FAIR FASHION

Championing Digital, Diverse & Sustainable Futures

GOOD PRACTICE

CASE STUDY COLLECTION

August 2025
Good Practice
Case Study Collection

By FAIR FASHION Project Team: Zeynep Erden Bayazıt, Başak Tetiköz, Sue Rossano-Rivero, Joel Schuessler, Alexandro D. Dreyer Duarte, Saskia Stoker, Mike Russell, Yulia Brisson-Zelenina, Kathryn O'Brien, Paula Whyte.

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

TABLE OF CONTENTS

01 **Introduction.....3**

02 **Case Studies.....7**

- Germany 9
- Turkey 19
- The Netherlands 38
- Denmark 45

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

INTRODUCTION

01

About FAIR FASHION

FAIR FASHION recognises that **sustainability, digitalisation, and inclusive entrepreneurship** are no longer optional but vital for the future of the fashion and textile industry. The project's mission is to bridge the educational gap, bringing synergies between sustainable and digital education, namely the twin transition, and fostering inclusive entrepreneurship in the fashion and textile industry by equipping educators with the skills and mindsets to mentor, inspire, and foster the industry's transformation towards a more inclusive, circular, and digitally empowered future.

Purpose of the Case Study Collection:

The FAIR FASHION Case Study Collection showcases real-world examples, from several European countries, of how the twin transition (green and digital) is transforming the fashion and textiles sector. Showcasing sustainable design practices and innovative digital tools, these cases illustrate how entrepreneurs are creating a greener, fairer, and more innovative textile and fashion future.

THE CASE STUDIES

The Case Studies, together with the FAIR FASHION Toolkit, serve as a direct resource for educators seeking actionable strategies, up-to-date teaching materials, and tested digital pedagogical tools.

This resource is designed to:

- **Empower** teaching staff to integrate green and digital transitions, inclusive entrepreneurship and sustainable business practices confidently into their courses, enhancing students' skills and employability.
- **Provide practical guidance** for entrepreneurs on incorporating the twin transition in their practice through real-world examples.

Ultimately, this collection aims to empower educators to confidently incorporate sustainability, digital transformation, and inclusive values into their teaching, ensuring that future professionals are equipped to lead the fashion and textiles industry towards a greener, fairer, and more innovative future.

INTRODUCTION TO CASE STUDIES

Overview of Case Studies Collection

The FAIR FASHION Case Study Collection is a key resource within the project, designed to accelerate the integration of the twin transitions (green & digital) into fashion and textiles education. It presents a diverse range of case studies from across Europe, highlighting innovative approaches that combine sustainability, digitalisation, inclusivity, and ethical entrepreneurship.

Each case study illustrates how female entrepreneurs are applying sustainable and digital solutions to address real-world challenges in the fashion sector. Together, they offer practical examples, inspiration, and actionable strategies to modernise curricula, bridge the gap between theory and practice, preparing the textile and fashion industry to thrive in a rapidly evolving industry.

Objectives and Scope

The primary goal of this collection is to inspire and equip fashion and textiles educators by showcasing how the twin transitions can be effectively integrated into teaching and industry practice. It aims to motivate educators to modernise curricula, embrace inclusive and sustainable approaches, and prepare students for leadership in a transforming sector.

This document serves to:

- **Showcase Innovative Practices:** Present real-world examples of sustainability, digital innovation, and inclusive entrepreneurship in the fashion and textiles industry.
- **Facilitate Knowledge Exchange:** Share proven strategies and methodologies that bridge theory and practice, fostering collaboration between education and industry.
- **Support Curriculum Development and Policy**: Offer insights to inform educational programme design, influence policy discussions, and strengthen sustainable and inclusive fashion practices.

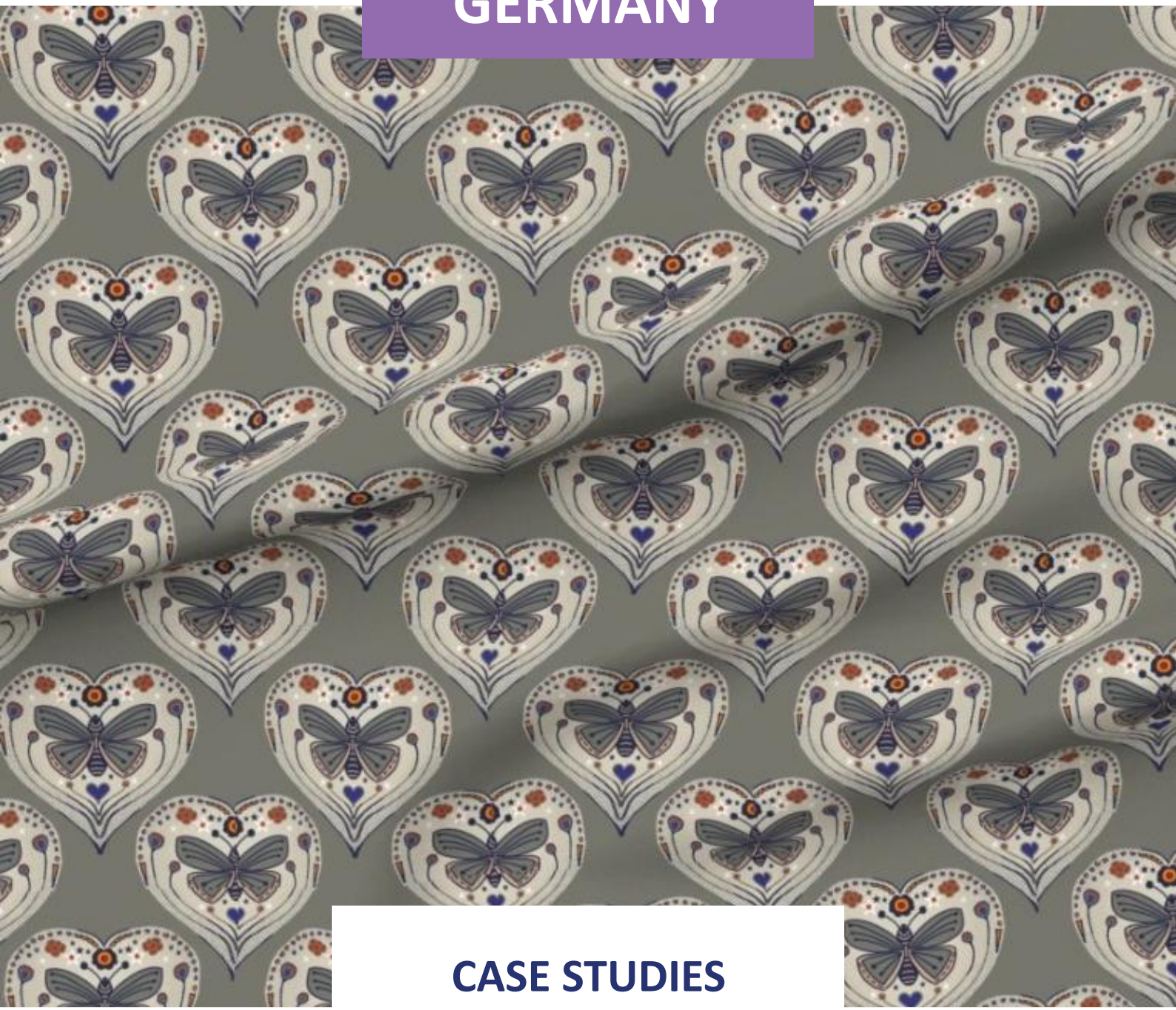
The scope of the collection spans sustainability strategies, digital transformation and ethical entrepreneurship. Each case study is carefully selected to demonstrate practical applications and measurable benefits, enabling educators to adopt and adapt these innovations in their own teaching contexts.

CASE STUDIES

02

CHAMPIONING DIGITAL, DIVERSE & SUSTAINABLE FUTURES

GERMANY



CASE STUDIES

1. Kokolor
2. OCTO Germany
3. saendorn GmbH

Image source: kokolor

Kokolor

FOUNDED

2022

EMPLOYEES

1

MARKET SCOPE

National

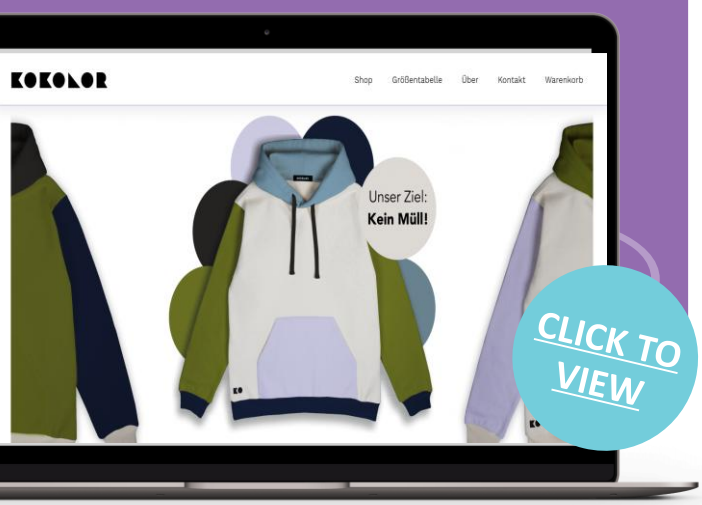
CUSTOMER TYPE

B2C – Online webstore and pop-up stores in the city

SOCIAL MEDIA

WEBSITE

https://kokolor-clothing.de/



ROLE IN THE FASHION/ TEXTILE INDUSTRY

Kokolor is a sustainable unisex streetwear fashion label committed to zero-waste production. Based on a just-in-time model, meaning everything is produced only after an order is placed. Kokolor creates fully customisable garments to reduce overproduction and resource waste. Fabric leftovers are transformed into accessories, while unusable scraps are recycled into new materials. With a strong vision for upcycling and circular fashion, Kokolor redefines how clothes are made.

Katerina Amprazi commented on transparency being equal to sustainable certifications for start-ups:

"Certifications are expensive and unaffordable for emerging entrepreneurs. So I try to build trust with my customers by being as transparent as possible. This presents its challenges as I also depend on my business partners and supply chain to be transparent."

