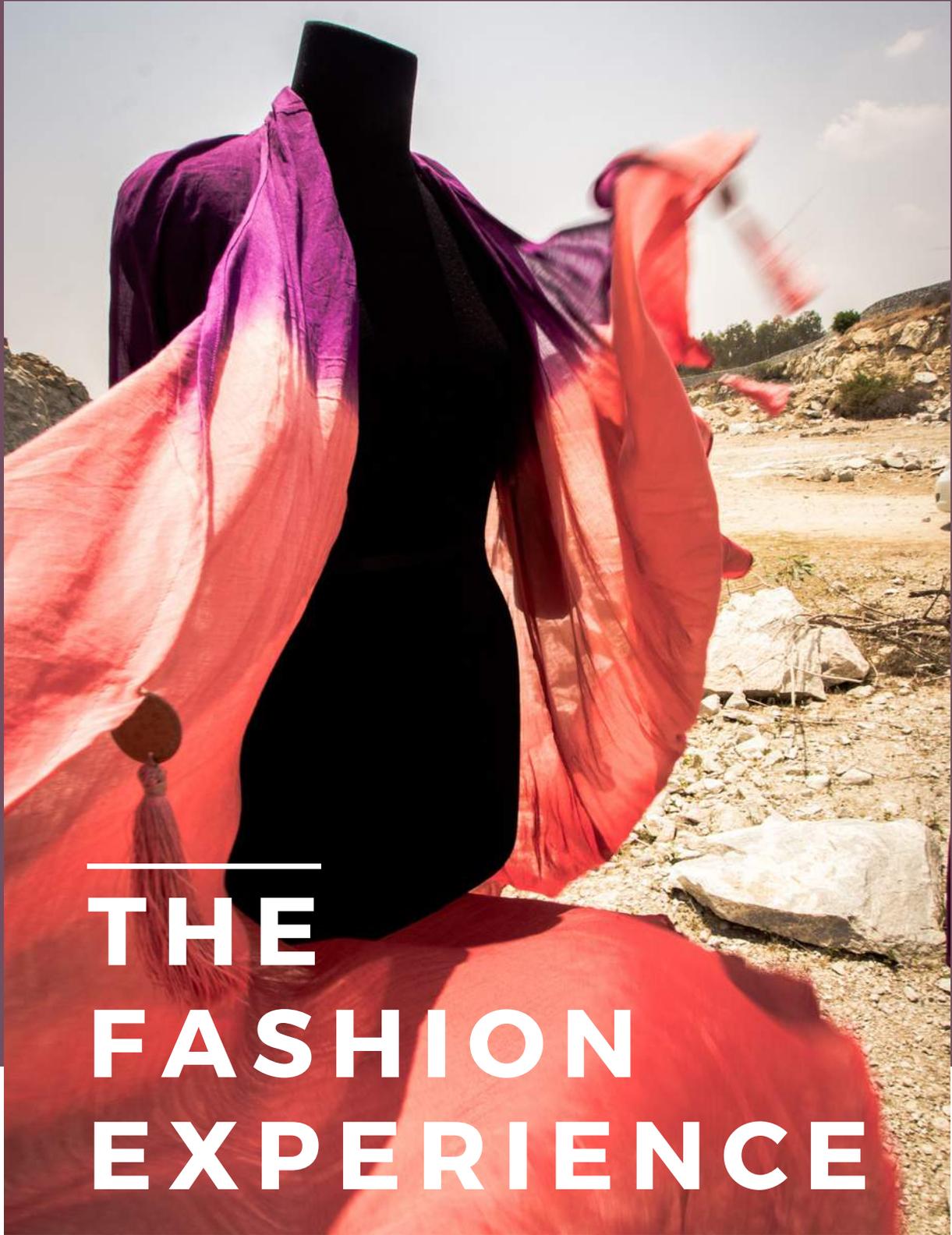


BENGALURU | AMSTERDAM | HELSINKI



THE FASHION EXPERIENCE

JULY • 2019

**A 16 DAY JOURNEY TO UNDERSTAND
SUSTAINABLE FASHION**





THE EXPERIENCE

CRAILAR FLAX FIBRE. PHOTO BY FACTORY45



The Fashion Experience is a 16 day hands on learning experience across the 3 cities of Bengaluru, Amsterdam and Helsinki. The course will take upto 20 participants, who will get to understand sustainability and its importance in fashion, various ways of incorporating elements of sustainability in fashion, building a great portfolio, creating a collection, understanding marketing & communication, and learning the business of fashion. The course will be a combination of carefully picked workshops, industry visits, talks and local site visits, while also working on an individual and a group project to help build team work, leadership skills and personal abilities under the guidance of industry experts.

