

Invitation

to join the first HalfWay Pop-up shop in Finland.
We invite you to join our skillful and enthusiastic team of professionals to populate the first 'HalfWay' Pop-up shop with your own HalfWay products.

Halfway

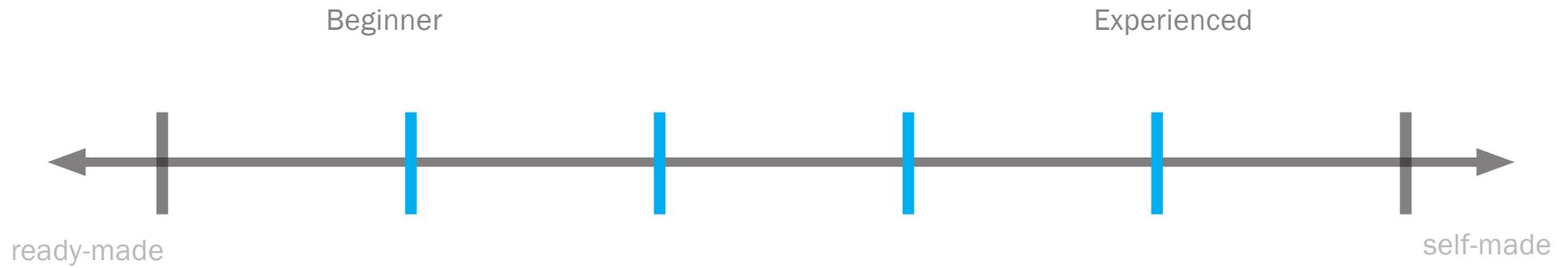
creating unique

fashion together

HALF-WAY PRODUCTS

'Half-way products' are design objects, that are intentionally 'unfinished' and thus leave the end user an open space to customize and finalize the piece.

WHERE IS HALF-WAY?



PRICING STRATEGY

Pricing depends on the user-participation and the openness of the design.



HALFWAY
SHOP

MEMBERS
NETWORK

WORKSHOPS

half-way
products
for sale
-
by different
designers

instructions,
patterns,
feedback
showcase ready
made with
recipes/

community/
members,
contacts
to seamstress
-
links to halfway
designers

manufactures
materials

workshops to finish
halfway products

co-design & coaching
workshops to create new
business ideas around
local & open fashion

EXAMPLES OF HALFWAY APPLICATIONS

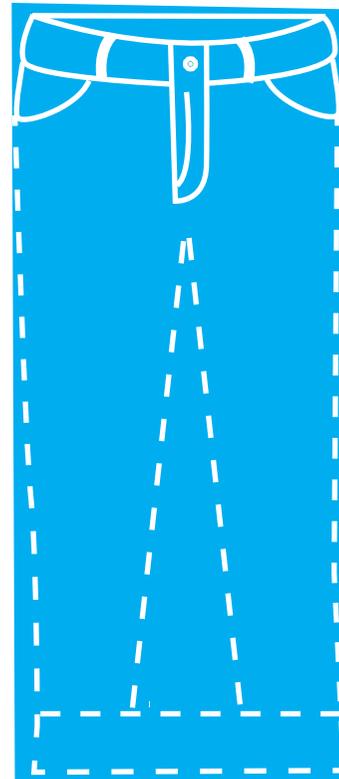
The half-way shirt

Artwork of a sweatshirt is designed by the designer but the fit is decided by the user!



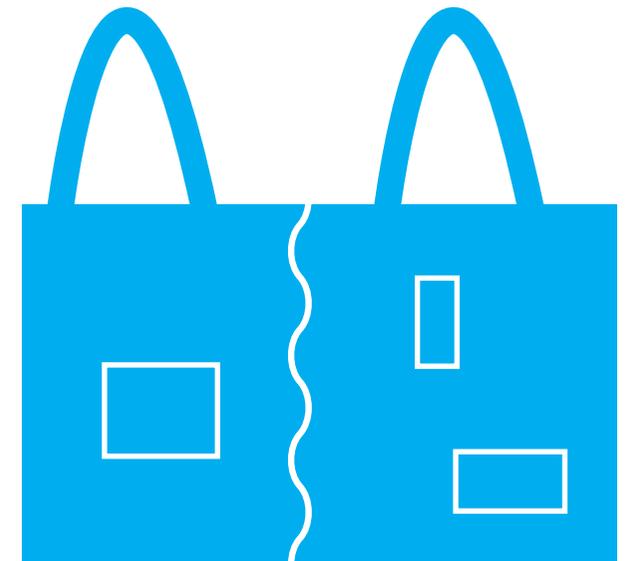
The half-way jeans

Complicated parts of jeans are pre-made and user can finish the perfect legs for them!



The half-way bag

Frame of the bag is pre-made, but user can finish the functionality by adding pockets and compartments!



