

Repositioning

Christian Lundell, Nordiska Textilakademin

License and Terms of Use

The Transitions Project Open Educational Resources are educational materials that complement the modular curricula developed within the Transitions project under the GA 101056544.

The materials are licensed under the Creative Commons Attribution-ShareAlike 4.0 International license, allowing users to use, remix, and share them, provided that they adhere to the following conditions:

- Attribution: The original creator must be clearly credited, either as an attribution or reference for any remixed content.
- Source Link: The user must include a link to transitionsproject.eu to direct learners to the original source.
- Branding: The Transitions project logo must be displayed either on the slides or in the credits.
- ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the [same license](https://creativecommons.org/licenses/by-sa/4.0/) as the original.

REPOSITIONING



**Nordiska
Textilakademin**

Christian Lundell

Engineer in textile logistics and production.

20 years in the industry

- Plant manager 2005
- Owner/partner 2013
- Exit 2016

CEO 2016 at The Nordic Textile Academy

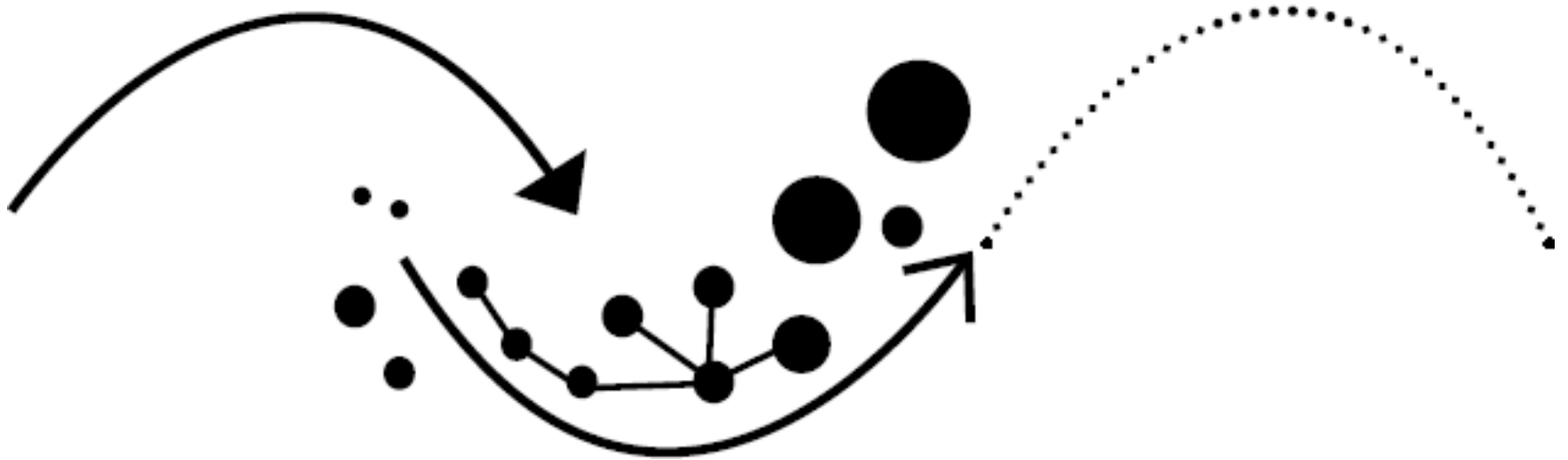
Focus on the transformation of the industry and special mission boosting the skills needed for local production and the circular economy



Agenda

- Megatrends impact on Nordic Textile Academy
- Three examples; who where the nominees to Habit Impact Award November 21th

