



# FASCINATE

Connecting Europe's SMEs & the world

SAVE THE DATE  
for our

OPENING CONFERENCE  
& NEW VALUE CHAINS  
Workshop

March 16<sup>th</sup>, 2021  
Online

## A new era for EU fashion brands Embracing digitalization & sustainability

Are you a EU textile or fashion SME ?

Are you a Technology or Digital provider ?

Do you advocate for circular economy & sustainability ?

TALKS &  
BEST PRACTICES  
from Industry Experts  
and WORKSHOP



OPENING CONFERENCE:

Giovanni Luigi Bordone

Researcher and associate lecturer at University of the Arts London, Fashion Business lecturer Istituto Marangoni London

"Sustainability and circular economy as drivers for internationalization"

WORKSHOP: 'A new era for EU fashion brands Embracing digitalization & sustainability'



Raimon Puigjaner

Co-founder & Partner at

Roots for Sustainability



David García Uslé

MODACC Cluster Manager

Textile & Fashion

value chains



Pep Lluís De la Rosa

Tech Research Centre Creator

Digitization as leverage

for internationalization

# PHILOSOPHICALLY

**Overproducing** something that **won't be sold over-stretching** e **destroying** scarce **resources** available and struggle to find a way to **recycle** what it should have not produced in first instance..

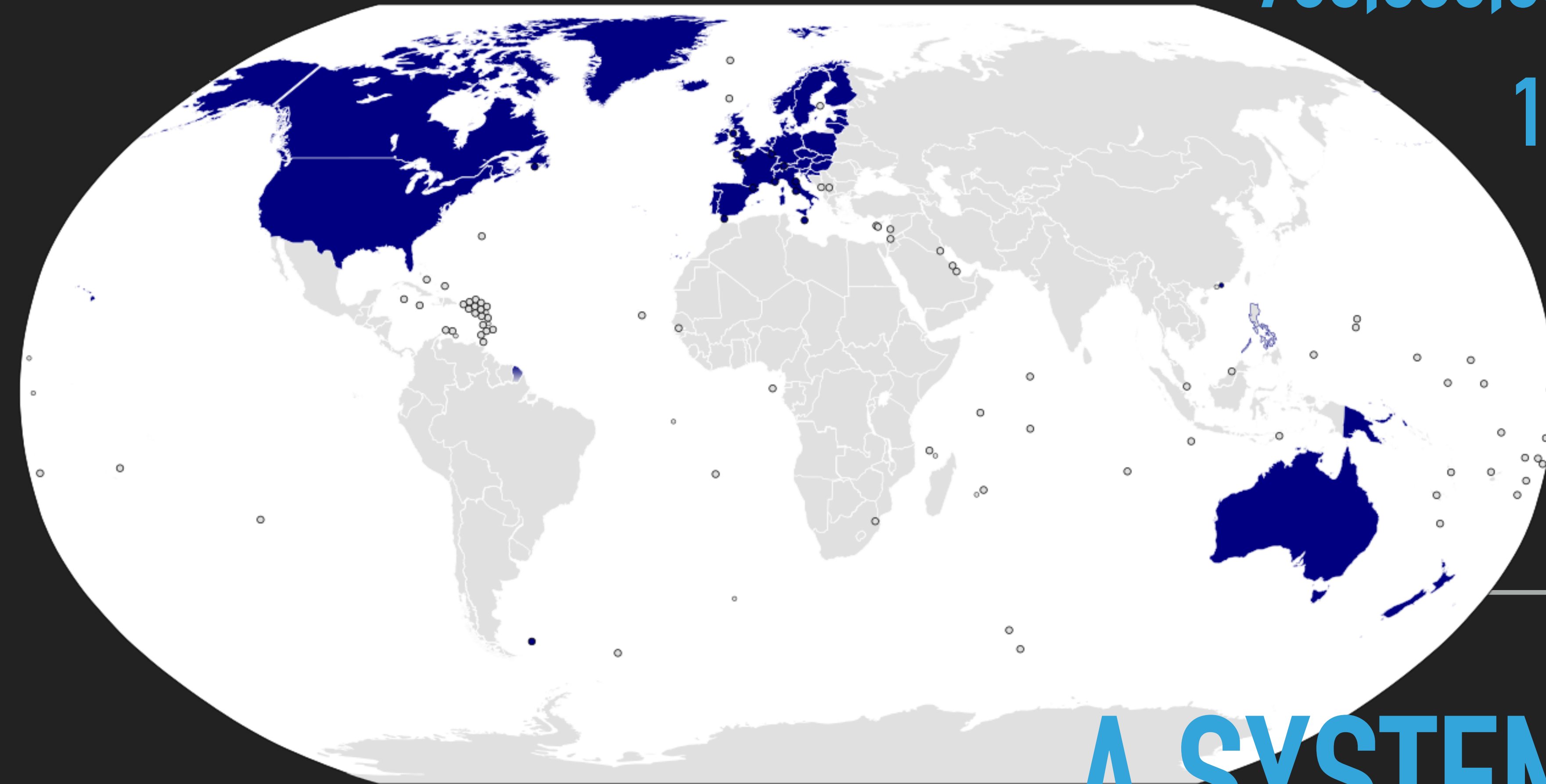
IT DOESNT MAKE SENSE..

