

# Kvalitativna analiza švedskih modnih brendova s naglaskom na koncept održivosti

mag. ing. des. text. Duje Kodžoman





482 bilijuna = 482, 000, 000, 000, 000 \$





ODRŽIVOST

"zadovoljavanje današnjih potreba bez ugrožavanja dobrobiti budućih generacija"

MODA

# SKANDINAVIJA



svjetski lider u održivosti

# Design Sweden 1957 onwards

1972  
2005  
2008

Design Sweden  
1957 onwards

Why  
do  
you  
do  
what  
you  
do?



Join us now

Our purpose is to make everyday  
life easier for the individual  
designer, and to highlight the  
power of design as a builder  
of cultural and economic value.

#### Panel discussion

Participants

Daniel Östman  
Monica Förster  
Göran Söderström

Moderator

Petrus Palmér

Date & venue

11 February 2016, 10 am  
Room C18:35

[designsweden.org](http://designsweden.org)  
[@design\\_sweden](https://twitter.com/design_sweden)

A whole lot has changed since Rune Mård, Carl-Bert Åberg and Sigvard Bernadotte chaired the organization in the 50s and 60s. The world has evolved in dramatic ways, and design as discipline has developed to reflect advances in new technology and organizational practices—giving a vital part in shaping our surroundings.

As the definition of design expands organically it's necessary to make changes ourselves, to better represent and support our members. Design Sweden is a move away from the traditional model of the degree-based, national membership organization towards an open, international platform for designers attached with Sweden from across the world.

To reflect our change of perspective, we're making some pretty big changes including:

1. Introducing a free membership.
2. Renaming the organization from The Swedish Association of Designers to simply Design Sweden.
3. Introducing a new brand identity and website in collaboration with Barney Obasan (Paris), Göran Söderström (Larsen from Sweden) and Edward Scott (Dad & Pops).

But there's more to come as we gradually introduce our new organization in 2016. Follow our progress and join us via [designsweden.org](http://designsweden.org) and [@design\\_sweden](https://twitter.com/design_sweden).

Petrus Palmér,  
Chairman of the Board

Design Sweden acts collectively  
with one voice, to drive and  
engage opinion around design.

Join

# METODOLOGIJA

- intervju

- Možete li objasniti poslovnu politiku svog brenda u kontekstu koncepta održivosti?
- Koje principe održivosti implementirate u proizvodnju svoje odjeće?

- dokumentna analiza

- 8 švedskih modnih brendova





Asket



- potpuna sljedivost
- otvorene tvornice
- otvoreno određivanje cijena





Deadwood





Elvine

vodoodbojna impregnacija na bazi poli i perfluoriranih alkilnih tvari



Bionic Finish Eco (ne sadrži organske fluorne spojeve)







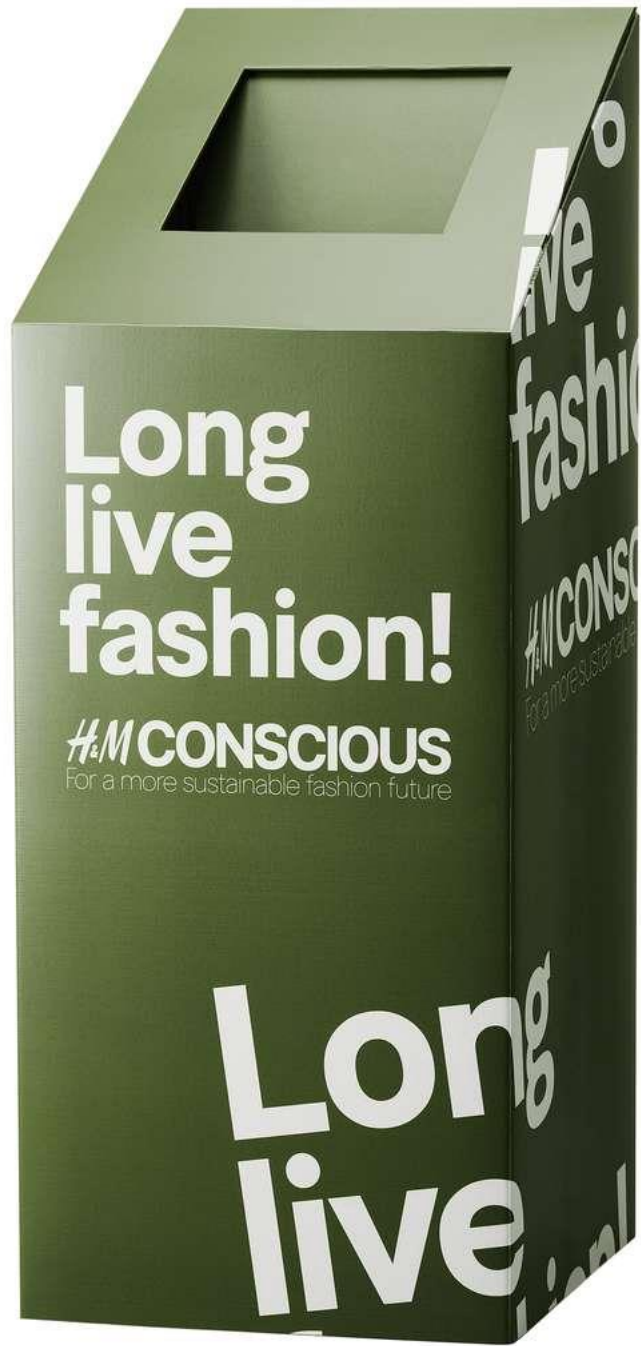


Filippa K





H&M





Nudie Jeans





Phi







Soft Goat



# ZAKLJUČAK

- poboljšavanje opskrbnih lanaca zbog smanjenja sveukupnog negativnog utjecaja na okoliš
- poboljšavanje društvenih uvjeta u tvornicama
- rastuća svijest među potrošačima mlađe generacije



ODRŽIVOST