

# 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 Neuman
- Hannele Martin
- Tiia Rahkola
- Lättilä Satu
- Jaana Ijäs
- Tarja Viitanen
- Tibby van Dijk
- Rebecca Beigel
- Sanne Brink
- Mikaela Mellin
- Ieva Sipaviciute
- Jonna Haapanen
- Susanna Rönkkö
- Gloria Paananen
- Sara 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 Design 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 Lähtilä
  - Jaana Ijäs
  - Tarja Viitanen
  - Tibby van Dijk
  - Rebecca Beigel
  - Sanne Brink
  - Mikaela Mellin
  - Ieva Sipaviciute
  - 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?

- Supervisors: Annu Markkula and Marja Amgwerd





**Mission**

To innovate tools for increasing and creating the networking of Finnish clothing SMEs at international markets

**End Result**

A concept plan combining Slush and fashion, participating in fashion weeks, creating pop-up events and building up social media channels





Osaamista ja oivallusta

tulevaisuuden tekemiseen

Näe maailma uusin silmin

See the world with new eyes

Metropolia Open Innovation

