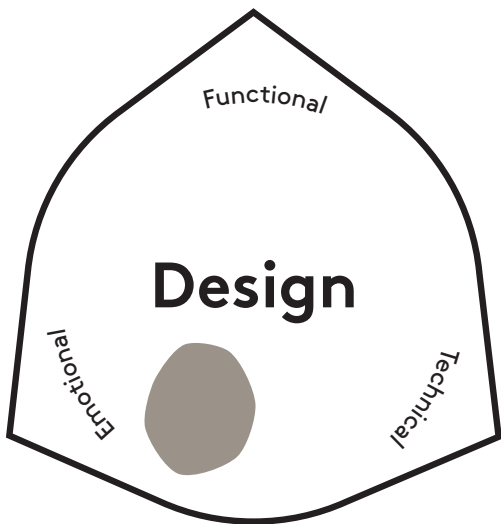


# Product History



# Product History

## WHAT?

Articulation to create transparency on product history regarding development, production and potential former use.

## WHY?

Visible and transparent product history supports emotional attachment between the product and the user.

## CHALLENGES

- Information must be sorted and selected and who decides what is relevant?
- Credibility can be challenged on how to avoid, or inform on, information biases.

## EXAMPLES

- High-end textiles company **Wallace & Sewell** use their choice of local production as part of the **product history build-up**.
- Material origin: **The Wild Concept** as the story of fur design based on hunted fur bought of local hunters made by **Marita Huurinainen**.
- The company, **Lovia Collection** work with a 'product DNA' to demonstrate the complexity of the fashion industry and to provide transparency in the supply chain.

## THIS CARD LINKS TO

/ Embedded Storytelling / Ethical Supply Chain / Information / Local Production

## FURTHER READING

Niinimäki (2013). *Ethical design*. In: Niinimäki (ed.) *Sustainable Fashion: new approaches*. Aalto University, Helsinki, pp. 44-45 / Clark (2008). *SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?*. *Fashion Theory* 12, pp. 427-446.