

Designers

Workshop „Breaking Points in Communication and Tools“

10 July 2019

Manufacturers

Production
Companies

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1. Participants

Berliner fashion designers:

Name	Company Name
SEPIDEH AHADI	Sepideh Ahadi
CLOUDY BERLIN	Claudia Pogutke
Novicewear	Magnus Blikeng
Brandengate	Franz & Christiane Kowalski
Maxi Bohn - Fashion Tech Consultancy	Maxi Bohn

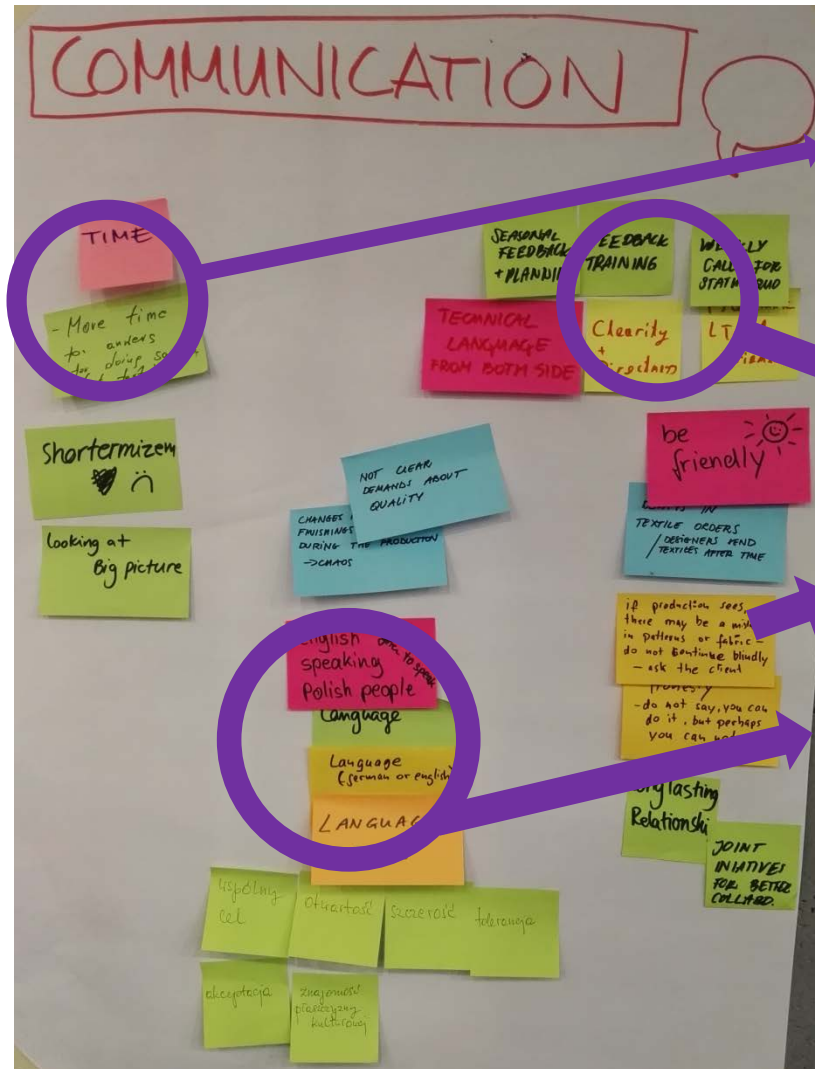
Polish production companies:

Name	Company Name
Szwalnia Bracka	Ola & Błażej Teliński
J.J. AND CO	Katarzyna & Jerzy Pawłowska
Giulia S.	Katarzyna Sośnicka

2. Agenda

- Kick off and summary of the first workshop:
 - Paint Points in Cross-Border Collaboration: Communication, Skills & Tools
- Developing the ideal process of first contact between fashion designer and producer
 - three different approaches (group work)
- Developing the ideal production process
 - Timeline including obstacles and solutions
- Developing rules of successful cross-border collaboration
 - Golden Rules in reference to communication & tools

