Zoe Romano

Hacking the Fashion System

@zoescope

Textile Academy Bootcamp
2017

wemake.cc
#makerspace
#fablab

WeMake is a makerspace in Milan providing a series of **services and training** to the creative community of the region in the field of digital and traditional manufacturing.

WeMake is a 250sq/mt urban multifunctional fabled providing open and membership based access to digital fabrication tools.

Clearing the difference between prototype and finished object, we foster the development of a **new model of designer-producer** (maker) and small-scale company by facilitating

- the engineering phase,
- the rapid iteration of design solutions,
- the on-demand production of physical/digital artefacts.

TEXTILE

Open Design

Smart textiles

Wearables

ELECTRONIC

Internet of Things

Open Hardware

Arduino

FABRICATION

Digital Manufacturing

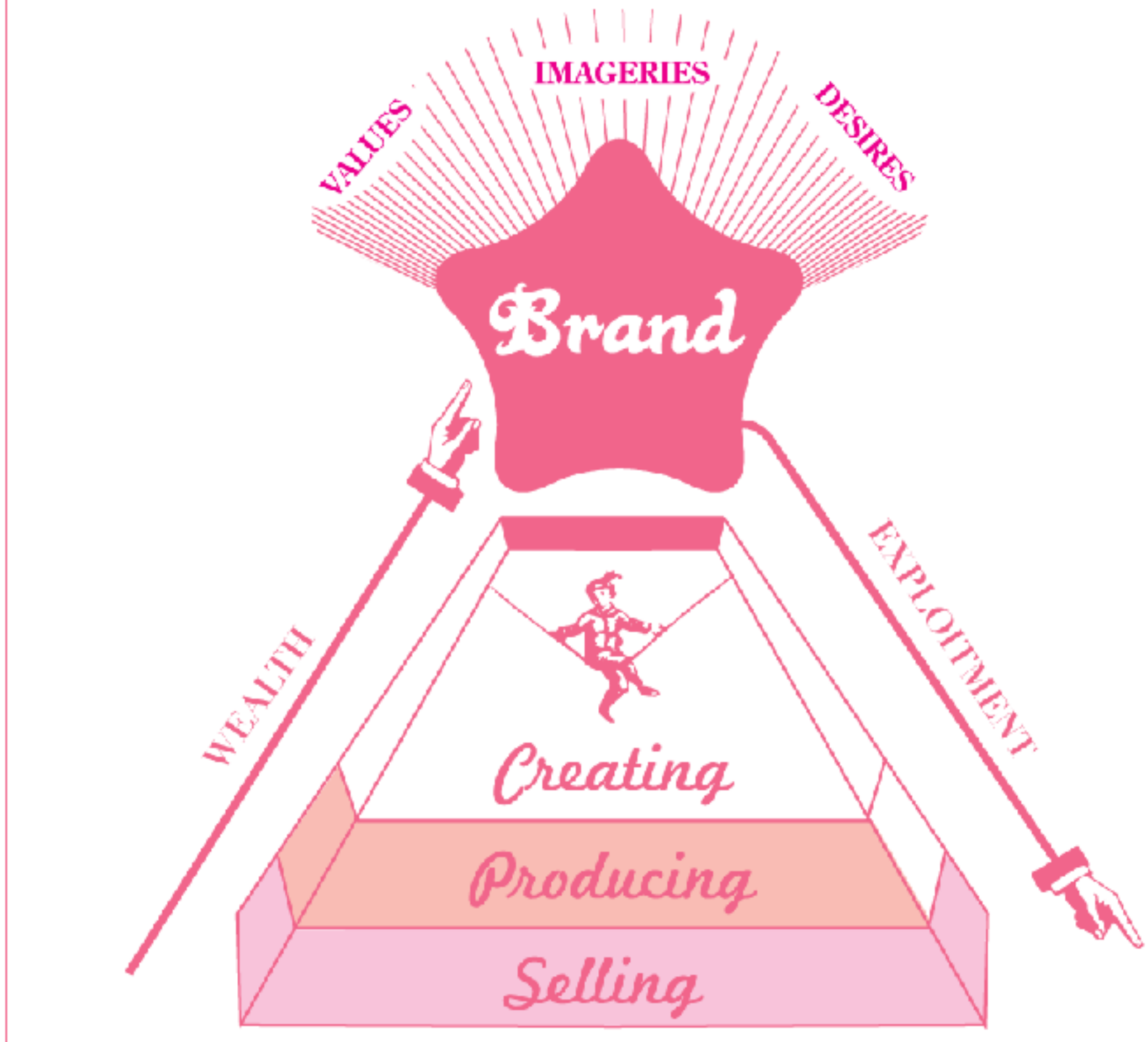
3D Printing

Prototyping

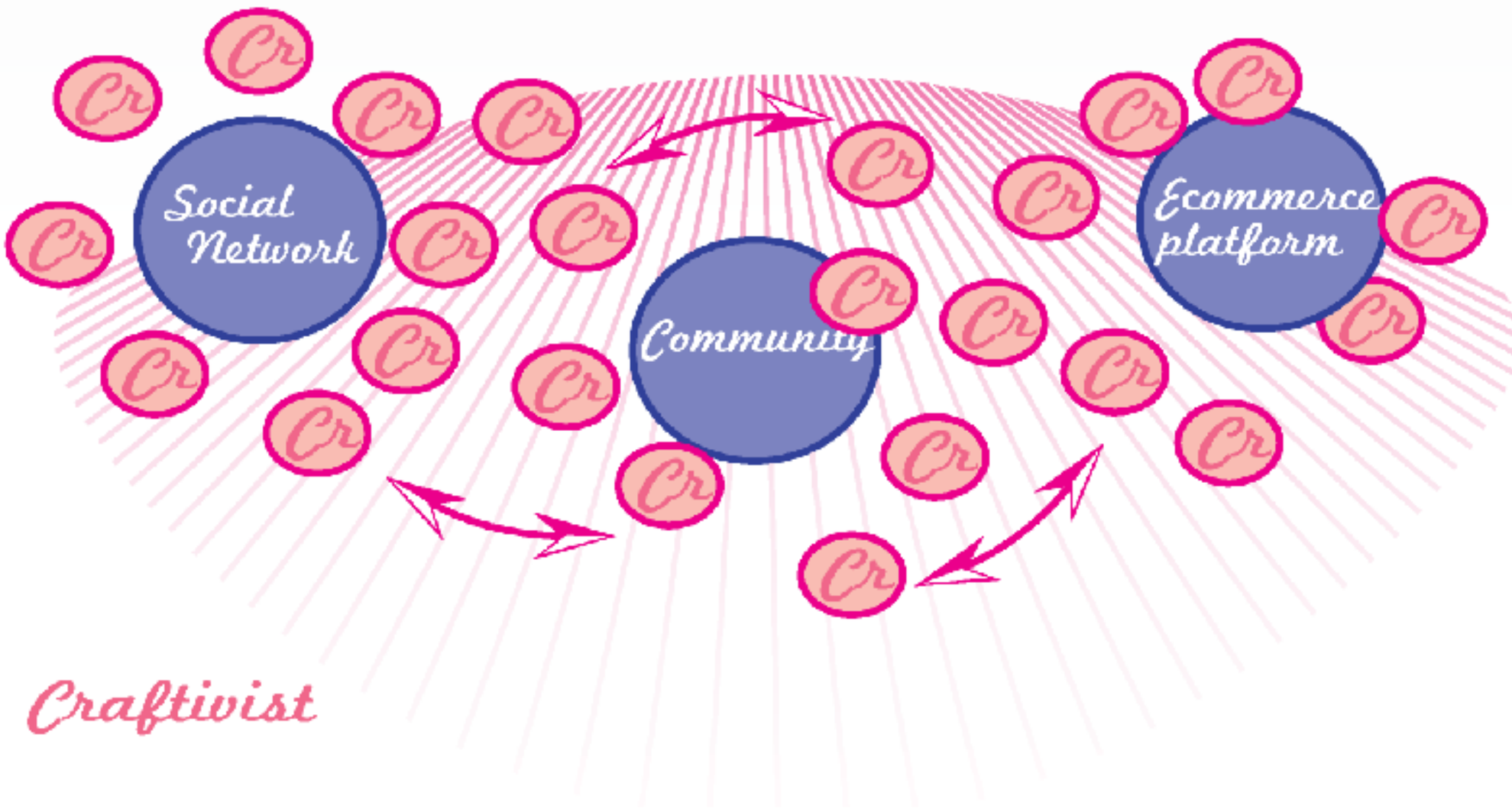
CONTEXT

FASHION CONGLOMERATES

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


VALUES
IMAGERIES
DESIRES
Brand
WEALTH
EXPLOITMENT
Creating
Producing
Selling

Do it yourself



Cr = Craftivist

From DIY to DIT

WHAT IS CHANGING

EASIER THAN EVER
DATA>OBJECTS>DATA

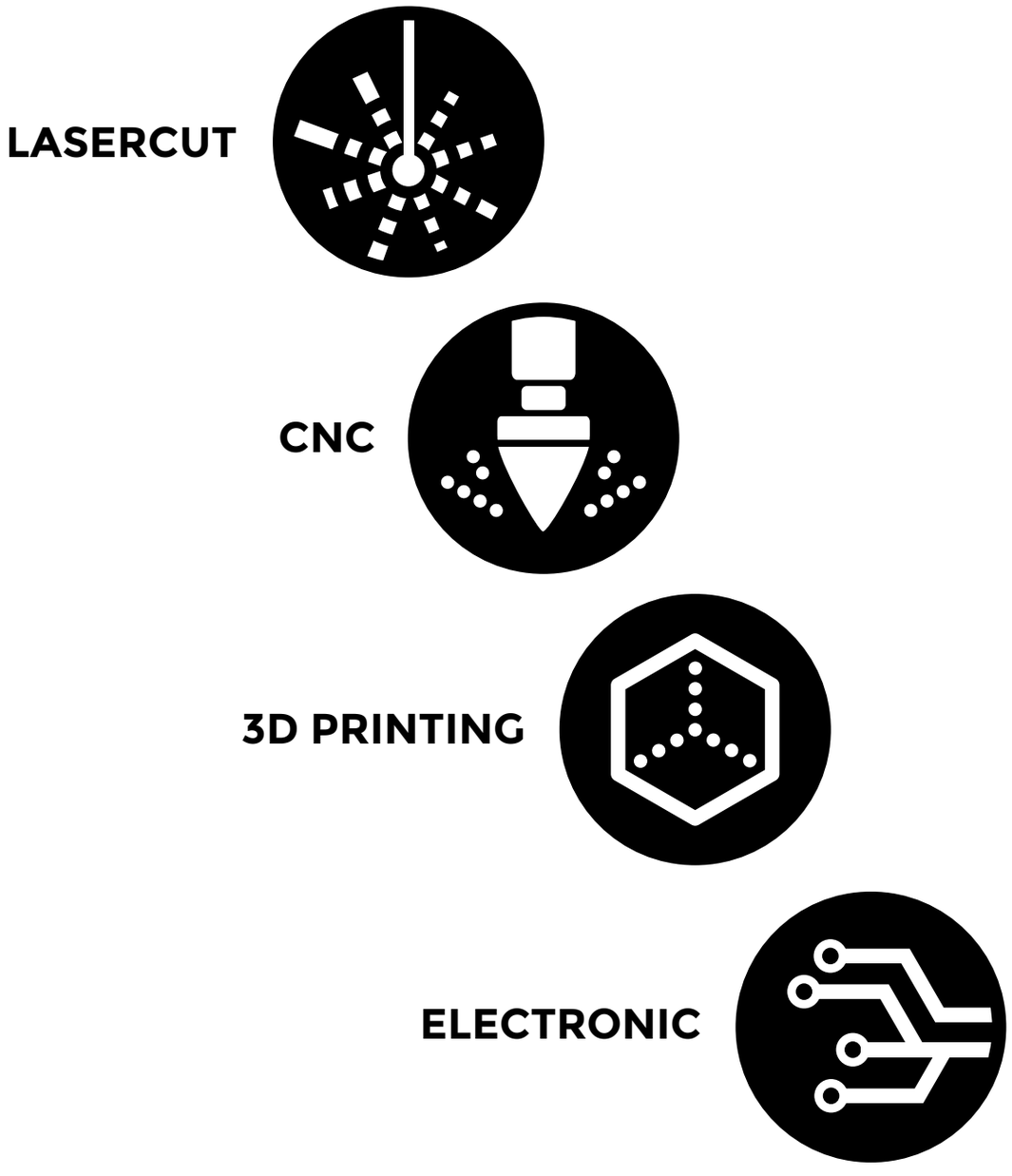
- Modularity
- Flexibility
- Open codes

OFTEN THAN EVER
BOTTOM UP INNOVATION

- Interdisciplinarity
- Horizontality
- Self-organization

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.

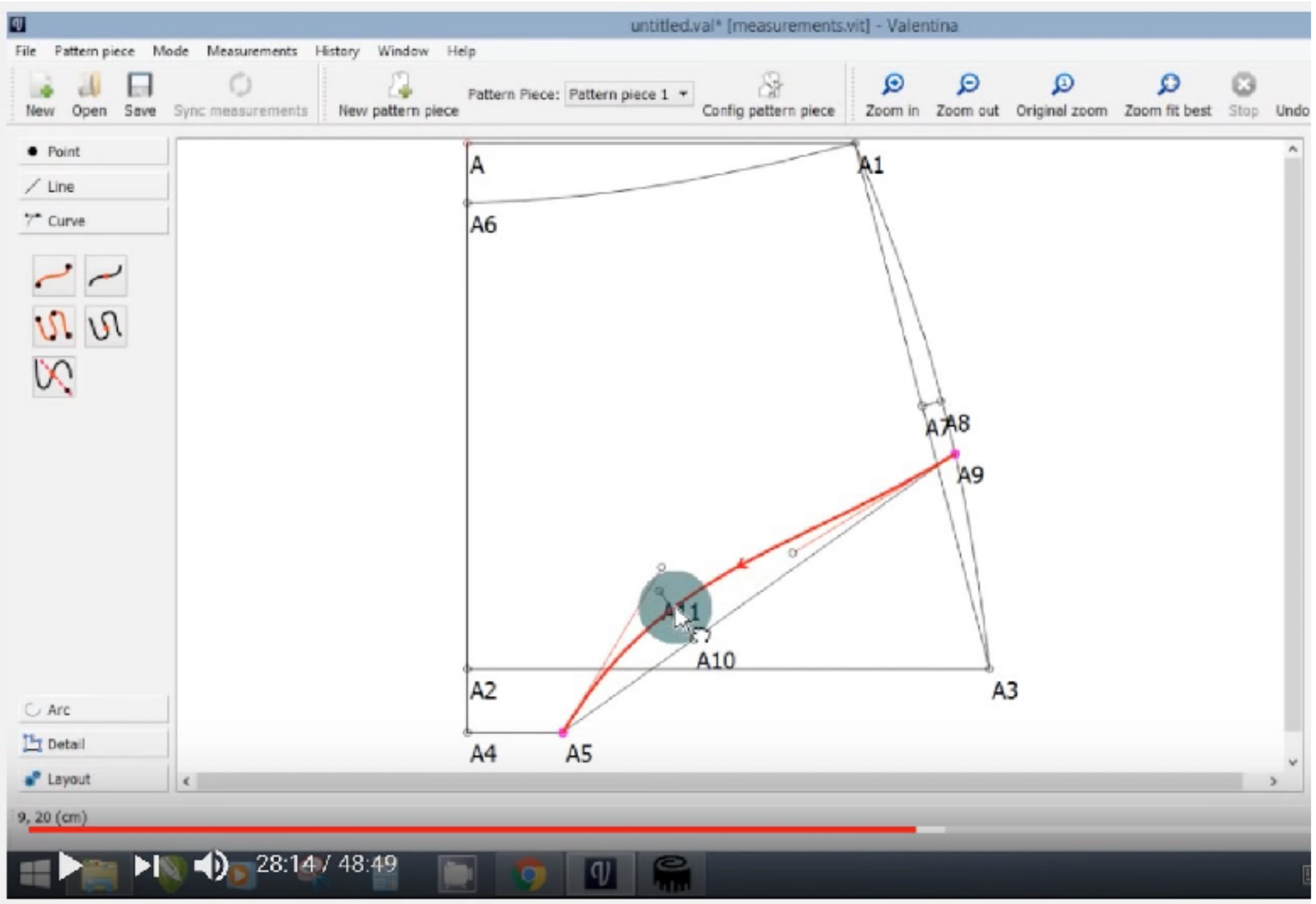
Open design is the development of physical products, machines and systems through use of publicly shared design information..

