

JUNFAIR

MANIFEST

EMPOWERMENT of the new generation of Fashion designers
- A connection to a sustainable future!

UNFAIR FASHION MANIFESTO

The fashion industry is inspiring, fascinating and daring, but not all aspects of the industry are astounding. As an upcoming designer it can be difficult to enter the market and it is made almost impossible if you aim to design in a socially responsible and sustainable manner.

Unfair Fashion is a creative platform that gives upcoming Nordic designers a chance to experiment, evolve and display their work — while also getting a chance to promote themselves and expand their business and network within the industry.

It is Unfair Fashion's ambition to create a movement in the fashion industry by making it accessible while offering a versatile, unconventional and nuanced take on the fashion industry as it evolves in the Nordic region and in the rest of the world. Unfair creates a movement by focusing on different aspects of sustainability through transparency, exposure, knowledge sharing and networking.



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WHAT?

VISION

Unfair's vision is to be a progressive Nordic platform that contributes to a cultural and behavioural change in the fashion industry. Sustainability should be the norm rather than a niche. In other words, transparency is the new green and it is the means we use to work towards a more environmentally, socially and economically sustainable and responsible industry.

MISSION

UNFAIR's mission is to create a movement within the fashion industry by providing an experimenting network with focus on sustainability. We aim to become the leading exposure and knowledge sharing platform for upcoming fashion designers in the Nordic region.

GOALS

- Exposure of upcoming Nordic designers through physical events and online activities.
- Empowerment of upcoming Nordic designers by providing them with business tools, a professional network of experts and knowledge sharing platform. By doing this, we will continuously challenge the fashion industry and bring the current need for sustainable activities up to debate.
- Contribute to a cultural change in the fashion industry led by Unfair's members, resulting in increased transparency in the industry and more brands achieving tangible results within sustainability.

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WHO?

Target Groups

The common denominator for Unfair Fashion's target groups is that they are all striving to create a social, environmental and cultural value as well as to share their knowledge.

UPCOMING DESIGNERS

Newly established Nordic designers with a progressive social and/or environmental vision. High quality level designers who wish to share their network, knowledge and be transparent throughout their entire value and supply chain.

THE FASHION INDUSTRY

Established companies and stakeholders who wish to implement sustainability as a key value in the industry and who want to support newly established designers in becoming sustainable and successful.

CONSUMERS

Consumers who may indirectly be helping to change the requirements for the industry and who support Unfair's fashion designers.

Unfair wants to include the consumers by increasing involvement and raising awareness of sustainable design. Unfair wants to engage the consumer who wants to influence the fashion culture and who want their voices to be heard.



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WHY?

Sustainability (People, Planet, Profit)

There is a need to bring social responsibility and sustainable production into focus in the fashion industry as a means to create sustainable businesses. This focus will in turn lead to an increase in creative economic growth in the Nordic region.

The objective is to make sure that sustainability — both social, environmental and economic — becomes the norm rather than a niche in the industry.

Transparency

There is a need for a network to support newly established Nordic designers with sustainable visions. In addition, the access to the information on environmental and social responsibility value chain in the industry is limited. Sharing best practices is a key element of change in the industry. Sharing knowledge is critical because the clothing industry is very complex and there is not just one answer. Only through collaboration at different stages of the supply chain can we find solutions.

Movement

Despite the fact that the fashion industry is characterised by values such as innovation and creative thinking, the industry continues to operate in a traditional way, making it one of the most polluting industries in the world.

Unfair aims to create a new sustainable movement where innovation revolutionizes outdated processes within the industry. We see fashion as an integral part of the cultural ecosystem rather than as an isolated phenomenon. Therefore Unfair welcomes other arts and design genres and wishes to create an atmosphere of co-existence, integrity, edge and innovative thinking.

Fashion is for everyone, and great design is the result of interaction and street trends. Unfair facilitates this interaction by inviting everyone to be a part of the movement.

Unfair Fashion is both a showcase for new designers and a platform for knowledge sharing for professionals, while also being an inspiration and an open door into the fashion industry for the public.

HOW?

Show-Off

To get a foothold in the industry, newly established fashion designers need to get an exposure. This is difficult if you are not part of the right network or have limited funds. Unfair Fashion provides upcoming Nordic designers with a great opportunity to showcase their collections and get public exposure both online and live on the runway.

Community

Unfair builds a network of designers and experts to increase knowledge sharing, sustainable processes and business models. The experts are able to influence the fashion industry in what concerns sustainability and to support Unfair's vision. In return, Unfair provides them with a unique opportunity to be a part of a grassroots movement in the fashion industry in the Nordic countries. Unfair also connects them to a platform where new valuable connections can be established across the industry.

Talks/debates

Unfair Talks are an unique opportunity for you to hear inspirational presentations by industry experts and selected Nordic designers. The purpose of this series of events is to bring attention to sustainability in the industry and transparency for consumers, as well as to increase the general awareness of Unfair's mission and network-building work.

Workshops

Unfair Fashion's inspirational workshops give you an opportunity to become familiar with sustainable processes in production. The workshops also introduce you to relevant concepts such as "transparency" and "slow fashion". As a workshop participant you get a fundamental take on sustainable business models and entrepreneurship. These workshops support our goal to increase understanding of social, environmental and economic sustainability. Unfair wants to inspire newly established designers to start their own sustainable companies.

HOW?

Showrooms, pop-up shops, parties, DIY labs, PR-events

Unfair Fashion facilitates events such as showrooms, pop-up shops, parties and DIY labs, which are all open to the public. The purpose of the events is to increase attention to Unfair's network, member designers and sustainable fashion in general, as well as to contribute to Unfair's role in the movement.

Digital Platform

Unfair Fashion's digital platform connects the network and unifies Unfair's goals and visions:

- The digital platform strengthens the community and increases knowledge sharing and relations across borders.
- The digital platform gives designers a public platform to showcase their work.
- Curious minds can get an insight in Unfair's work towards the creation of a sustainable and transparent fashion industry.
- It is a sales channel for Unfair's designers for both professional buyers and consumers.

