

Designers

Kick Off-Workshop

26. April 2019

Manufacturers

Production
Agencies

1. Communication - CHALLENGES

Communication is everything

Transparency required

Language issues
(was mentioned 3 times)

Lack of transparency of Polish company
(they are not talking about problems during production and are trying to solve problems on their own)

Responsibility

1.1. Communication - PAINS

Manufacturers

Lack of (**transparent**) communication

Afraid of communication problem

Lack of **open, honest** communication (problems, lack of knowledge)

Lower quantity of order than expected/communicated

Fashion Designers

Communication with manufacturers
(Approach: culture, language, technical)

Production Agencies

Language problems

1.2. Communication- JOBS

Manufacturers

Communication
transfer ideas into products

Fashion Designers

Production Agencies

Provide **transparency**
about label/manufacture

Personal relationship/
build **trust**

1.3. Communication- SOLUTIONS

Manufacturers

Knowing the problems of designers

Fashion Designers

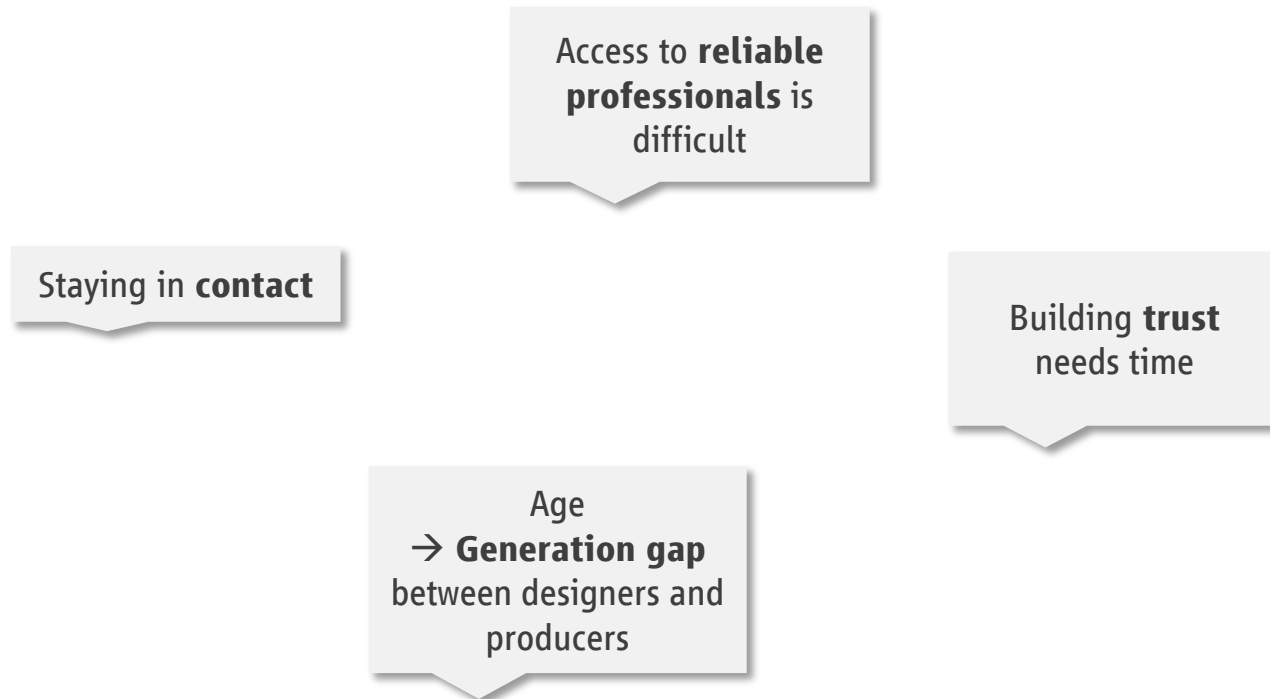
Door opening/enabling

Production Agencies

Forderungskatalog

1

2. Matchmaking and Network - CHALLENGES ^{Berlin}Poland



2.1. Matchmaking and Network - GOALS

Manufacturers

Realise joint venture with German fashion brand (partnership)

Interdependent, fair, long-term partnership with client (better planning, efficiency)

Fashion Designers

Production Agencies

Gain knowledge about European possibilities

2.2. Matchmaking and Network - JOBS

Manufacturers

Responsible, ethical company
(staff, partners, community)

Work for coolest brands

Part of network with customers, continuity, international scene

Fashion Designers

Production Agencies

Matching well to customer opportunities

Matchmaking between labels and manufacturers

2.3. Matchmaking and Network - SOLUTIONS ^{Berlin}Poland

Manufacturers	Fashion Designers	Production Agencies
Visits of design brands in Berlin	Fashion house (Mode-Verbundshaus)	Long term BIP organisation network
3	18	9
Long term, professional initiative (no short term project)	Pitching Events (design vs finance)	Tinder for designers and manufacturers
2	2	3
International matching with VIP clients (memberships, clubs)	Mentoring programs	Speed dating
1	1	
Visits on site in companies (by clients/designers)	R&D Atelier Berlin	Polish-Berlin kick off dinner with Manuel
	1	
	Designers black board for matchmaking	