3. Pain Points in Cross-Border Collaboration: Communication, Skills & Tools



Communication

Timing

- Time management/pressure
- → communicate if things are unclear
- Seeing the big picture

Communication

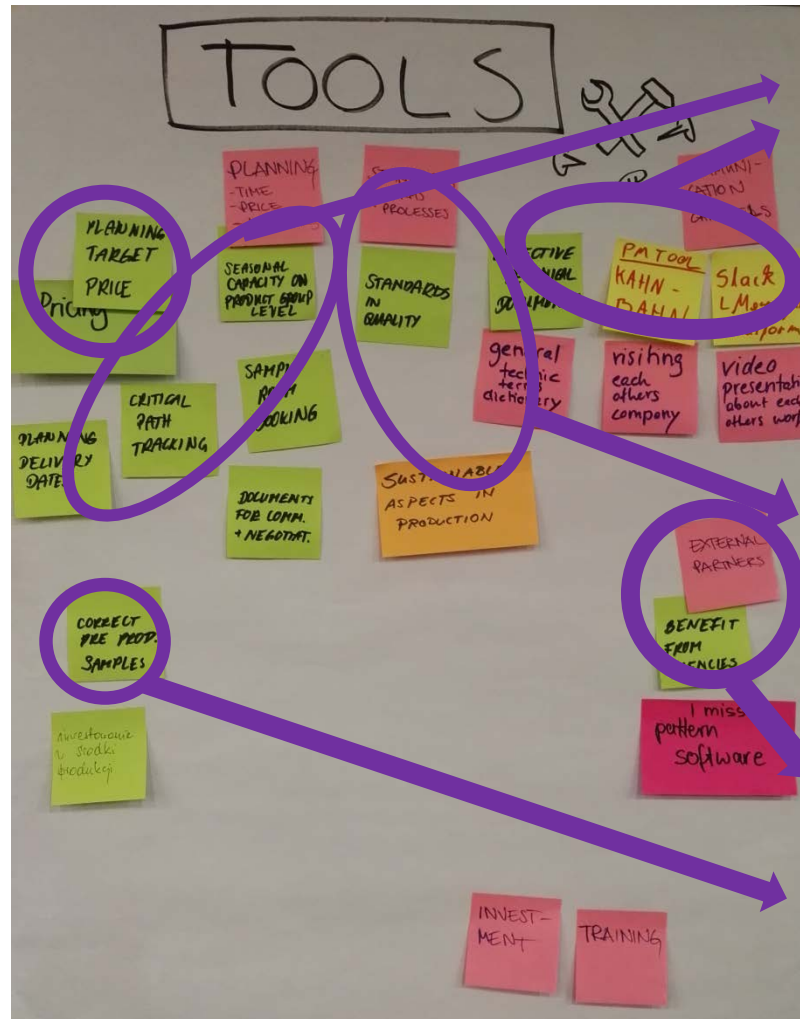
- Mutual feedback
- Clarity & directions
- Honesty & Transparency

Language

- Technical language
- Language barrier
- Openmindedness and intercultural acceptance

Skills

- Planning production
- Technical skills on both designer and producer side
- Quality insurance
- CAD
- Pattern making & grading skills



Tools

Working Tools

- Logistic control system (for production processes): Kanban
 - Seasonal capacity on product group level
 - Planning delivery dates
 - critical path tracking
- Messenger Platform: Slack
- Video presentation of each other's work
- Pattern software