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

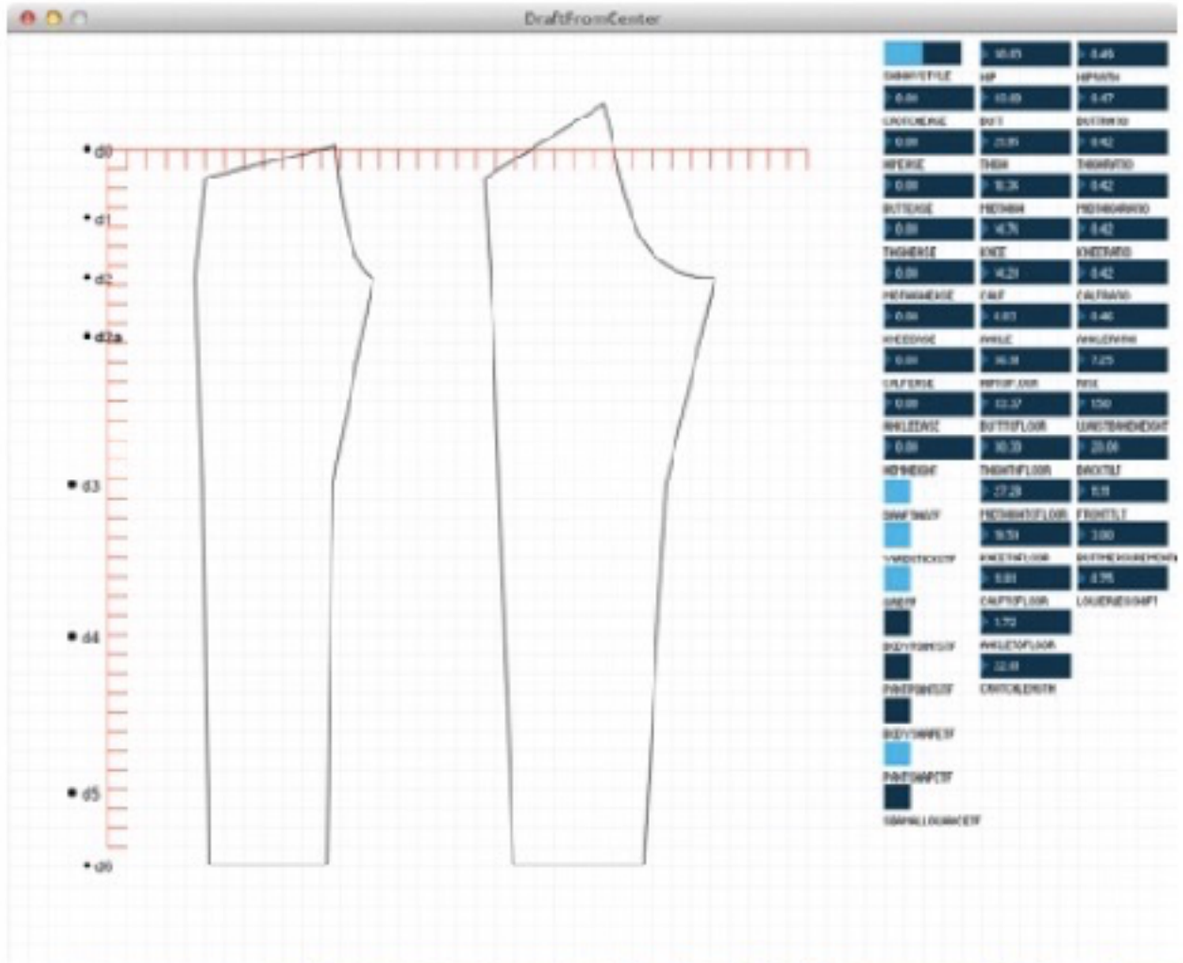
Opensource.com lists Valentina in 2016's top creative FOSS tools

