

BUSINESS PLAN

balticfashion.eu
BAL TIC FASHION  BAL TIC VISION

The Baltic fashion sector is mainly composed of SMEs, with a large share of females not only in services and administration but also in production (80% in new member states). Despite dramatic changes within the last decade resulting in a loss of a third of their volume and jobs, textile, clothing and leather industries still highly contribute to employment, especially in the eastern Baltic Sea Region (BSR), where the sector counts for approximately 6% of the workforce.

However, as evidenced by a comprehensive analysis of the sector by DG Employment, Social Affairs and Equal Opportunities (May 2009), there is potential to counter this trend by focusing on INNOVATION, to facilitate a shift from non-European mass-production towards new forms of regional production, and TRANSNATIONAL COOPERATION, to turn differences among BSR countries into business advantages.

There is currently, however, no structure in the BSR offering the targeted, transnational support necessary for fashion SMEs to turn their innovative ideas into economic success. The Baltic Fashion project is intended to fill this gap. It links into the EU BSR strategy priority 8, which calls for actions to strengthen SMEs, especially in the creative sector, and to promote female entrepreneurship. The city of Gdynia is a partner in the project and organizer of the Gdynia Design Days (“cooperative action” under priority 8). In addition to its contribution to (female and non-metropole) employment, the project will also contribute to bridging the East-West divide. The EU Strategy initiated by the European Parliament aims a more intensive cooperation between the Baltic countries. Partners from countries around the Baltic Sea should work together to find joint solutions to common problems.

The project „Baltic Fashion“ will develop the first ever comprehensive information web portal and seek to establish a Baltic Fashion Network.

Project goals: Bringing together a strong consortium of partners including regional authorities and business support agencies, fashion associations and educational facilities from all BSR countries, Baltic Fashion aims to create an independent BSR wide network with the following goals:

- Strengthen the international performance of the BSR fashion sector and its support structures through development of an information platform, cooperation meetings and joint analyses (statistical data, good support practices, sectoral activities and potential for cooperation) leading to common sets of actions.
- Promote and transfer knowledge on innovations in the sector (new production methods and technologies, trends, materials), especially to eastern BSR countries and with a focus on sustainable development.
- Further develop and realize existing business support activities and facilities (e.g. business training programmes, business clinics), create new spaces for industry cooperation and internationalization (e.g. business cooperation events), and facilitate the shift of fashion production back to the BSR.

While the project will mainly work through support structures, it is expected to reach out to hundreds of SMEs during its lifetime.

Baltic Fashion will not only make a positive contribution to the economic development of the region, but also to its overall sustainability: it will promote eco-friendly production and materials as well as regional production, contribute to women entrepreneurship and strengthen cultural identity.

Target Groups:

- SMEs
- Fashion Designers
- Fashion Producers
- Fashion Students & Schools
- Associations
- Incubators
- Agents & Investors
- Retailers & Buyers
- Organizations
- Authorities
- Media

Topics:

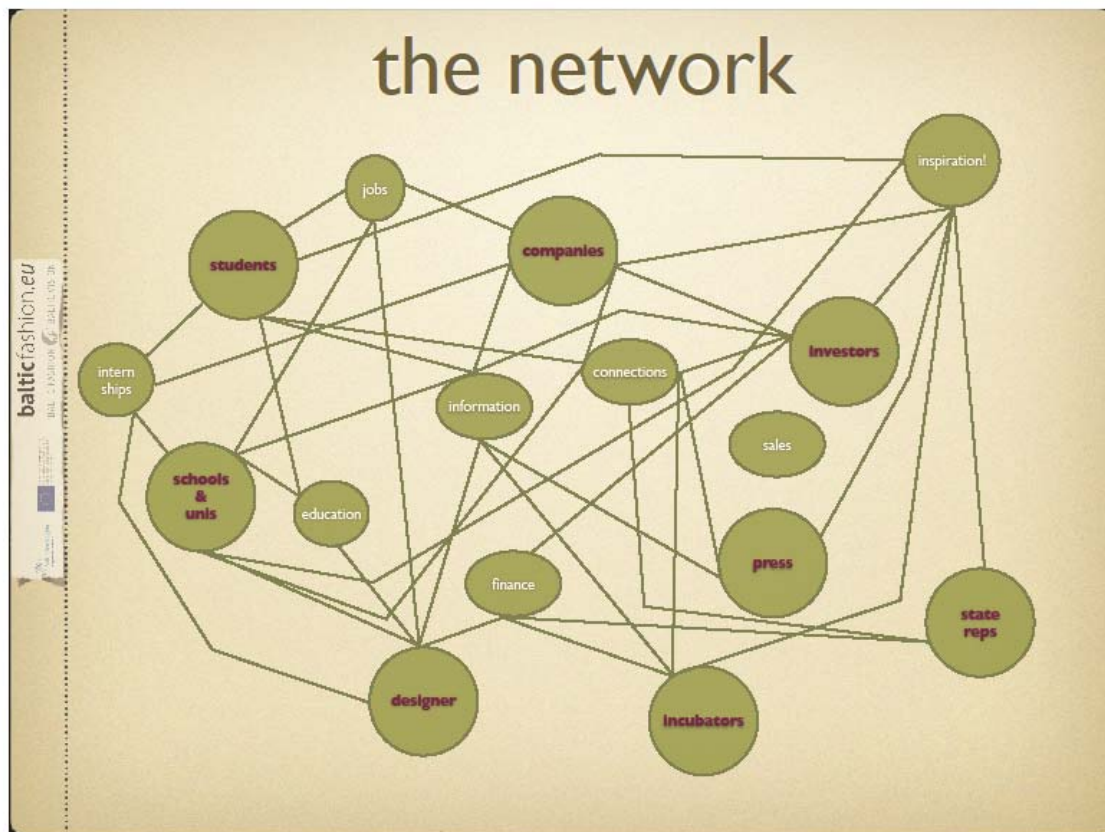
- Business Partners
- Innovation
- Fashion Events
- Fashion Fair
- Education
- Market Information
- Production Design
- Technologies
- Job Offers

