

Hackathon X Indiska: design brief

In celebration of our 120 years and to push the transformation for more sustainable and circular processes in the textile and fashion industry, Indiska and Textile & Fashion 2030 in collaboration with the Swedish School of Textiles at the University of Borås invite you to participate in a joint fashion hackathon!

We want to challenge the traditionally linear value chain, to embrace a more circular thinking in the design process as well as and in business development.

Aim A circular, more sustainable concept/collection for Fashion or Home. In total 5 styles to be produced in 10 pieces each, as a limited collection.

Apply to participate in the two-day Hackathon (11-12th of March) in the DO-tank, a creative workshop to develop your ideas together with Indiska representatives.

Prize One winning group is offered a design consultancy agreement, to realize their collection, and 25 000 SEK as compensation.



INDISKA

Read how!



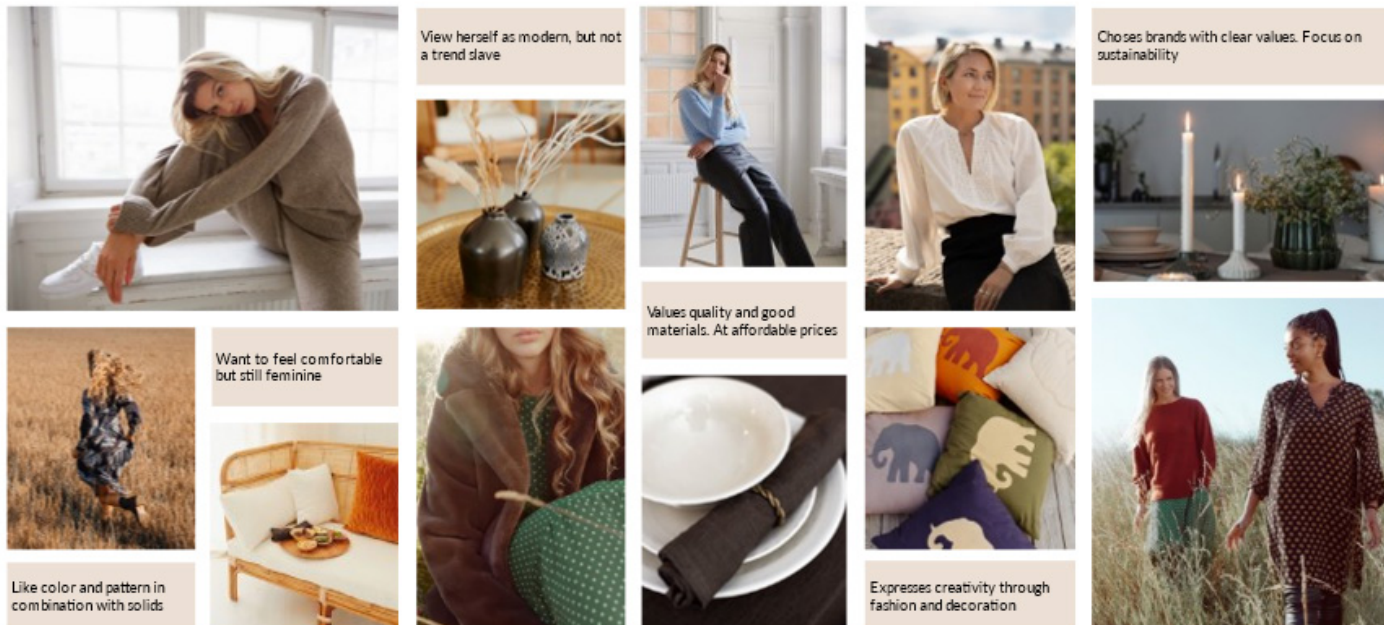
We ask you to:

Apply the circular design thinking to any process in the textile value chain (business model, design process, pattern making, materials choices, production methods, transparency or traceability solutions, fitting, longevity end-of-life etc.) and develop a new more circular collection for either **Fashion** or **Home**, fitting for Indiska's customers and while keeping Indiska's 120-year-old heritage in mind.

The concrete outcome:

- A collection that enhances Indiska's sustainability profile and discovers the notion of circularity
- 5 styles in 10 pieces each (or similar) that will be sold as unique/limited collection online
- To be produced locally in Sweden

We bring joy to ordinary women's lives



To participate:

We invite students in all programs (both bachelor and master) at:

- Textilhögskolan
- Nordiska Textilakademien
- Tillskärarakademin Göteborg

Participate by yourself or as a group (maximum 4 people).

Apply

Space is limited, we can unfortunately only accept 40 people.

Pitch your idea with a:

- 1) Mood board (one page)
- 2) Description of initial ideas (half a page)
- 3) Any specific wishes for materials for the workshop

We don't expect a fully developed idea, just general outlines of your concept.

Send your application (PDF) to textileandfashion2030@hb.se.

Don't forget to write your contact details and members of your team.

The jury

Karin Lindahl (Owner & CEO, Indiska),

Lena von Segebaden (Head of Buying & Assortment, Indiska)

Adrian Zethraeus (Project Manager, Science Park Borås)

Assessment matrix

The pitches and final concepts will be evaluated according to the following parameters:

Design	How well it reflects Indiska's design, values, and its current customer group
Sustainability	Circularity, on what levels the idea challenges the traditionally linear value chain, to embrace a more circular thinking in the design process as well as and in business development
Commerciality	The level of economic viability
Feasibility	Is the concept possible to realize within the scope of the design brief
Scalability	Possibility of scaling and at long term be incorporated in Indiska's normal purchasing process and supply chain

The two-day hackathon

The chosen groups are invited to participate in a two-day hackathon the 11-12th of March 2022 in the DO TANK, Textile Fashion Center, to work creatively and concretize their collection.