Digital, Diverse & Sustainable Futures

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆ (Neutral)	Everything is done by hand (for capacity reasons); in the future, the integration of more technologies.
Sustainable customer insights and personalization	☆☆☆ (Neutral)	-
Digital tools in sustainable marketing and sales	☆☆☆☆ (Agree)	More (digital) marketing measures in the future.
Sustainable product development and design	☆☆☆☆ (Agree)	Digital configurator for product design.
Employee training in sustainability and digital technologies	☆☆☆ (Neutral)	MA development to be implemented in future.
Data-driven sustainable decision making	☆☆ (Neutral)	-
Innovation, adaptability, and sustainability	☆☆☆ (Neutral)	Strongly agree with regard to sustainable practices (recycling).

Sustainability & Digital Innovation Highlights

- **Zero-Wate Production Cycle:** Essentially in three levels. First, producing just-in-time. Second, upcycling waste from production in new garments into new products. Finally, recycling old garments and what remains of production into new yarn.

Katerina Amprazi comments on the biggest aid for founding Kokolor:

"The biggest aid founding my company was networking at events. Getting to know a lot of people built the supporting network to build Kokolor, especially in targeted diverse groups. As a woman I attended workshop for women where I truly engaged and felt supported by all members. Positive opportunities always arise after attending these events."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Reduced Carbon footprint	Uses a just-in-time production process. Recycling and upcycling any waste during production into new yarn or scrunchies.
Materials	Organic Cotton / Recycled Polyester & Cotton	Uses GOTS-certified cotton, recycled yarn and polyester in collaboration with Turns. Material scraps, old garments and plastic bottles are recycled.
Environmental Impact	Product Delivery	Delivery of products to consumers is with DHL GoGreen to ensure climate-neutral delivery. Using sustainable packaging from rhinopaq.
Environmental Impact	Circular Product Cycle / Recycling	Consumers can return old garments to Kokolor, who sends it to Turns recycling it into new yarn.
Labour Practices	Safe working conditions	In its first store they intend to have an open space where customers can see the garments being produced.

Digital Tools in Use

- **AI:** For marketing and social media
- **Hoodie Configuration:** Customise the style of your hoodie on the website
- **Pattern making:** prospectively add more for more efficient work

Explore More

- Introduction to Kokolor
- Kokolor & Frau.Mina Collaboration

Katerina comments on the importance of diverse voices in innovation:

"I acknowledge that at some point diverse people are picked to fill a quota, but especially then people should listen to different perspectives and ideas. Hearing from diverse people is especially important because we all have different motivations, ideas and strategies for our goals."

Image source: HSNR

OCTO Germany

FOUNDED

2024

EMPLOYEES

7

MARKET SCOPE

Intend to sell international

CUSTOMER TYPE

B2B – as suppliers, or finished products
B2C – Outdoor and camping lines

SOCIAL MEDIA

WEBSITE

https://www.octogermany.com/

ROLE IN THE FASHION/ TEXTILE INDUSTRY

Octo Germany is a sustainable water repellent fabric producer. Their mission is to offer a sustainable alternative to fluoropolymers, containing forever chemicals, in the water-repellent fabric sector. Their product, *Octogarn,* is a pollutant-free, cold-insulating, breathable and friction-reducing yarn with a similar water-repellent effect to the lotus flower. Their yarn can be used for outdoor products such as camping, protective medical textiles or for building constructions textiles and many more.

Alexandria Plewnia commented on the recyclable friendly qualities of Octogarn:

"The big advantage we have is that we aim to make Octogarn a monomaterial product. This allows for the material to easily breakdown after its use and to be recycled back into the production cycle."

Digital, Diverse & Sustainable Futures

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆ (Disagree)	-
Sustainable customer insights and personalization	☆ (Strongly Disagree)	-
Digital tools in sustainable marketing and sales	☆ (Strongly Disagree)	-
Sustainable product development and design	☆☆☆☆ (Agree)	Use of Vispi to reduce trials which saves material and energy.
Employee training in sustainability and digital technologies	☆☆☆ (Neutral)	-
Data-driven sustainable decision making	☆☆ (Neutral)	-
Innovation, adaptability, and sustainability	☆☆☆ (Neutral)	-

Sustainability & Digital Innovation Highlights

- **Patented Octogarn:** Brings a new opportunity for industries to diminish the production of fluoropolymers and unsustainable water repellent textiles. Its benefit also lies in it not needing to be impregnated, considering that the yarn itself has repellent features.
- **Simulation Software:** Allows researchers to visualise and test results digitally without having to waste resources and costs.

Alexandria mentions apps as a lucrative platform to meet business partners:

"In the beginning I had an innovative idea and wanted to create a business out of it. I wanted to find a partner to start it with and decided to look online on entrepreneurial matching apps. Luckily the first profile I stumbled upon was the perfect fit to kick-off Octogarn."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Product design: Circular product life cycle / Recycling	Product is designed as a monomaterial so that it can be easily recycled and reintroduced into production again. OCTO also intends to use recycled PET for materials.
Environmental Impact	Reduced Carbon Footprint: Chemical reducing	Octogarn is produced naturally without chemicals to replace fluoropolymers in water-repellent fabrics.
Environmental Impact	Waste reduction	Waste-saving processes are favoured and the process is designed so that auxiliary materials can be reused.
Labour Practice	Social employment	Are currently recruiting employees and encouraging diverse teams.
Labour Practices	Fair Wages / Safe working conditions	Wages and working conditions are set as per the collective agreement for the public sector as the company runs under a university.

Digital Tools in Use

- **Green Web Foundation Website:** Currently in the process to build their website on a sustainable host provider
- **Supply Blockchain:** OCTO intends to implement blockchain for supply chain transparency
- **VISPI:** Simulator of polymer flows while spinning for research
- **AI:** Uses for marketing & Social Media
- **DeepL:** To translate official documents to English

Explore More

- Founding of Octogarn
- Video Presentation of OCTO (GER)
- Chemstar Interview with Co-Founder Alexandra Plewnia

Alexandria highlights the importance of learning from other experienced entrepreneurs:

"Starting a business you have to do a lot for the first time, without knowing anything about it. A big challenge was finding out where to start. What helped us was attending several Start-Up programs. Workshopping and networking with upcoming entrepreneurs and industry experts helped us to create our vision."

Image source: saendorn

saendorn GmbH

FOUNDED

2024

EMPLOYEES

2

MARKET SCOPE

National

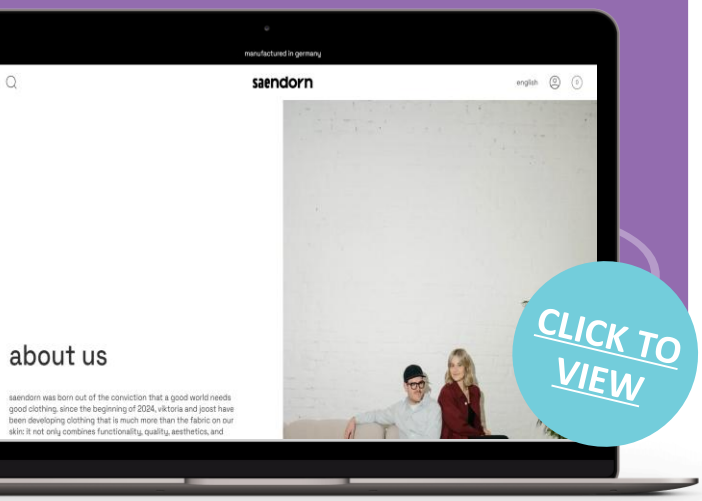
CUSTOMER TYPE

B2B and B2C - Offers direct services to consumers and businesses

SOCIAL MEDIA

WEBSITE

https://saendorn.de/en



ROLE IN THE FASHION/ TEXTILE INDUSTRY

saendorn develops sustainable menswear that combines functionality, quality, aesthetics, and comfort. Inspired by a self-determined lifestyle, the brand focuses on materials from controlled cultivation and the highest manufacturing quality, all made in Germany.

Viktoria Vossebrecher explains how they created their business concept:

"Everybody in the fashion industry should decide how to bring value to the industry. Nobody needs a newly printed hoody, and that is how we decided to create timeless, year-round pieces. Embracing minimalist design to ensure longevity and not following current or seasonal trends. We rather consciously design pieces and publish it in limited quantities following a just-in-time production model."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆ (Agree)	Will be working with technologies such as Notion
Sustainable customer insights and personalization	☆☆☆☆ (Agree)	Used for future performance marketing.
Digital tools in sustainable marketing and sales	☆☆☆☆ (Agree)	Used for future performance marketing.
Sustainable product development and design	☆☆ (Disagree)	Mainly manual labour.
Employee training in sustainability and digital technologies	☆☆☆ (Neutral)	Further employees are to be trained.
Data-driven sustainable decision making	☆☆ (Disagree)	Open to new digital tools and technologies in the future.
Innovation, adaptability, and sustainability	☆☆☆☆ (Agree)	-

Sustainability & Digital Innovation Highlights

- **Supply Chain Transparency:** Explicitly lists the location of manufacturers, weaving mill, button and zip manufacturers.
- **Reduce Waste:** Company utilizes leftover stock for new garments and avoids creating more waste by reducing sampling rounds
- **Focus on durability:** Blending recycled and organic materials with blended fibers to ensure a longer product cycle

Viktoria Vossebrecher comments on the controversy of monomaterials:

"Combining the benefits of natural and synthetic fibers, also addresses the style factor. After ten washes a Cotton-chino already has a 'used' look. Embracing durability acknowledges that it should last in peak condition for longer which you cannot easily achieve through monomaterials."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Reduced Carbon Footprint	The materials are sourced and produced exclusively in Germany and Italy to minimise ecological footprint.
Environmental Impact	Product Design	The focus of the products is on functionality, quality and durability making use of mixed materials and designed to wear for multiple seasons.
Labour Practices	Fair Wages	Production is purposefully close to Head Quarters to ensure fair wages.
Transparency	Supply Chain Transparency	Product catalogue on website exactly lists material composition, where it was sourced and produced.
Materials	Organic Cotton / Recycled Polyamid	Garments are made of organic and recycled materials. Making use of blended fibres for natural feel.

