wemake.cc
#makerspace
#fablab

Opensourcing Fashion System

Zoe Romano
tw @zoescope - ig @zoescope_

FABRICADEMY

CONTEXT

FASHION AND INNOVATION

"Fashion marketing is governed by greed and not by vision. There's no innovation any more because of that."

"Everything we do is from the 20th century"

"We still educate our young people to become catwalk designers; unique individuals, whereas this society is now about exchange and the new economy and working together in teams and groups, which happens in every other discipline, yet not in fashion"

Li Edlekoort – dutch trend forecaster

FASHION CONGLOMERATES

http://www.purfe.com.au/who-owns-whom-in-fashion/

LUXURY

Fashion and Leather goods

STELLA McCARTNEY

YVES SAINT LAURENT

CHRISTOPHER KANE

GUCCI

ALEXANDER MCQUEEN → Diffusion line → McQ

BALENCIAGA PARIS

Brioni ROMA

BOTTEGA VENETA

sergio rossi

Sport and Lifestyle

Tretorn

PUMA

VOLCOM

COBRA

ELECTRIC

KERING

Watch

ULYSSE NARDIN

GP GIRARD-PERREGAUX
MECHANICS OF TIME SINCE 1791

JR JEANRICHARD
1681

Jewellery

qeelin

BOUCHERON PARIS

DoDo

Pomellato

FAST FASHION

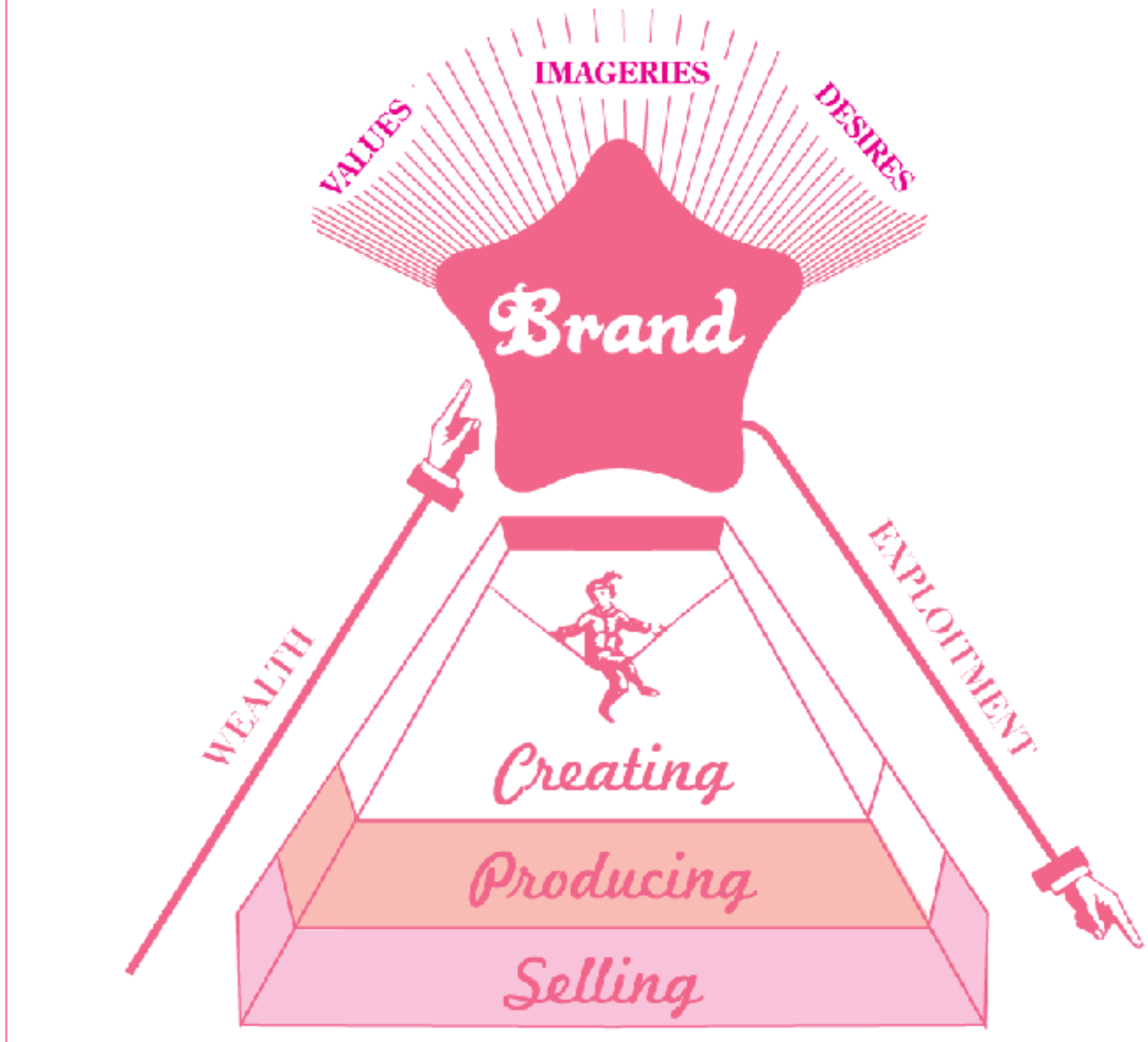
Gucci

Mango

Zara is able to create a new design and have
the finished product shipped to
all 2,213 stores in just two weeks.