BLENDER

Cloth Simulation

OpenFitLab

From scanning to trousers

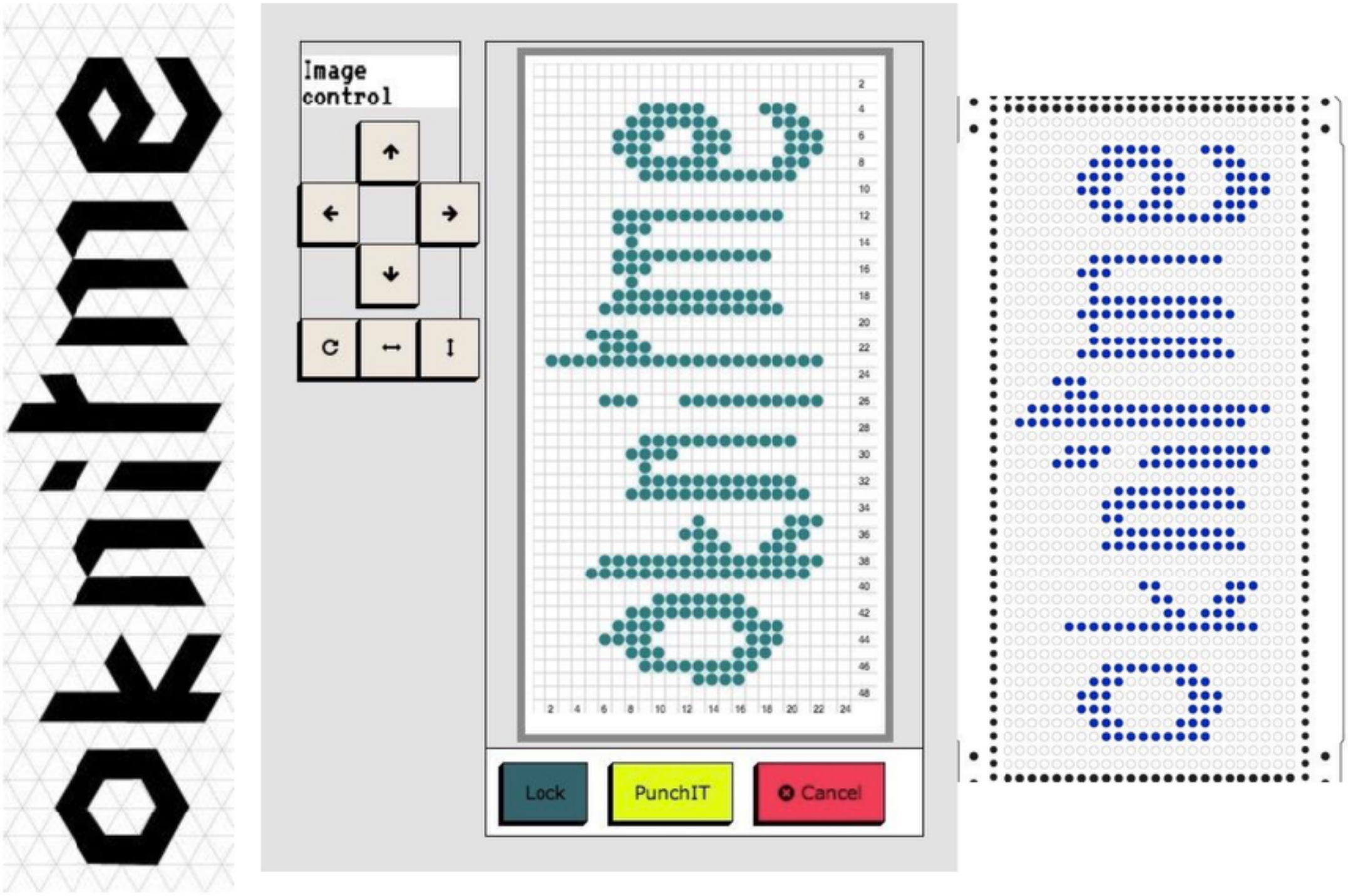


OKNITME

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

OKNITME

Creating punch card from 2-color imges



OKNITME

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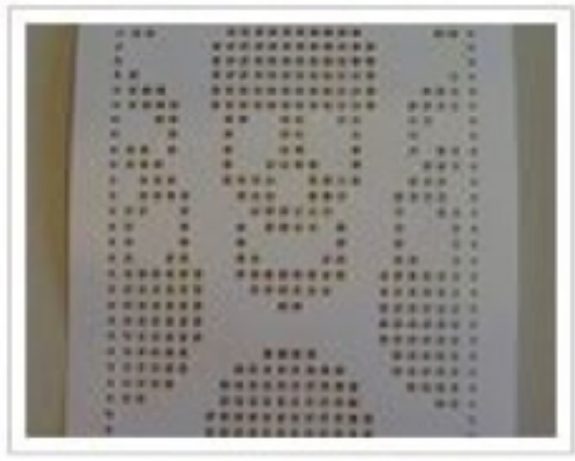
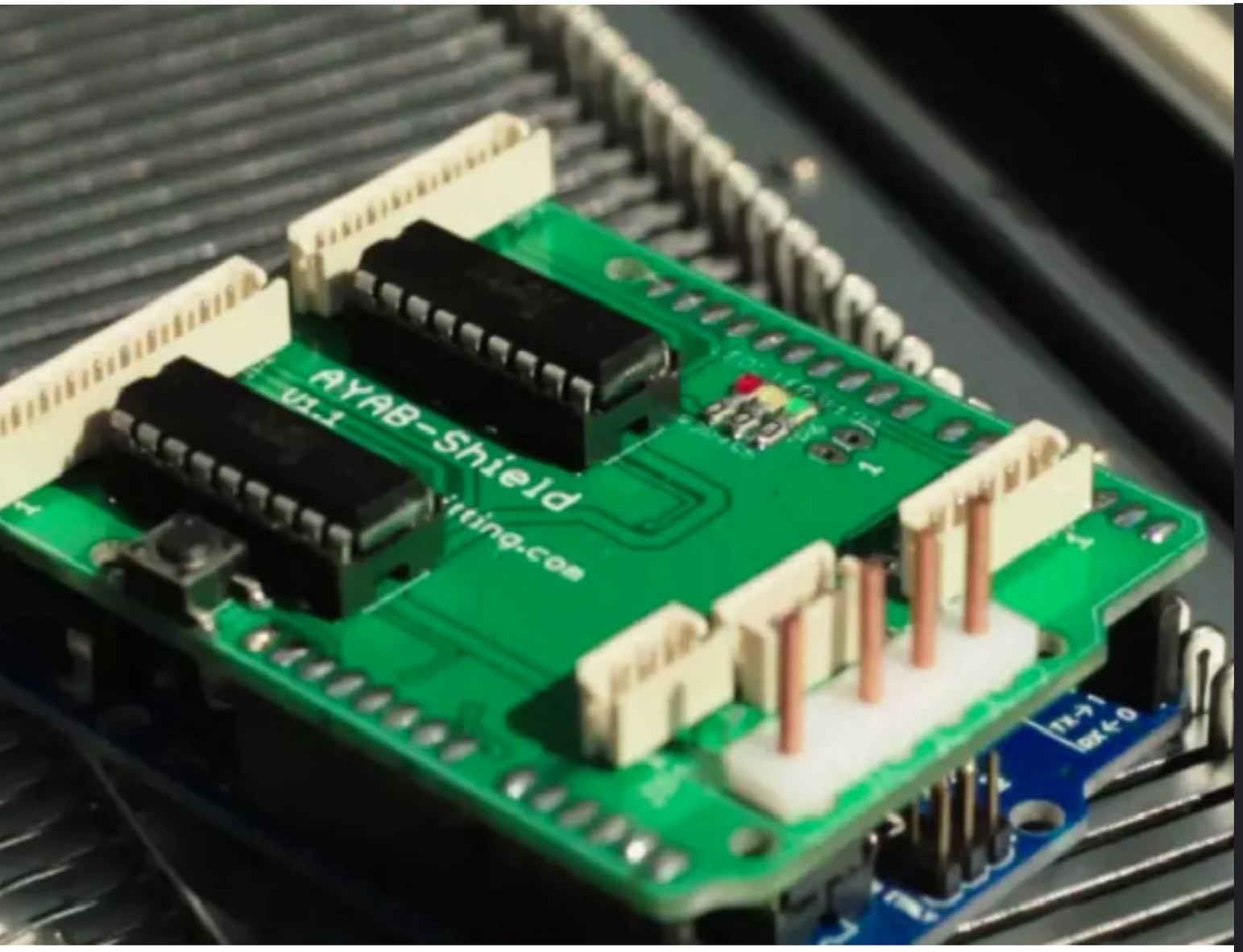


OPEN SOURCE HARDWARE

AYAB Shield

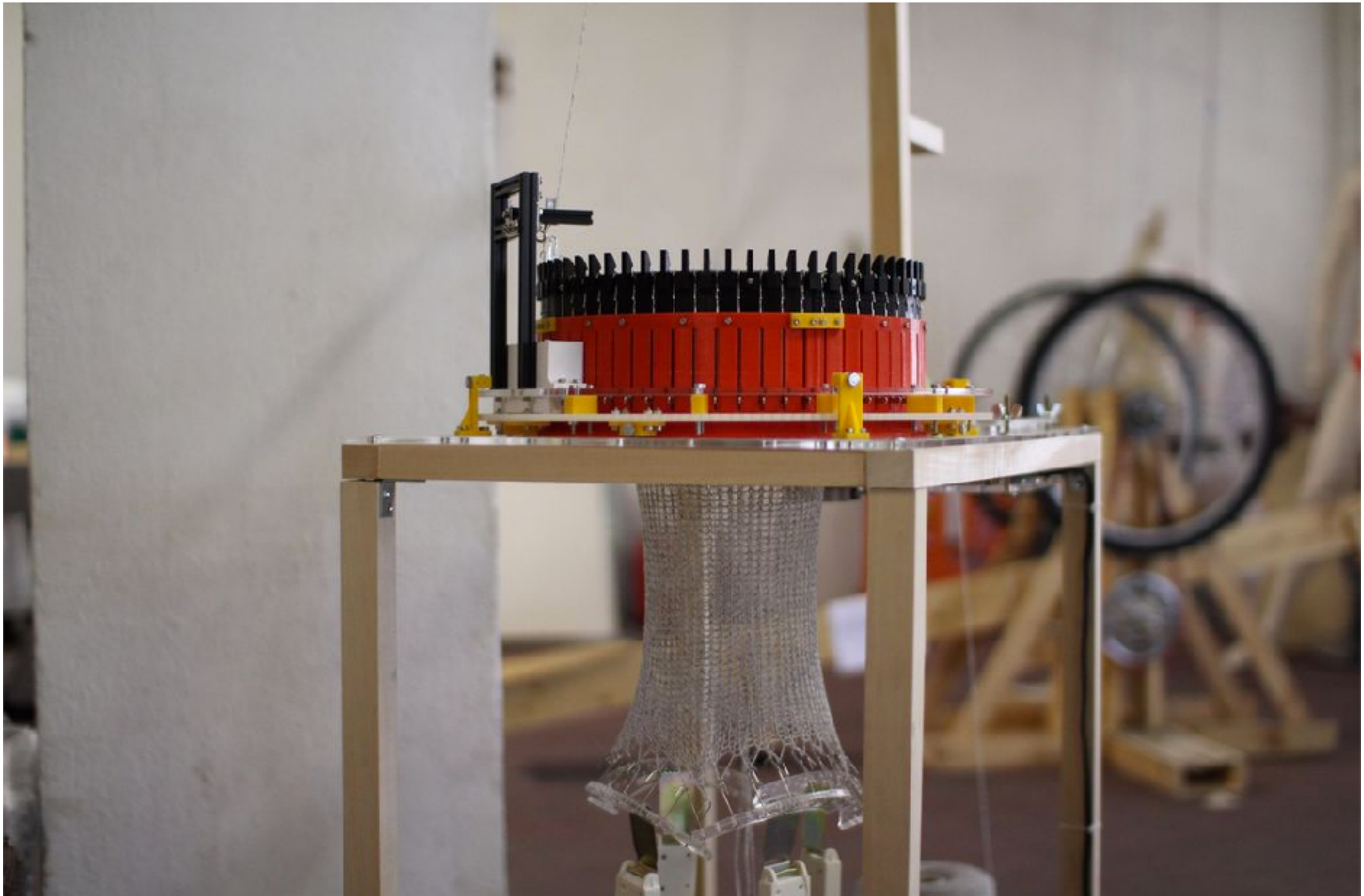
Arduino shield to hack digital knitting machines