Digital Tools in Use

- **Utilising Artificial Intelligence for Marketing & Social Media**

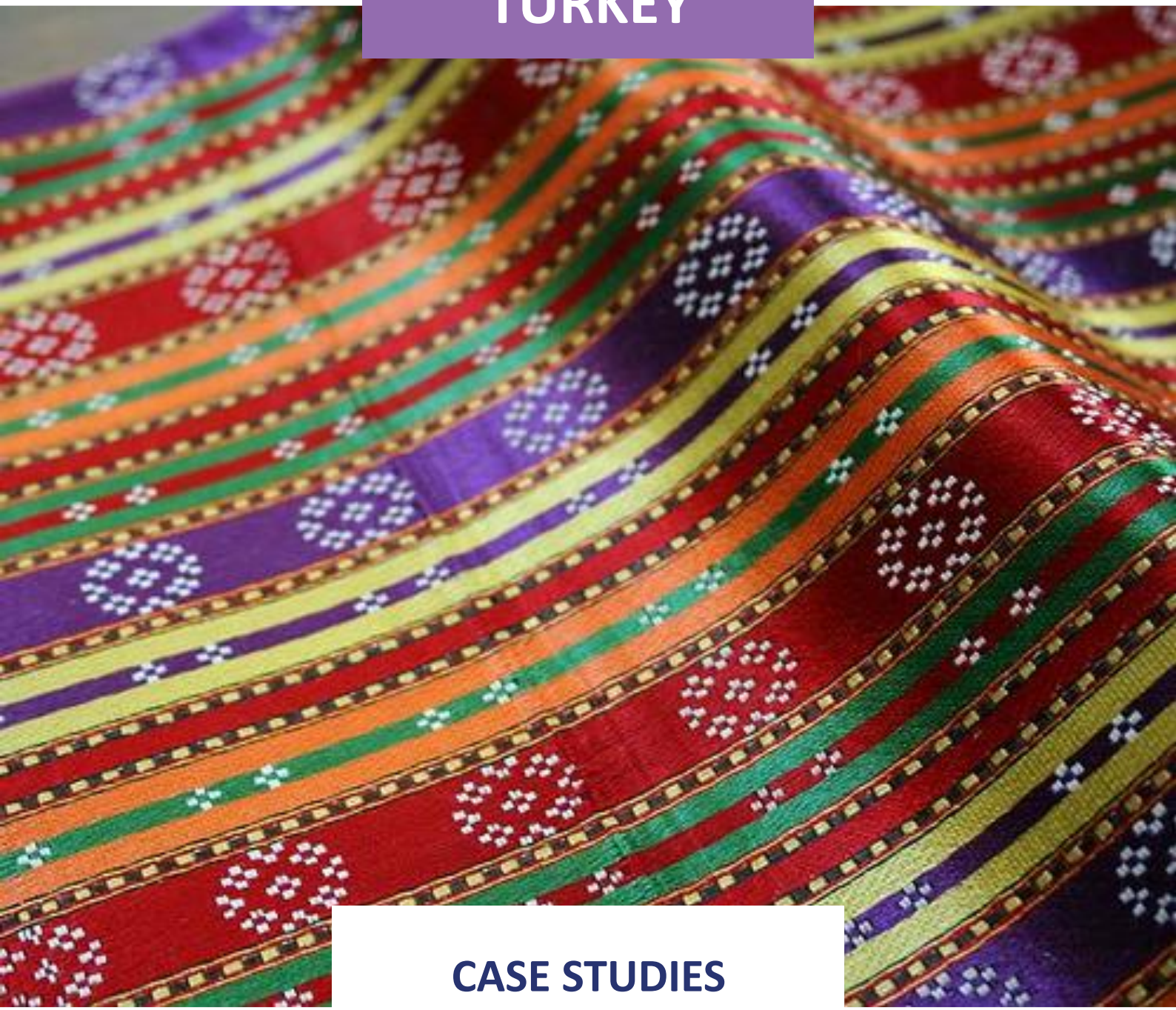
Explore More

- Founders of saendorn (GER)
- Founders of saendorn (ENG)

Viktoria, also, commented on the biggest challenges they faced founding their business.

"During the funding stages I didn't realise how difficult it was to explain what sustainable or innovative fashion truly is to non-textile or fashion experts."

TURKEY



CASE STUDIES

1. A.I.T.
2. Ereks Blue Matters
3. Myth AI
4. Orhun AI Labs - Optimimax
5. WearTechClub
6. Yugen Company

A.I.T. Bilgisayar Sistemleri Makine San. ve Tic. Ltd. Şti.

FOUNDED

1996

EMPLOYEES

6 - 38

MARKET SCOPE

Local, national, and international

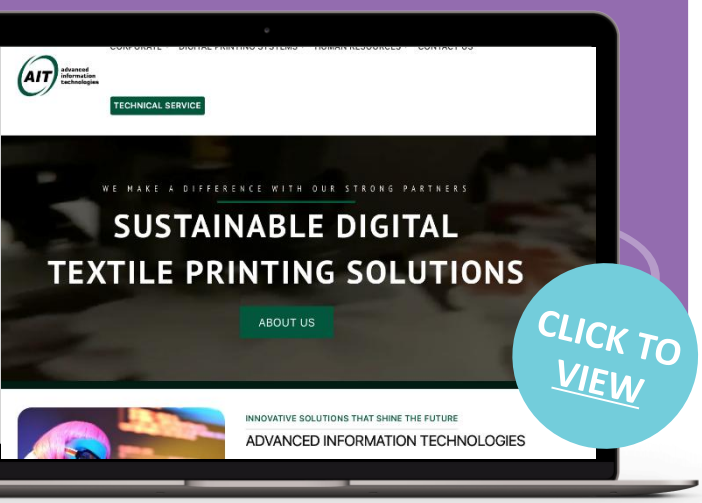
CUSTOMER TYPE

B2B and B2C - Offers direct services to consumers and businesses

SOCIAL MEDIA

WEBSITE

www.ait.com.tr



ROLE IN THE FASHION/ TEXTILE INDUSTRY

A.I.T. is Türkiye's first and only company that has been providing software, hardware, consumables, and technical support for the textile industry since 1996. A.I.T. is a pioneer in digital textile technology, offering solutions that cover the full spectrum from design to production. The company empowers fashion brands with industrial digital printing machines, AI-supported software tools, and design automation, enabling flexible and personalized manufacturing.

Umut Çeliker explains how they incorporate AI into their services:

"What do our artificial intelligence tools do? Together with web-based data software, they allow you to generate new textile patterns much more easily and quickly using generative AI - directly within the design production process and within the constraints you set."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Uses only web-based tools to eliminate paper reporting.
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	Personalization using digital tools is emphasized.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Focus on promoting eco-friendly products via digital means.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Digital printing significantly reduces water consumption.
Employee training in sustainability and digital technologies	☆☆☆☆☆ (Strongly Agree)	Staff trained to use digital tools and adopt sustainable practices.
Data-driven sustainable decision making	☆☆☆☆☆ (Strongly Agree)	Decisions are strongly influenced by digital insights.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Proactive in adopting digital and green innovations.

Sustainability & Digital Innovation Highlights

- **Water Conservation:** Uses machines designed to minimize water consumption in textile printing.
- **Digital Product Design:** Employs digital tools to streamline color management and pattern creation.
- **Zero Paper Strategy:** Internally developed CRM eliminates paper waste through web-based operations.
- **AI & Automation:** Offers proprietary AI tools for pattern design, improving speed and creativity.
- **Certifications & Supplier Standards:** Engages only with certified material suppliers (e.g., dye suppliers).

Çeliker commented on water consumption as a major issue for sustainability in the Textile Industry:

"Water is both consumed and unfortunately polluted. Beyond consumption, we are also degrading the existing water resources through textiles. There are ongoing efforts on this issue. We are actually one of the leading companies in Türkiye working in this area."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Low Water Usage	Uses printing machines that significantly reduce water use
Environmental Impact	Product Design	Promotes digital printing to reduce environmental load
Digital Practices	Digital Design Tools	Provides advanced software for colour and pattern design

Digital Tools in Use

- **Miracle Textile Software (Colorway, ColorSEP):** Advanced color separation and pattern design for optimal output.
- **Wear Design**: Simulates finished textile designs on products and models.
- **Power RIP4:** Processes digital images for large-format printers.
- **AIT AI Tools:** In-house AI suite that supports commercial textile design.
- **AIT CRM:** A custom CRM system to manage operations paperlessly and track sales/services.

Explore More

- AI Pattern Design Demo
- Digital Printing in Action – Short
- Pattern Visualization Tool
- Eco-Friendly Printing Solutions

Çeliker, also, commented how fashion is a driver in the industry, affecting sustainability.

"As you can appreciate, when fashion comes into play, the dynamics of fashion also change the process of greening this world every year. One year, printed designs are in fashion. Another year, unprinted items become trendy. And then everything slows down - factories go idle."

Ereks Konfeksiyon Sanayi ve Ticaret A.Ş. Blue Matters

FOUNDED

1985

EMPLOYEES

600

MARKET SCOPE

Local, national, and international

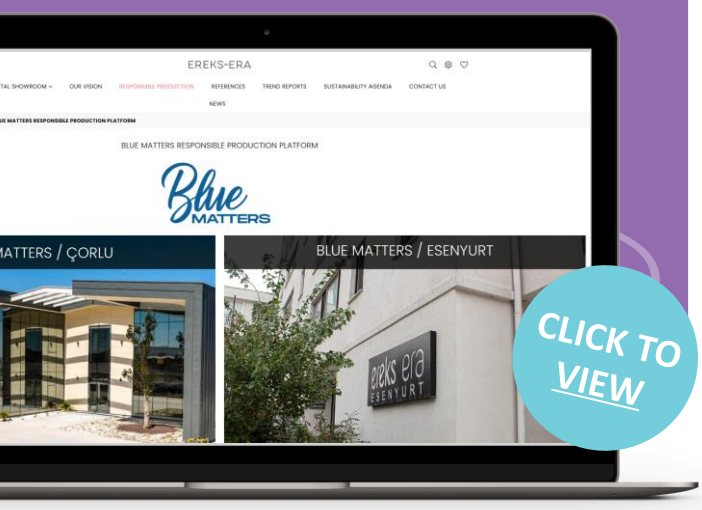
CUSTOMER TYPE

B2B

SOCIAL MEDIA

WEBSITE

www.ereksgarment.com



ROLE IN THE FASHION/ TEXTILE INDUSTRY

Ereks Blue Matters is a leading denim manufacturer deeply committed to sustainability, AI integration, and process innovation, producing high-performance, eco-friendly denim through advanced digital systems. The company pioneers the adoption of these technologies in the fashion textile sector by implementing intelligent, resource-efficient production methods that combine automated chemical dosing and AI-powered quality control with next-generation sustainable denim solutions.