"COMBINATION OF CAREFULLY PICKED WORKSHOPS, INDUSTRY VISITS, TALKS AND LOCAL SITE VISITS"

18+ ONLY

BENGALURU



AW'18 BY TAIA, PHOTO BY ROSHINI KUMAR

The first leg of the course will start in the city of **Bangalore**. It's diversity and perfect blend of traditional and urban culture has made it a perfect hub for several start-ups. Amidst the obvious increase in pollution and the hustle and bustle of the city, there has also been a rise in popularity of sustainable brands, designers and practices. The city is also home to several galleries, natural dye units and has one of the largest collections of hand blocks in India. Here participants will get to take part in a natural dyeing workshop, interact with export houses and designers that are actively involved in sustainable fashion, visit local galleries and art installations and also get to have a discussion with branding experts..

Places to visit / People to meet

QUANCIOUS

FAIRTRADE INDIA

NGMA

IKKIVI

RANG MALANG STUDIO

BRANDING EXPERTS

TAILOR AND CIRCUS

AMSTERDAM

Art and design runs in Amsterdam's DNA, from Rembrandt and the old masters through Van Gogh, all the way to several design, production, and retail companies. Amsterdam is home to more than 100 fashion houses, and it prides itself on being the denim capital of the world. The city is no stranger to the concept of circular, or slow fashion. From textile up-cycling through jeans being leased to a fashion library, there are plenty of innovative, young businesses and initiatives that are pushing the boundaries of the fashion industry. The highlight of this city though, is the world's first interactive museum for sustainable fashion that also has a very promising accelerator and scaling program. A trip to this museum, Fashion for Good, is included in the Amsterdam leg.

Places to visit / People to meet

FASHION FOR GOOD
MYCOTEX
ALGA LIFE
GREEN WHISPER
STUDIO JUX
VAN GOGH MUSEUM
NUKUHIVA AMSTERDAM
O MY BAG



AMSTERDAM

HELSINKI



HELSINKI

Slow Fashion has a natural home in Finland where a reverence for nature, simplicity and timeless design are at the heart of the culture. In the spirit of minimalism and a circular economy, Helsinki hosted the first ever Fashion Week which was aimed at being 100 percent sustainable, in 2018, placing Finland at the cutting edge of the fashion world and sending out a message of caring and uniqueness. The city also houses several eco-communities and villages, sustainable labels and takes pride in slow living. The highlight of this leg would be attending the Helsinki Fashion Week 2019.

Places to visit / People to meet

HELSINKI FASHION WEEK
ECO
COMMUNITY/VILLAGE(KEMPELE)
VIETTO
GLOBE HOPE
RE-LOOPING FASHION INITIATIVE
PURE WASTE
RE-PACK
CELLULOSE FROM FINLAND
PAPU
STORE OF HOPE

IMPORTANT PLACES

RANG MALANG STUDIO

Rang Malang Studio is a self-sustaining slow fashion boutique from Bangalore, India. Their mission is twofold - to revive the long-lost art of natural dyeing in the country by teaching traditional techniques through modern methods, and to make ethical, individualistic fashion accessible to the woke Indian consumer. They hand-dye every single product in 100% natural dyes and mordants.



LAC DYED FABRIC AT RANG MALANG. PHOTO BY ORKA PHOTOGRAPHY



QUANCIOUS

Quancious was born with hopes of turning a new leaf in the fashion industry by bringing customization and sustainability under one roof. With over 25,000 prints, numerous styles and various eco-friendly fabrics to choose from, one can customize clothing for men, women, kids and home decor, with just a few clicks. From procuring sustainable fabrics to printing them, quancious is an eco-friendly, water positive brand that uses waterless printing technology and biodegradable inks that help create trends the Quancious way.

For more information, visit www.quancious.com

IMPORTANT PLACES

FASHION FOR GOOD

Fashion For Good is an interactive museum in central Amsterdam that aims to teach visitors about innovations in the fashion and textile industry. Fashion for Good launched as a global initiative to reimagine how fashion is designed, made, worn and reused. With an innovation hub in Amsterdam, a startup accelerator in Silicon Valley and a worldwide network of collaborators and changemakers, it demonstrates a more sustainable way for the fashion industry to work.