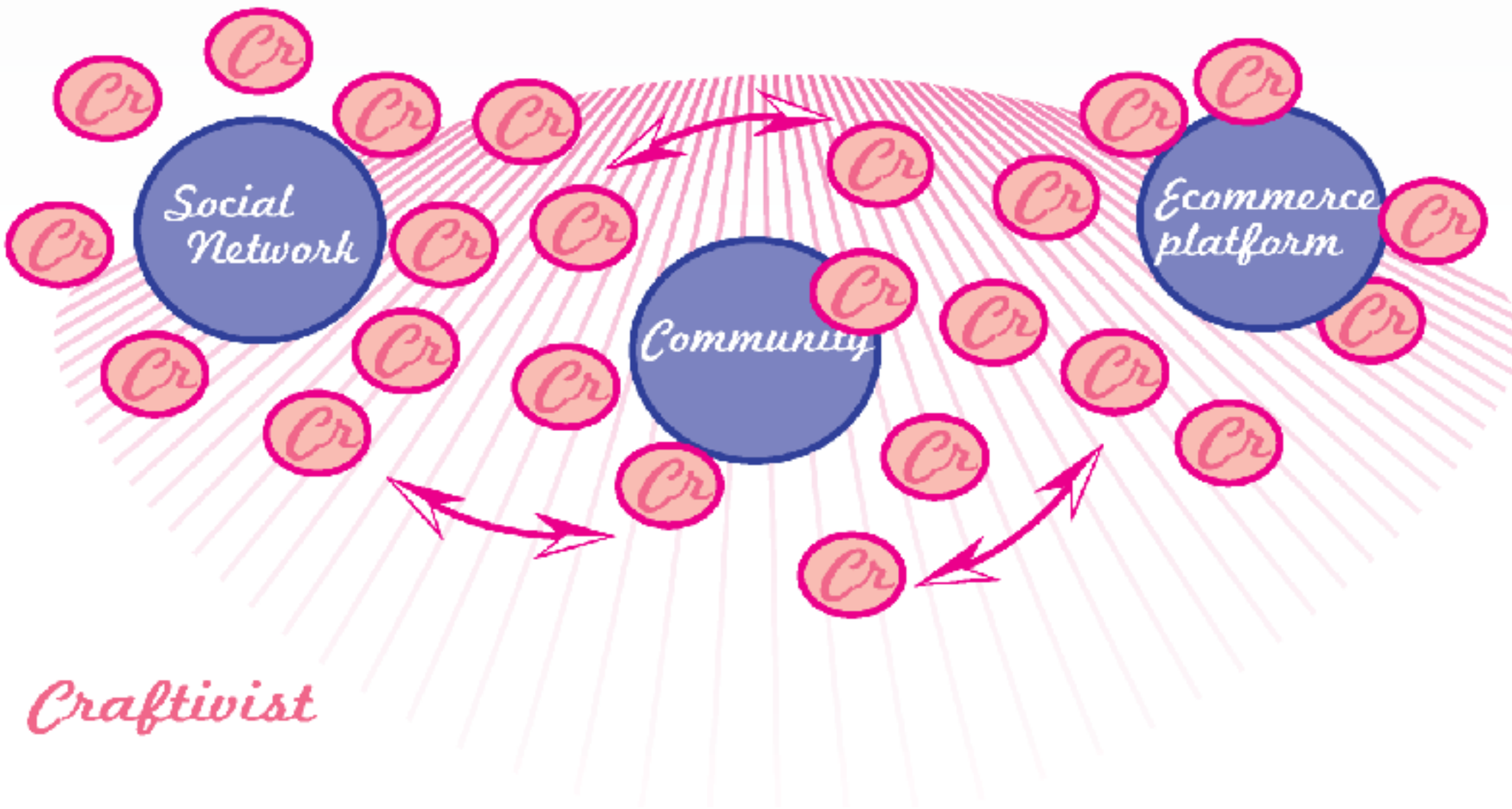
Celine

Zara


VALUES
IMAGERIES
DESIRES
Brand
WEALTH
EXPLOITMENT
Creating
Producing
Selling

FROM DIY TO DO IT TOGETHER

Do it yourself



Cr = Craftivist

WHAT IS CHANGING

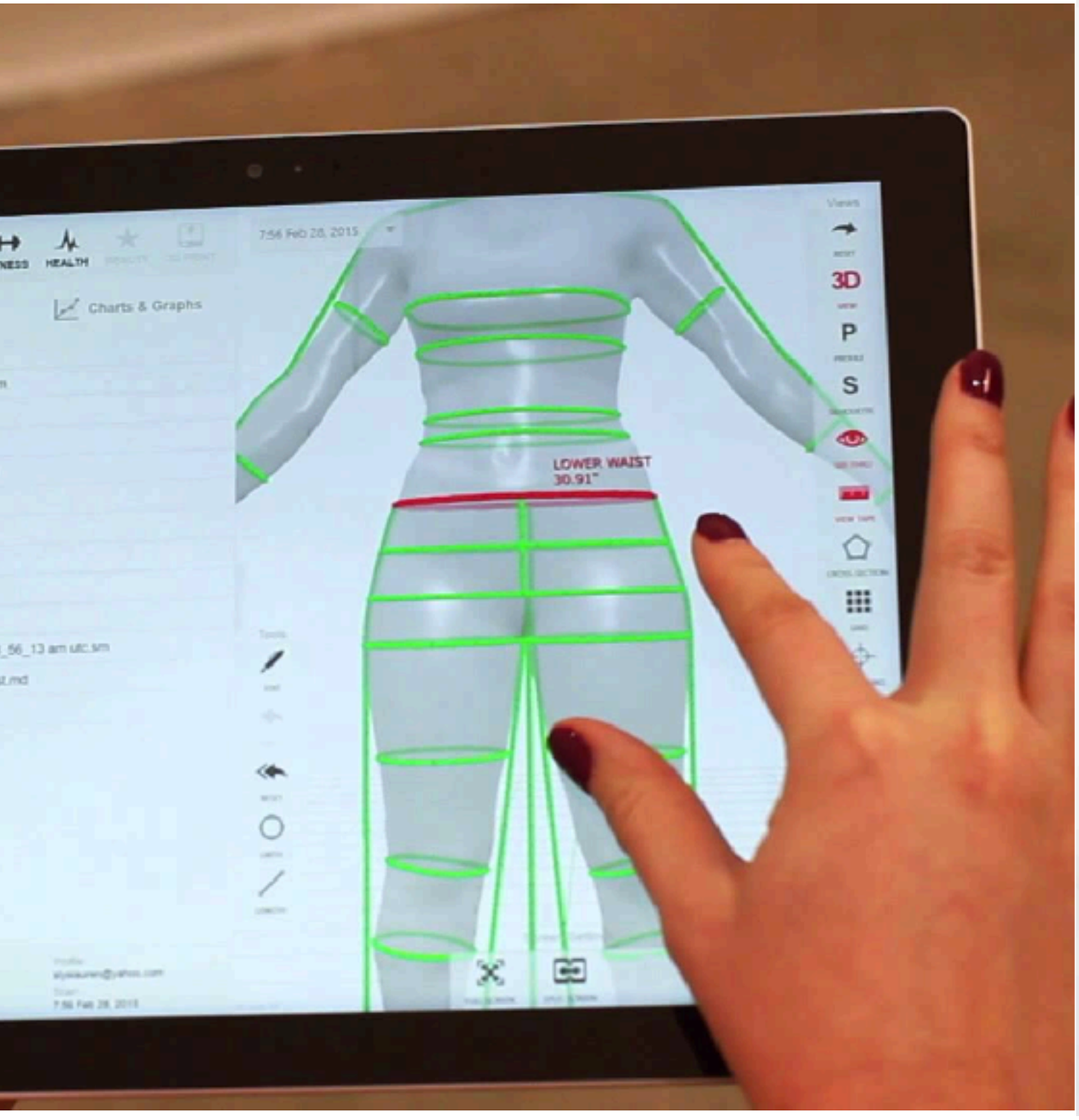
EASIER THAN EVER
DATA>OBJECTS>DATA

- Modularity
- Flexibility
- Open codes

OFTEN THAN EVER
BOTTOM UP INNOVATION

- Interdisciplinarity
- Horizontality
- Self-organization

CHANGE IS IN THE AIR...



modular - distributed - custom

DATA>OBJECTS>DATA

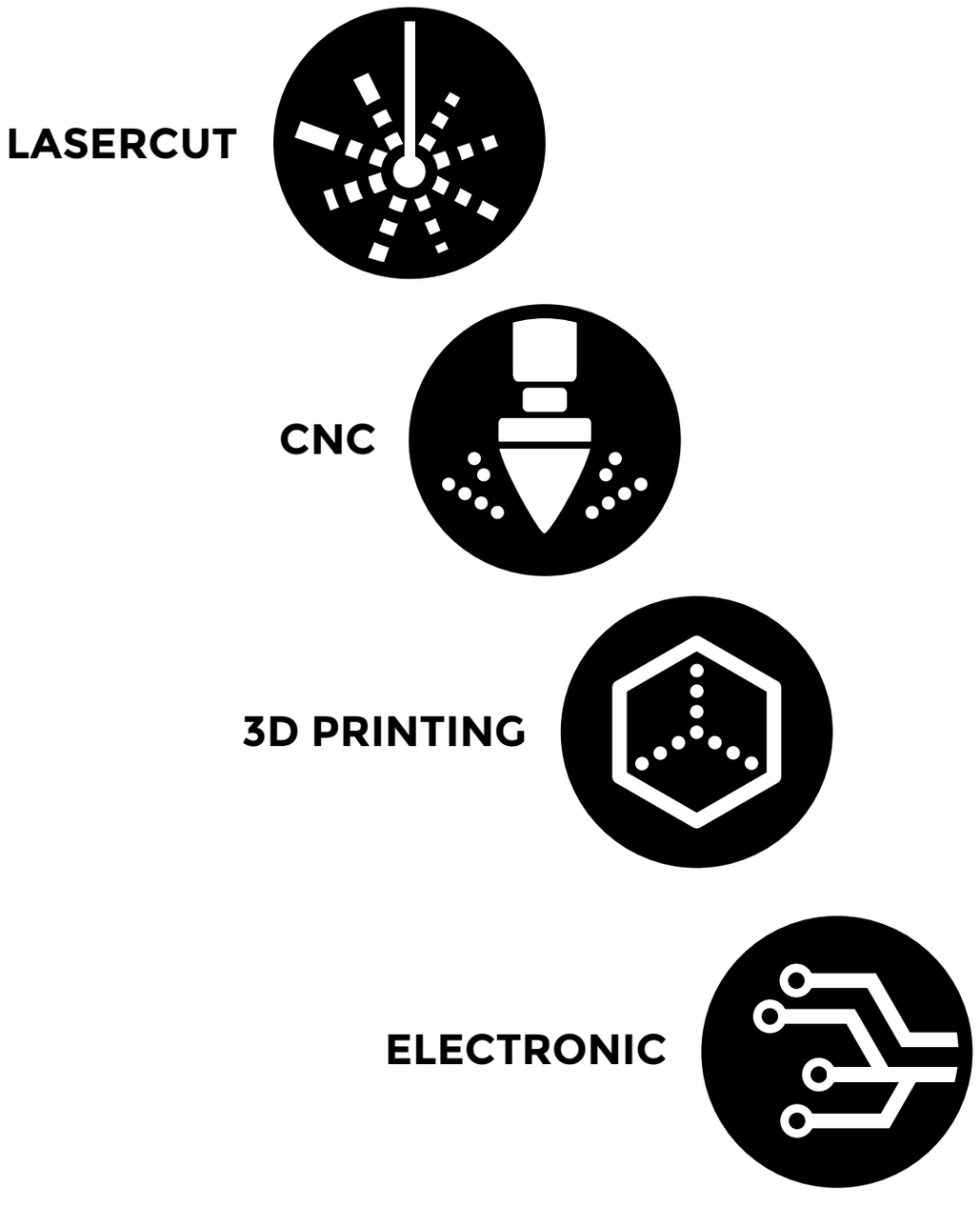
... AND CAN BE IN YOUR HANDS

interdisciplinar - horizontal - self-organised

BOTTOM UP INNOVATION

FABLABS AND MAKERSPACES
A SPACE TO LEARN AND CREATE TOGETHER

NEW FASHION TOOLS



(hacked)

- Sewing machines
- Knitting machines
- Embroidery machines

- Soft Circuits
- Bio Composites
- New materials

INTELLECTUAL PROPERTY /
> OPENNESS

PRODUCT //
> PLATFORM

FAST ///
> SLOW

INTELLECTUAL PROPERTY > OPENNESS

TYPES OF OPENNESS

Open source software (OSS) is computer software with its **source code made available** with a **license** in which the copyright holder provides the rights to study, change, and distribute the software to anyone and for any purpose

Open source hardware (OSHW) is hardware whose **design is made publicly** available so that anyone can study, modify, distribute, make, and sell the design or hardware based on that design.