Pelin Birsen explains their vision on integrating deep technology to EREKS:

"At Ereks Denim, deep tech is fundamental. Our entire factory runs on an integrated ERP system, enabling seamless digital flow. We're constantly adopting technologies like automated chemical dosing and AI-powered quality control to boost efficiency and reduce our environmental footprint. Digitalization is an ongoing journey for us, crucial for optimizing everything from energy use to waste management."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆ (Agree)	ERP system is being used in all company operations including the factories.
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	Insights since 1985 from its B2B customers fed company's boutique and sustainable production strategies till today.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Integrated ERP tools are being used.
Sustainable product development and design	☆☆☆☆ (Agree)	In addition to using organic cotton, rainwater, laser technologies and eco-stones are utilized to reduce water usage and creation of toxic chemicals as part of conscious waste management strategies.
Employee training in sustainability and digital technologies	☆☆☆☆ (Agree)	In-depth orientation and practical introduction are provided to staff on digital and sustainable practices.
Data-driven sustainable decision making	☆☆☆ (Neutral)	Influenced but not intentionally collected
Innovation, adaptability, and sustainability	☆☆☆ (Neutral)	Although there is willigness, not prioritized due to the budget restrictions

Sustainability & Digital Innovation Highlights

- **Integrated Digital Manufacturing:** Operates the entire factory with ERP for seamless digital flow and optimized processes.
- **Advanced Water Management:** Features 90% water recycling and rainwater harvesting at its LEED-certified facility.
- **Reduced Harmful Processes:** Significantly cut stonewashing using laser and eco-stone technologies.
- **AI-Powered Quality Control:** Implements AI for quality control, enhancing efficiency and minimizing waste.
- **Automated Chemical Dosing:** Uses automated dosing for precise, waste-reducing, and safer dyeing processes.

Birsen underlined their holistic approach on sustainability since 1985:

"For Ereks Denim, sustainability is a comprehensive approach, built into our core since 1985. Our LEED-certified factory features rainwater harvesting and a 90% water recycling system. We've dramatically cut environmentally harmful stonewashing to just 8% of production, thanks to lasers and eco-stones. Beyond environmental gains, our focus on social sustainability includes inclusive health programs and initiatives. True sustainability covers environmental, social, and financial aspects holistically."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Low Water Usage	Uses advanced water filtration and recycling methods to significantly reduce water consumption.
Environmental Impact	Product Design	Reduces stonewashing production by using laser and eco-stone technologies
Digital Practices	Digital Design Tools	Utilizes an integrated ERP system that connects the entire factory, facilitating digital quality control with tablet scanning and AI assistance

Digital Tools in Use

- **Canias ERP System:** Integrated enterprise resource planning tool used to streamline production, inventory, and business operations across departments.

Explore More

- https://www.linkedin.com/posts/denim-deal_denimdeal-circulareconomy-sustainablefashion-ugcPost-7282723390904254465-UXnK?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/ereks-garment_iulm-romain-narcy-activity-7249685083396145152-B7kv?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/ereks-garment_6-mod%C3%BClden-olu%C5%9Fan-moda-ve-tekstilde-d%C3%B6ng%C3%BCsellik-activity-7249424647899820035-7-6N?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/ereks-garment_ddm-e%C4%9Fitim-activity-7211609179755589632-F3za?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/rematters_sustainability-textilerecycling-innovation-ugcPost-7259119070388609024-u9w-?utm_source=share&utm_medium=member_desktop

Birsen emphasized the need to fashion a sustainable future through innovation.

"Fashion is inextricably linked to deep tech and sustainability. It's no longer just about the product, but how it's made. We prioritize sustainable fabrics and use advanced tech like lasers to minimize waste in denim production. The future of fashion demands 'twin transformation': blending green practices with digital innovation. This means utilizing smart manufacturing to reduce resource consumption and create high-quality, responsible products. Fashion has a powerful role in showing that style and sustainability can go hand-in-hand."

MYTH AI

FOUNDED

2020

EMPLOYEES

8

MARKET SCOPE

Local, national, and international

CUSTOMER TYPE

B2B and B2C - Offers direct services to consumers and businesses

SOCIAL MEDIA

WEBSITE

www.myth-ai.com

ROLE IN THE FASHION/ TEXTILE INDUSTRY

Myth AI is a deep-tech generative AI company rooted in design, sustainability, and efficiency innovation, producing AI-powered design products and solutions. The company pioneers the integration of these technologies in the fashion textile sector, home textile, carpet, ceramic, and gaming industries by developing intelligent, personalized design tools that combine rapid pattern generation with next-generation sustainable workflows.

Gökçe Dinçer underscored the transformative role of AI in accelerating and personalizing digital product development.

"At Myth AI, deep tech is central to our operations. We've integrated 3D product development, allowing clients across various sectors—from textiles to ceramics—to visualize designs digitally. Our AI platform, backed by Myth Academy, empowers efficient and personalized design, significantly streamlining processes and adding value for clients."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆ (Agree)	Utilizes advanced visualization tools for product design, significantly reducing material waste and improving time management by eliminating the need for physical samples
Sustainable customer insights and personalization	☆☆☆ (Neutral)	Indirectly contributing to environmental impact through end-user behavior rather than direct application to sustainability concerns.
Digital tools in sustainable marketing and sales	☆☆☆ (Neutral)	Prioritizes digital tools for marketing and sales, minimizing physical materials by utilizing QR codes and digital platforms
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Fully digital in its operations
Employee training in sustainability and digital technologies	☆☆☆☆ (Agree)	Prioritizes mutual learning and internal knowledge transfer, particularly within the technical team, by integrating incoming data and experience-based feedback
Data-driven sustainable decision making	☆☆ (Disagree)	Commercial decision making, manages resource consumption by strategically limiting high-resolution output,
Innovation, adaptability, and sustainability	☆☆☆☆ (Agree)	Operates digitally, promoting sustainability with positive environmental impacts largely driven by end users.

Sustainability & Digital Innovation Highlights

- **AI-Powered 3D Design:** Offers AI tools for 3D product and pattern design, reducing the need for physical samples and material waste.
- **Personalized AI Platforms:** Creates custom AI platforms for clients, enabling unique, on-brand design generation.
- **Resource-Efficient Workflow:** Promotes digital design to significantly reduce the carbon footprint from traditional sampling.
- **Operational Digitalization:** Emphasizes digital internal processes, including paperless marketing.
- **Continuous Digital Training:** Focuses on internal training for all teams to maximize digital tool utilization and innovation.

Dinçer emphasized that harnessing digital tools is key to enabling sustainable, low-impact production in fashion:

"Myth AI contributes to sustainability by minimizing physical waste in production. Our platform lets clients visualize designs digitally, cutting down on material waste and saving time. We also manage our own footprint, for example, by limiting server use for high-resolution outputs to manage energy consumption. Our digital-first approach inherently promotes efficiency and resource conservation for our clients."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Product Design	Minimizes waste in the design process and accelerating production with eco-conscious
Digital Practices	Digital Design Tools	Accelerates collection development by 90%, enabling fashion brands to design trend-driven, personalized, and sustainable collections in seconds.

Digital Tools in Use

- **Pipedrive:** CRM platform used by sales admins and managers to streamline sales processes and manage pipelines.
- **Instagram:** Engagement tool leveraged by the sales team to connect with audiences and promote products.
- **YouTube:** Educational and promotional channel used by sales and design teams to share tutorials and product use cases.

Explore More

- https://myth-ai.com/about-us/
- https://www.youtube.com/@MYTHAIGENERATOR?themeRefresh=1

Dinçer asserted that the future of fashion lies at the intersection of digital innovation and environmental responsibility.

"Fashion is crucial for the twin transformation of digitalization and sustainability. Our advanced 3D CAT systems and AI tools enable fashion brands to iterate designs digitally, reducing the need for physical prototypes, and thereby minimizing waste and energy. This digital shift is key to making fashion more sustainable, proving that innovation drives both style and ecological responsibility."

Orhun AI Labs - Optimimax

FOUNDED

2020

EMPLOYEES

8

MARKET SCOPE

Local, national, and international

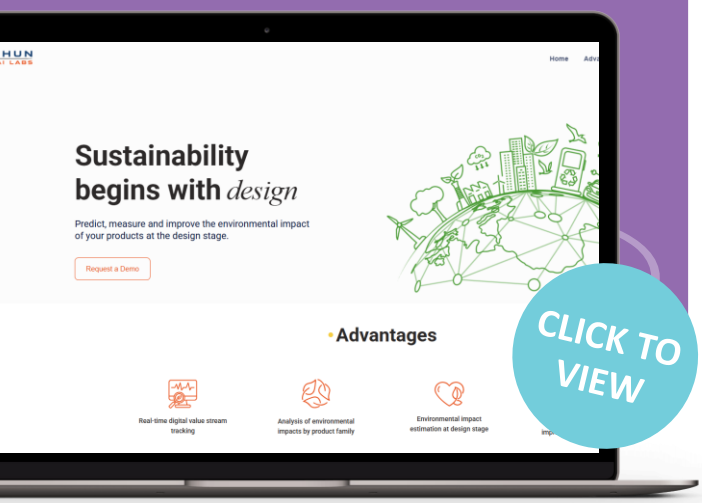
CUSTOMER TYPE

B2B - Offers direct services to businesses

SOCIAL MEDIA

WEBSITE

http://www.optimimax.com/



ROLE IN THE FASHION/ TEXTILE INDUSTRY

Orhun AI Labs' Optimimax is an eco-design software company rooted in sustainability, AI, and environmental impact prediction, producing AI-powered digital assistance for sustainable product development. The company pioneers the integration of these technologies in the textile sector and beyond by developing intelligent, performance-driven software that combines AI-powered impact forecasting with next-generation eco-design solutions.