Knitted bag by RATATATA – Claudia Scarpa – Made at WeMake

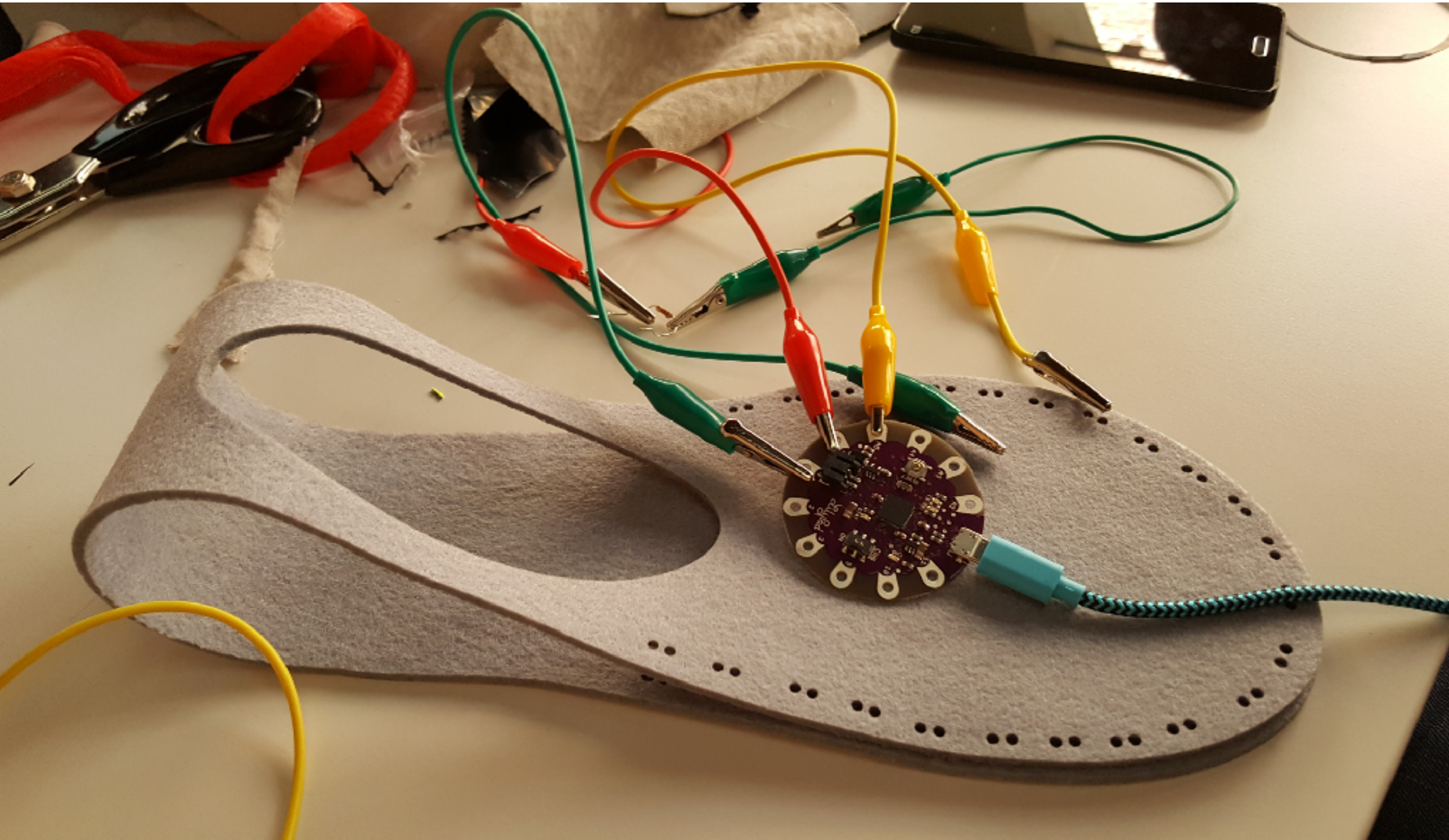
Circular Knitic

Integrating textile manufacturing into the contemporary makers' culture

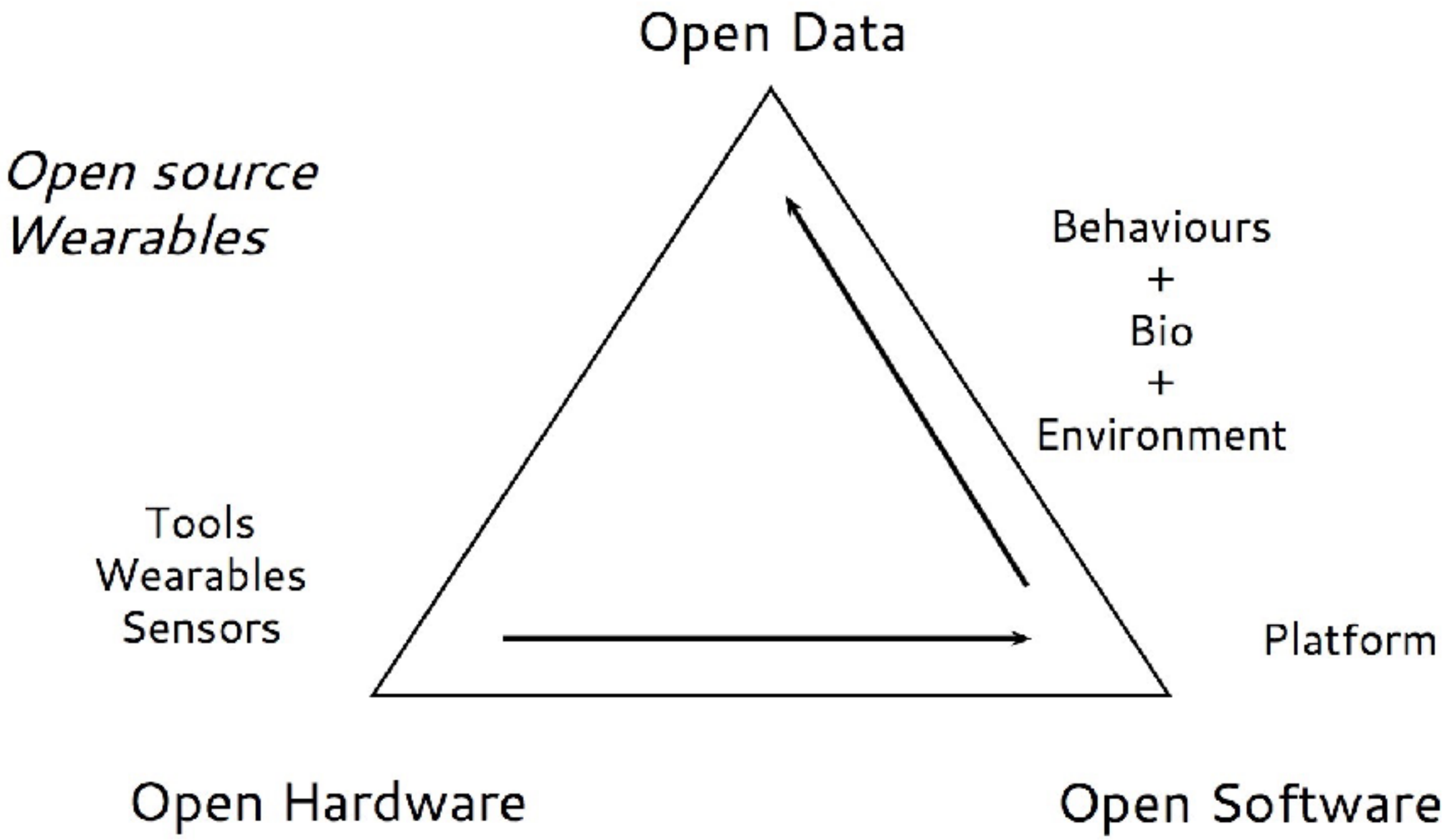


Smart textiles - Open Design for wearables

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

THE JOURNAL
OF
DESIGN
STRATEGIES