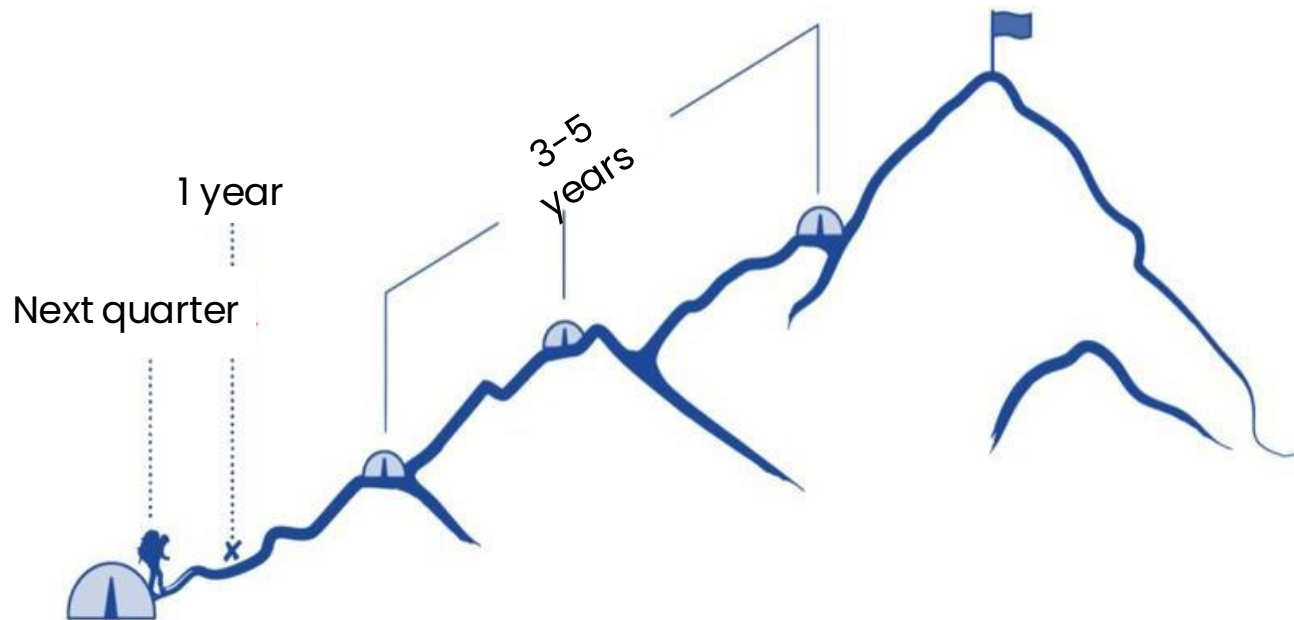
Why repositioning



Megatrends – Market Analysis+Test/DO– Strategy & Risks– Tools – Up– & Reskill

Source: Swedish Fashion Council FASHION TRANSFORMATION 2023

Strategy plan



Local production



**Refresh
Specialist**

**Fine-
sorter**

**Pre-
Sorter**

**Recycling
operator**

**Material-
specialist**

**Re-
designer**

**Recycling
Technician**

**Repair
Seamstress**

**Circular
Designer**

**Material-
specialist**

**Second Hand
Buyer**

**Business Developer
for Production Waste**

**Re-
designer**

**Recycling
Technician**

**Rental
Agent**

**Refresh-
specialist**

**Circular
Sales**

**Repair
Seamstress**

Circular jobs

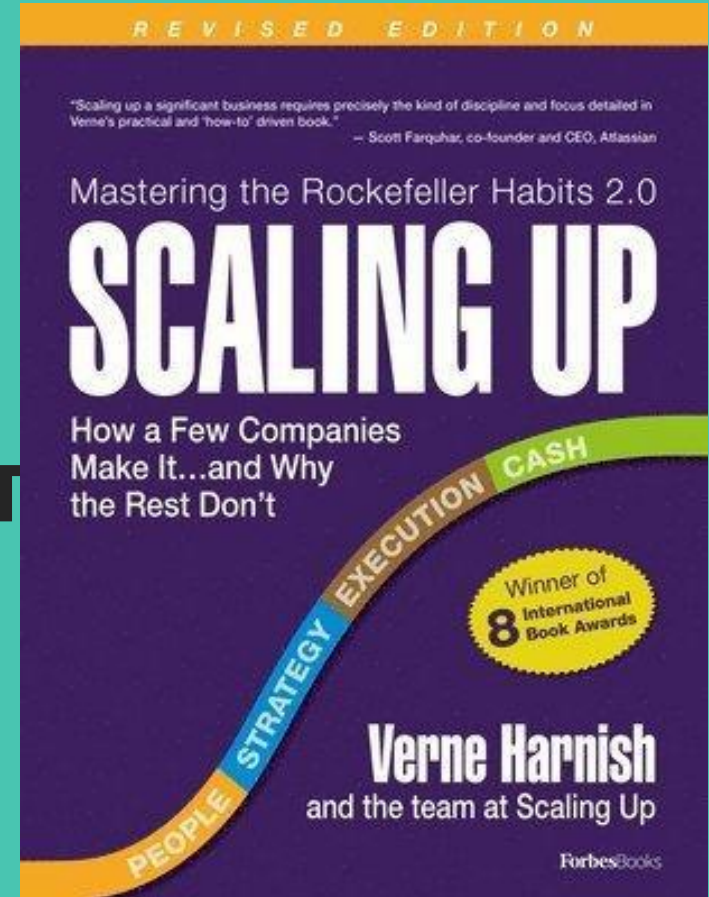
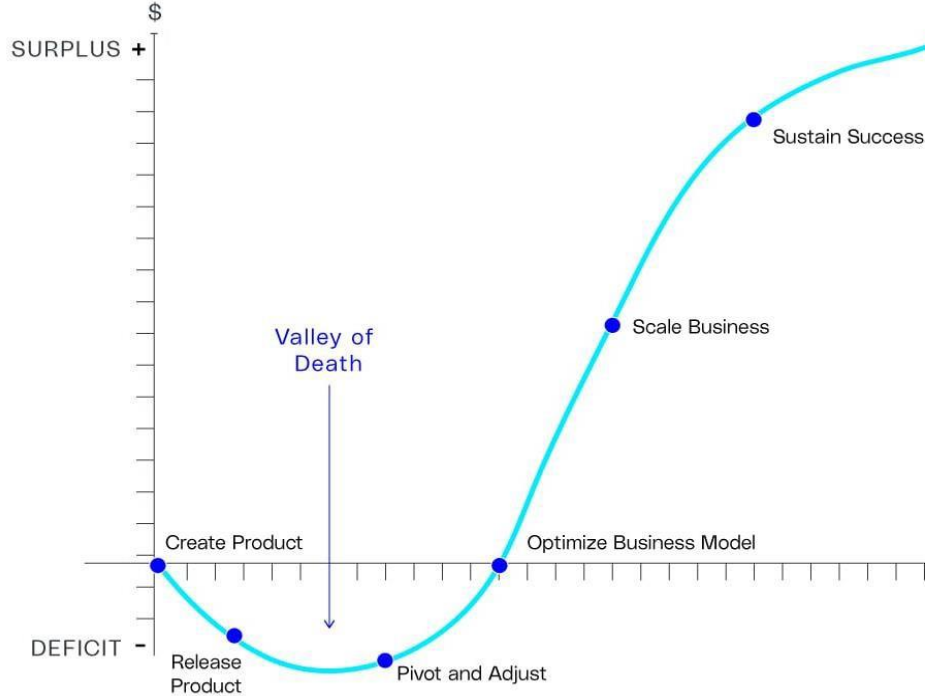
RECYCLING & REUSE