Betül Bayram Uzun revealed how their Eco-Design AI Assistant is reshaping sustainable production by predicting environmental impacts from the very first design sketch:

"Our Eco-Design AI Assistant is revolutionizing how companies approach sustainability, predicting environmental impacts from the earliest design stages, directly integrating with a company's ERP and machine data. This allows us to estimate real-time impacts, like energy consumption based on production location, giving our clients a clear picture of their footprint and where to improve. It's a game-changer for proactive sustainability."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Leverages digital tools to from coding to project management.
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	Digital tools are being used for customer data and insight.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Digital tools are being used for customer data and insight.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	All product development and design processes are digital, with a rare environmental externality.
Employee training in sustainability and digital technologies	☆☆☆☆☆ (Strongly Agree)	Employment trainings are enabled for all team during the phase of skills development for AI technologies.
Data-driven sustainable decision making	☆☆☆ (Neutral)	Although data driven, engagement and insight development is mainly done through conventional channels of the sector
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Continuously develops AI Technologies within the company

Sustainability & Digital Innovation Highlights

- **Eco-Design Prediction:** Uses AI to predict environmental impacts from product design, integrating with client data for early impact estimation.
- **Real-time Impact Monitoring:** Tracks environmental impacts during production for continuous improvement and efficiency gains.
- **Cross-Sector Application:** Extends AI-powered impact prediction beyond textiles to other high-impact manufacturing sectors.
- **Data-Driven Decisions:** Empowers sustainable choices through data and AI-driven insights.
- **Digital Operations:** Maintains fully digital internal operations and uses HubSpot for CRM.

Uzun addressed the hurdles of scaling sustainability tech in Türkiye:

"The market for sustainability solutions is still maturing, particularly in textiles, despite growing pressure from initiatives like the Green Deal. While we work with major players, we're actively exploring other high-impact sectors, such as metal manufacturing, and strategically expanding into the European market. Our recent market research in the Netherlands confirmed strong demand for our innovative solutions, signaling a promising future abroad even as the domestic market develops."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Product Design	The AI tool helps companies minimize environmental impact and enhance product lifecycle management with less hazards, currently being focused on apparel sector.

Digital Tools in Use

- **Hubspot Tool:** Customer relationship platform used by company employees to manage customer data and gain actionable insights.

Explore More

- https://www.linkedin.com/posts/orhunailabs_optimimax-circulareconomy-twintransformation-activity-7293208519648907264-nKXl?utm_source=share&utm_medium=member_desktop&rcm=ACoAABjp3p4ByU6hwxPJy1O90vMrzYUfNloouDo
- https://www.linkedin.com/posts/orhunailabs_amsterdam-nfia-amsterdam-activity-7285932623678361600-gOnn?utm_source=share&utm_medium=member_desktop&rcm=ACoAABjp3p4ByU6hwxPJy1O90vMrzYUfNloouDo

Uzun showcased how continuous learning and seamless operations power both innovation and client success.

"Optimimax runs on a completely digital foundation. From coding to project management, we leverage digital tools extensively, recently integrating HubSpot for enhanced customer relationship management. Our commitment to digital goes hand-in-hand with a strong culture of continuous internal training. We constantly share knowledge across our technical, marketing, and sales teams, ensuring everyone is up-to-date on new AI tools and best practices. This internal learning loop is key to our efficiency and client engagement."

WearTechClub

FOUNDED

2023

EMPLOYEES

16

MARKET SCOPE

Local, national, and international

CUSTOMER TYPE

B2B and B2C - Offers direct services to consumers and businesses

SOCIAL MEDIA

WEBSITE

www.weartechclub.com

ROLE IN THE FASHION/ TEXTILE INDUSTRY

WearTechClub is a deep-tech wearable technology company rooted in sustainability, AI, and health innovation, producing performance-based smart apparel with AI-powered digital training. The company pioneers the integration of these technologies in the fashion textile sector in Türkiye and beyond by developing intelligent, performance-driven apparel that combines digital training with next-generation wearable solutions.

Özgül Dalkılıç explains how they blend deep tech, health and fashion:

"Our wearable technology products bring together not just fabric, but also artificial intelligence, IoT, embedded software, and health sciences. With our multidisciplinary team based at ITU ARI Teknokent, we're developing garments that can analyze everything from muscle and nerve movements to key health indicators. Our goal is to create a digital health companion that empowers individuals to monitor and understand their own data."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Leverages IoT and AI tools to optimize resource use, reduce waste, and improve operational efficiency.
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	Advanced data analytics are utilized to offer personalized eco-friendly product recommendations.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Data-driven insights are used to target eco-conscious audiences, reducing carbon footprint while promoting transparency.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Digital prototyping and sustainable material selection tools are used to minimize environmental impact.
Employee training in sustainability and digital technologies	☆☆☆☆☆ (Strongly Agree)	Staff trained to use digital tools on AI, IOT and adopt sustainable practices.
Data-driven sustainable decision making	☆☆☆☆☆ (Strongly Agree)	Decisions are strongly influenced by digital insights.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Proactive in adopting digital and green innovations.

Sustainability & Digital Innovation Highlights

- **Smart Clothing with AI & IoT:** Wearables track health data via embedded sensors, supported by mobile app integration.
- **Circular Product Design:** Uses 90%+ sustainable materials and a repair-return model to extend product life.
- **Digital Health Platform:** Tiered app-based memberships offer real-time insights and expert feedback.
- **Data for Impact:** Health tracking reduces healthcare costs and supports early intervention.
- **Continuous Innovation:** Monthly workshops and team training drive sustainable, tech-forward development.
- **Certified Materials:** Collaborates with certified suppliers and plans full green certification at scale.

Dalkılıç emphasized the critical role of take-back-repair-resend model of WearTechClub:

"For us, sustainability is not just about materials—it's about reducing healthcare costs, extending product life, and empowering users. We use over 90% sustainable materials and implement a take-back–repair–resend system for worn-out items. These efforts contribute not only to reducing textile waste but also to alleviating pressure on healthcare systems, making it a true green transformation."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Recycled Materials	Uses high-performance recycled polyamide sourced from certified suppliers.
Environmental Impact	Product Design	Designs smart garments for circularity and long-term use, minimizing environmental impact.
Green Practices	Waste Reduction	Implements a repair-return system to extend product life and reduce textile waste.
Green Practices	Reduced Carbon Footprint	Health tracking via wearables aims to reduce healthcare-related emissions by enabling early intervention.
Digital Practices	Digital Design Tools	Utilizes digital tools for embedded tech integration, garment development, and app-based services.
Digital Practices	E-commerce Sustainability	Offers a digital membership model instead of physical product-focused sales, reducing unnecessary production.

Digital Tools in Use

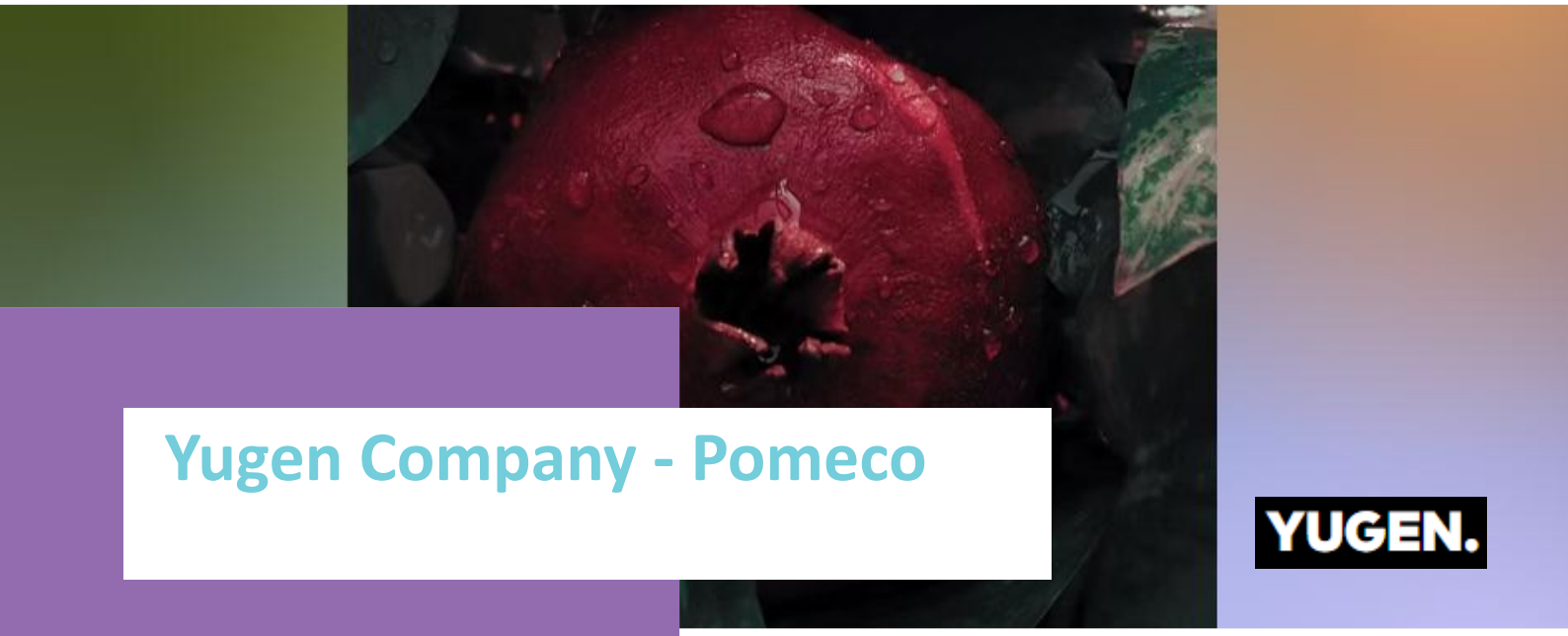
- **SolidWorks:** Advanced industrial design and 3D modeling for product development.
- **ESP32 Framework:** IoT device development tailored for wearable technology.
- **TensorFlow:** AI and machine learning model development for smart systems.
- **CLO 3D:** 3D prototyping solution for realistic garment visualization and design**.**
- **Zephyr RTOS:** Real-time operating system optimized for embedded device control.
- **MATLAB:** Biomechanical data analysis for performance and product optimization.
- **PyCharm:** Python programming environment for AI and embedded software development.
- **GitHub:** Version control and collaboration platform for code and project management.

