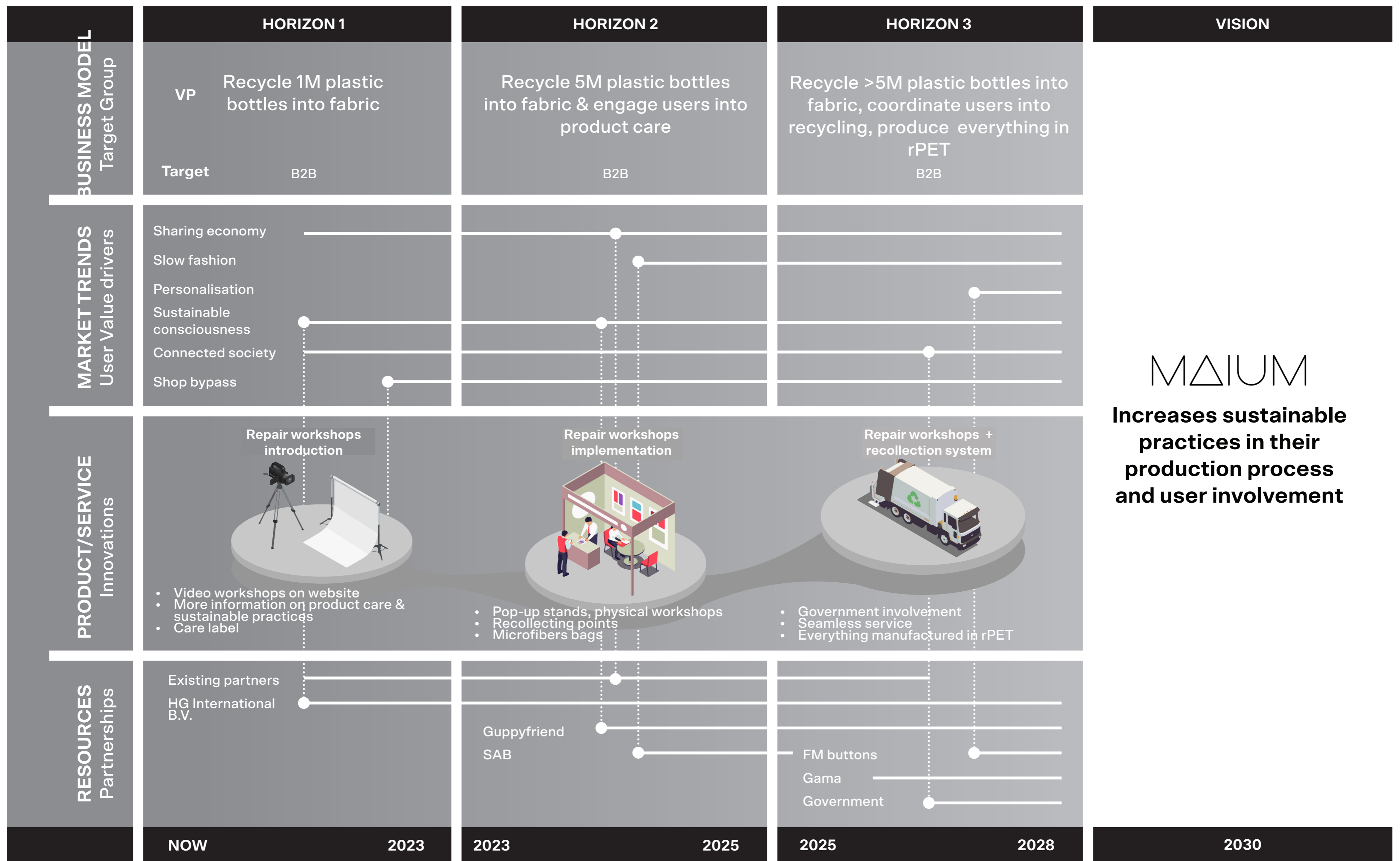
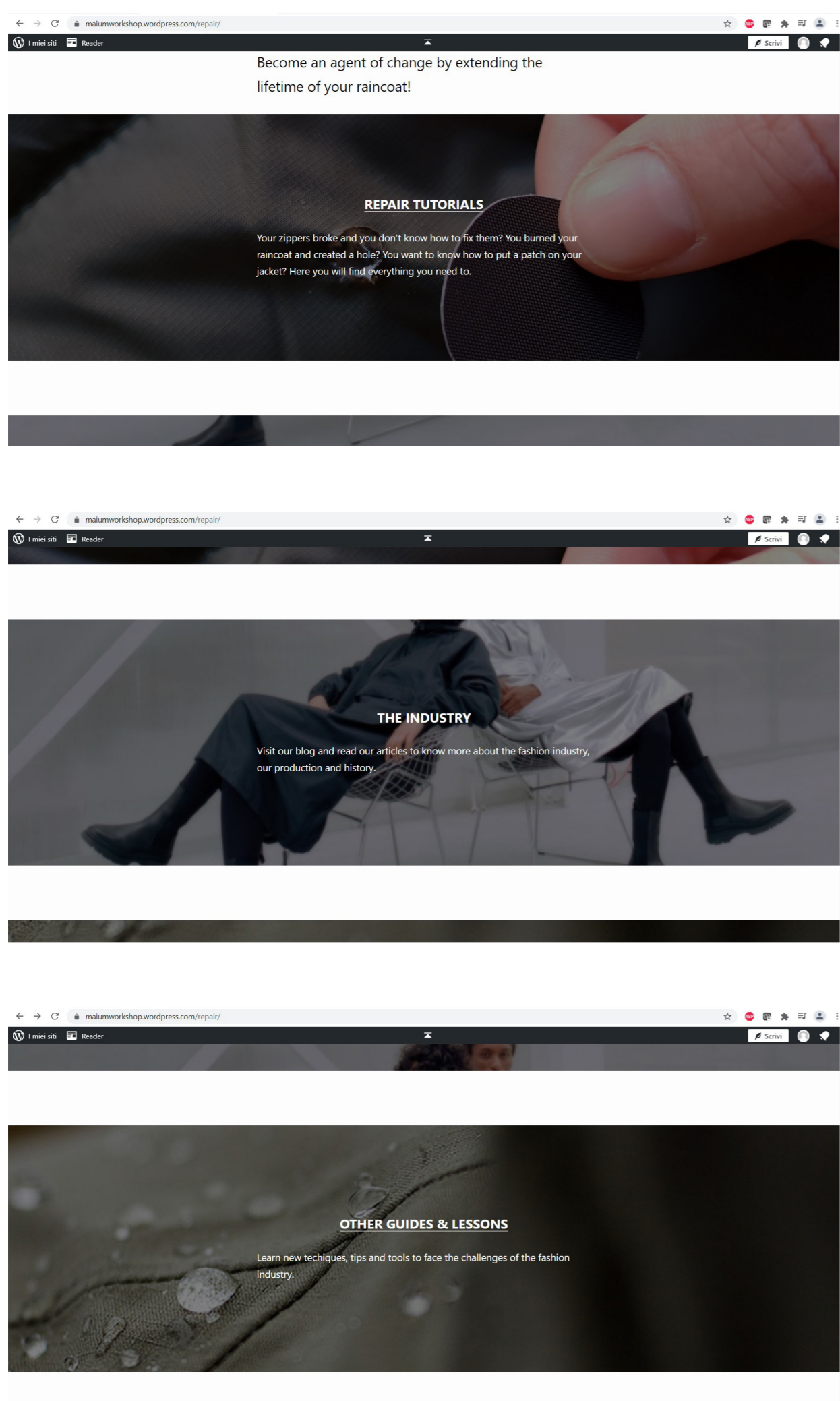