DISPLAY AT FASHION FOR GOOD, AMSTERDAM



HELSINKI FASHION WEEK

Helsinki Fashion Week is the first of its kind, aiming to reach 100% sustainability, bringing together several brands and designers that are focused on circularity and a zero-waste approach. Besides giving a platform for trendsetters in clean fashion, the fashion week sets to inspire urban development and cultural interaction by re-evaluating the way we consume, adapt and co-exist with our surroundings in the fashion landscape of the future.



QMILCH FIBRE. PHOTO BY FACTORY45

The Fashion Experience is designed with the purpose of aiding participants in understanding the concept of sustainability in the context of fashion. To support this learning, the course includes 2 short projects.

Individual Project: Participants will have to do research prior to the trip to have a base of information, over which they will continue to build knowledge through the trip and identify problem areas. While on the trip, participants will document observations using various means following a process of design thinking and will discuss and share ideas with one another at the end of the day. Participants will frame a question, gather information, generate tangible ideas, make prototypes and test them. The objective here is to not have a fixed outcome but rather to allow each individual to explore the field, frame questions, find a solution and make their own unique product in their respective fields.

"PRIOR RESEARCH,
INDIVIDUAL DESIGN
THINKING, GROUP
PROJECT FOLLOWING
3 PILLARS OF
FASHION"

Group Project: This part of the project will follow the 3 pillars of fashion- ideating, strategising and marketing. Participants will be divided into groups where everyone will have diverse roles and will collectively have to design a collection, come up with an effective business plan for it and plan ways to communicate the same using innovative techniques.

Both projects will also be reviewed by a panel of industry experts and will be given feedback to understand the potential and feasibility of their ideas.

WHAT'S IN IT FOR ME?



- Understanding of sustainability in the context of fashion through first hand experiences.
- Travel and networking with like minded individuals who also have a keen interest in sustainability,
- Aid in building a portfolio, developing a collection/project which can be worked on in the future as well, learning the business of fashion and the right communication techniques.
- Exposure to sustainability in international markets.
- Interaction and mentorship with the right industry experts.
- Access to a network of experts
- Project, work and internship opportunities.

ITINERARY

DAY 1

Early morning arrival in Bengaluru. Orientation on the structure of the tour visits and project. Finalisation of teams, and the participants' individual roles and responsibilities within the team will be defined. Places to visit: NGMA, tour of city, other art exhibits.

DAY 2

Topic of discussion: Cruelty free textiles, zero-waste design, sustainable fashion in e-commerce and mass production and uplifting local communities and handicrafts. Places to visit: Quacious, Fairtrade.

DAY 3

Topic of discussion: Natural Dyeing workshop- Basics of natural dyeing, experiment with different colours. Places to visit: Rang Malang Studio

DAY 4

Topic of discussion: Marketing and communication of sustainable brands, curating for a niche market. Places to visit: Ikkivi

DAY 5

Topic of discussion: Branding, marketing and creative strategies, social media and digital marketing. Activities: Talk by a branding expert and an influencer.

DAY 6

Early morning arrival in Amsterdam. Orientation on the structure of the tour visits and project. Topic of discussion: Life cycle of a piece of clothing, past, present and future of sustainable fashion. Places to visit: Fashion for Good.

DAY 7

Topic of discussion: Fashion for Good's accelerator and scaling program, new innovations, and business strategy. Places to visit: Fashion for Good

DAY 8

Topic of discussion: Creating textiles out of fungi, algae, scaling and creating sustainable products for daily use out of agriculture residue. Places to visit: MYCOTEX, Alga Life, Green Whisper.

ITINERARY

DAY 9

Topic of discussion: Fair trade and in-house production on an international level, drawing inspiration from art.

Places to visit: Studio Jux, Van Gogh Museum.

DAY 10

Topic of discussion: Usage of cruelty free leather and fair trade in manufacturing of bags, how to curate sustainable brands and run a successful business.

Places to visit: O My Bag, Nukuhiva Amsterdam.

DAY 11

Activities: Tour of the city. Creation of marketing campaign assets.

Places to visit: City of Amsterdam, possible talk by SAC Amsterdam, C&A Foundation and C2CPH.

DAY 12

Early morning arrival in Helsinki.

Orientation on the structure of the tour visits and project.