Explore More

- WearTechClub Smart Sportswear Video
- WearTechClub Launch Video ISPO – Munich Dec 2024
- WearTechClub Founder is pitching Video
- WearTechClub Sabanci Sunum Nano Open Webinar Video

Dalkılıç, also, commented how fashion today must combine function with purpose, driving sustainability.

"Fashion today is defined not just by aesthetics, but also by function and responsibility. At WearTechClub, we merge performance-focused, health-monitoring, and sustainably made garments to unite fashion with well-being and environmental awareness. Wearable tech gives us a whole new perspective on the future of textiles."



Yugen Company - Pomeco

YUGEN.

FOUNDED

2022

EMPLOYEES

4

MARKET SCOPE

Local, national, and international

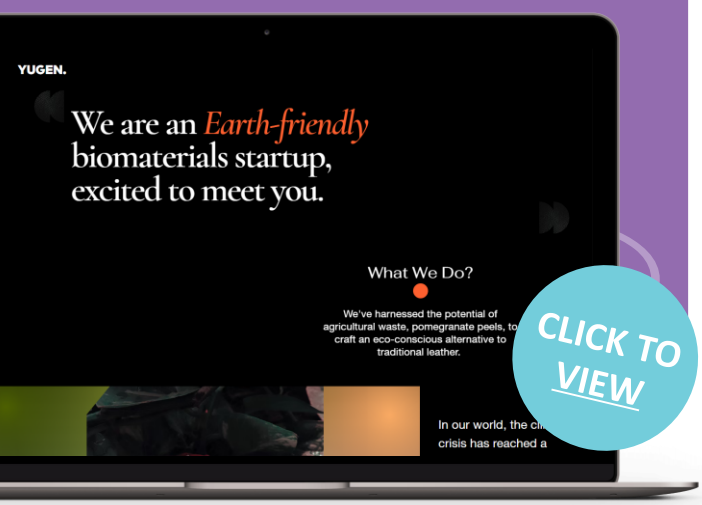
CUSTOMER TYPE

B2B

SOCIAL MEDIA

WEBSITE

www.yugencompany.com



ROLE IN THE FASHION/ TEXTILE INDUSTRY

Yugen Company operates as a start-up with a strong focus on circular and sustainable material innovation within the textile industry. They develop plant-based, eco-conscious materials that serve as viable alternatives to traditional and synthetic leathers. With POMECO, they upcycle pomegranate peels sourced from juice production, effectively minimizing agricultural waste while aligning with scalable, sustainable production practices. Their process, which is patent-pending, integrates into existing manufacturing systems, demonstrating a commitment to environmental impact and sustainable innovation.

Sevgi Karkın underlined Pomeco's strategic scalability and sustainable design:

«Thanks to our concious partnership strategy we built a scalable system from day one—turning fruit waste into a sustainable leather alternative that fits directly into existing production lines.»

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆ (Neutral)	Does not have any daily operations as they are an early stage startup
Sustainable customer insights and personalization	☆☆☆ (Neutral)	Conducts customer research at an optimal level, identifying brands committed to sustainable decisions and aligned objectives
Digital tools in sustainable marketing and sales	☆☆☆☆ (Agree)	A separate branding effort, including Instagram and a website, is currently being developed to articulate the positive environmental impact of the product
Sustainable product development and design	☆☆ (Disagree)	Planning Stage
Employee training in sustainability and digital technologies	☆☆☆☆ (Agree)	Staff is trained to use available and planned digital tools
Data-driven sustainable decision making	☆☆☆☆ (Agree)	Decisions are influenced by digital insights.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Proactive in adopting digital and green innovations

Sustainability & Digital Innovation Highlights

- **Scalable Bio-Leather:** Upcycles pomegranate waste from Döhler into sustainable leather, ensuring consistent, circular sourcing.
- **Smart Production Partnerships:** Integrates with existing leather facilities for efficient, scalable manufacturing.
- **Custom & Consistent:** Delivers tailored materials for fashion and auto sectors, with high-quality texture and color control.
- **Digital Growth Plans:** Exploring CRM/ERP systems and lifecycle tools to manage B2B relations and track impact.
- **Purposeful Branding:** Building a digital identity that reflects its commitment to sustainability.

Karkın emphasised the essentiality of customised fashion branding approach that Yugen Company offers:

"From color consistency to texture, each brand asks for something unique—so we design with flexibility in mind, balancing high standards with adaptability."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Low Water Usage	POMECO uses significantly less water in production compared to traditional leather.
Environmental Impact	Reduced Carbon Footprint	Replaces animal-based and petroleum-based materials, minimizing carbon emissions.
Environmental Impact	Product Design	Designed with sustainability principles, incorporating circular economy practices.
Digital Practices	Digital Design Tools	Early satage on usage of digital parctices.
Animal Welfare	Vegan Materials	Pomeco is 100% vegan.

Digital Tools in Use

- **Impact Forecast:** Used to conduct impact assessments and generate SDG profiles, widely adopted by environmentally focused startups.
- **openLCA:** Life Cycle Assessment software planned for use in evaluating the full environmental impact of our products.

Explore More

https://www.yugencompany.com/
https://www.linkedin.com/company/yugen-company/?originalSubdomain=tr

Looking ahead, Karkın highlighted how digital tools will shape their roadmap for growth and digital transformation.

"As we scale, integrating tools like CRM and life cycle assessment software will be key to managing customer relations and quantifying our environmental impact."

THE NETHERLANDS

CASE STUDIES

1. Mended
2. The Fabricant

MENDED

FOUNDED

2022

EMPLOYEES

2 founders, 2–10 employees

MARKET SCOPE

Netherlands, Germany

CUSTOMER TYPE

B2B & B2C — Online clothing repair, alteration, and resale services

SOCIAL MEDIA

WEBSITE

www.mended.eu

ROLE IN THE FASHION/ TEXTILE INDUSTRY

MENDED fills a pivotal role in the circular fashion movement by transforming repair from a niche, offline service into a mainstream, brand-integrated offering. The platform digitizes the repair journey—from booking and shipping to local tailor fulfillment and delivery—transforming garment repair into a customer experience that rivals buying new. By partnering with sustainable brands like Kings of Indigo and MUD Jeans, MENDED aligns circular economy principles with modern consumer expectations. Their collaboration with Tom Tailor underlines how repair services can deepen brand loyalty, create recurring revenue opportunities, and shift consumer behavior toward more sustainable wardrobe habits.

Weber also commented on how fashion brands can drive the adoption of repair services, affecting sustainability:

"If repair is done right—and by right, I mean making it as easy as buying new—then the customer adoption curve is huge. The usage is always exceeding expectations of what brands think, even if they think they know the customer."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Fully digital bookings, tracking, and analytics via an online portal and CRM
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	Repair data enables tailored loyalty offers and reveals repair needs
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Repair services integrated into brand platforms, increasing engagement.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Repair insights guide material choices and design improvements
Employee training in sustainability and digital technologies	☆☆☆☆☆ (Strongly Agree)	Handles logistics and tech, while skilled tailors focus on craftsmanship
Data-driven sustainable decision making	☆☆☆☆☆ (Strongly Agree)	Drives growth through repair analytics and partnerships.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Award-winning newcomer, expanding regionally and integrating with global brands

Sustainability & Digital Innovation Highlights

- Fully digital repair platform streamlines bookings, shipping, and tracking.
- Integrates with brand loyalty programs to deepen engagement.
- Extends garment life, reducing waste and resource use by up to 30%.
- Provides data to brands for better product design and sustainability decisions.
- Connects a network of skilled local tailors for fast, high-quality repairs.

Weber reflected on how MENDED makes repair part of a modern brand experience:

"For us, doing it right means focusing on the experience and the play. So especially for the mid to high price brands, that's really important. Customers expect these sort of services, not necessarily from a sustainability point of view, but from a service and quality expectation towards the brand."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Waste Reduction	Extends garment life and cuts textile waste by promoting repair over disposal.
Environmental Impact	Circular Services	Enables brands to offer repair as a standard, reducing the need for new production.
Digital Practices	Seamless Repair Platform	Uses a fully digital portal for booking, tracking, and managing repairs efficiently.

Digital Tools in Use

- Booking Portal: Online system for customers and brands to request and track repairs.
- Tailor Dashboard: Digital interface for tailors to manage, update, and complete repair orders.
- Brand Dashboard: Platform for brands to monitor campaigns, repairs, and customer engagement.
- Integrated CRM: Tool for managing communication, customer data, and service logistics.
- Analytics Platform: Provides insights on repair trends, garment issues, and sustainability metrics.

Explore More

- MENDED Clothing Repair Platform
- Tom Tailor x MENDED Repair Collaboration
- Making Circular Fashion Fun – Podcast with Agnes Weber
- What If We Can Wear Our Favorite Clothes For Longer? – FashionUnited Article

Weber explained the unique business challenge and opportunity for fashion repair:

"Repair is not a process that can be replicated like a production process where everything is mass. Repair is very much individual and one-off… The real opportunity is in the fact that brands are looking for new business models and new ways of interacting with the customer. Repair can be a key customer engagement moment."

The Fabricant

FOUNDED

2018

EMPLOYEES

5 (1 woman, 4 men, 1 is gay – diversity details can be added)

MARKET SCOPE

International (operates globally in digital fashion)

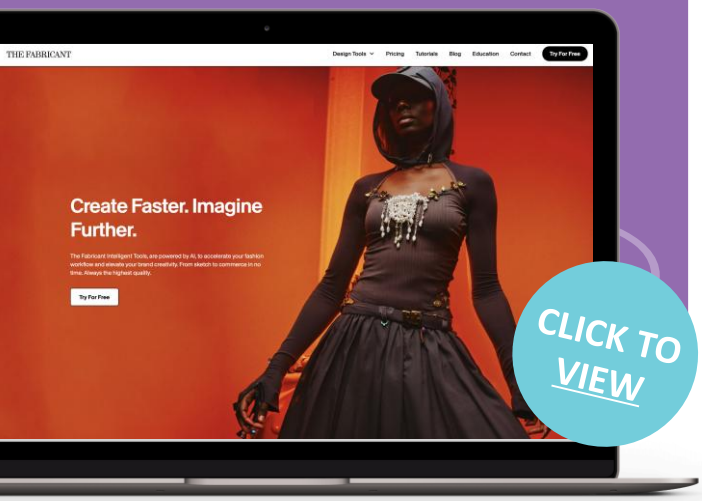
CUSTOMER TYPE

B2B (serving fashion brands/industry), previously experimented with B2B2C.