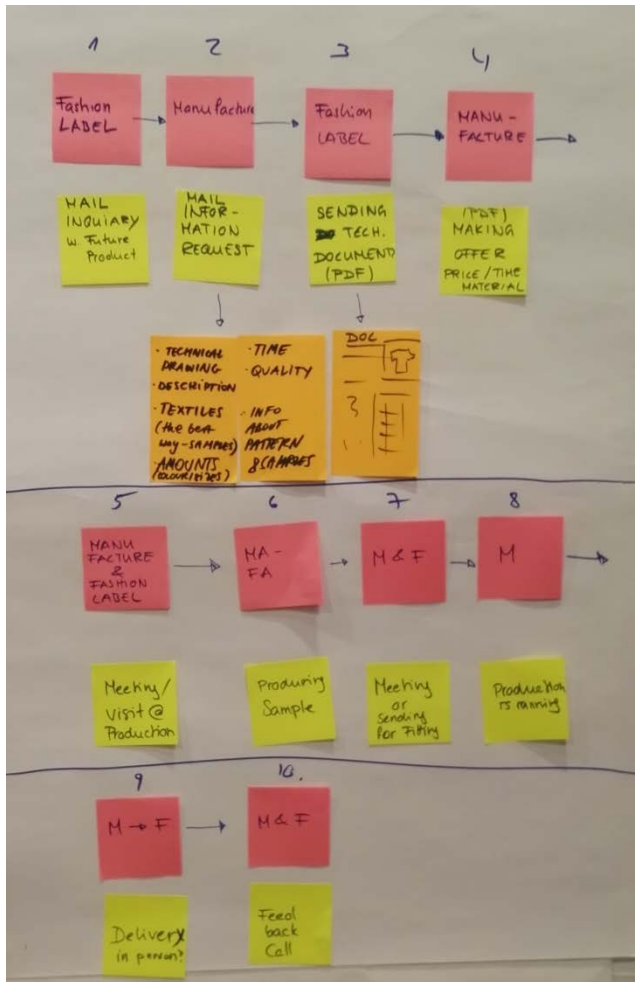
Standardization

- Terms, processes
- Dictionary of common technical terms
- Sustainable aspects in production

Social interaction

- Feedback training
- Pricing
- Visiting each other's company
- Correct pre-production sample
- External partners

4. Developing the Ideal Process of Making First Contact Between Fashion Designer and Producer



Group 1

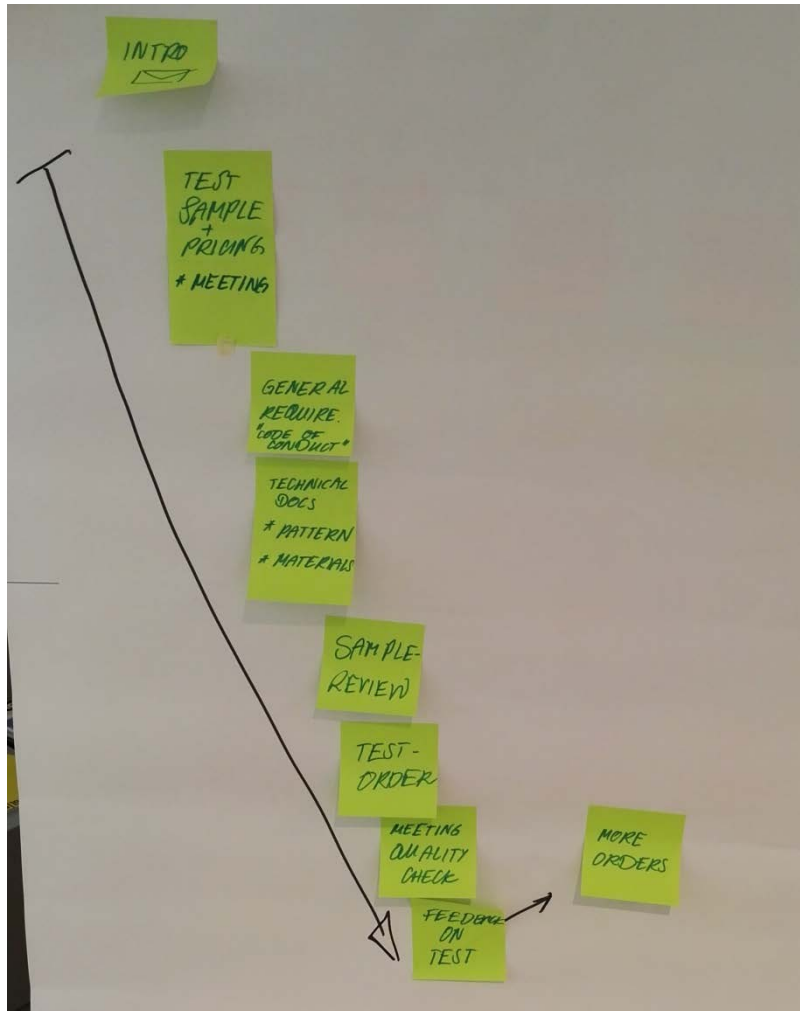
	Fashion Label	Manufacturer
1	Mail inquiry with future product	
2		Mail information request: techn. drawing, description, textiles (samples), amounts (color, size), time, quality, pattern
3	Sending tech. document	
4		Making offer: price, material, time (pdf)
5	Meeting/Visit at production site	Meeting/Visit at production site
6		Producing sample
7	Meeting or sending for fitting	Meeting or sending for fitting
8		Production is running
9	Delivery (in person?)	Delivery (in person?)
10	Feedback call	Feedback call