Topic of discussion: Ethically sourced eco-friendly fabrics, sustainable e-commerce for accessories and organic cosmetics.

Places to visit: Vietto, Globe Hope.

DAY 13

Topic of discussion: Introduction to re-looping technology, circular fashion and how a sustainable community functions.

Places to visit: Re-looping fashion initiative, Eco-Community/Village.

DAY 14

Activities: Preview of backstage activity, watch the event, panel discussion, interaction with designers. Volunteering opportunities at the fashion week

Places to visit: Helsinki Fashion Week.

DAY 15

Topic of discussion: Usage of textile waste to create new clothing, reusable packaging and reduction in the amount of waste generated.

Places to visit: Pure Waste, Re-Pack.

DAY 16

Topic of discussion: Innovations in new cellulose based textiles, uplifting communities in need and creating a trust worthy brand that customers can relate to.

Places to visit: Aalto University, Store of Hope, PAPU.

OUR CURATOR

ECOCIRCLE PLANT FABRIC, PHOTO BY FACTORY45



CURATOR- TANMAYI REDDY

The Fashion Experience is curated by Tanmayi Reddy, who will also be accompanying the participants on the tour. She is also the Co-Founder of her own sustainable clothing label, Taia, a womenswear label that focuses on up-cycling, zero-waste design and creating adaptive, long lasting clothing. Her involvement will enhance the fashion knowledge acquired and also provide participants with a mentor to guide them through their on-tour project.

Timeline

- 2011 - 2015: B. Des in Knitwear at National Institute of Fashion Technology, Bangalore.
- 2014: Internship at Shahi Exports, Bangalore.
- 2015: Short term marketing assignment at Altair Engineering, India.
- 2015 - Present: Co-Founder and Creative Director at Taia.
- 2016-2017: Co-Founder of a fashion and art blog, Raw, that also focussed on social issues such as sustainability.
- 2017-Present: Independent design consulting for sustainable fashion brands.
- 2017-Present: Co-Founder of a charity event company, Open House, which provides a platform to artists and also raises funds for a chosen charity. Aided CARE, Kidwai, Vallabh Niketan, Solidarity Foundation, Mana Mandlekar and Navasakti Trust. The most recent edition was focussed entirely on sustainability.
- 2019- Independent branding consultant.

OUR PARTNERS



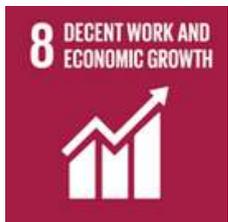
Helsinki Fashion Week



SUSTAINABLE DEVELOPMENT GOALS

All our Experiences are aimed at implementing and solving the 17 Sustainable Development Goals set by the UN. Goal no. 17, Partnerships for the Goals, is key to our Experiences, since we work with a global team of experts to be able to add value to the learning of the participants.

The Fashion Experience focuses on 4 of the Goals primarily -



Goal 8: Sustained economic growth, higher levels of productivity and technological innovation

- Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.

- Protect labour rights and promote safe and secure working environment for all workers, including migrants workers, in particular women migrants, and those in precarious employment.



Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

- Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being



Goal 12: Ensure sustainable consumption and production patterns

- By 2030, achieve the sustainable management and efficient use of natural resources.

- Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.

- By 2030, substantially reduce waste generation by prevention, reduction, recycling and reuse.

- Encourage companies to adopt sustainable practices and to adopt sustainable practices and to include sustainability information into their reporting cycle.



Goal 14: Conserve and sustainably use the oceans, seas and marine resources

- By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.



THE HAPPY LLAMAS

At The Happy Llamas, we curate Experiences for participants to show them how their domains work in the real world, and how they approach sustainability. Why?

We believe that the world has a lot to offer, and only on going out and engaging with different cultures in different corners of the world can one get a holistic view of life, and evolve personally and professionally. We also feel strongly about the need to make this planet, the only one that we have, more sustainable.

Keeping these two thoughts in mind, we work with domain and subject matter experts to co-curate Experiences where we inspire today's youth on how to make this world a better place to live for themselves and their peers, and creating positive global impact in their domains of interest.

We invite you to join us in this journey, and be a part of an inclusive and global community of changemakers!

Contact Us

ankit@thehappyllamas.com

+91 8310 58 5352

www.thehappyllamas.com



the happy
llamas





WE ADHERE TO WORK TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS



"BUY LESS,
CHOOSE WELL,
MAKE IT LAST"

-VIVIENNE WESTWOOD