(30% of garments are currently unsold)



POPULATION:  
700,000,000/7,000,000,000

1/10 RATIO

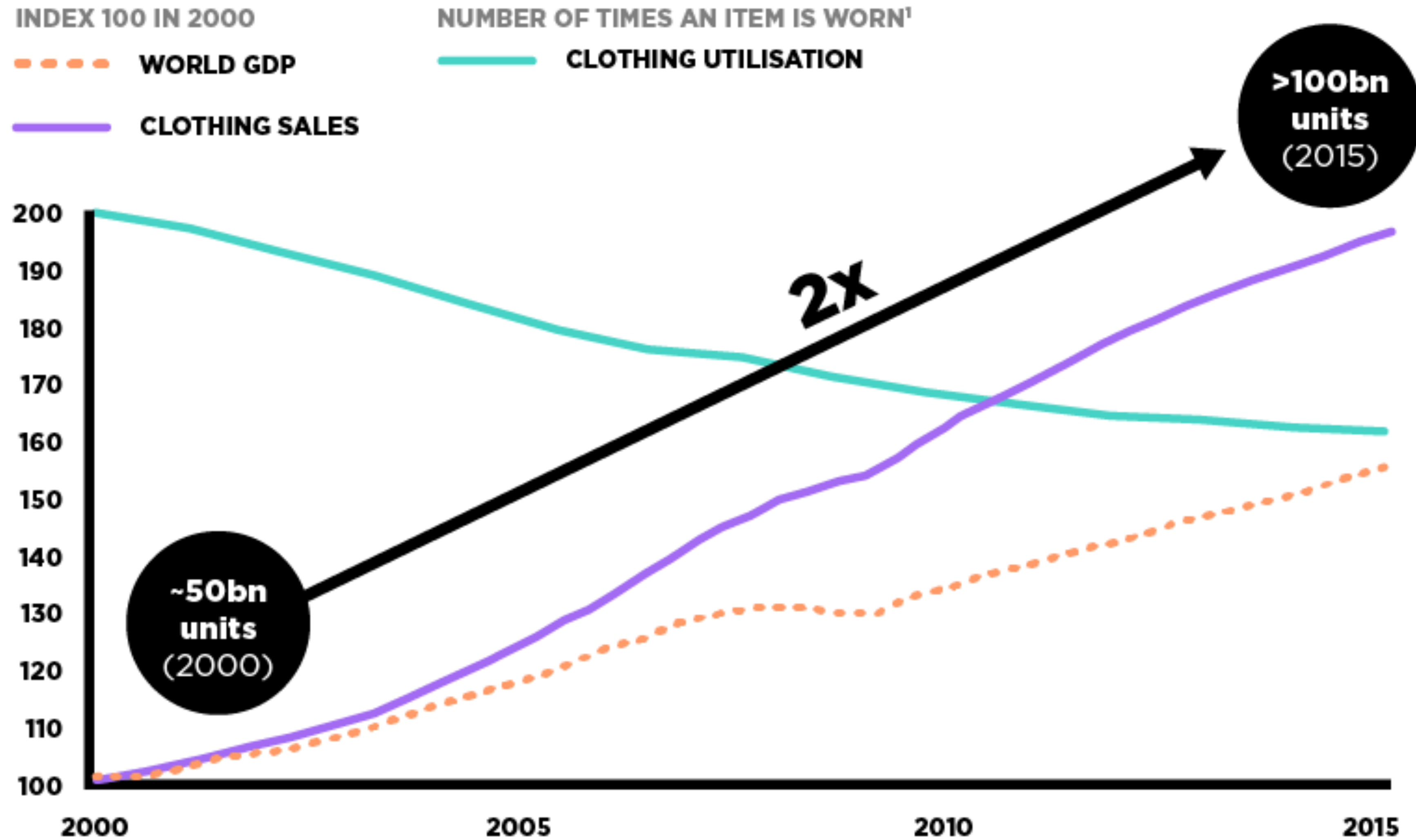


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A SYSTEM FOR...  
THE WESTERN WORLD



# Growth of clothing sales and decline in clothing utilisation since 2000



# WHAT SUSTAINABILITY MEANS??



**PRESERVE FASHION BIODIVERSITY**

**7BLN PEOPLE CONSUMING RESPONSIBLY,  
COMPANIES PRODUCING ONLY WHAT IS NEEDED**

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1. More people than ever before are worried about sustainability-related issues and being **green** and **aware** have become **mainstream**
  2. Be a **sustainable brand** is not anymore a **competitive advantage** but a **NECESSITY**
  3. For **generations** of consumers to come **price won't be the key** determining **purchase factor** but **sustainability** will.
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**AND ON A “SELFISH” NOTE.. WHY  
COMPANIES NEED TO BE GREEN**

AND IN DOING SO..