1. CONTACT BY E-MAIL
FROM DESIGNERS
TO MANUFACTURE
WITH ALL INFORMATION
ABOUT PRODUCT,
TIME, QUANTITY
2. E-MAIL
FROM MANUFACTURE TO
DESIGNER WITH QUESTION
AND INFORMATION ABOUT FREE
TIME FABRIC
3. SEND FABRIC
4. MANUFACTURE MAKE THE
SAMPLES FOR COMPANY
4. THE SAMPLES GO BACK TO DESI-
GNER
5. DESIGNER GO BACK THE SAMPLES
WITH NOTICE ~~AND~~ ABOUT CHANGES
6. PRISING
7. START THE PRODUCTION

Group 2

	Fashion Label	Manufacturer
1	Mail with all the information about product, time, quality	
2		Mail with question and information about free time
3	Send fabric	Receive fabric
4	Receive samples	Make samples and send to designers
5	Send samples back with notice about changes	
6	Pricing	Pricing
7		Start the production

Group 3



Intro Mail

Test sample & pricing → Meeting

General Requirement: „Code of Conduct“

Technical documents: Pattern, materials

Sample review

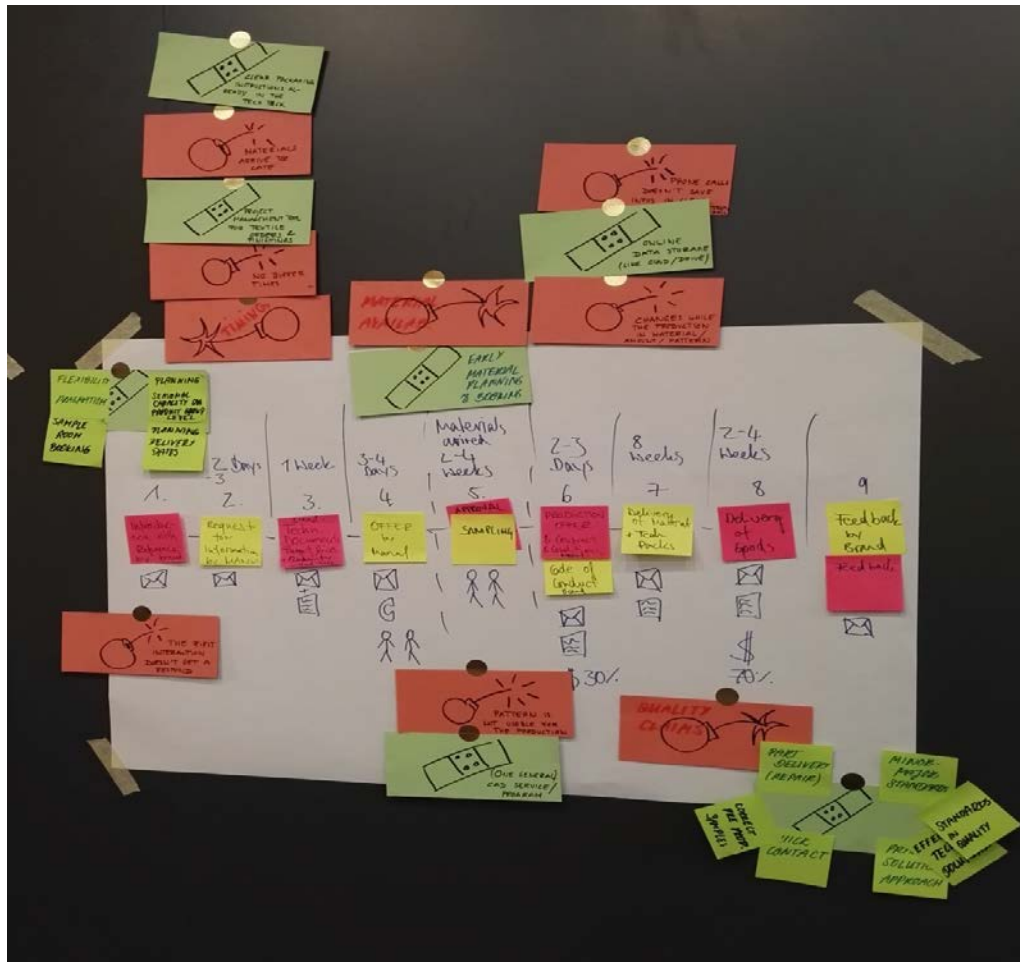
Test order

Meeting: Quality check

Feedback on Test

More orders

5. Timeline of Ideal Production Process – Including Obstacles and Solutions



BerlinPoland

Legend:

To-Dos: Fashion Labels
To-Dos: Manufacturer
Individual time
Overall timeline
Bombs/Problems
Plasters/Solutions

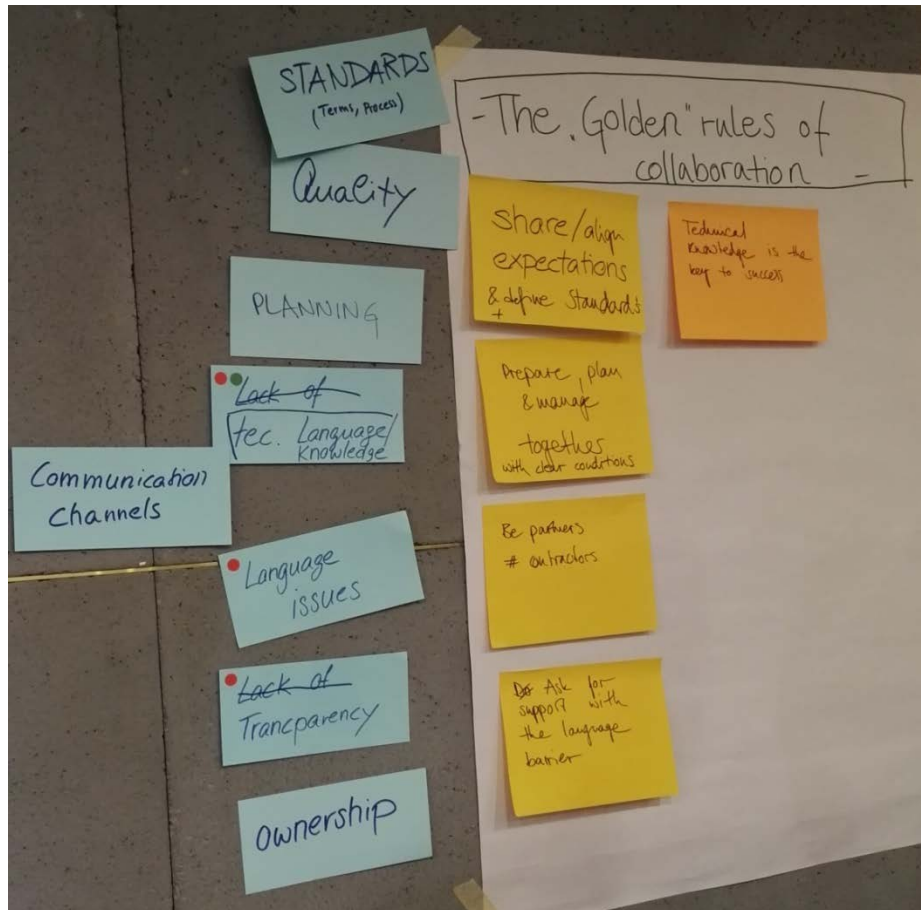