BENEFITS FOR INDEPENDENT FASHION DESIGNERS

Collect and learn from different designers' & non-designers' interpretation of half-way

See how users finish your half-way products and gain better understanding of users' needs

Experience a closer consumer-designer relationship, and its opportunities

Co-design and business-coaching sessions to develop open fashion design business strategies forward

Experience the benefits of local production, slow fashion, co-creation and customizing with the user

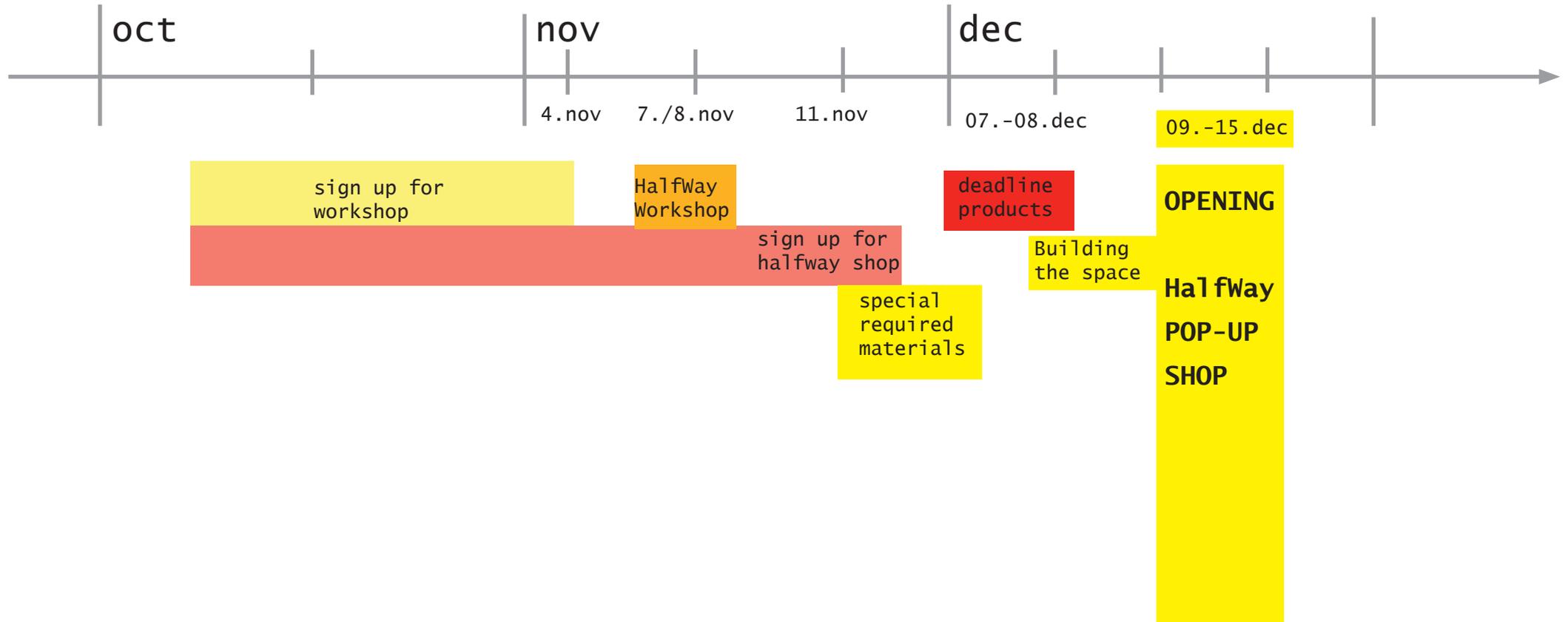
Workshops and sales in the store offer a promotion to the own design brand

Become member of the first open fashion design network in Finland, to be among the first designers to bring forward ideas for a more sustainable fashion system

Create a network with other designers & stakeholders in Lahti and surroundings

Explore new business models and an experimental sales environment -> we offer an inspirational platform and a collective learning process

SCHEDULE HALFWAY SHOP // ONLINE PLATFORM





The '**HalfWay**' Pop-up shop is a project of the growing '**Open Fashion Design Platform**'. We will also encourage you to set up a designer profile here or sell your *HalfWay* garments.

A platform for exploring new designer-producer-consumer relationships by opening design for everyone.

“An accessible, user-friendly platform to promote open-ness, transparency and collaboration for exploring new attitudes, livelihoods and designer-producer-consumer relationships. This platform unites fashion designers, makers, seamstresses, pattern makers, DIY experts, fashionistas, consumers, suppliers and manufacturers towards open fashion design as an alternative to current practices. It also challenges what it is to be fashionable and fashion-able.”

HALFWAY WORKSHOP FOR DESIGNERS

First week of November 2013 we would like to invite you to a 2 hour workshop to learn and explore what are and can be 'HalfWay' products in the area of Fashion.

Helsinki: 8.11.2013 - 1pm-3pm at Aalto ARTS Mediafactory, Hämeentie 135 A

Lahti: 7.11.2013 - 1pm-3pm at Luovat, Kulmakatu 5

Based on this workshop we hope you are inspired and able to create products to be sold in our pop-up shop and online platform. **All profit from the HalfWay product sales will go straight to the designer!**

If you have any questions please do not hesitate to contact us:

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Thank you!

Apply as a seller to the HalfWay shop and sign up for the workshop by 4th of November at:

halfway.fashion@gmail.com