SUSTAINABLE OPPORTUNITIES IN THE FASHION INDUSTRY

Easing the transition to a slower, user-inclusive production model for Maium.



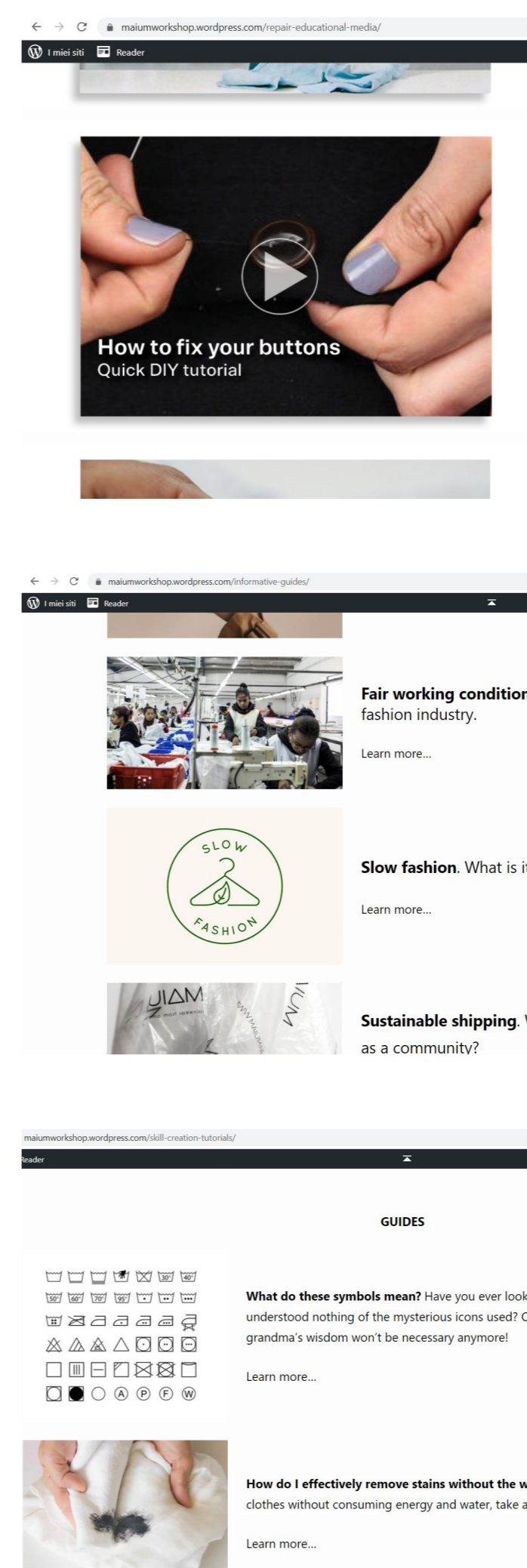
MAIUM
Increases sustainable practices in their production process and user involvement



The first type of tutorials provided by Maium relates to the basic maintenance and repair techniques of a raincoat.

In the second section Maium shares articles in which more information on the fashion industry is provided.

The last section comprehends both educational videos and guides: these want to transfer new knowledge to users.



The insights come in the form of tutorial videos, in which the users can learn repair techniques such as fixing the buttons of the raincoat, reapplying water repellency to it, or fix the zippers etc.

The articles can range from what fast and slow fashion are, where the used materials come from, what fair working conditions mean in practice etc.

The videos follow the same structure of the repair tutorials, and the guides are articles that provide useful information to users on how to approach their clothing.

Alessandro Domenighini
Sustainable opportunities in the Fashion industry.
28/10/2021
Strategic Product Design

Committee Jeremy Faludi
Linda Ritzen
Anita Palacios
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