	Planning delivery dates			Clear packaging instructions already in the tech pack	Phone calls/verbal exchanges do not save information in clear text form → protocol is needed			
Sample room booking	Planning: seasonal capacity on product group level		Early material planning & booking	Project Management Tools for textile orders and finishings	Online data storage (such as cloud/drive)			
Flexibility/Pragmatism	Timing/ no buffer time		Materials not available	Materials arrive too late	Changes in material/amount/pattern during the production			
1 day	2-3 days	1 week	3-4 days	Materials arrive 2-4 weeks	2-3 days	8 weeks	2-4 weeks	1 day
1	2	3	4	5	6	7	8	9
Week 1	Week 1	Week 1-2	Week 2-3	Week 3-7	Week 7	Week 14	Week 16-18	Week 18
Introduction with reference	Request for information	Send: - technical documents - target & price - quality - lead time	Offer	Sampling	Send "Code of Conduct"	Delivery of Material & Tech Packs	Delivery of Goods	Feedback
				Approve sampling and comment	Send: - Production offer - Contract - Conditions	Receiving Material & Tech Packs	Receiving Goods	Feedback
The first interaction remains unanswered				Pattern is not usable for production				
				(One general) CAD service/program	30%		70%	
						Part delivery (repair)	Quality claims	Correct pre-production samples
						Minor-Major standards	Quick contact	Effective technical documents
							Pragmatic solution approach	

