

FASHION, TEXTILE AND INNOVATION
INSPIRING CIRCULARITY
PARIS, 9TH SEPTEMBER 2015

On Wednesday 9 September 2015, the seminar 'Inspiring Circularity' took place at the Atelier Néerlandais in Paris. This seminar focused on recycling and circular economy strategies in the Fashion industry. The aim was to address important developments in the fashion sector and strengthening the Dutch-French dialogue for future cooperation. This seminar was the first in a seminar series on 'Fashion, Textile and Innovation'. Upcoming seminars will be on Fashion production & Innovative materials, Fashion Retail & New Store Concepts, and the Denim sector. Atelier Néerlandais and ArtEZ Future Makers organize the Dutch-French seminars. Collaborating partners are ClickNL|Next Fashion and the Embassy of the Kingdom of the Netherlands in France.

Seminar: Inspiring Circularity



The kick-off seminar Inspiring Circularity with a focus on recycling and circular economy strategies featured the speakers, Annick Jehanne (Hub Mode), Arielle Lévy (L'Herbe Rouge), Anton Luiken (Texperium), Mette te Velde (Strawberry Earth), Benjamin Marias (AIR), Hélène Jessua (Eco TLC), Rabin Huissen (Corsage Studio), Suzanne Smulders (LENA).

As we value the strength and vision of young professionals and emphasize on including schools to our seminars, Lisa Förster from ArtEZ Arnhem and SWEN (Steven Jacques and Swann Amdeo) from Lisaa Paris were given the floor to present their current projects and participate in the seminar.



Recycling, Innovation
& Business models

The seminar focused on three clusters : Recycling, Innovation and Business Models.

RECYCLING

The cluster of recycling started off with a vivid discussion on the equilibrium of awareness and taking action. Eco TLC shared their achievements in including local communities into taking action and turning the unique French tax on all non-recycled garments into innovative products. Still, in relation to other financial pillars, Anton Luiken from Texperium pointed out that relatively little is spent on innovation & research, How can that be increased, as still many technical issues have to be resolved? Texperium presented an upholstery material made out of 100% recycled jeans and sweatshirt fibers. Benjamin Marias from AIR shared his development of a machine to separate components of shoes in order to get the purest possible materials for reuse and recycling. With as many as an average of 70 components shoes are amongst the most difficultly recycled products on the market.

INNOVATION

Innovation is a cluster connecting all other pillars of the circular economy. Arielle Lévy from l'Herbe Rouge, Paris-based fashion label, started her talk with touching upon one of the most relevant attributes to our clothes - their impact on our skin and health. The demand for such clothes does exist, the challenge is, according to Lévy, how to enter the market and reach the end-consumer at his vantage point.

„We are changing the fashion system from within, we are planting the little Virus of alternative thinking in the heads of the young future makers.“ says Annick Jehanne. Through reviving old points of fabrication in the area of Roubaix and Lille in the North of France, they allow citizens and students in particular to reconnect with fashion fabrication and understand the world behind a garment. A way of tackling the challenge to reintroduce local production, that also José Teunissen and her research group around „Closing the Loop“ share.



BUSINESS MODELS

It is an open mindset that lays ground for new business models in the spirit of sharing. Sharing a closet with the guys in the neighborhood, or even the entire country? The team from the Lena Fashion Library gave a glimpse in their newly developed system to administer a walk-in closet in the heart of Amsterdam. The collection is growing as are their members borrowing unique garments. With such initiatives rising on an international scale, their next step will be to share with other initiatives, in order to develop an international (networked) chain. Sharing competences and knowledge between the makers of today and tomorrow. Is the heart of The Strawberry Earth Academy. They are stimulating the development of new cross-label solutions and innovations with an international network of designers. Having originally started off, Strawberry Earth today offers, amongst others the Strawberry Earth Fair, where consumers can inform about sustainable products and innovations all the while focusing on the positive impact rather than making a bad conscious. It's all in the spirit of - Always green, never grumpy. The day concluded with a roundup of an artistic view on the subject by Corsage Studio. The Rotterdam-based artists have made it the heart of their work to render the spectator alert for what is happening in his surroundings. Over the course of the day many appointments were made for further meetings and follow-up projects. Always looking ahead, never sticking to the past, the spirit of the seminar! So are we, and the new theme around fashion and technology is closely ahead. Pauline van Dongen and the organizers behind the French Fashion Tech Days were already present at Atelier Néerlandais this time. We are curious to hear the discussions that will come. Thanks to all that were present and we are looking forward to the second run!