



EU-GCC
TRADE AND BUSINESS
COOPERATION FACILITY

MASTERCLASS

**on EU-GCC collaboration, design innovation
and sustainability**

Radisson Blu Hotel | Bubyuan
Kuwait City | October 12, 2017



MASTERCLASS WORKSHOPS — BY INVITATION ONLY

09.30-10.00 A WARDROBE STUDY: KNOW YOUR CUSTOMER

This presentation will put a small-scale wardrobe study into perspective, through providing various ways of understanding what is going on when people dress; not only the young fashion followers, but also the majority of people.

- Ms. Helle Graabæk, Head of Textiles, Design School Kolding

10.00-12.00 RETHINKING YOUR PRODUCT— A SUSTAINABLE VALUE CHAIN APPROACH

This product development workshop will focus on sustainability, creating value for the consumer and new business models. How to understand a value chain, the role of design and designers and designing new ideas .

- Ms. Liv Johanna Eskholm, Designer and Facilitator, Design School Kolding
- Ms. Marie Due Hansen, Project Employee, Design School Kolding

COFFEE BREAK AND LIGHT LUNCH

12.00-13.00

13.00-13.30 COMPANY CASE: DISRUPTING THE FASHION VALUE CHAIN WITH MATERIALISE

With 3D printing, design limitations are a thing of the past – your creation is in the hands of your imagination. Materialise has a long history of pushing the boundaries of creative design with technology. Materialise is the leading company for 3D printing solutions to the fashion industry.

- Ms. Valérie Vriamont, Business Development Manager, Materialise

13.30-15.00 FUR TECHNIQUES 2016-2017 WITH KOPENHAGEN STUDIO

Fur is a durable material with great opportunities in terms of technique and sustainable design. Fur is becoming more popular material in accessories such as shoes, jewelry and bags. Likewise, summer fur has introduced fur into new market with warmer climates. This session will introduce fur as a creative material and the techniques needed to adapt fur to the Gulfregion.

- Ms. Mai Jensen, Furrier at Copenhagen Studio

15.00-15.15 WRAP UP—CLOSING REMARKS

- EU-GCC Trade and Business Cooperation Facility