



Changing the GAME

Nora Kühner fashion design consulting



This file is an extract of Nora Kühner's lecture first held at Performance Days in Munich/Germany, on April 21, 2016.

Idea, concept, layout, text + design:

Nora Kühner

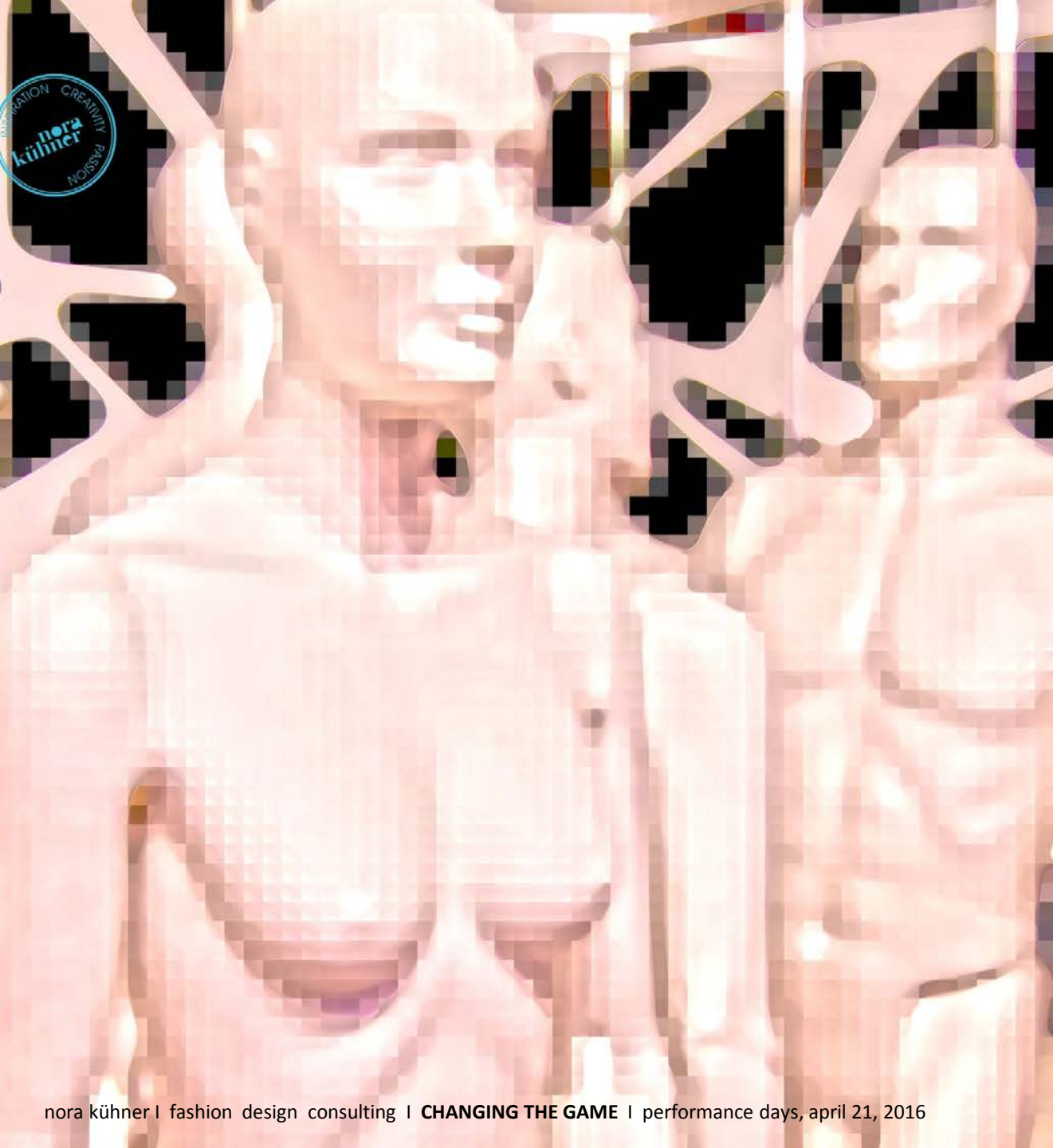
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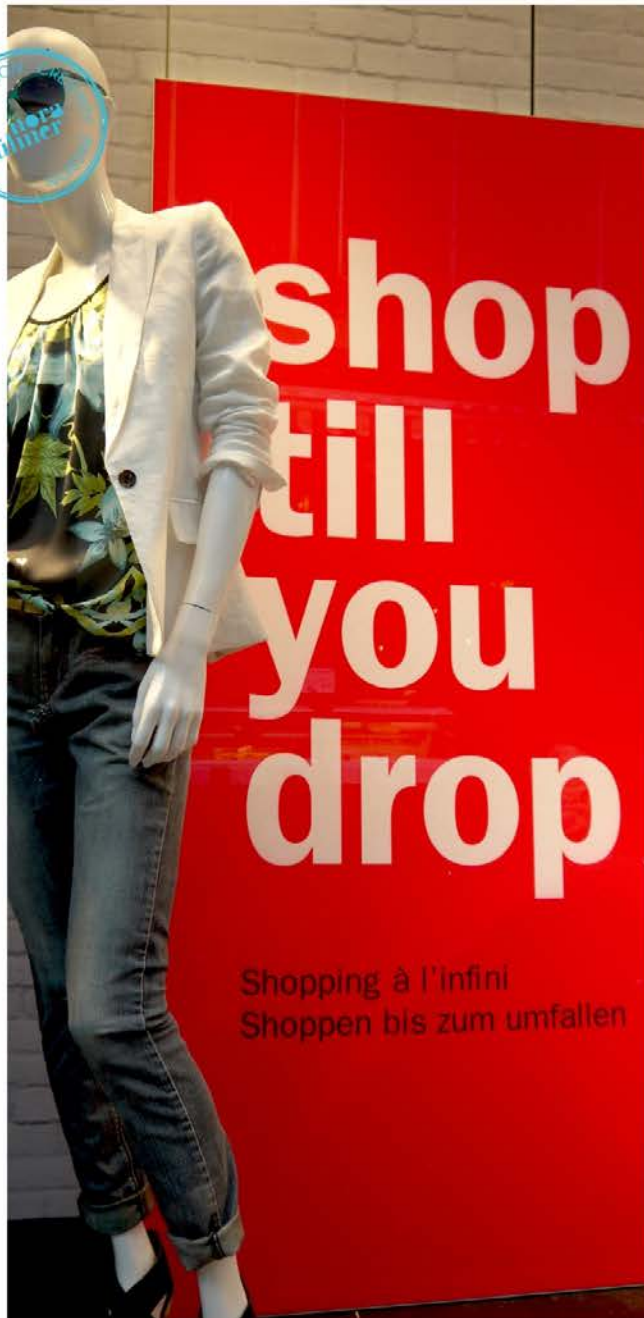
OBSOLETE