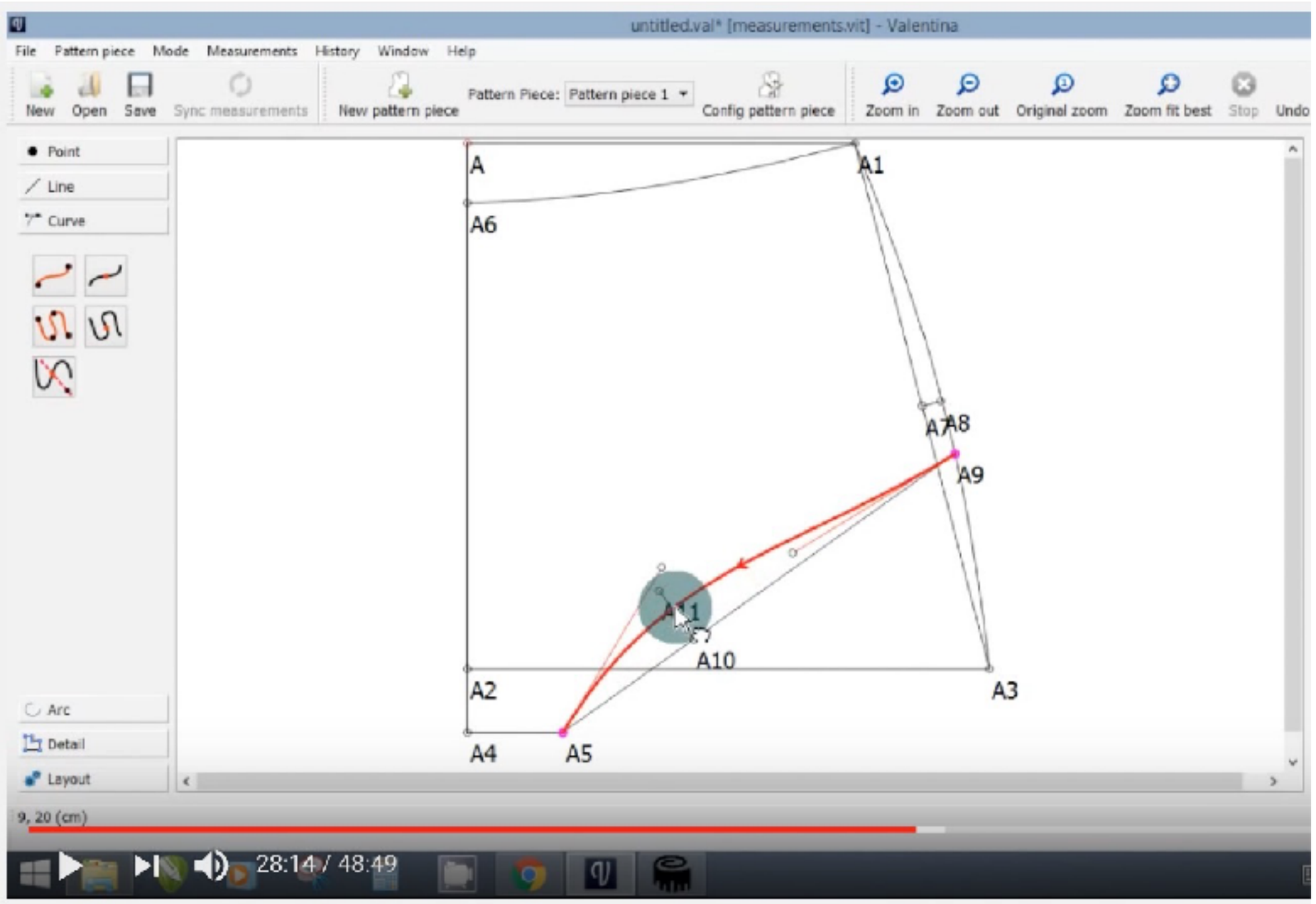
Open design is the development of physical products, machines and systems through use of publicly shared design information..

Open data is data that distributed in a **convenient and modifiable form** which can be freely used, re-used and redistributed by anyone - subject only, at most, to the requirement to attribute and sharealike.

OPEN SOURCE SOFTWARES

VALENTINA

Open source pattern making software



Lack of affordable softwares for pattern making tasks

- Seam allowance
- Truing a dart
- Easy multi-sizing

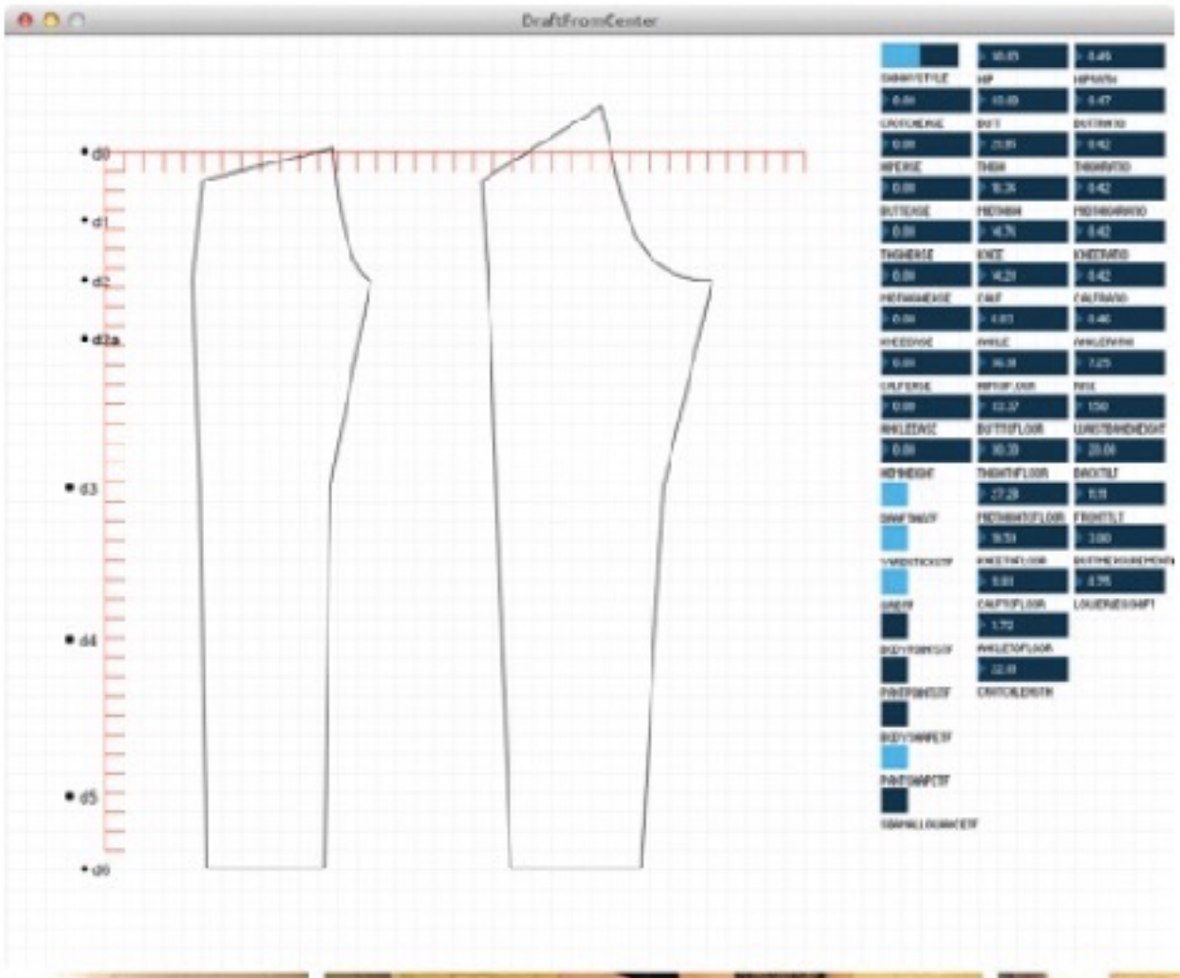
Opensource.com lists Valentina in 2016's top creative FOSS tools