5. Timeline of Ideal Production Process

Additional material:

On our website you can find a detailed [Guide for Fashion Production Process](#) including an interactive PDF ([DE/EN](#)) depicting the flow of fashion production processes over the course of the year – with clear work phases, important services and downloads for multilingual specimen documents.

6. Golden Rules of Collaboration



The „Golden“ Rules of Collaboration

- Standards
 - Share/align expectations & define standards
- Quality
- Planning
 - prepare, plan & manage together with clear conditions
- Technical language & knowledge
- Language issues
- Transparency
 - Be partners/Contractors
- Ownership

7. Contact Details of Production Companies

Company Name	Website	Phone	Mail	Contact Person	Address	Production of
Obszański	http://www.obszanski.pl	(+48) 506 024 201	ludwik.obszanski@wp.pl	Ludwik Obszański	Junacka 6, 66-446 Gorzów Wielkopolski, Polen	bespoke leather clothing and customized projects
Zakład Konfekcji "BOANA" Bogusława Łochowicz		(+48) 609 265 005	boanastyl@op.pl	Bogusława Łochowicz	aleja Piastów 14, 66-530 Drezenko	women's clothing
"J.J. AND CO" SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ		(+48) 602702600	jjco@konto.pl	Katarzyna Pawłowska	Fabryczna 71, Gorzów Wielkopolski	women's, men's and children's collections, knitwear and fleece
Giulia S.	www.giulias.pl	(+48) 609 419 932	k.sosnicka@giulias.pl	Katarzyna Sośnicka	ul.Mieszka I-go 39 66-400 Gorzów Wlkp.	production of leather bags and belts
Przedsiębiorstwo Produkcyjno-Handlowe "IRMEK" Ireneusz Smalec Zakład Pracy Chronionej	https://www.irmek.pl/o-nas.html	(+48) 95 722 57 38 (+48) 603 976 868	biuro@irmek.pl	Ireneusz Smalec	Borowskiego 1A, 22-400 Gorzów Wielkopolski	safety and work wear, women's clothing
Szwalnia Bracka	http://szwalniabracka.pl	(+48) 661 470 969	kontakt@szwalniabracka.pl	Błażej Teliński	ul. Młyńska 16, Gorzów Wielkopolski	sample production, production of overgarments, tailoring, knitting, fur

Thank you for your participation!
Dziękujemy za udział!
Vielen Dank für Ihre Teilnahme!