Participants in the workshop will have access to:

- » Materials, leftover
- » Production facilities
- » Representatives from Indiska's Head office and Swedish School of Textiles

The winning collection:

The winning group will be asked to realise their collection together with designers, product developers and sustainability experts at Indiska, in the scope of a design consultancy assignment during the spring/autumn 2022 and will be recompensated with 25 000 SEK in prize money. The collection will be launched and sold online at Indiska.com and showed in selected stores.

Design consultancy assignment:

The winning group is expected to work together with Indiska to develop the collection from idea to finished product, preferably during spring 2022, in the form of a paid external consultancy assignment. Whilst respecting your schedule, our aim is that you will join us regularly and take an active part in developing the collection. We want you to have fun, whilst learning a lot!

What you can expect

- » Take part of meetings both at Indiska HQ and online (travel costs paid by Indiska)
- » Get coaching and work together with Indiska's designers, buyers, sustainability team and other relevant staff.
- » Be part of shaping the project implementation.
- » Take part of fittings, photography sessions, developing the marketing material, and plan for the launch session.

What we expect

- » Drive, motivation and dedication to finish the project successfully.
- » Ability and capacity to engage parallel to your studies.
- » See it as an opportunity to kick start your career.
- » Curious mindset.

Concrete deliveries

- » Prototypes/toiles of all the styles.
- » Implementation plan, as well as mood board with marketing plan.

Compensation

The group members will be sharing the prize money – 25 000 SEK – which will be given upon finishing the collection launch.

Calendar

Invitation	Dec/Jan
Deadline to apply	4th of Feb
Participants are announced	18th of February
Hackathon	11-12th of March
Consultancy assignment	Spring 2022
Launch and prize money	Autumn 2022 or Spring 2023

Questions

For questions regarding the Hackathon:

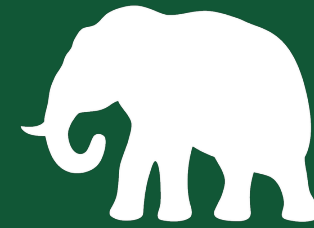
Andrea Djurle
Sustainability Coordinator Indiska
andrea.djurle@indiska.se

About Indiska:

Indiska is a Swedish family own business that has been around for more than 120 years. We sell fashion, interior design and accessories in our 44 stores in Scandinavia, on the international website Indiska.com and through a number of platforms, where Zalando is the largest. Indiska offers home furnishings, clothes and accessories in modern Nordic design with influences from all corners of the world - a wide range with everything from comfortable basic garments, exclusive furniture and that little extra that adds a little extra to the everyday life. We strive for sustainability in all areas and to offer our customers products at good quality and price.

Indiska 120 years

Indiska was founded in 1901 by the female explorer and entrepreneur Matilda Hamilton, who was inspired by the expressive cultures and captivating environments of India. On her adventures she found traditional Indian goods that she imported to Sweden and sold in a store, the Exhibition. In 1950, the Thambert family buys the shop and develops the garment section, and in the following 30-40 years Indiska's business grows rapidly. Today, we have grown into a Swedish lifestyle brand that offers modern fashion, interior decor and accessories combining traditional Nordic design with influences from across the globe. Indiska has always been a family business and has since 2017 been owned and operated by the female entrepreneur Karin Lindahl. We strive for sustainability on all levels to be able to offer our customers long-lasting goods at affordable prices.



INDISKA

Celebrating
120
years
of discovery

Textile & Fashion 2030 - Sustainability by Sweden, the national platform

The government assignment Textile & Fashion 2030 initiates activities at a national and international level to contribute to achieving the goals in Agenda 2030. The activities focus on various challenges and opportunities in the textile and fashion sector and lead to insights into why and how a sustainable industry should be developed.

The core of the platform's program is to advance the circular economy, zero toxin/zero waste/closed-loop value chains, safe and just labor conditions, and diffuse holistic and regenerative tools, processes and standards that can lead to new models of sustainable production and consumption.

The five-year Textile & Fashion 2030 national platform's program is driven by a multi-stakeholder approach that will involve and mix & match micro, small, and mid-size enterprises, decision-makers, public sector authorities and purchasers, civil society associations and NGOs, research institutes, universities, students, creative communities, cultural influencers, opinion leaders, as well as citizen consumers.

The design hackathon is a perfect opportunity for students to get involved in innovating the future!



Fotograf: Anna Sigge

Circular Design Strategies:

Keep material and products alive!

Use circulated resources as input material such as reused components and recycled materials. Also make sure that products can be kept in use by choosing materials of good quality.

Preferred materials:

Dead stock from Rekotex/ Sustainable Maker Room

<https://www.rekotex.se/en/>

Samples, Indiska

Second hand, Myrorna

Design out waste and pollution!

Do it right from the beginning in design and product development and choose resource-efficient and more sustainable manufacturing with as low a footprint and as little waste as possible.

Preferred materials:

Digital print: <https://tobex.se/>

Imogotech spray dye: <https://www.imogotech.com/>

Coloureel embroidery: <https://www.coloreel.com/>

We Are SpinDye

Regenerate natural systems!

The circular economy is not only about designing products that can be produced and consumed sustainably, but where the products and use also contribute to rebuilding and strengthening the ecosystem.

Preferred material:

Regeneratively grown cotton, wool, hemp etc.