Corporate structure

BALTIC FASHION NETWORK

Association with the suffix e.V., registered in Germany. The partners from the EU-Project constitute the committee and assume the roles. In combination with a **FRIENDS OF BALTIC FASHION NETWORK**

This is an organization for supporters, who could join the association to provide financial and knowledge help.



Membership of Baltic Fashion Network includes the following privileges:

- Exclusive opportunity to meet and identify new business-partners
- Logo and the individual company profile placed at Baltic Fashion's website: Direct link to the website of the members will be established.
- Members are also entitled to mention their engagement with Baltic Fashion Network in connection with their own marketing and PR. Baltic Fashion will provide the members with Baltic Fashion's logo and short profile.
- Opportunity to access contacts with regional organisations, and other key players through Baltic Fashion's database and extended network in the Baltic Sea Region. Baltic Fashion offers to organize for members events of mutual relevance in the Region.
- Exclusive access to Baltic Fashion's events during the year

Market Study

Within the Baltic Sea Region no overall network exist yet.

The Nordic Fashion Association joins "only" the Scandinavian countries Norway, Sweden, Finland, Denmark and Iceland. Their purpose is to gathering the Nordic fashion industry. The focus lays on socially responsible and sustainable principles.

The British Fashion Council is network, which showcase their british designers and develop Londons position as a major player in the international fashion arena. They offer business support as well as connect fashion industry with graduates.

European Textile Network (ETN) aims the development of European Co-Operation for the field of textile culture, the furtherance of east-West integration within all fields of ETN activities and a co-operation with non-European partners.

Criterias Competitors	Participating Countries	Members / Membership	Funding	Objectives
Nordic Fashion Association	Norway, Sweden, Finland, Denmark, Iceland	Danish Fashion Institute, Helsinki Design Week, Inlandic Fashion Council, Oslo Fashion Week, Swedish Fashion Council	By Supporters	"By teaming up, the five Nordic countries can pool knowledge and gain critical mass and actually make a difference in terms of influencing the world's fashion production."
British Fashion Council				
European Textile Network				
BALTIC FASHION NETWORK				

Communications strategy

- Facebook – we already have **284** fans
- Twitter
- Blog

Other Promotion Ideas:

- Presentations at Fashion Weeks/Fashion Fairs
- Promotional meeting in different countries
- More events attracting media attention
- Events for people outside of the market
- Cooperations with other fields of design
- Traditional media, TV and magazines
- Google promotion

CALCULATION ASSUMPTIONS

- Minimal model:
 - 12.000€ per year (office expenses, administration, wages, etc.)
 - Running the website
 - Updating the website
 - We need updates from your countries constantly
 - Every month we will ask you for more information
 - Financing / 12.000€ per year
 - 1. option – only financed by partners:
 - Every partner invest about 1.000€ per year
 - 2. option – financed by membership fees:
 - Institutions/Companies/Schools: 300€/year
 - Individuals: 150€/year
 - Students: 50€/year
 - 3. option – mixture of options 1+2
 - Other possibilities: sponsorship + fundings → a lot of work
 - Sample calculation:
 - 40 companies (5-6 per country) or
 - 80 individuals (11-12 per country)
 - 5-6 companies per country or
 - 11-12 individuals per country or
 - 20 companies and 40 individuals together

- Optimum model:
 - min. 50.000 € per year
 - Running the website
 - Updating the website
 - Organizing Workshops and Cooperation Events
 - BALTIC FASHION AWARD as a common BSR-Award
 - Business Support + Business Trainings
 - Developing the brand „Baltic Fashion“
 - Fashion Shows
 - Online Shop
 - Offering internships
 - Annual meetings for all members
 - Financed the network by:
 - Membership fees
 - Attendance fee for Workshops
 - Stand fees and Attendance fees at Cooperation Events
 - Attendance Fee for Business Trainings
 - Online Shop (Books, Design Items, Tickets, etc.)
 - ...

YOUR Membership

- **WE - the Partners** become the “board”:
 - You can invest in the Baltic Fashion Network and share in the profits
 - Percentage share – percentage profits
 - The more members you can recruit, the more profit you can share!

- BE A PART OF THE FOUNDER TEAM **baltic**fashion.eu
BALTIC FASHION  BALTIC VISION