Alternative Fashion Systems

VOL. 7, NO. 1 | FALL 2014

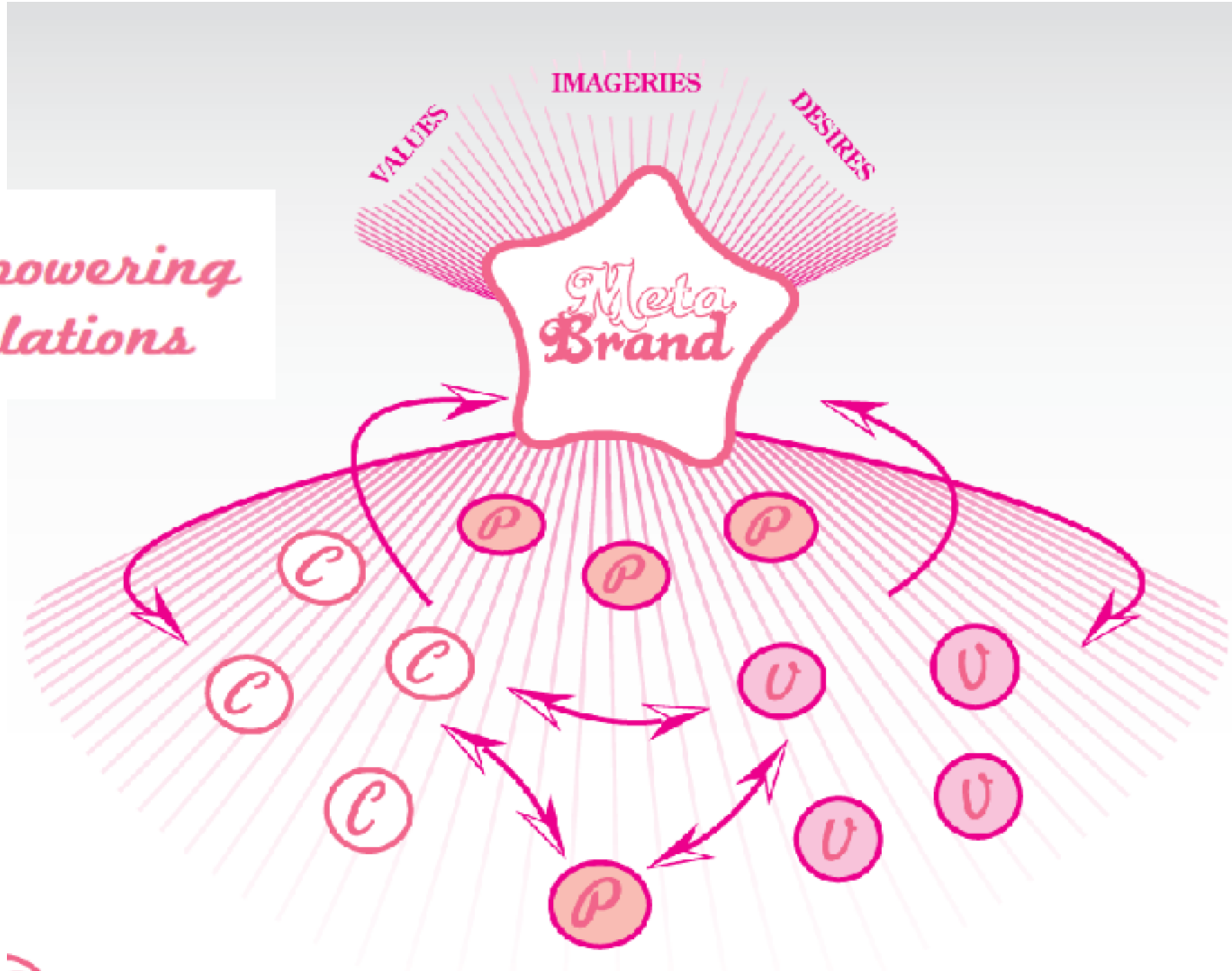
PARSONS THE NEW SCHOOL FOR DESIGN

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*

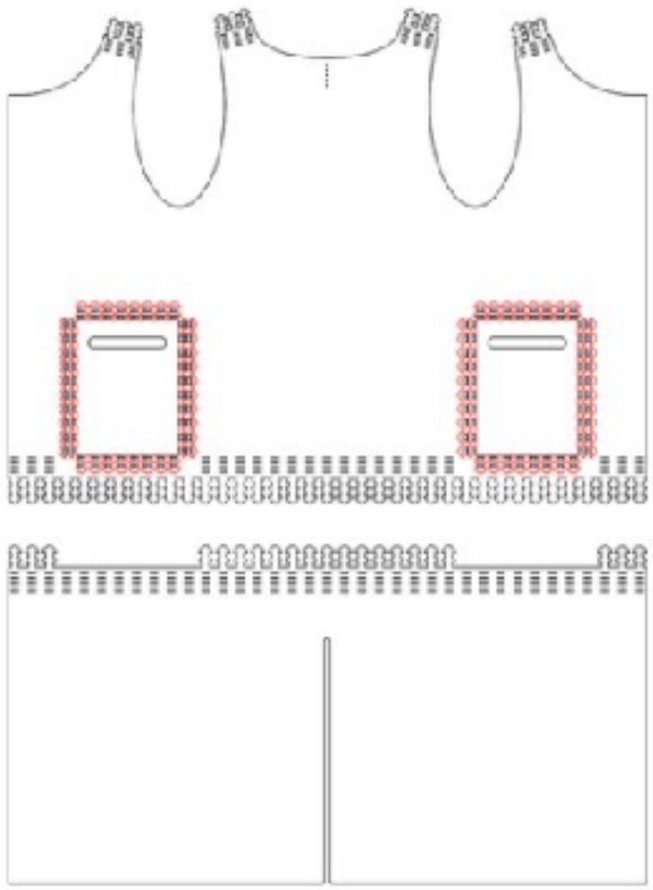


A brand made o **empower a network of small producers** and promote a different kind of fashion based on collaboration, sharing, short supply chain and else.

