

The Concept of

## “Made in my country”

Series of Seminars conceived by the CTF at Textilhögskolan, Högskolan i Borås

Even if the recent agreement (June 2005) between EU and China will limit the increase in Chinese textile export until 2008, the matter concerning the abolition of textile quotas started at the beginning of this year is exposing EU and Swedish textile and apparel trade, manufacturing and retailing to a whole gamut of risky consequences. The CTF of Textilhögskolan could not either remain indifferent or immobile regarding this issue.

A series of seminars and workshops will focus and reflect on the crucial issues of the “made in” origin marking as a tool of competitiveness in our globalized markets.

The first workshop will be devoted to the case story of the American Apparel company. A company that represents an example of the design of a business idea that transforms its *sweat-shop*-free “made in USA” origin marking policy into the added value of its product offer. A business loaded with a progressive “higher purpose” that has already conquered the North American market and that is now landing in Europe with the opening of its first sales outlets.

The seminar will be performed in English.

### Program

- 09.30-10.00 Coffee and “sign-in”  
Högskolan i Borås, Sandgärdet, Järnvägsgatan
- 10.00 Welcoming and opening of the seminar  
Docent Lena Nordholm, Rector, University College of Borås
- 10.10 Introduction, Professor Simonetta Carbonaro,  
Textilhögskolan, Högskolan i Borås
- 10.30 When “Made in USA” stands for a sweatshop-free business  
Key-note Speaker, Dov Charney,  
Senior Partner, American Apparel (US)

A native of Montreal, Canada and senior partner Dov Charney has lead the "Made in Los Angeles downtown" apparel company in its sweatshop-free consciousness,

as an innovative business model that is both progressive and profitable. He has been a passionate producer of T-shirts and related apparel for over 10 years, has an obsession that can be traced back to his days of selling T-shirts on the streets of Montreal as a teenager. Dov Charney's social responsible initiatives have included affordable health care for employees and their families, immigration support, free English as a second language and computer classes, subsidized lunches and bus passes, as well as a commitment to paying decent wages (averaging over USD12.50/hour) for the company's nearly 1,500 workers. He has been instrumental in propelling American Apparel's growth to the status of largest and most profitable T-shirt manufacturing company in the United States. Through American Apparel, Dov Charney has proven that the industry does not need to exploit its workforce in order to be more cost-efficient, but rather has used innovation to produce highest-quality garments.

[www.americanapparel.net](http://www.americanapparel.net)

12.00

Lunch

13.30

Beyond Design...the Design of Prosperity

The European textile and fashion industry is facing the biggest challenge of the last decades. Eastern European and Far East countries are redefining the rules of global trade while increasing global sourcing and supplying. Prices may continue to fall in many areas. Faster imitations are changing the brand name landscape. Customers are able to choose from more products than ever and price plays an ever-greater role for customers in an unstable environment. What will customers be willing to buy tomorrow and how much will they be ready to pay for value added products? What are the new categories of value added quality perceptions, which are linked to the origin marking and the traceability of products nowadays? Last but not least how can Design contribute in the empowerment of a "Made in Sweden" marking strategy inside this new scenario?

**Prof. Simonetta Carbonaro**

Psychologist and author of numerous articles and essays on the subject of Consumer Psychology, Strategic Design, Customer Relationship Design. She is a Professor in Design

Management at the Textile School of the University Colleges of Borås where she researches in the fields of Humanistic Marketing and Design Direction. She is currently a member of the scientific steering committee of the postgraduate Design School Domus Academy in Milan, where she teaches Business Design. She collaborated with Wolff Olins in London, UK in the conception of innovative branding strategies for main international companies. As head of the Value Branding and Strategic Design departments she is now a partner in the German consulting firm Realise.