Waiting
for cyborgs –
no clothing
required –
sustainability
issues solved!




**THINKING IN
VOLUME
SAMENESS IN
MASSES
STANDARDIZATION
OPTIMIZATION**





- products available at cheap prices - but lost value
- throw-away culture peak



**The textile & clothing supply chain is
a highly diversified and super-complex global network.**

„Just in time?“





THE AGE OF LESS



Sustainability is not an option, but a bare necessity!

- Earth's population constantly growing.
- Natural resources already today overexploited.
- Ongoing concerns about the environmental impacts of textile production processes.
- Social problems in the clothing production system have taken center stage in the media.



**„I love design and I love the Earth.
We shouldn't have to sacrifice one
for the sake of the other.“**

*Sam Selbie, student,
University of Oregon (USA)
Participant of
the MASTERCLASS@ISPO 2016*

Re-use, recycle and reduce

A growing number of people is interested where their clothes come from and how they are made. This is the greenhouse for mainly start-ups and small brands which are developing new approaches to the outdated traditional structures and processes of the textile industry.

Traceability, trustworthy consumption, longevity and regaining value are some of the keywords influencing new concepts all over the globe.

Efforts are made to get over the throwaway culture of our times (just to name the idea of Repair Cafés – discarded objects still have value). Facing all kind of crises within the last decade people feel the need to change habits.

Sports are deeply rooted in nature, sports brands love to use nature as the perfect backdrop for their advertising – therefore the sports industry has to be at the forefront in solving sustainability issues.

Want to know more?

Please feel free to contact me: info@norakuehner.com

**I will be delighted to shape a tailormade consulting concept
for your company.**



**NEW
THRILLING
BUSINESS
-
don't get
left behind.**



**“It takes COURAGE to
change the game.”**

Michael Jordan