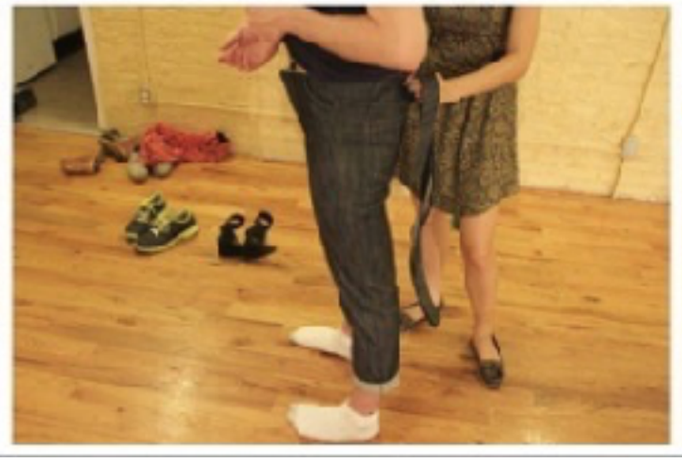
BLENDER

Cloth Simulation

OpenFitLab

From scanning to trousers



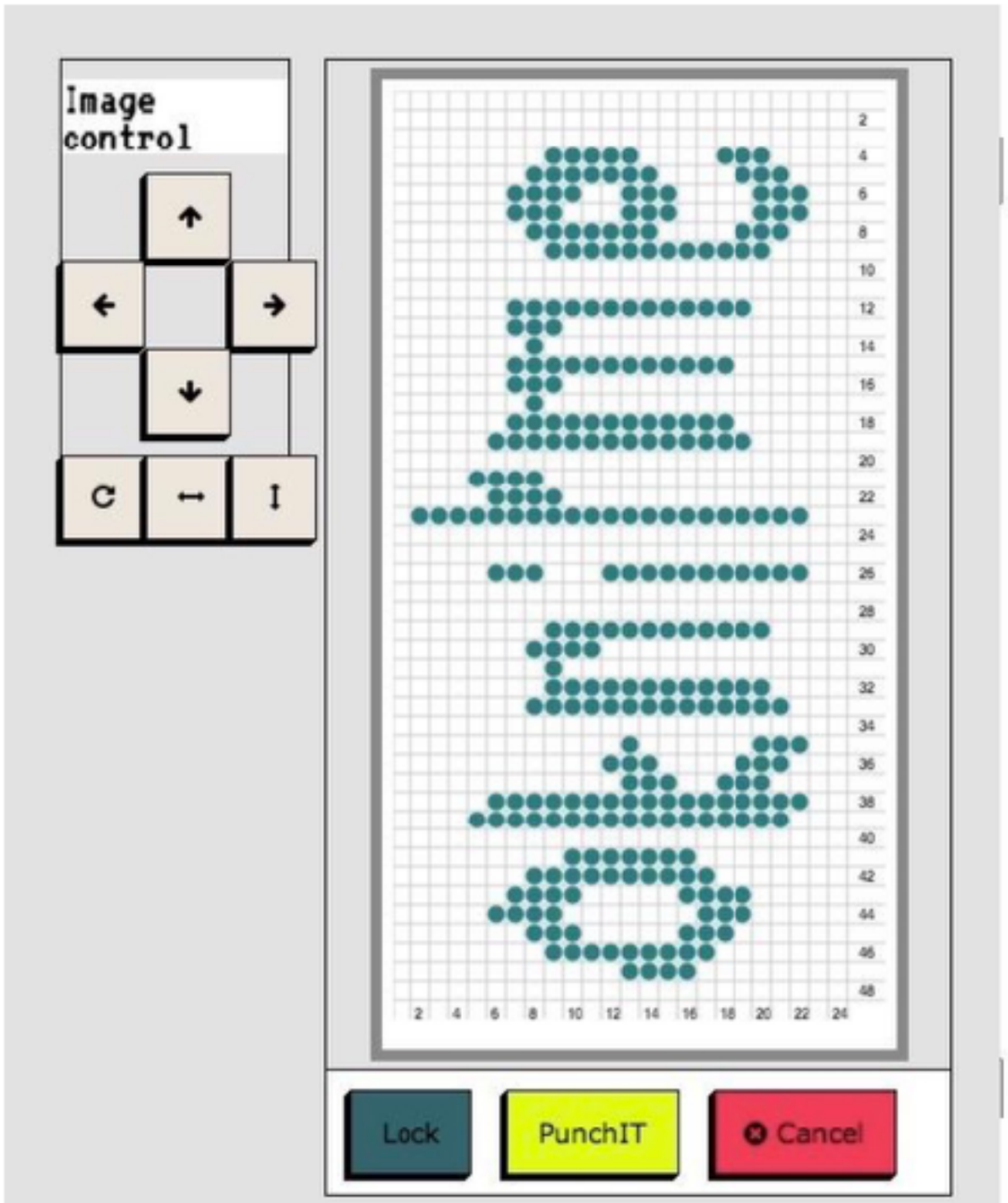


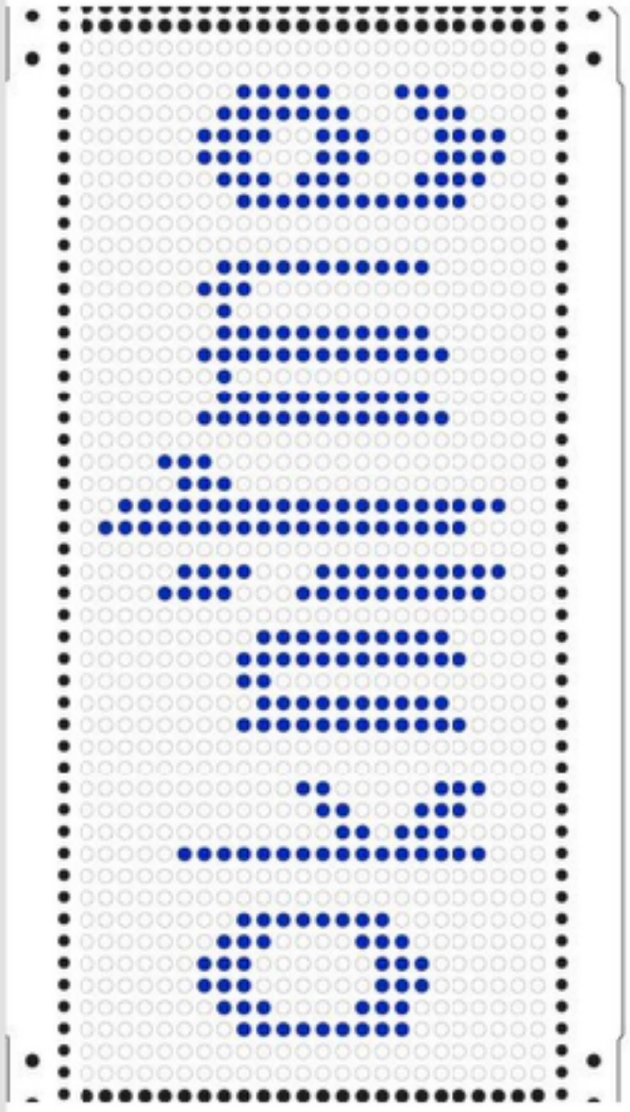
OKNITME

Creating punch card from 2-color images - by Serpica Naro

OKNITME

Creating punch card from 2-color imges





OKNITME

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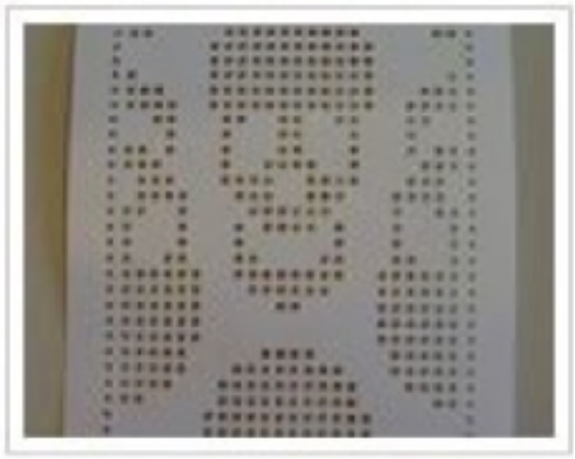
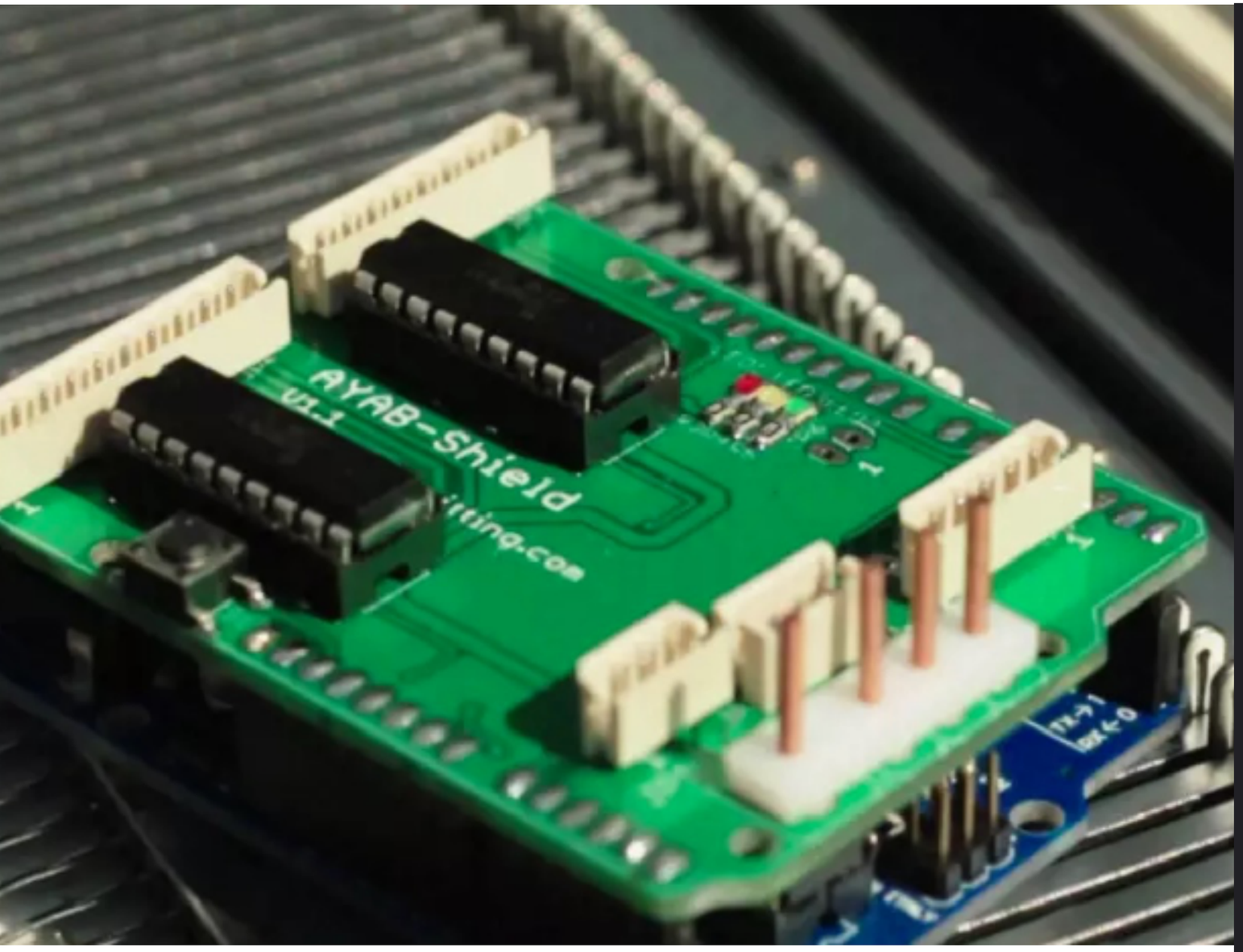