3. SKILLS – CHALLENGES

Fashion Designers

Some institution/agent who will prepare the designers for production

„Problem solving-mindset“ needed

Don't have technical knowledge

Are staping to the production too early (lack of professionalism, education, internships)

Don't know how to prepare the project to production (file)

CAD-Tech

Lack of sales expertise

Tec. Language (dictionary)

3.1. SKILLS – CHALLENGES

Manufacturers

Service-oriented
manufacturers are
missing

Lack of flexibility

Tec. Language
(dictionary)

Lacking human
resources,
overaged staff

3.2. Skills and Human Resources - PAINS

BerlinPoland

Manufacturers

Lack of good workers

Fashion Designers

Production Agencies

Not enough workers with specific expertise

Human resources

3.3. Skills and Brand Development - GOALS

BerlinPoland

Manufacturers

New markets
(middle east, Asia)

International clients are an important source of income (Poland's market is small and limited)

Expand the company with more employees

Fashion Designers

Get more clients

Brand Development

Being independent

Being successful
(famous, have more clients)

Production Agencies

Continuity

Attract more clients

3.4. Skills and Professionalism - JOBS

Manufacturers

Consult, **educate** and train customers

Understanding new **knowledge**

Better **understanding** of processes

Fashion Designers

Professionalism

Production Agencies

Provide tools and **education**

Create jobs

Create a general **know-how**

3.5. Skills and Professionalism - SOLUTIONS

BerlinPoland

Manufacturers

Create standards for designer-producer-cooperation (**manual**)

13

Workshops on professional level, QC, practical issues

7

Internships (producers at design labels + designers in companies)

2

Include **education** (What programs are already there? Further development of external programs.)

Fashion Designers

Educational exchange (universities + industry)

4

Internships in production

Specialised **workshops/** block **seminars**

Production Agencies

Seminars

3.6. Skills and Tools -SOLUTIONS

Manufacturers

Own **documents**
(no wrong documents)

Better created **B2B-**
platforms with better
filters/more accurate

Fashion Designers

Technical tools/
dictionary

1

Professional data bank
with ranking system

1

Fashion templates

Professional
CAD software, financing

Clustering of quality control

Production Agencies

How-to-**manual**,
online resource pool
(Wiki, videos?)

11

Culture + business
dictionary (DE, PL, EN)

4

4. Production and Product -CHALLENGES

Producing **small orders** in high quality

Setting up machines takes some **time** for small and large productions

There is **no standard** for production

Production mimimum
(according to the amount of money designers have)

Material procurement, **no minimum** order quantity

There is **no specialisation** of factories, they are doing everything
Diversity \neq specialisation

4.1. Production and Infrastructure - PAINS

Manufacturers

Bad logistics
(delivery of fabrics, trims)

Fashion Designers

Lack of infrastructure
(materials,
Zwischenmeisterei,
professionalism)

Production Agencies

4.2. Production process - PAINS

Manufacturers

Lack of technical **skills**
(Designers/clients)

It takes time to prepare a
new fashion brand for
production

Understanding of the
schedule of production by
designers

Fashion Designers

Quality issues
(product, process)

Insecurity, pressure,
uncertainty of results

Production Agencies

Customer **know-how**
missing

Not enough **time**

4.3. Production and Products - GOALS

Manufacturers

Innovate for future

Made to measure
production

Outlook: Poland has future
in production

Fashion Designers

Production Agencies

Specialisation

Improve efficiency

Sustainability

4.4. Production and Aspirations - JOBS

Manufacturers

Deliver an honest product

Innovation

(think and do to change for future)

Fashion Designers

Sustainability

Utility

Innovation

Creativity

Quality

Passion

Production Agencies

Provide transparency about label/manufacture

Working **social**

Reduce friction

Create more clients

5. Finances and Success - CHALLENGES

Cash Flow
(lacking from brands)

There is no financial
support for designers
(and that's the expectation of
designers, Berlin Fashion Council)

Funding

Liquidity

5.1. Finances and Success - PAINS

Manufacturers

Cutting big cost elements
(automatization necessary)

Fashion Designers

Lack of sales opportunity

Financial

Production Agencies

Missing understanding for
price level

Equipment specialisation
too expensive

Finance resources

5.2. Finances and Success - GOALS

Manufacturers

Automatisation,
being more efficient

Less staff
(more profit to invest

Make garments we are
proud of

Fashion Designers

Successfull production

Successfull sales

Financial stability

Make the world prettier

Production Agencies

Work collaboratively

Make more money

6. Matrix

Communication	Matchmaking and Network	Skills & Development	Production and Product	Finances
CHALLENGES				
Communication	Matchmaking & Network		Production	Finances & Success
PAINS				
Communication		Skills & Human Resources	Productionsprocess Infrastructure	Finances & Success
GOALS				
	Matchmaking & Network	Skills & Brand Development	Production & Products	Finances & Success
JOBS				
Communication	Matchmaking & Network	Skills & Professionalism	Production & Aspirations	
SOLUTIONS				
Communication	Matchmaking & Network	Skills & Tools		