MINNO® Innovation Project 2015 – Final Project Report

Finatex 10.4.2015



What is MINNO®? What is innovation?

- Creating something new or develop old ideas
- Work as a group and share our knowledge with each other



Team

- Salla
- Hannele
- Tiia
- Lättilä
- Jaana
- Tarja
- Tibby
- Rebecca
- Sanne
- Mikaela
- leva
- Jonna
- Susanna
- Gloria
- Sara

- Neuman
- Martin
- Rahkola
 - Satu
 - ljäs
 - Viitanen
 - van Dijk
 - Beigel
 - Brink
 - Mellin
- Sipaviciute
- Haapanen
- Rönkkö
- Paananen
- Pedroso



Your challenge/problem and the project work life partner

- How to get Finnish fashion abroad
- Getting more international visibility for Finnish fashion



Project Abstract

Our client was Finatex and the challenge was to find ways how to get finnish fashion abroad and get more international visibility for finnish fashion.

In the process we made background research and we created new innovations to support the internationalization of finnish fashion.

As the result we will present to Finatex all year around service palette what they can offer to their clients as a part of their support in the company's internationalization process

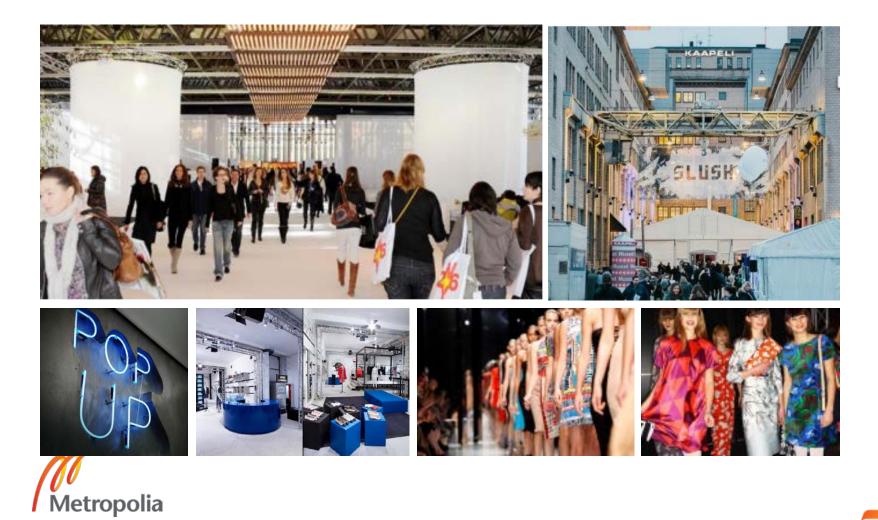
Solution – Project description

Creating new tools to get visibility

- 1. Creating a fashion stream to Slush
- 2. Going abroad to different fairs
- Other tools
 - ★ Pop-up-events and shops
 - ★ Flash mob shows
 - ★ The exclusive collection (co-operation with designers) fashion show
 - ★ Separated press event only to represent Finnish fashion
 - ★ Social media



Outcome



Outcome

- Co-operating with these international fashion fairs -> International Fashion Weeks Abroad
 - CIFF (Denmark)
 - Who's Next (France)
 - London Fashion Week
- Promoting Finnish fashion online through all social media channels
- Promotion Happenings in Finland
- Blogger collaboration
- Fashion stream to Slush [Collaboration with fashion schools, Metropolia, Fashion Desing School, Aalto university etc.Fashion Commerce in Finland]
 - Seminars / workshops
 - New fashion technologies and inventions
 - Students' researches: final exam seminars
 - Seminars for designers
 - Start ups presentations
 - Fashion shows and Involvement of students: final exam collections
 - Network evening
 - Awards
 - Presenting the co-operations with the designers
 - Pop up stores



Finnish Fashion to World Markets



- Challenge: Tools for internationalization. How to get finnish fashion abroad and get more international visibility for finnish fashion.
- Conclusion: Year around service palette what our client can offer to their clients as a part of their support in the company's internationalization process
- Client: Finatex
- Group members:

 Salla 	Neuman
 Hannele 	Martin
 Tiia 	Rahkola
 Satu 	Lättilä
 Jaana 	ljäs
 Tarja 	Viitanen
 Tibby 	van Dijk
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 Jonna 	Haapanen
 Susanna 	Rönkkö
 Gloria 	Paananen
 Sara 	Pedroso

New channels for Finnish fashion to world markets? How to enable and develop sales promotion of clothing SME's at international markets?



rinatex Pop-up TEKSTIILI- JA VAATETUSTEOLLISUUS RY Bloggers **Events** Mission Promotion Happenings Textiles To innovate tools for increasing Seperate in Finland design and creating the networking of event Finnish clothing SMEs at Work wear Work wear international markets International Sports wear Slush Fashion Special wear (Private financing) Weeks Design natex integrated Casual wear to Slush TEKSTIILI- IA VAATETUSTEOLLISUUS RY Service Path **End Result** Finatex Public Ministry of Social Promotion A concept plan combining Slush Financing Labour and media Online and fashion, participating in Employment channels fashion weeks, creating pop-up Art events and building up social Ministry of Promotion Finatex Education media channels Center Finland web page and Culture







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Metropolia Open Innovation