OPEN SOURCE HARDWARE

AYAB Shield

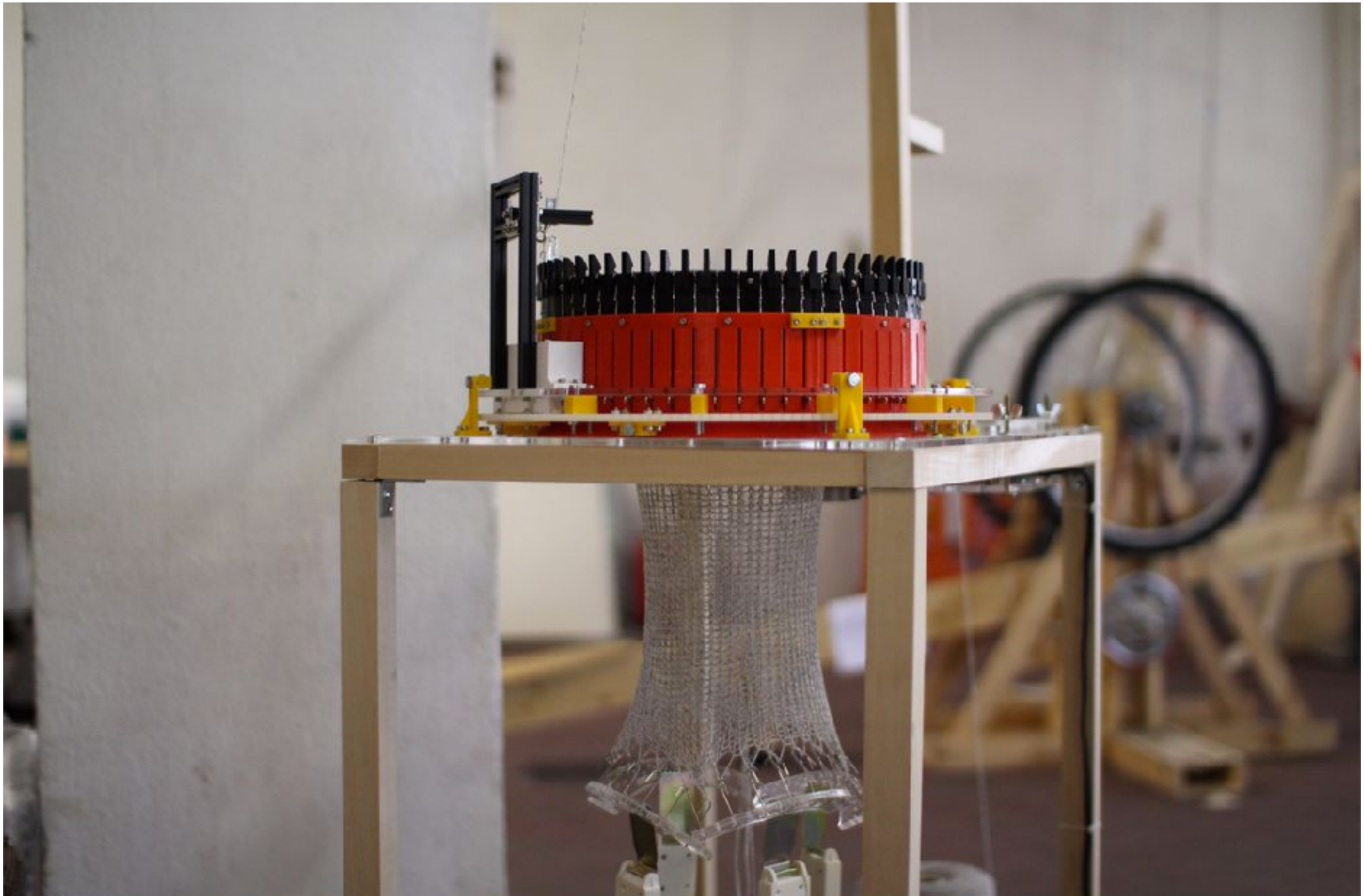
Arduino shield to hack digital knitting machines