COLLAPSE

Lifelong learning



The Startup J-curve



Impact award

Three very traditional companies who understand their market and the need for repositioning.

- Lindex + Södra
- Filippa K + Swedish Wool Initiative
- Sustain by Oscar Jacobson

These were the finalists at Habit Fashion Awards 2024, highlighting significant contributions to sustainability and industry transformation.

habit
**Fashion
Awards
2024**

Nomineringen
är öppen!

Lindex & OnceMore

Lindex has initiated a significant collaboration with Södra to integrate the innovative textile pulp OnceMore® into its collections. OnceMore® is the world's first large-scale process for recycling blended textiles, combining textile waste with renewable wood resources from sustainably managed Swedish forests to produce high-quality textile pulp.

Lindex plans to produce approximately one million garments based on OnceMore® fiber. These garments became available in Lindex's assortment starting in early 2023 and are sold both in stores and online.

The fashion company will utilize 250 tons of viscose fiber entirely based on OnceMore® pulp for this production.



LINDEX

ONCEMORE®



Co-funded by
the European Union

Swedish Wool & Filippa K



Filippa K has been a pioneering force in the Swedish Wool Initiative, a collaborative effort aimed at harnessing and promoting Swedish wool within the fashion and textile industry. This initiative addresses the underutilization of Swedish wool, where a significant portion has historically been discarded despite its high quality and sustainable attributes.

Through its active participation in the Swedish Wool Initiative, Filippa K continues to lead in sustainable fashion practices, demonstrating a commitment to environmental responsibility and the promotion of local resources.

Sustain by Oscar Jacobsson

By extending the lifecycle of garments, Sustain by Oscar Jacobsson addresses a critical environmental concern in the fashion industry. Studies indicate that wearing a garment nine months longer than average can reduce carbon emissions by 30%, and choosing second-hand over new can decrease emissions by up to 90%. Through this innovative approach, Oscar Jacobsson not only offers high-quality, timeless fashion but also actively contributes to a more sustainable and circular fashion industry.



And the winner is...



Through these initiatives, Sustain by Oscar Jacobson has successfully integrated sustainability into its business model, contributing to a more circular fashion industry.

The jury for the Impact Award emphasized that this concept not only offers sustainable alternatives to customers but also challenges traditional consumption patterns in men's fashion.

Adrian Zethraeus, Project Coordinator at Science Park Borås and jury member, commented

:"The classic men's segment is often associated with something conservative. Here we see a very progressive investment in the circular. Now it's not the value chain that's in focus, but how to get the customer to think anew, while it fits so well into the fundamental value proposition."

By combining traditional craftsmanship with modern sustainability principles, Sustain by Oscar Jacobson has set a new standard for how fashion companies can work with circular business models. Their work serves as an inspiration for the industry, demonstrating that it is possible to unite quality, style, and sustainability.

transiti*ns