SOCIAL MEDIA

WEBSITE

https://www.thefabricant.ai



ROLE IN THE FASHION/ TEXTILE INDUSTRY

As a frontrunner in digital fashion, The Fabricant empowers industry players to adopt entirely virtual design and marketing processes. The company originated as a reaction to unsustainable practices in traditional fashion, initially offering digital fashion shows and later transitioning into full-service digitalization of catalogues and marketing assets for brands. Today, The Fabricant's main focus lies in the development of proprietary AI-powered software that streamlines the design-to-visualization pipeline, making it possible for brands and designers to create, review, and approve collections digitally. This enables a significant reduction in unnecessary sampling and physical production, driving both efficiency and positive environmental impact.

Adriana Pereira explains how The Fabricant incorporates AI into their services:

"The mission is still the same: to actually make a more sustainable and profitable industry, through digitalization. The way we are doing it now is the smartest one, because you don't need training, you don't need to change your processes—it's just doing the same process with new tools that are very fast and easy to implement."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	All processes are digital, ensuring a paperless, waste-free workflow.
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	AI tools offer tailored solutions for clients of all sizes.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Sales and marketing use only digital assets, no physical samples needed.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Design, iteration, and approval happen virtually, reducing material use.
Employee training in sustainability and digital technologies	☆☆☆☆☆ (Strongly Agree)	The platform is intuitive and requires minimal training.
Data-driven sustainable decision making	☆☆☆☆☆ (Strongly Agree)	AI insights drive efficiency and sustainable choices.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	The Fabricant continually innovates for greater sustainability.

Sustainability & Digital Innovation Highlights

- **Digital Sampling:** Replaces physical samples and showrooms with fully digital design and approval, minimizing waste and reducing material use.
- **AI-Driven Design:** Provides intuitive AI-powered tools for fast, creative design and photorealistic visualization.
- Paperless Workflow: All operations and approvals are handled digitally, eliminating the need for printed materials.
- **Accessible Technology**: Makes advanced digital tools available to both large brands and independent designers, lowering entry barriers.
- **Process Efficiency:** Speeds up collection development, reduces costs, and supports sustainable, on-demand production.

Pereira commented on digitalization as a major driver of sustainability in the fashion industry:

"By shifting all design and approval processes to digital, we eliminate unnecessary sampling and waste. This approach not only reduces the industry's environmental impact but also enables brands to be more creative and efficient."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Waste Reduction	Eliminates physical sampling and photoshoots through fully digital design and approval.
Environmental Impact	Virtual Product Development	Enables brands to iterate collections without producing unnecessary materials.
Digital Practices	AI-Powered Design Tools	Provides advanced, user-friendly solutions for rapid, creative digital prototyping.

Digital Tools in Use

- **Intelligent Tools Suite:** Proprietary AI-powered software for transforming designer sketches and references into photorealistic digital fashion visuals.
- **Pattern Visualization:** Enables rapid virtual prototyping and internal approval of new designs without the need for physical samples.
- **Automated Editing:** Integrated editing features for instant adjustments and customization directly within the platform.
- **Fully Digital Workflow:** All design, iteration, and approvals are managed digitally, with no need for external 3D modeling tools.
- **Digital Asset Management:** Supports the complete lifecycle of digital assets from concept to marketing materials.

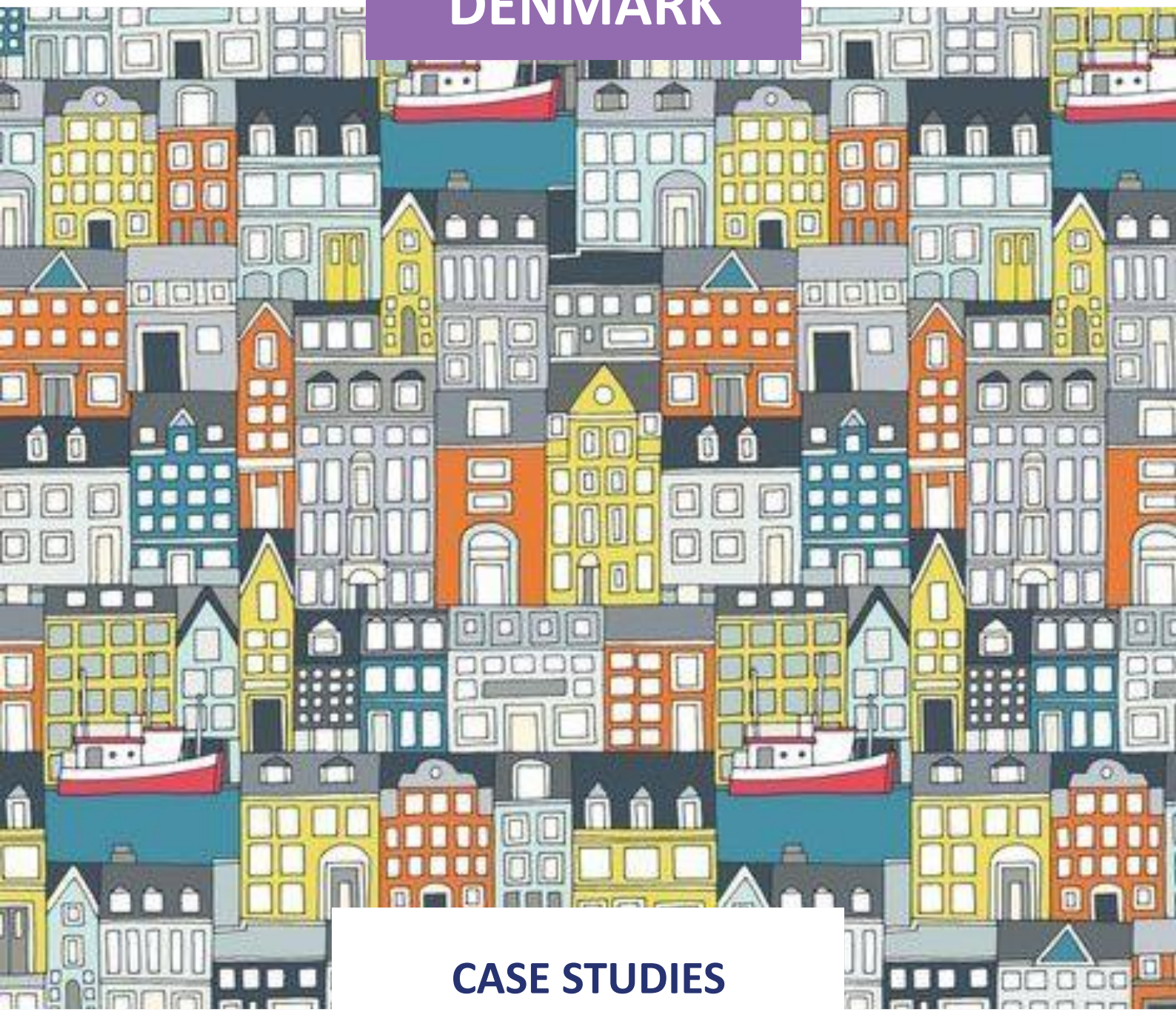
Explore More

- AI Pattern Design Demo
- Sketch-to-Photoreal Tool
- Model Photography Studio
- Workflow Video Demo

Pereira also commented on how fashion drives the industry's sustainability shift:

"Our goal is simple: empower designers to create without limits while making fashion more accessible, efficient, and sustainable."

DENMARK



CASE STUDIES

1. KnowledgeCotton Apparel
2. Son of a Tailor
3. Soulland

KnowledgeCotton Apparel

FOUNDED

2008

EMPLOYEES

50-200

MARKET SCOPE

International – Europe, North America

CUSTOMER TYPE

B2C – Direct-to-consumer via e-commerce and select retail

SOCIAL MEDIA

WEBSITE

www.knowledgecottonapparel.co.uk

ROLE IN THE FASHION/ TEXTILE INDUSTRY

KnowledgeCotton Apparel is a Danish sustainable apparel brand pioneering responsible fashion through certified organic materials, transparency, and digital traceability. The company integrates blockchain-enabled lifecycle tracking and sustainable supply chain practices to align brand integrity with consumer values. It partners with traceability platforms (e.g. Retraced) to provide customers full visibility into garment origin and impact. KnowledgeCotton has won Scandinavian sustainability awards for combining eco-conscious design with profitable business.

Mads Mørup, Founder & CEO of KnowledgeCotton Apparel, on sustainability innovation:

"This sustainability award is a testament to our unwavering commitment to innovation, responsibility, and pushing the boundaries of what we can achieve."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Blockchain traceability embedded in operations.
Sustainable customer insights and personalization	☆☆☆☆ (Agree)	Customers informed via transparency data and impact metrics.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Sustainability storytelling integrated into branding and campaigns.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Uses certified organic and recycled materials throughout.
Employee training in sustainability and digital technologies	☆☆☆☆ (Agree)	Teams educated on traceability tech and sustainability reporting.
Data-driven sustainable decision making	☆☆☆☆☆ (Strongly Agree)	Lifecycle data informs material and process decisions.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Award-winning sustainable product innovations.

Sustainability & Digital Innovation Highlights

- **Blockchain traceability:** Products registered using Retraced platform for lifecycle transparency.
- **Certified organic materials:** Uses GOTS-certified or recycled textiles, including Supima cotton.
- **Award-winning sustainability:** Won Scandinavian Outdoor Award for the VENT CANVAS 200™ Classic Jacket in 2024.
- **Digital storytelling & impact:** Utilizes digital media and educational content to communicate traceability and eco-credentials.

Founder Mads Mørup on the power of long-term thinking in sustainable fashion:

"We believe in taking responsibility across the entire value chain—from cotton seed to consumer. Our mission is to be part of changing the industry by showing that it is possible to create fashion in a more responsible and conscious way."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Blockchain Traceability	Transparent product origin via digital passports
Green Practices/Materials	Certified Organic Fabrics	Primary use of organic Supima cotton and recycled textiles.
Labour Practices	Supplier Standards	Works only with certified, audited suppliers.
Digital Practices	Impact Communication	Digital tools deliver sustainability data directly to consumers.