Knitted bag by RATATATA – Claudia Scarpa – Made at WeMake

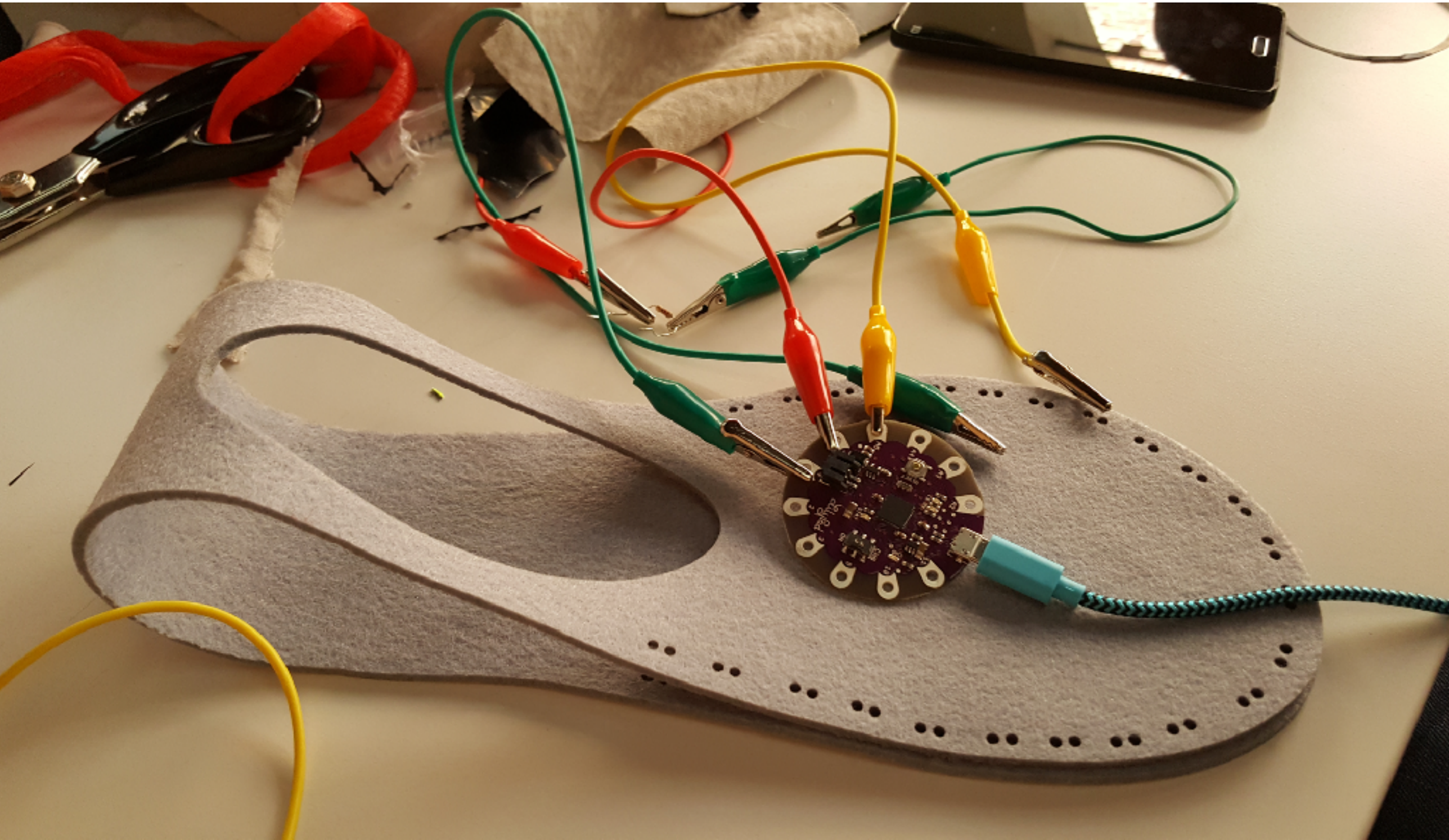
Circular Knitic

Integrating textile manufacturing into the contemporary makers' culture

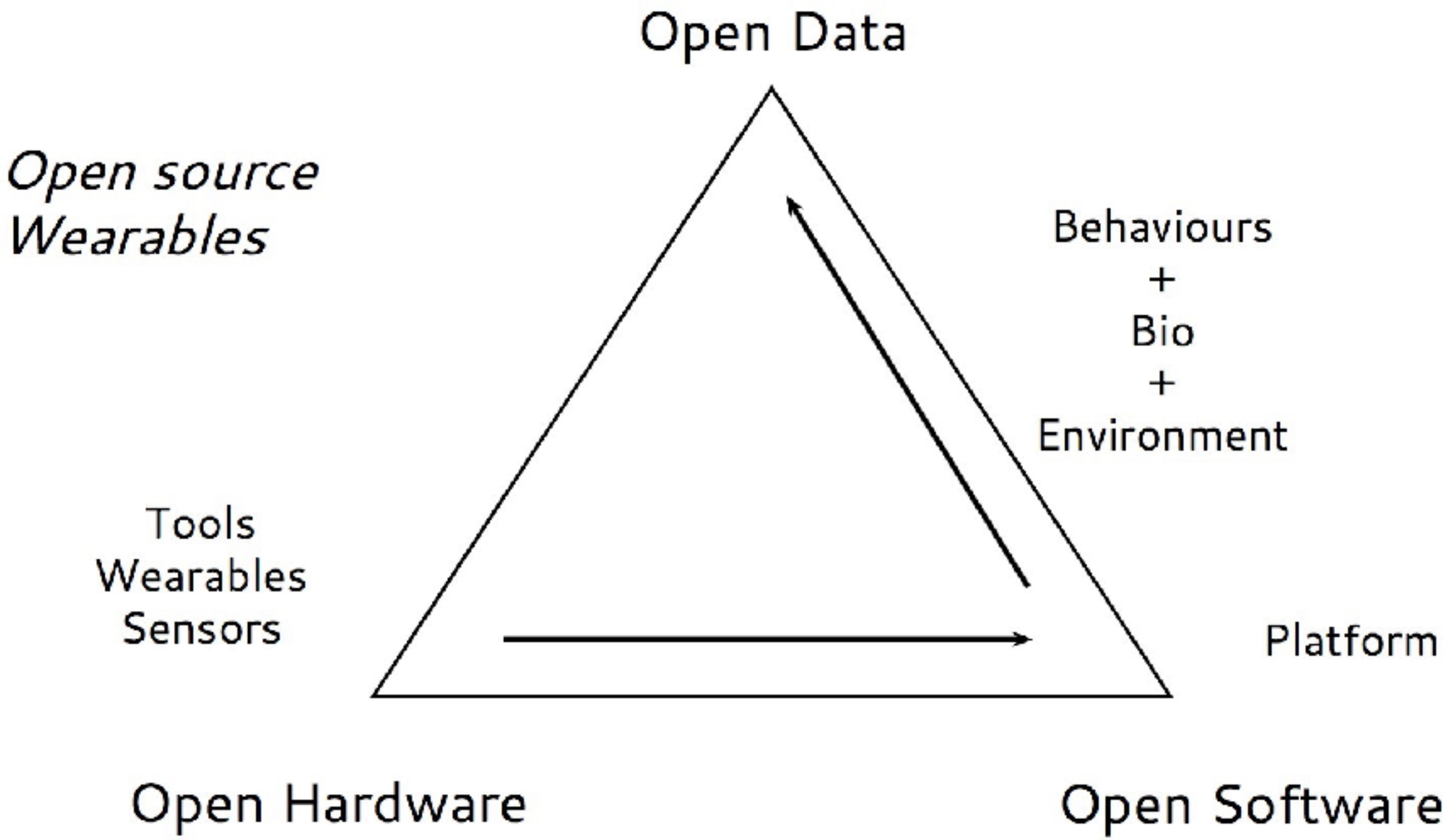


Smart textiles - Open Design for wearables

Empowering people with wearables and soft circuits



INTERDISCIPLINARY APPROACH



OPEN SOURCE BRANDING

SERPICA NARO

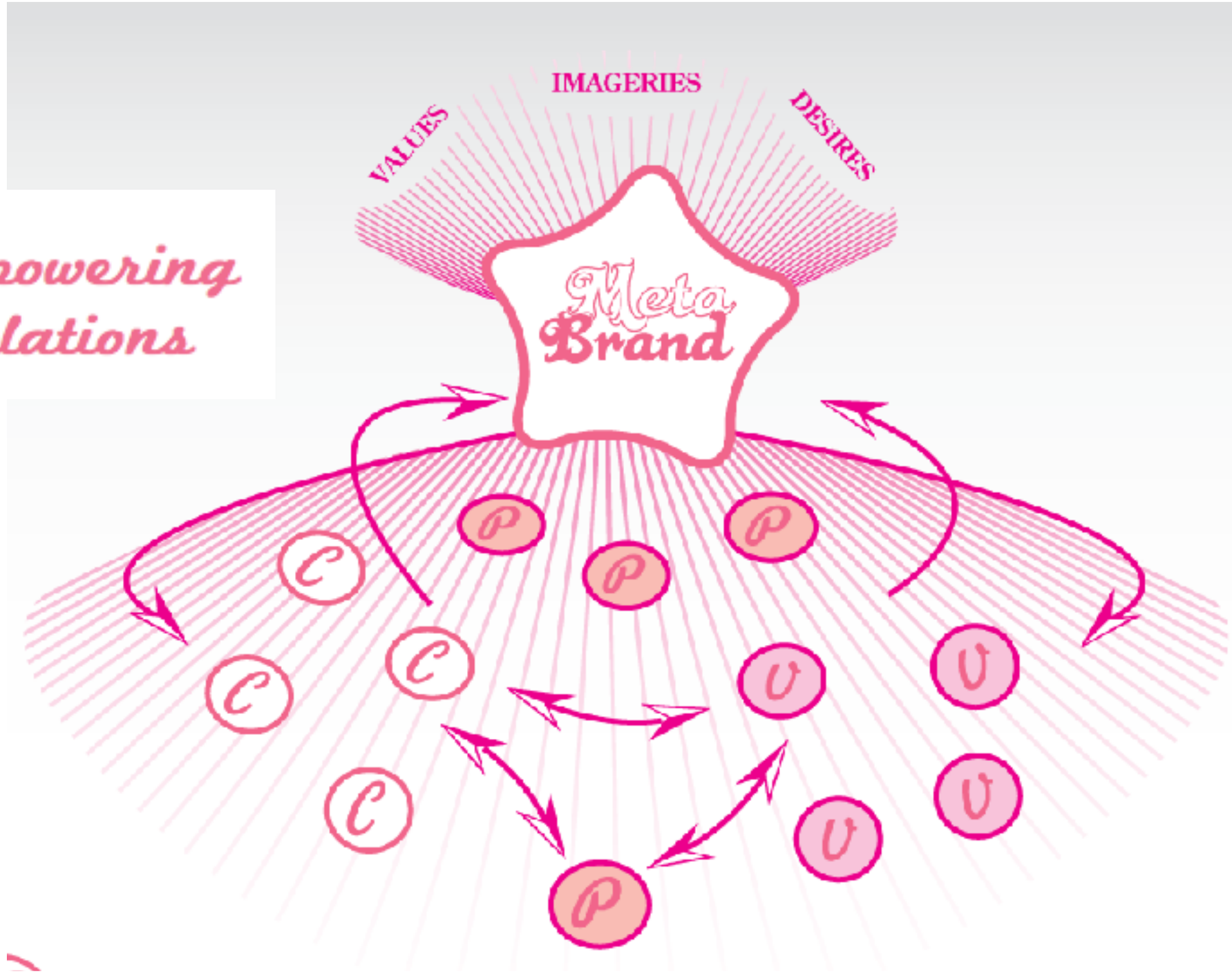
In 2005 the first **open source brand** in fashion created from a hoax during Milan fashion week

http://sds.parsons.edu/designdialogues/?post_type=article&p=634

OPENWEAR

- A collaborative community around fashion production and creation
- A series of **Collaborative collection with an open-source brand**
- Prototypes freely downloadable which members can produce and sell, benefiting from the social innovation created within the community.

= *Empowering Relations*

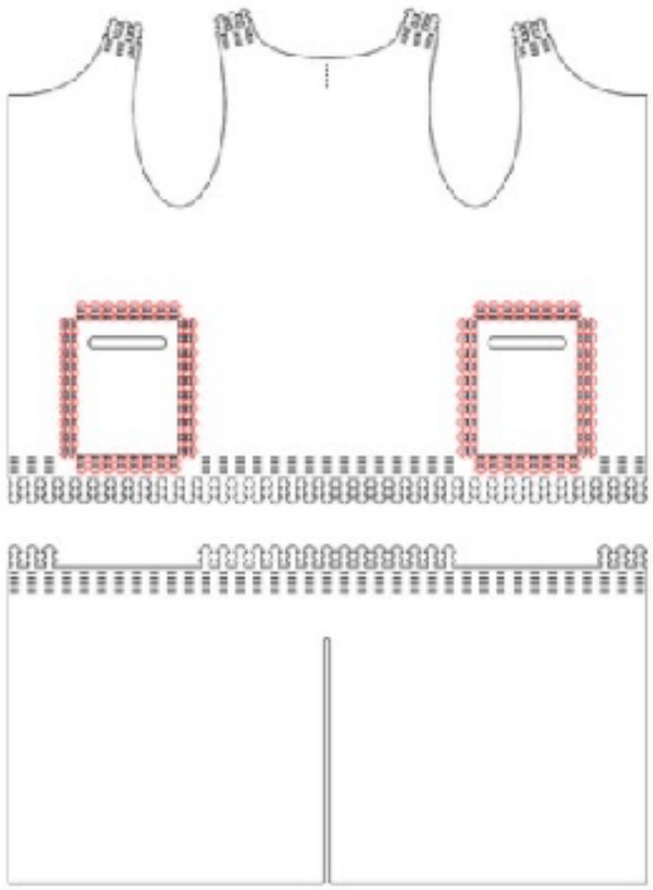


A brand made o **empower a network of small producers** and promote a different kind of fashion based on collaboration, sharing, short supply chain and else.