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They build the **Brand image**

—-> key component and most important actor in marketing strategy,

Build the brand equity of a socially responsible company —> enhance its future **profits** and **goodwill**.

Therefore, **CSR** and sustainability are modes for **companies** to increase their reputation, and thus **affecting** the brand equity as a result.



# Corporate Social Responsibility/Sustainability transform brand reputation into brand equity

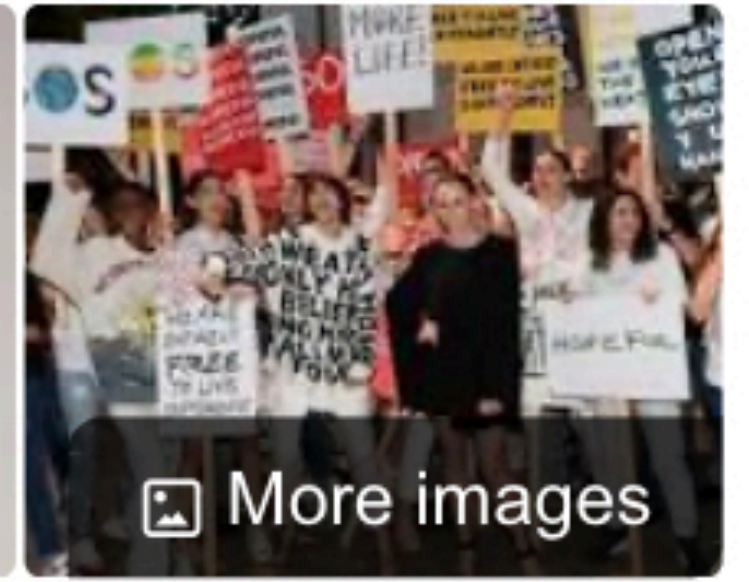
ASSETS:	
Current assets:	
Cash and cash equivalents	\$ 20,289
Short-term marketable securities	53,892
Accounts receivable, less allowances of \$58 and \$53, respectively	17,874
Inventories	4,855
Vendor non-trade receivables	17,799
Other current assets	13,936
Total current assets	128,645
Long-term marketable securities	194,714
Property, plant and equipment, net	33,783
Goodwill	5,717
Acquired intangible assets, net	2,298
Other non-current assets	10,162
Total assets	\$ 375,319


# France's Richest Man, Bernard Arnault, Pledges \$226 Million to Help Rebuild Notre Dame

APR 16, 2019



LVMH  
MOËT HENNESSY • LOUIS VUITTON



 More images

## Stella McCartney LVMH

The British designer made a spirited defence of her decision to become "personal sustainability adviser" to **LVMH** owner Bernard Arnault, who regularly swaps places

**LVMH** is currently the **highest** valued company on the European **market**, overtaking Nestle which was valued at €242 billion Euros, roughly \$292.5 billion USD. Between April 2020 and February 2021, **LVMH's** share price increased by 65.4 percent. 2 Mar 2021



**NEW CLIENTS**



**FASHION**



**COMPANIES**



# SHOULD WE DO SOME SHOPPING?

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FOR 100 YEARS:  
DESIGN—> PRODUCE—> SELL  
BUT THE NEW NORM:  
DESIGN—> SELL—> PRODUCE

COPERNICAN REVOLUTION OF FASHION



# CORPORATE

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1. On the corporate side fashion companies are in desperate need to reduce their stock - the most relevant factor in reducing profitability
2. Automated production —> produce for one —> on/near-shoring



# MARKETING

1. Hyper personalised marketing 2.0: from segments to signals (especially from mobile): The rise of machine learning
2. Clients' analysis predictive algorithms towards a production on demand shift.

# CONSEQUENTLY..

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Increased ability to forecast demand will give to companies a **strategic advantage** in better production planning and will enhance their overall capability of **better use of their resources** including cash flow management.



# CONCLUSION


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**THE FUTURE FOR EU TEXTILE COMPANIES ABLE TO ADAPT AND INNOVATE IS BRIGHT AND PROMISING**

**THE PROBLEM WON'T BE TO ATTRACT ORDERS BUT TO HAVE ENOUGH CAPABILITIES TO SATISFY THE MARKET**


TIME FOR GET INVESTMENT AND ... PRODUCE ON DEMAND!

REQUEST CLARIFICATIONS, DISCUSS POSSIBILITIES OR  
JUST TOUCH BASE YOU CAN FIND ME:







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University of the Arts...



The Manchester  
Metropolitan University



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**Giovanni Luigi Bordone**  
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Fashion business lecturer and researcher famous for his looks! PM me if you want to ask me or know anything from the fashion world! [#TheSuitGod](#)

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