Digital Tools in Use

- **Retraced Platform:** For product digital passports and audit trail data.
- **E-commerce Analytics:** Sales platform integrated with sustainability dashboards.
- **Content & storytelling tools:** For imagery, impact reporting, and customer education.
- **Materials database:** Used for evaluating fabrics by environmental and social metrics.

Explore More

- Knowledge Awarded: "A New Level of Sustainability"
- The Natural Contender
- Retraced traceability overview

Mads Mørup on building sustainable fashion:

"Trying to make things better brings a warm and highly contagious feeling to life. Once you've started taking action… there is no going back."

Son of a Tailor

FOUNDED

2014

EMPLOYEES

11-50

MARKET SCOPE

International

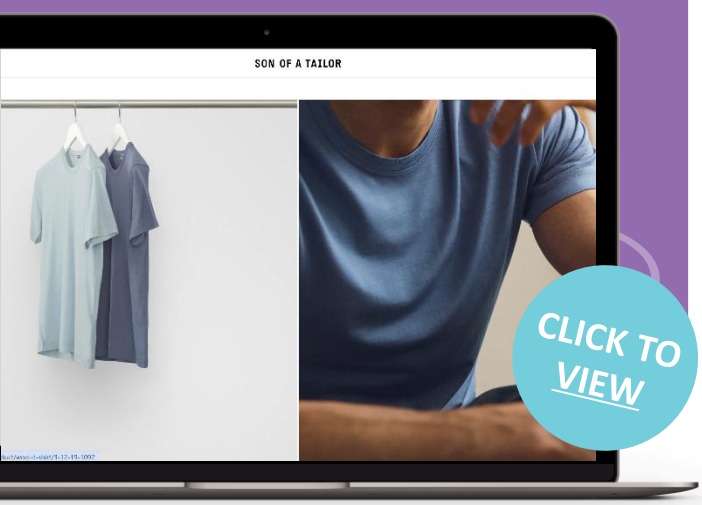
CUSTOMER TYPE

B2C – Direct-to-consumer online retailer

SOCIAL MEDIA

WEBSITE

www.sonofatailor.com



ROLE IN THE FASHION/ TEXTILE INDUSTRY

Son of a Tailor is a Danish menswear company offering custom-made T-shirts, polos, and knits. By combining algorithmic sizing technology with a made-to-order production model, they eliminate overproduction and reduce waste. Each garment is created on demand using digital patterns tailored to individual customer data, which minimises returns and ensures long-lasting fit and satisfaction. The company focuses on sustainable materials and transparent supply chains, with production carried out in Europe.

CEO Jess Fleischer explains:

"We don't guess what sizes to make and hope to sell them. Every single garment is made when you order it—just for you. The result: no overproduction, fewer returns, and better clothes."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Uses digital sizing and on-demand production to reduce waste.
Sustainable customer insights and personalization	☆☆☆☆☆ (Strongly Agree)	Personalised garments reduce surplus and enhance fit.
Digital tools in sustainable marketing and sales	☆☆☆☆ (Agree)	Online shop showcases sustainability with clear storytelling.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Data-driven design increases longevity and cuts waste.
Employee training in sustainability and digital technologies	☆☆☆☆ (Agree)	Staff trained in digital workflows and responsible sourcing.
Data-driven sustainable decision making	☆☆☆☆☆ (Strongly Agree)	Business decisions led by sizing and demand data.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Continuously innovating with materials and systems.

Sustainability & Digital Innovation Highlights

- **On-Demand Production:** All garments are custom-made to order, eliminating overproduction.
- **Algorithmic Sizing:** Customers enter data, generating precise digital patterns to reduce returns.
- **Responsible Materials:** Organic cotton and extra-fine Merino wool used; certified and traceable.
- **Transparent Supply Chain:** Customers can track where and how products are made.
- **European Manufacturing:** Ethical production in Portugal and Italy for quality and lower carbon footprint.

Jess Fleischer highlighted the environmental value of made-to-order clothing:

"Made-to-order is how clothing should be made. It eliminates overproduction, reduces returns, and creates garments that last longer—because they're made for the person wearing them."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Zero Overproduction	Every product is made on demand, eliminating excess inventory and waste.
Green Practices / Materials	Sustainable Materials	Uses certified organic cotton and traceable wool for lower impact.
Digital Practices	Algorithmic Sizing	Generates custom fit through user data, increasing satisfaction and reducing returns.

Digital Tools in Use

- **Proprietary Sizing Algorithm:** Creates digital patterns for each customer based on input data.
- **E-commerce Platform:** Interactive digital store guiding users through sizing and product customisation.
- **ERP and Supply Chain Tracking Tools:** Manage just-in-time production and trace materials.
- **Product Lifecycle Traceability Interface:** Allows customers to see where each garment is made.

Explore More

- Berlin Fashion Summit Panel
- Behind the Algorithm – How Sizing Works
- How made-to-order solves fashion's overproduction crisis
- IS CUSTOM THE KEY TO SUSTAINABLE FASHION?

Fleischer reflects on fashion's systematic issues:

"The fashion industry needs to slow down. The future of fashion is not about producing more, faster—it's about producing better, only when needed."

Soulland

FOUNDED
2002

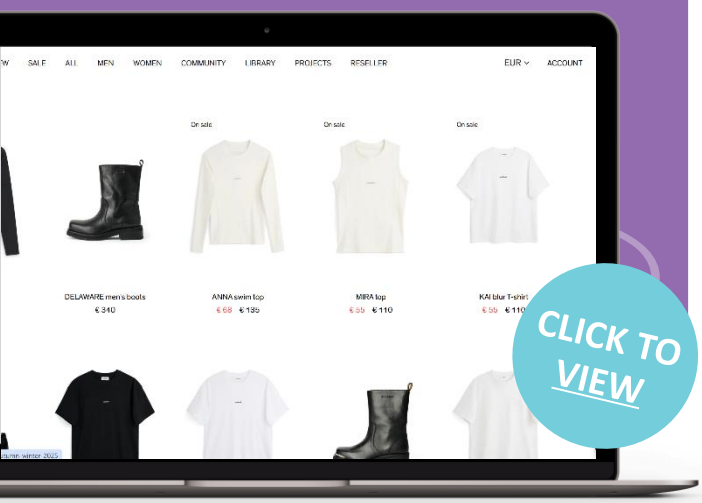
EMPLOYEES
20 - 50

MARKET SCOPE
International – Europe, North America, and Asia

CUSTOMER TYPE
B2C – Primarily direct-to-consumer via e-commerce and select retail partnerships

SOCIAL MEDIA

WEBSITE
www.soulland.com



ROLE IN THE FASHION/ TEXTILE INDUSTRY

Soulland is a Danish fashion brand based in Copenhagen that combines high-end streetwear with a strong emphasis on sustainable innovation. Known for its creative collaborations and Scandinavian design ethos, Soulland integrates circular practices and digital technologies into its production, marketing, and product development. The brand has gained international recognition for its commitment to responsible sourcing, transparency, and experimentation with new digital platforms such as NFTs, virtual experiences, and digital product passports.

Silas Adler, Creative Director and Co-founder of Soulland, reflected on innovation in the fashion industry:

"If you don't rethink how you produce, consume, and connect with fashion, you'll be left behind. For us, digital and circular aren't trends—they're tools to help reimagine how we exist as a brand in the world."

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Maturity Self-Assessment

Area	Self-Assessment	Notes
Digital tools and technology integration in sustainable operations	☆☆☆☆☆ (Strongly Agree)	Uses digital passports, on-demand printing, and traceability tools.
Sustainable customer insights and personalization	☆☆☆☆ (Agree)	Customer feedback shapes collaborations and green practices.
Digital tools in sustainable marketing and sales	☆☆☆☆☆ (Strongly Agree)	Uses immersive storytelling and NFTs to promote responsible fashion.
Sustainable product development and design	☆☆☆☆☆ (Strongly Agree)	Prioritizes circular materials and lifecycle transparency.
Employee training in sustainability and digital technologies	☆☆☆☆ (Agree)	Staff are trained on new platforms and sustainability reporting.
Data-driven sustainable decision making	☆☆☆☆ (Agree)	Embraces lifecycle data and material impact insights.
Innovation, adaptability, and sustainability	☆☆☆☆☆ (Strongly Agree)	Known for piloting bold digital and green initiatives.

Sustainability & Digital Innovation Highlights

- **Digital Product Passports:** Integrates blockchain-based garment IDs to ensure transparency and traceability.
- **NFT Collaboration:** Partnered with (di)vision and others to launch digital collectibles tied to sustainable drops.
- **Low Impact Materials:** Committed to sourcing GOTS-certified organic cotton, recycled fibers, and biodegradable trims.
- **Circular Design Approach:** Offers repair services and resale via its "Preloved" initiative.
- **Virtual Fashion Week Participation:** Used digital formats to reduce travel and present collections online.

Silas Adler explained their focus on transparency and traceability:

"We want to give customers a reason to care—not just about how something looks, but about where it comes from, how it's made, and what happens next."

Featured Good Practices

Category	Practice Area	Description
Environmental Impact	Traceability	Use of blockchain-based passports for garment transparency.
Green Practices / Materials	Circular Design	Incorporates design for longevity and take-back schemes.
Digital Practices	Digital Campaigns	Embraces virtual shows and immersive storytelling to reduce physical footprint
Labour Practices	Transparency	Reports on working conditions and supplier certifications.

Digital Tools in Use

- **EON Product Cloud:** For creating digital IDs and tracking lifecycle data
- **OpenSea**: Used for NFT launches and digital asset sales
- **Shopify + Custom APIs**: E-commerce with integrated sustainability analytics
- **Adobe Creative Cloud:** For digital design, visuals, and immersive media
- **Loom & Instagram Live:** For remote events and storytelling

Explore More

- Sustainability for the Smaller Retailer
- Vogue Scandinavia
- nssMAG
- VMen's "On the Radar: Soulland"

Silas Adler reflected on Soulland's approach to sustainability as a gradual evolution:

"Whenever we looked into it, it became such an overwhelming issue… By taking things step by step, with small wins slowly improving the overall eco objectives of the business."

Sustainability is about being responsible for the impact of our actions on the environment, on society, and on future generations.

Christina Dean

www.fairfashionproject.eu