PRODUCT / PLATFORM

POST-COUTURE

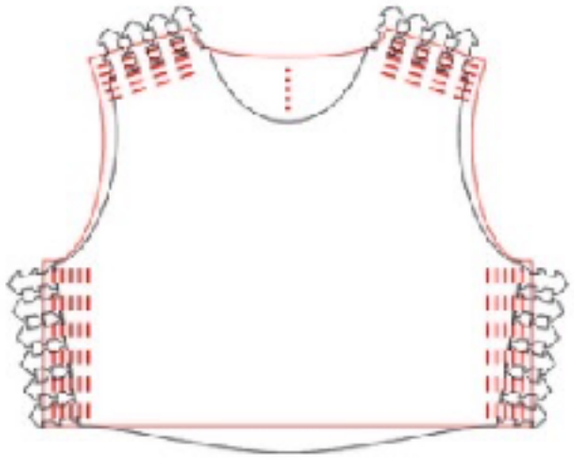
POST-COUTURE



post-couture coat

digital design file

€ 5

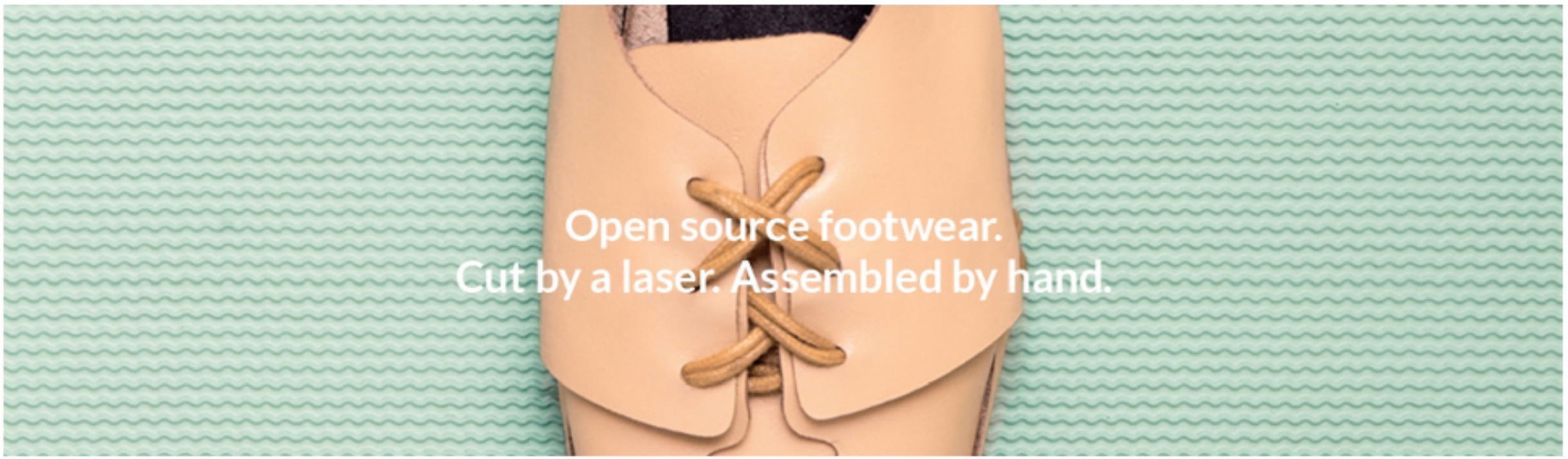


post-couture croptop

digital design file

€ 5

ANOTHERSHOE



Download it Yourself

Make it Yourself

Assemble it Yourself

Wear it Yourself

FROM IDEA TO PRODUCT

Share the code
(non commercial use)

BUILD AN AUDIENCE

Sell the kit

(involve local hubs)