PRODUCT / PLATFORM

POST-COUTURE

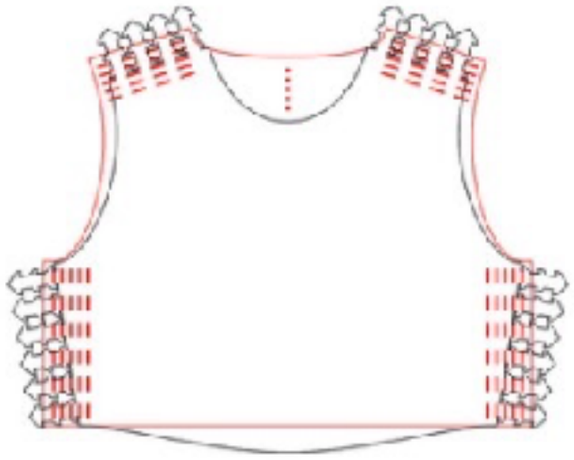
POST-COUTURE



post-couture coat

digital design file

€ 5

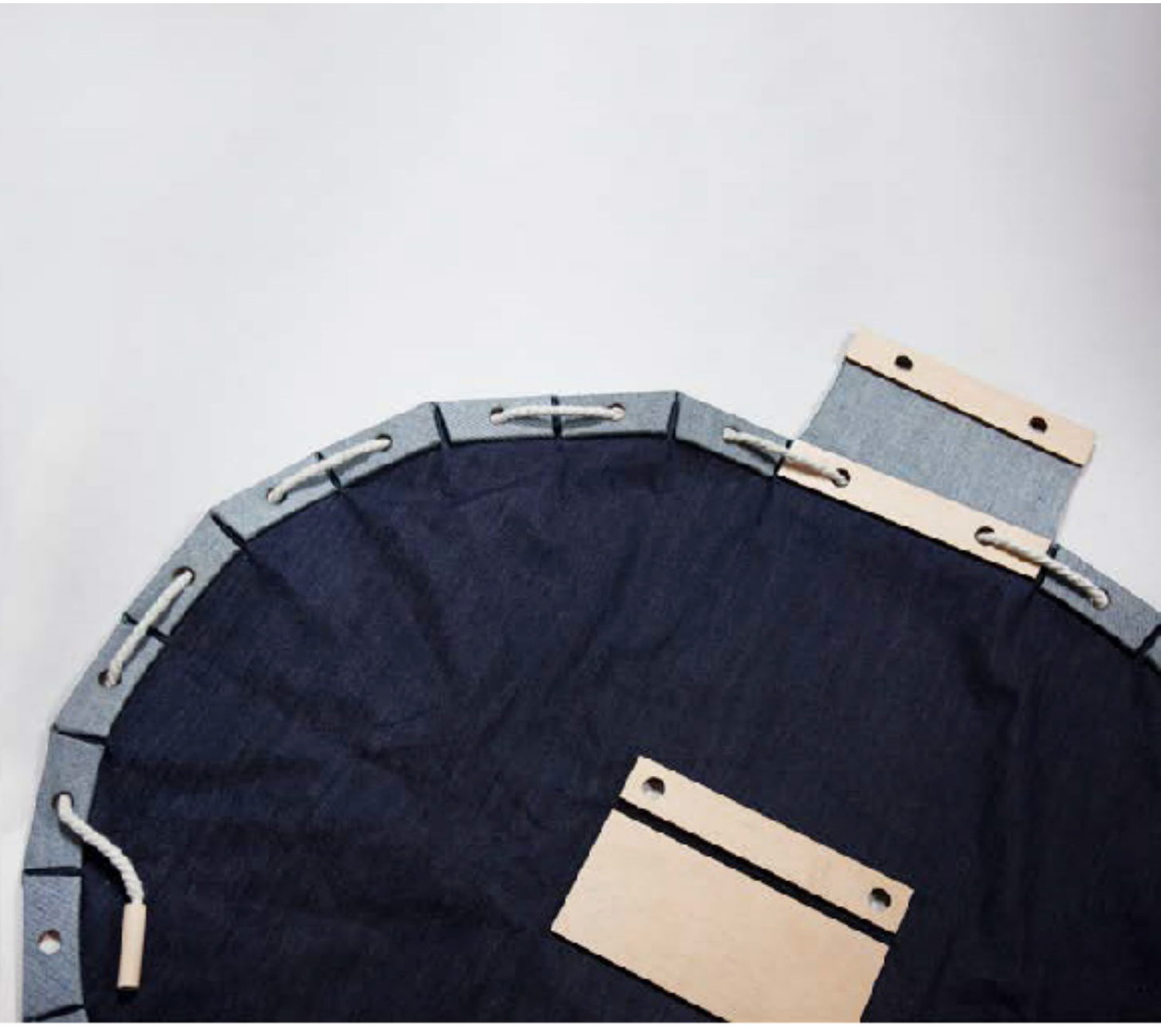


post-couture croptop

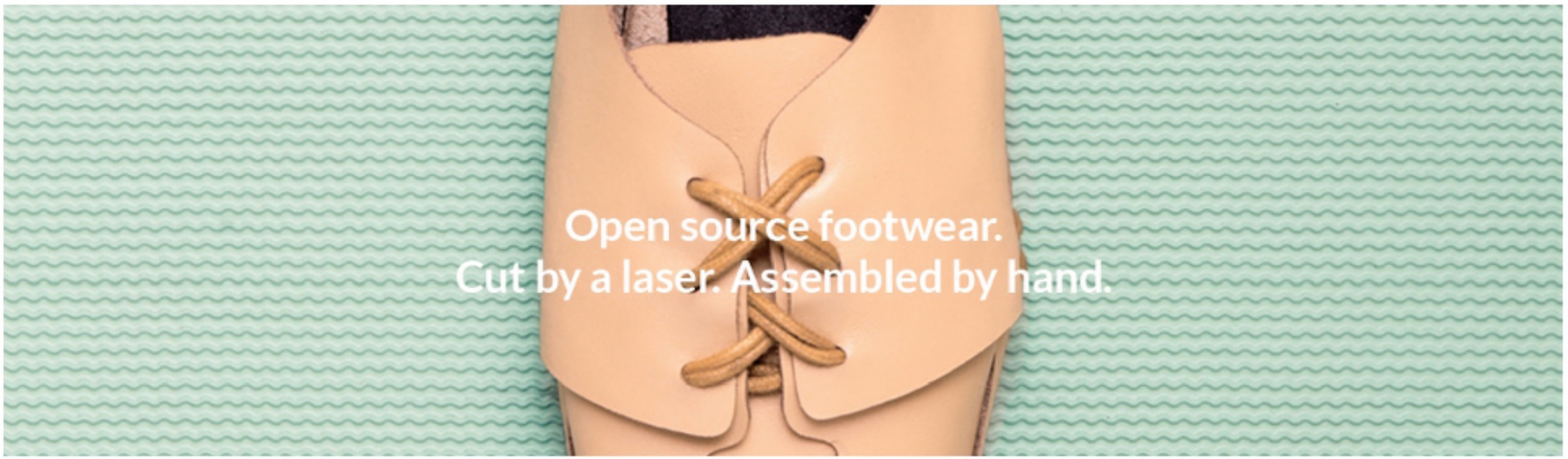
digital design file

€ 5

TASKA



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)

