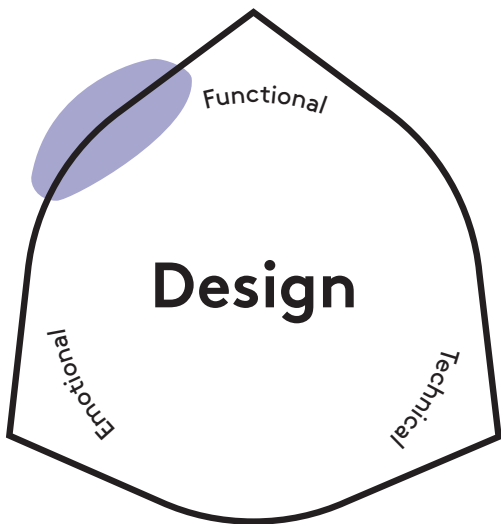


Local Production



Local Production

WHAT?

Production of product placed locally to either development, material production and/or retail.

WHY?

Local production can:

- minimise use of resources i.e. transport costs, CO₂ emission and logistics.
- enable design innovation in collaboration with manufacturers within production.
- support local communities.
- support transparency in the supply chain.

CHALLENGES

Lack of locally situated manufactures in Denmark, Scandinavia and Western Europe due to the general outsourcing.

EXAMPLES

- High-end textiles company, **Wallace & Sewell** use their choice of local production as part of the **product history build-up**.
- Local Production can be used to promote and invigorate a specific geographical area through a **joint platform**, see for example **MINYC**.
- **Adidas** has launched a Women's Empowerment Programme to improve knowledge and skills and help female workers within their supply chain.

THIS CARD LINKS TO

/ Customisation / Embedded Storytelling / Ethical Supply Chain / Product History / Production on Demand

FURTHER READING

<http://1dcluster.com/wp-content/uploads/2016/01/Masterclass-produktion-i-danmark.pdf> / Clark (2008). **SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?** Fashion Theory, 12, pp. 427–446.