) to select from and be contracted by the concerned PP (in this case ACI). The call for expert will be kept open to have operational flexibility.
2. Sub-grants to SMEs for their participation to NFI activities; they will be used mainly to:
 - 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 (savings done in travel and subsistence costs for example)

7. 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 subgrants to SMEs)

FIM will lead the implementation of the NFI.