REACH EARLY ADOPTERS

Sell out-of-the-box after a crowdfunding campaign

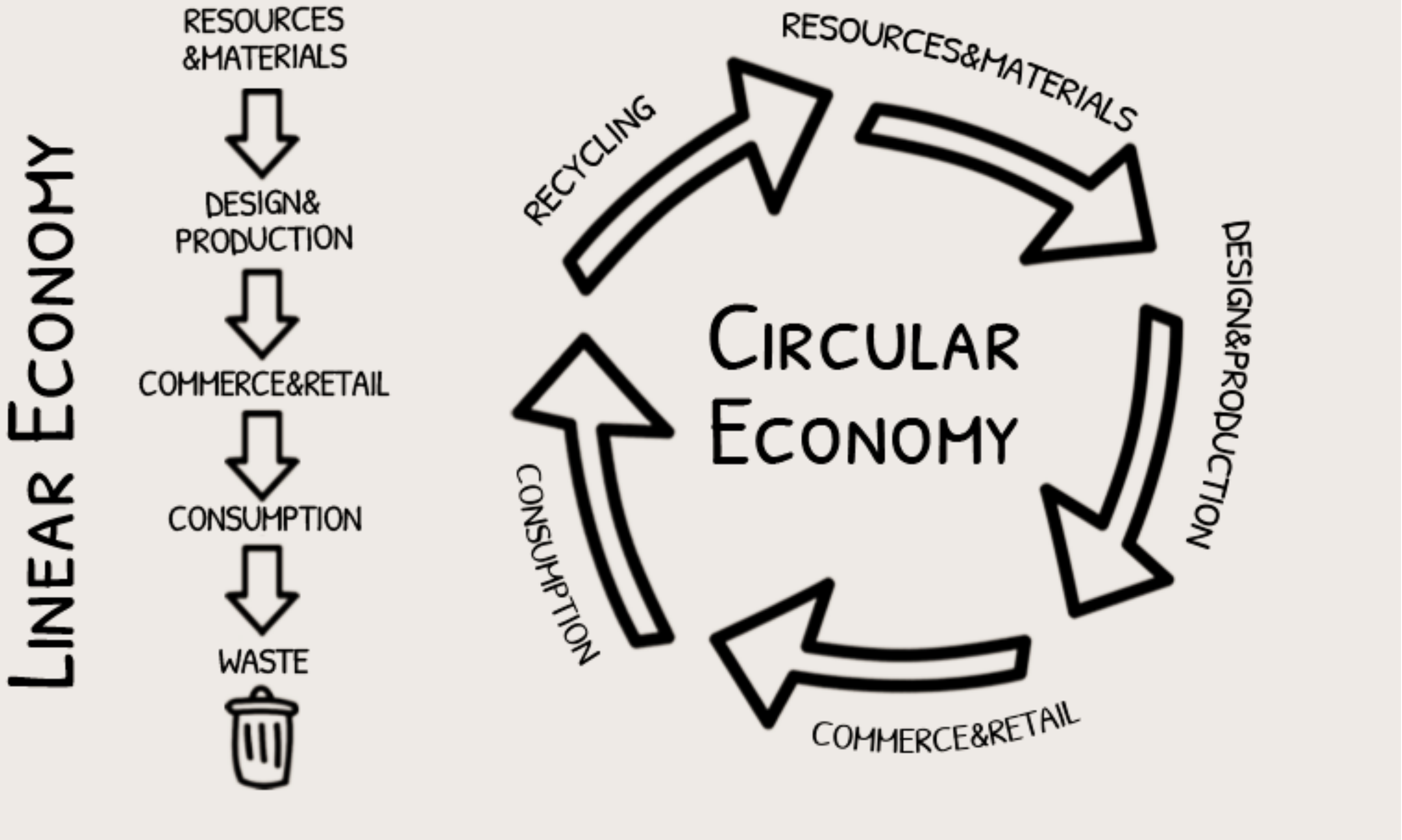
FULLFIL CONSUMERS

Sell the collection edition

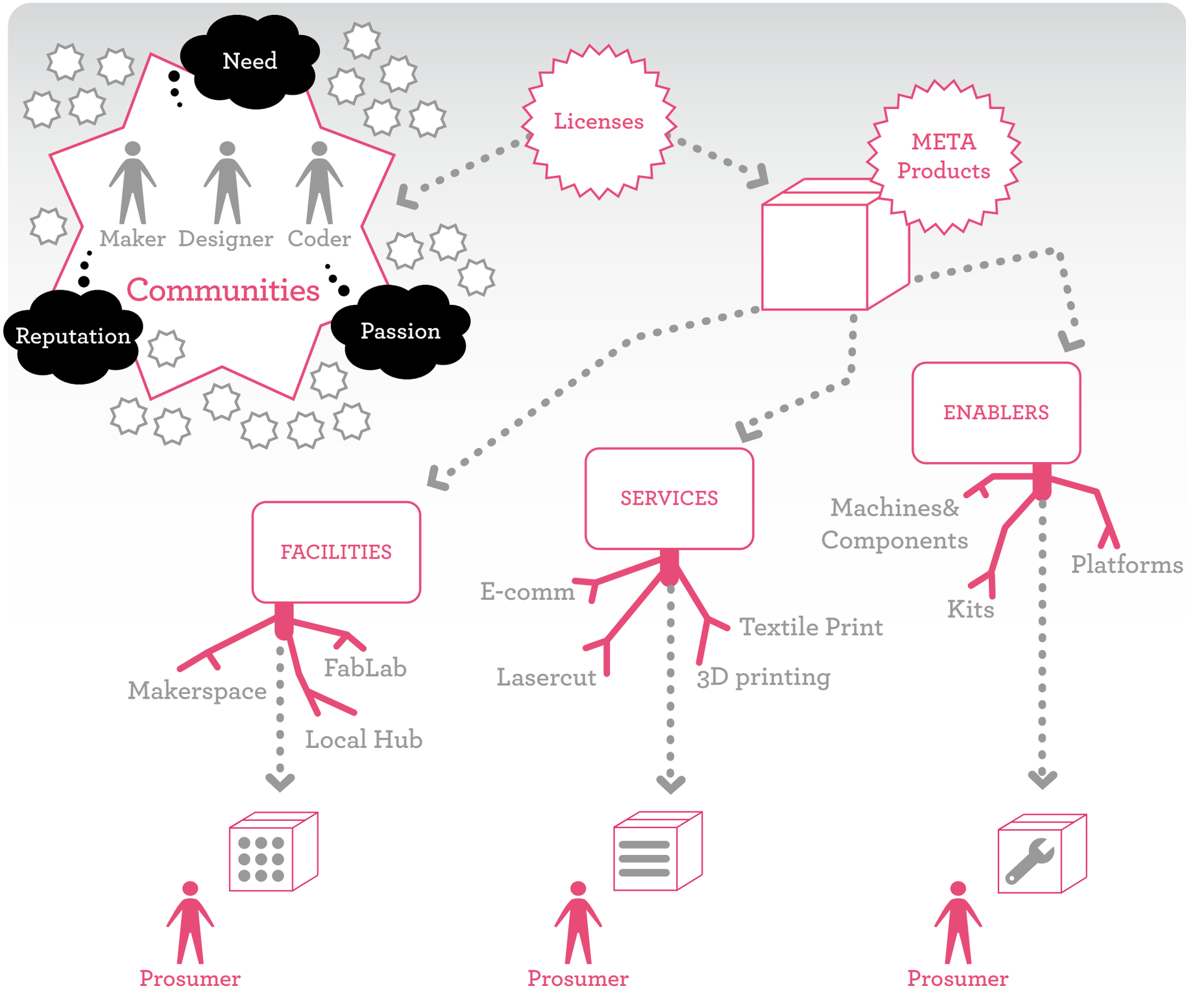
CREATE EXCLUSIVITY

FAST ///> SLOW

CIRCULAR ECONOMY



ECOSYSTEM


Need
Maker Designer Coder
Communities
Reputation
Passion
Licenses
META
Products
ENABLERS
Machines&
Components
Platforms
Kits
SERVICES
E-comm
Textile Print
Lasercut
3D printing
FACILITIES
FabLab
Makerspace
Local Hub
Prosumer
Prosumer
Prosumer

THE COLOR SOUP

ALTA QUALITÀ
DI STAMPA

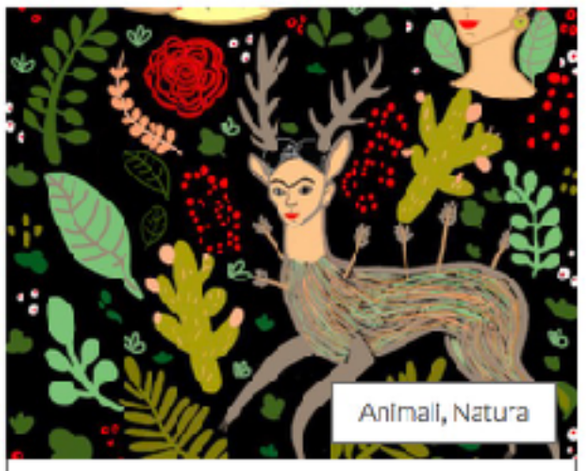
VASTA GAMMA DI
TESSUTI

MINIMO D'ORDINE
UN SOLO METRO
DI STAMPA

STAMPA E CONSEGNA IN 6 GIORNI
LAVORATIV

Grey cats
by Mala Strella
♡ 5

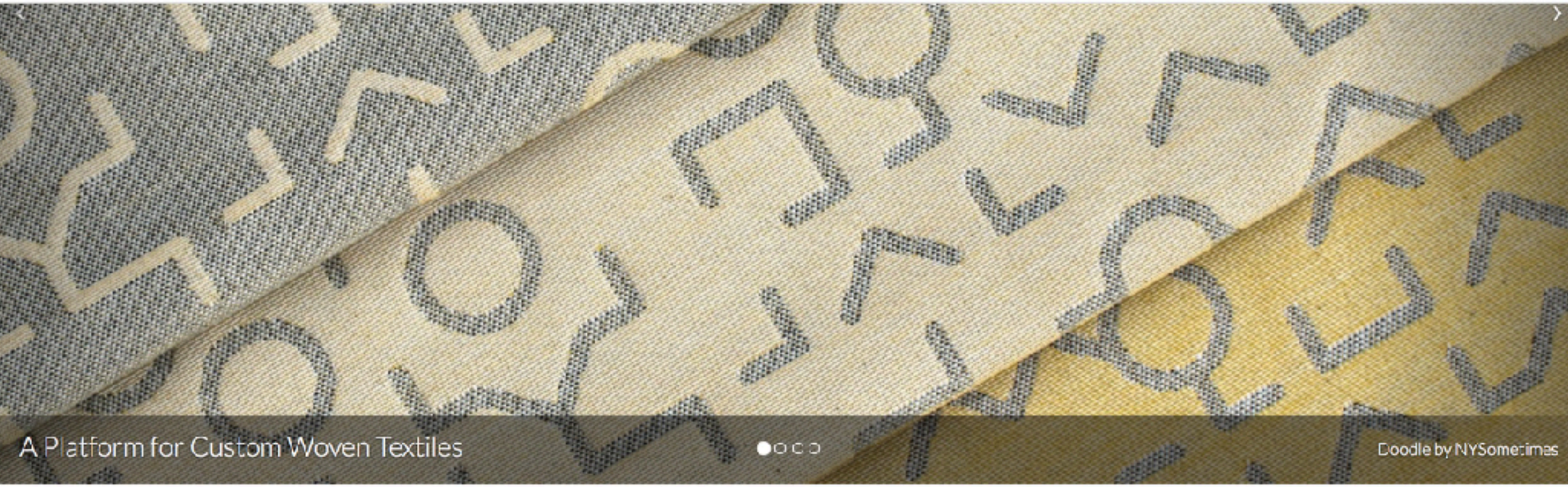
Brushwood
by Mala Strella
♡ 7



Dark Age
by Mala Strella
♡ 15

WOVNS

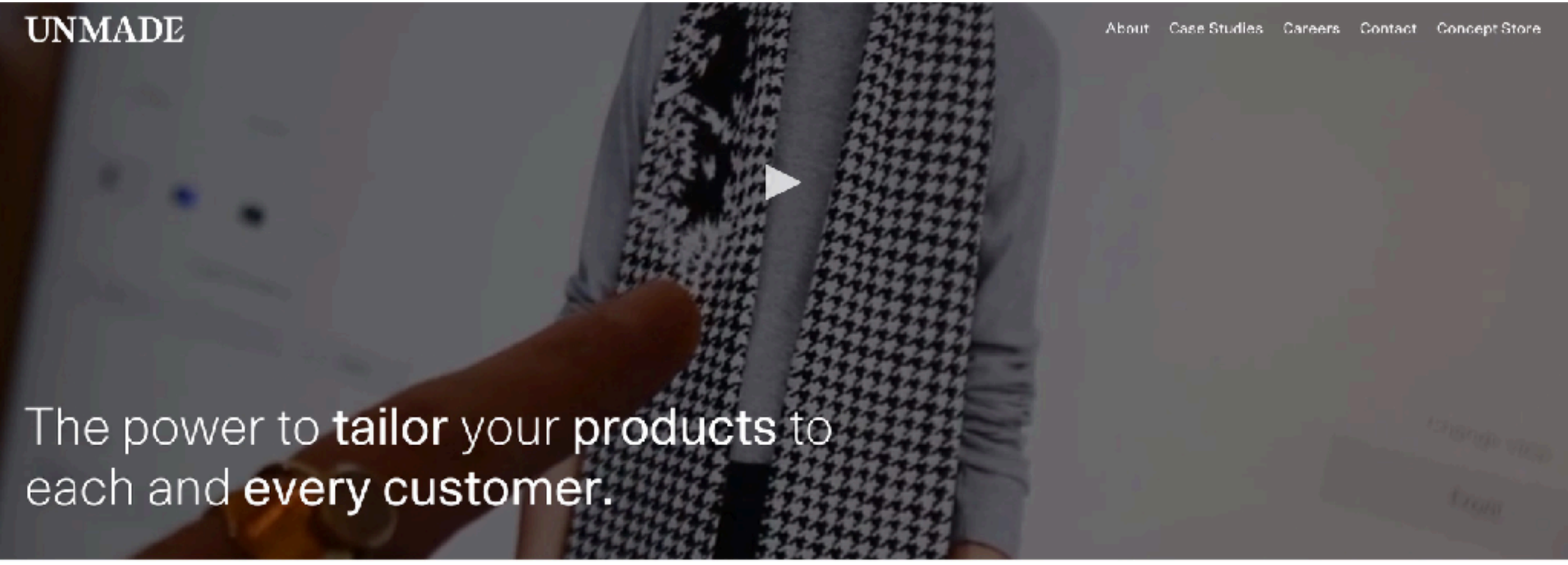
Wovns platform turns digital designs into on-demand Jacquard fabric



Create Your Own Woven Fabric

UNMADE

Unmade is a platform for on-demand knitted products



We enable **customisable products** to be manufactured on an **industrial scale.**

ALTERNATIVE FASHION MODELS

“AGILE FASHION”

YESTERDAY

- Product/Closed
- Collection of disposable products
- Series Production
- Shops
- Venture Capital

TOMORROW

- Platform/Open
- Catalogue of a few evolving products
- On-demand Production
- Direct selling (online/ offline)
- Crowdfunding

TEXTILE

- Open Design
- Smart textiles
- Wearables

ELECTRONIC

- Internet of Things
- Open Hardware
- Arduino

FABRICATION

- Digital Manufacturing
- 3D Printing
- Prototyping

wemake.cc
#makerspace
#fablab

GRAZIE!