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AMMAN CHAMBER OF INDUSTRY



TEX-MED ALLIANCES

Orientation for the Initiative

# Fashion Restart

Webinar 31<sup>st</sup> May 2021

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## Lead Beneficiary



**TEXFOR**  
Spanish Textile Industry Confederation  
(Spain, Catalunya)

## Partnership



**CTN**  
Industrial Association  
of Northern Tuscany  
(Italy, Tuscany)



**SEPEE**  
Hellenic Fashion  
Industry Association  
(Greece, Kentriki Makedonia)



**CETTEX**  
Textile Technical Center  
(Tunisia, Ben Arous)



**MFCPOLE**  
Monastir El Feja  
Competitiveness Pole  
(Tunisia, Tunis)

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[www.enicbcmed.eu/projects/tex-med-alliances](http://www.enicbcmed.eu/projects/tex-med-alliances)



**GACIC**  
German Arab Chamber  
of Industry and Commerce  
(Egypt, El Iskandaryah)



**ACI**  
Amman Chamber  
of Industry  
(Jordan, Amman)



**PFI**  
Palestinian Federation  
of Industries  
(Palestine)

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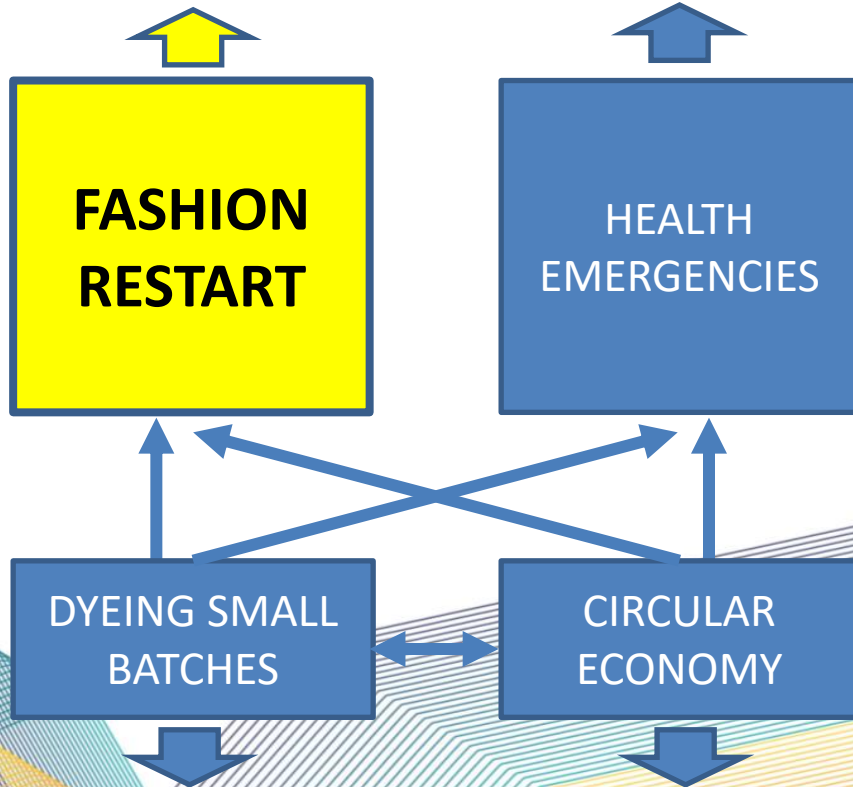
# Fashion Restart within the Tex-Med Alliance Project



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**THE FASHION MARKET**

**THE HEALTH MARKET**



**2 VERTICAL INITIATIVES  
TARGETING FOCUSED  
MARKET  
SEGMENTS/NICHES**

**2 HORIZONTAL INITIATIVES  
INTEGRATING  
FASHION RESTART AND  
HEALTH EMERGENCIES**

**THE MARKET OF INDUSTRIAL SERVICES**

# Why FASHION “RESTART”?



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Covid-19 heavily impacted on the T/C businesses, therefore beside the “normal” issues affecting the sector, we have to face a new scenario which has been very severe during the peak of the pandemic but which is also producing significant structural impacts in the long run.

<b>Online market:</b>	<b>DIGITALIZATION OF THE T/C BUSINESS</b>
<b>Remote working:</b>	<b>SHIFT OF THE FEATURES REQUESTED BY THE CONSUMER</b>
<b>Sustainability:</b>	<b>NATURAL MATERIALS AND INPUTS ECO-FRIENDLY PROCESSES (DYEING/FINISHING) END OF LIFE/WASTE (CIRCULAR ECONOMY) SAFE/PROTECTIVE WEAR.</b>



## *Fashion Restart features*

The Restart after Covid-19 should include a “revision-adaptation” of the old business models. Fashion Restart aims at supporting enterprises in this task providing ideas, networking, technical support and expertise.

### **LOCAL BRANDS DEVELOPMENT (local culture + digitalization + int.l network)**

#### **MEDITERRANEAN “FOOTPRINT”**

- Design/style
- Materials
- Cultural bridge between Western and Modest fashion

**Ideally through the production of a “common collection” (Mediterranean and Modest) that may become an asset/brand for each and all participants.**



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## *The Fashion Restart ultimate purpose*

**Participants should consider the inclusion of the project orientation in their own strategy and concurrently take advantage of the network to implement the Fashion Restart Initiative.**

**The achievement of good results from the network and the cooperation should end up into business alliances among participants**

## Support and tools



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The Project Management Team: Technical Assistance

The Project Partners: Networking and Facilitation

Participants (Enterprises): Realization/Implementation of the Initiative

The project provides support for:

- Procurement of Services ( i.e.: fashion trends, digitalization, certifications ....)
- Specialized External expertise: designers, marketing experts,....

# Objectives of this webinar



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- ❖ Start mutual knowledge and Networking
- ❖ Map needs
- ❖ Identify services and specialized expertise





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Thank you for your attention