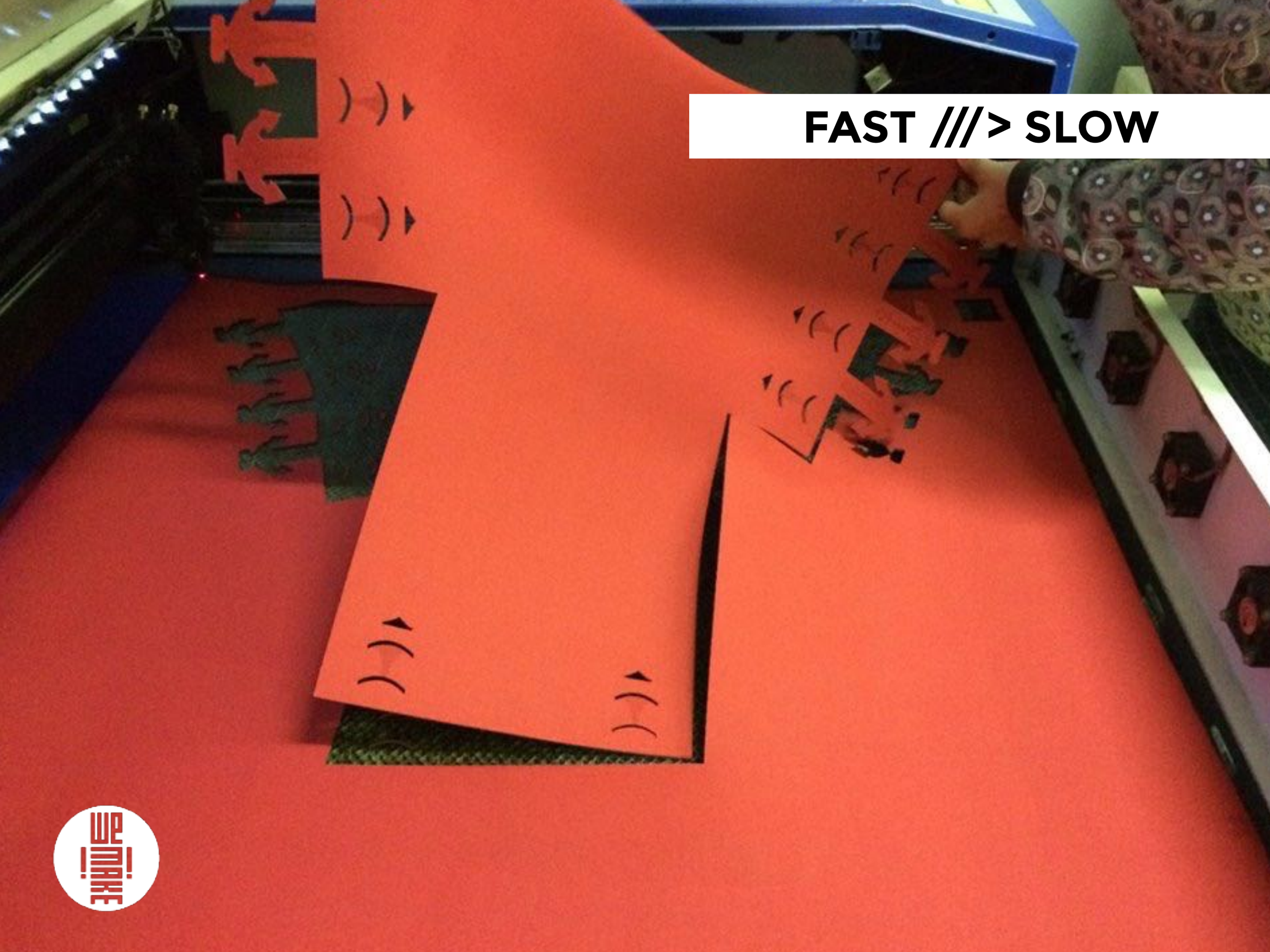
REACH EARLY ADOPTERS

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

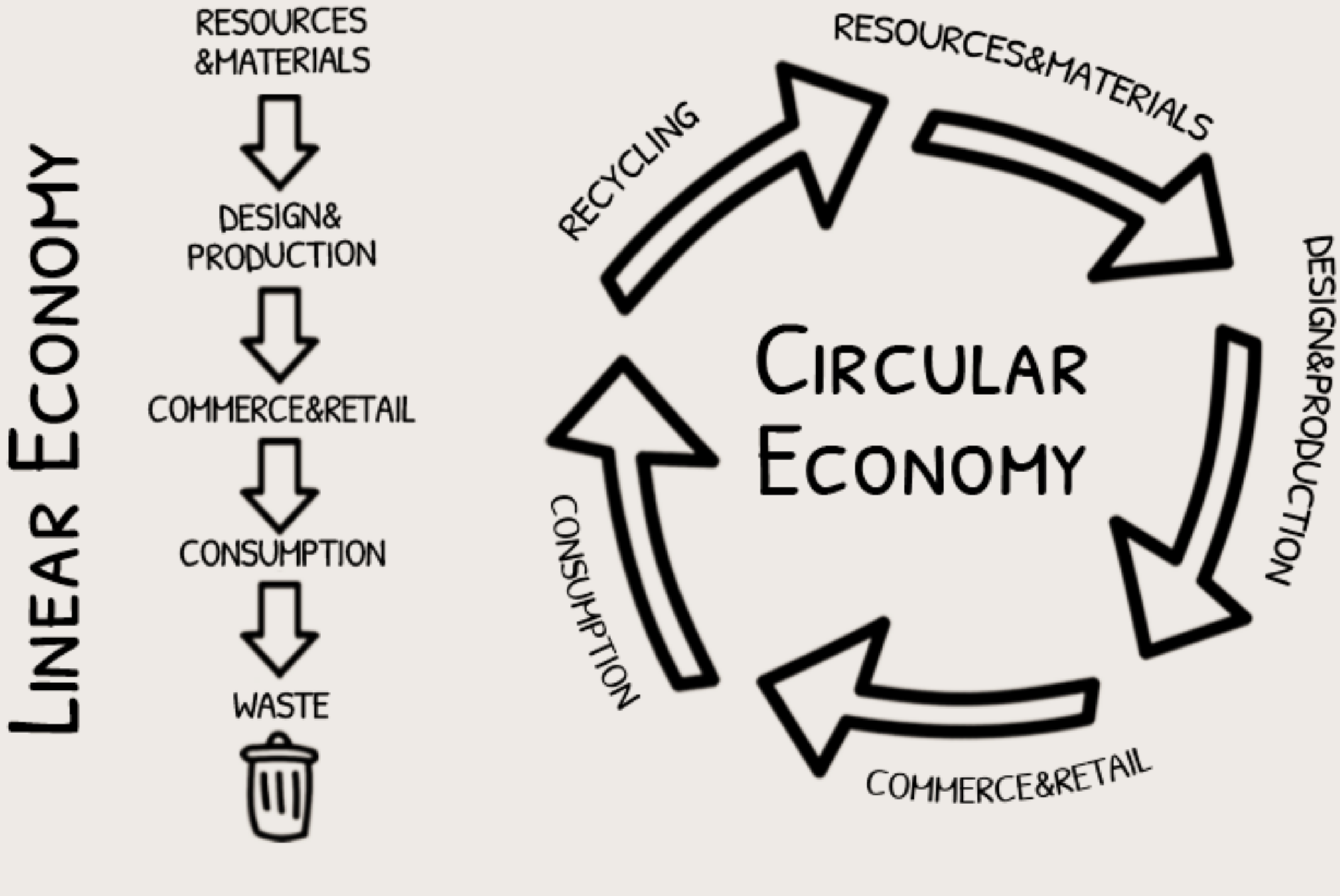
FULLFIL CONSUMERS

Sell the collection edition

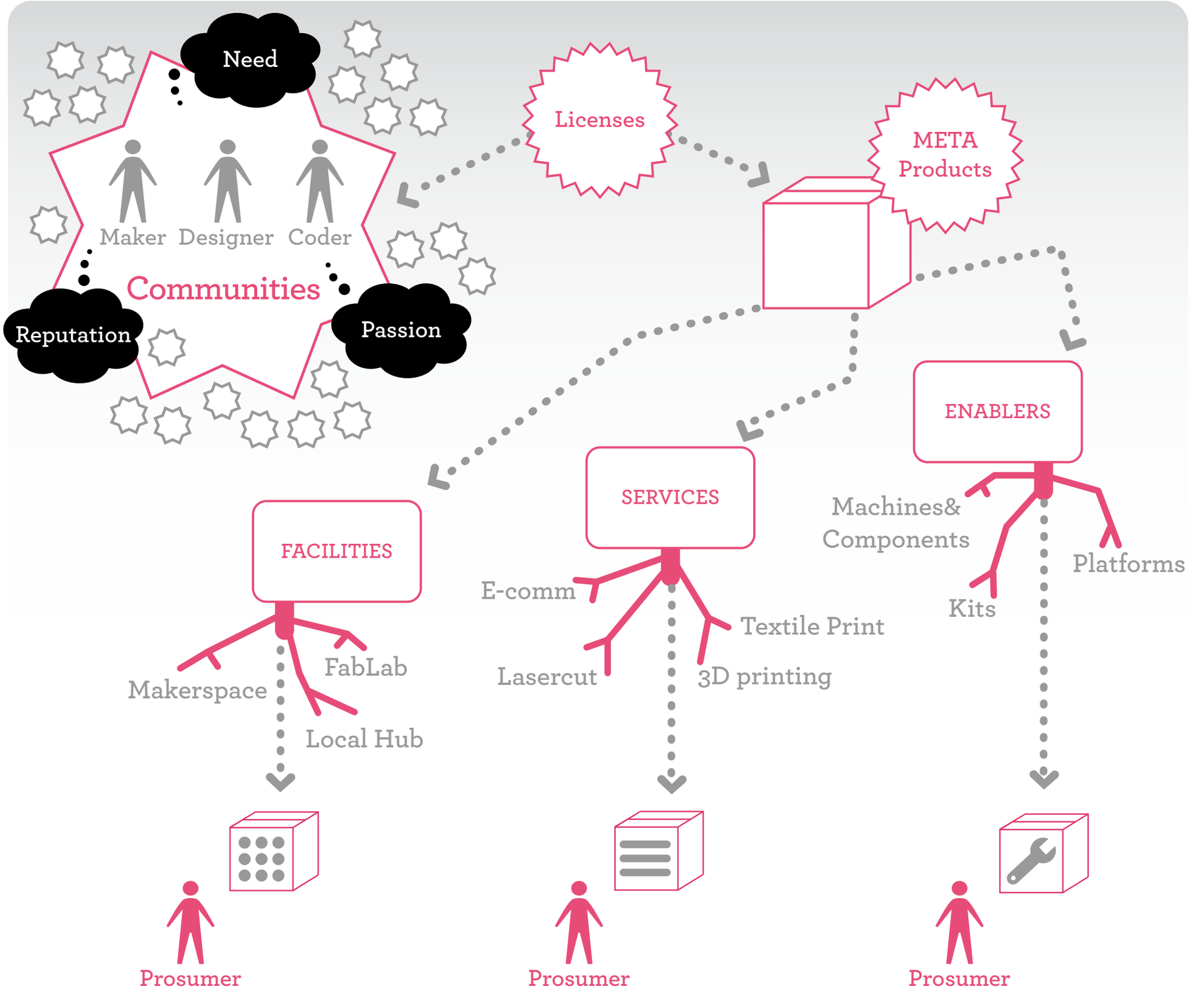
CREATE EXCLUSIVITY


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

EXPERIMENTING 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

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ELECTRONIC

- Internet of Things
- Open Hardware
- Arduino

FABRICATION

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GRAZIE!