14.00

### Open stage workshop

Moderator, Simonetta Carbonaro, Professor ,  
Textilhögskolan, Högskolan, Borås  
Dov Charney, Senior Partner, American Apparel (US)  
Johan Huldt, Professor, Design Theori and Mehtods at  
Textilhögskolan, Högskolan, Borås  
Göran Sundberg, Freelance journalist

Master of business administration and writer mainly within the fashion field. Former editor in chief of Habit, the Scandinavian fashion trade magazine. Since spring 2005 he is publishing in multiple consumer and trade magazines and journals. He is also the fashion editor at Bon Magazine. During the 1980's he was active in several companies in Sweden, France and South East Asia, holding different potions. Since autumn 2005 he is, on behalf of the Council of Architecture, leading a research project with the aim of analysing the Swedish fashion field.

Marcus Bergman PhD student, Textilhögskolan, Högskolan,  
Borås  
Clemens Thornquist, PhD student, Textilhögskolan, Högskolan,  
Borås

15.20-15.30

### Conclusion

Concept for the

### **“Design of Prosperity”**

A Series of Seminars and Workshops conceived by the CTF of Textilhögskolan, Högskolan I Borås

**Statement: The design of prosperity is the new task of design.**

In the saturated markets of our developed countries the design of people's desires is probably the most critical aspect of design and marketing nowadays. For the last decades marketing has been using design as the styling tool of an overabundant production of an infinite number of unlimited variations of products running at an ever increasing speed after novelty in order to encounter customers' "need to need". Regardless if the novelty was substantial or just apparent, design was mainly used as a styling exercise for products' differentiation or as a tool for justifying the extremely short life cycles of products with a rapidly declining quota of innovation.

36 years ago, a pioneering advocate of design for human need was warning that "There are professions more harmful than industrial design –but only few" (Papanek, *Design for the Real World*, 1969). Today, there is proof of evidence that 80% of the environmental impact of products, services, and infrastructures of our world are determined at their design stage (Design Council, Annual Review 2002).

Given that every single design action, at every design step taken, can have big and unprecedented effect at a macroscopic level. Design could become one of the most strategic tools for the creation of a more sustainable consumption culture and therefore for the development of a new social-cultural, and the economic big picture.

Our project will therefore be based on a deep sensitivity to all the implications of Design but it will also explore - without moralisms, fundamentalisms or self limitations - the new challenging potentials of the design of new responsible meaningfulness combined with aesthetics, technology and a valuable business idea.

Our project has the ambition of representing a starting point for the consideration of design as the catalytic element in the collaborative innovation processes in which design will understand itself as part of a complex system and therefore become the facilitator of change.

Redefining the new boundaries of design will enable the driving forces of society (business, culture, science and technology) to apply the design discipline for the common goal of designing a new model of wealth and a better way of living for large groups of people.

## **Format**

Starting in the fall of 2005 and until fall 2006, a series of open seminars and executive workshops will take place evolving from different aspects of the topics of “the Design of Progress”, “the Design of the Quality of Life” and “the Design of Idea-driven Businesses”. They will open up challenging horizons for the Design of new market economy formulas, new key-technologies and marketing strategies based on the improvement of our natural, human, social, manufactured, and financial capital.

During the next months the CTF of THS will welcome some of the most relevant international personalities of the business, scientific and academic worlds, as well as of the cultural art & design community, to meet at Textilhögskolan, University College of Borås, with our students and academic staff, as well as with the delegates of the Swedish design oriented manufacturing, logistic and retailing industries, politicians, labour unions’ representatives, marketers, and opinion leaders.

On the basis of their experience, knowledge, practice and creativity the high calibre guest speakers of the “Design of Prosperity” seminars, will provide us with proof of evidence of how original ideas can be transformed into sustainable, meaningful and successful business processes and create a paradigm shift on the markets and on societies.

## **Upcoming**

The “Made in my country” challenge series by CTF of THS will continue with a seminar devoted to the “Made in Italy” label. The topic will be then followed by the “Made in Spain” label and concluded by the “Made in Sweden” label.