

| SMALL BUT PERFECT |



Co-funded by
the European Union

**FASHION
OPEN STUDIO**



PRESS RELEASE

April 2023

Small but Perfectly Formed accelerator project showcases its research and development programme developing circular and sustainable business models.

Small but Perfectly Formed recognises that small businesses can pave the way for systemic change in the fashion industry. Small businesses are the foundations upon which wider solutions across the industry can be introduced in a scalable and replicable manner that allows for long term, sustainable change. They offer exciting, innovative solutions that can be replicated.

As part of the showcasing phase of the project until mid May 2023, Fashion Revolution Open Studio is highlighting a programme of events, workshops and short videos designed to explain the research and development of each of these SME partnerships. The events will be happening across Europe including Monkind in Berlin, Tizz & Tonic in Bremen, Ebony Seed in Cork, Jump the Hedges in Belfast, One Essentials in London, and Wayz in Lisbon. Check out the programme via Instagram on [@fashionrevolutionopenstudio](#) and discover innovative solutions for new business models, from [TheLoomapp.com](#), an app which connects customers to fashion designers who will redesign items from their wardrobe, to [Studio Sarmite](#) with a palette of colours made from recycled textile waste, and [Wayz For Life](#), a shoe company putting repairs and renovation at the forefront of their business. All 28 SMEs taking part in the project can be seen at the [Small but Perfectly Formed](#) website.

Dr Matthew Anderson, Faculty of Business and Law, University of Portsmouth said: "SMEs working with the Small But Perfect accelerator programme are demonstrating that you don't have to be big to make a big difference. Small But Perfect R&D projects are designed to support circular and sustainable innovation through product design, material testing and business model development. These projects are showcasing new approaches to circularity and sustainability that can be replicated and scaled across the garment sector."

Tamsin Blanchard, special events curator, Fashion Revolution said, 'For some of the businesses, there has been a tangible outcome which is being integrated into their existing business and for others it's just the beginning of a new way of working that will ensure that their operations are fit for purpose for a fashion industry that is setting a new agenda incorporating ideas around shared economies, take back schemes, repairs, regenerative systems, extended producer responsibility and connecting craft, nature, and industry.'

Please note, we have changed the name to Fashion Revolution Open Studio. The website is now www.fashionrevolutionopenstudio.com | Instagram [@fashionrevolutionopenstudio](https://www.instagram.com/fashionrevolutionopenstudio)

Fashion Revolution Open Studio x Small but Perfect Showcase 2023

Programme of events

Thur-Sat April 20-22

13h-15h CET Berlin

[MONKIND](#)

Crellestr. 3-4 10827 Berlin, Germany

Upcycling and repair open studio session

Sat April 22

11-17h BST, London

[Birdsong](#)

Unit 9, The Makery, 79 Teviot St, London E14 6UJ

Open Studio, workshop and panel discussion

14-18.00 CET Berlin

[Co-Dressing](#)

Rosenthaler Strasse, 40-41, 10178 Berlin (DE)

9-12h CET, Brussels

[Solostuecke](#)

Magazijn Okazi (kringwinkel), Stadsheide 6 3500 Hasselt, Belgium

Speaking event and The Smartest Loop website launch

12-16.00 CET Bremen

[Tizz & Tonic](#)

Bremerhavener Str. 41

28217 Bremen

Fashion Revolution Kick Off

Wed April 26

14.00 BST online

[EDIS](#)

Repairing and sewing workshop online with UMAMADE

Thurs-Fri April 27-28

10-17h BST

SMALL BUT PERFECT - CIRCULAR SOLUTIONS IN ACTION with The Sustainable Angle

Showcase at the Lab E20

Showcasing exhibitors:

Planet of the Grapes

[ONE Essentials](#)

[Evamoso](#)

[Studio Sarmite](#)

[Patchwork Family](#)

[Loom](#)

[Saska London](#)
[Atlas of Sustainable Colours](#)

Thurs April 27

13h BST

Documentary Screening: "Once There Were Rivers"

By Simone Simonoto, Founder of SICA Upcycling Design & Mahenaz Chowdhury, founder of Broqué

16h-17.30h BST

Materials Really Matter!

Workshop with Amanda Johnston, The Sustainable Angle

15.30-18.15h BST

'Fashion 2.0' - making more from less,

Presentation, David Leigh, founder and CEO of xyz.exchange and lecturer at UAL

18.30-10h

Not just another buzzword : putting circularity into practice

Forum

Fri April 28

10h BST

Atlas of Sustainable Colours

Virtual Webinar

11:30am-13.30h BST

Digital identities workshop with xyz.exchange

Fri April 28

Check out @tizzandtonic for times, Bremen

Tizz & Tonic

Bremen

Fashion Revolution Pop-Up

Sun April 30

13h-16.30h CET, Berlin

SICA

SICA Studio 34 at Krossener Str. 34, Berlin

Cultural Sustainability Strategy and Replicability

Intro + workshop

Mon May 1

12 noon-1pm, Cork

Ebony Seed

5 St Patrick's Quay, Victorian Quarter, Cork, Ireland

Workshop with designers

TBC

[Wayz](#)

[Acatel](#)

May

Time TBC, online

Jump the Hedges

Virtual studio tour & presentation on the Small But Perfect "Farm to Garment" project

Time TBC, online

[Behen](#)

Documentary - YouTube Premiere

-ENDS

Notes to Editors

[Small but Perfectly Formed](#) is a project that will accelerate fashion SMEs to transition to circular and sustainable models. However, it recognises that small and medium size fashion enterprises are working within a wider system and need more than acceleration; they need to be integrated into a system that truly puts people and planet before profit.

The project was founded on the basis that without changing the system, we cannot expect changes made, at any level, to be truly sustainable. Small but Perfectly Formed seeks to 'accelerate the accelerators' by working alongside business support organisations such as fashion weeks, fashion councils, industry bodies including manufacturing and textile associations, accelerators and incubators, hubs and studio spaces, fashion districts and financing/investment schemes to embed circularity, social sustainability and environmental sustainability into their business support and showcasing initiatives.

Small but Perfectly Formed will 'accelerate the policymakers' by mapping the policy landscape that affects sustainable and circular fashion SMEs, ensuring a lasting impact is made across the industry from start to finish. Over its duration, the project will develop a network for SMEs making this transition as well as organisations that support them such as business incubators and accelerators to exchange knowledge, learnings and best practice to effect wider systemic change in the fashion SME sector.

Small but Perfectly Formed is a 30 month (January 2021 - July 2023) collaborative project co funded by the European Commission's COSME programme. The consortium partners are: Athens University of Economics and Business, World Fair Trade Organisation, Fair Trade Advocacy Office, Bocconi University, Impact Hub Lisbon, We Love You Communications and Fashion Revolution. The supporting partners are: Common Objective, University of Portsmouth and Neoynt.

Definitions

For the purposes of the project we define the following terms as:

SME

The category of micro, small and medium-sized enterprises consists of enterprises which: employ fewer than 250 persons and have either an annual turnover not exceeding EUR 50 million or an annual balance sheet total not exceeding EUR 43 million.

Meeting the staff headcount criterion is mandatory in order to be considered an SME. However, an enterprise may choose to meet either the turnover or the balance sheet total ceiling. It does not need to satisfy both requirements and may exceed one of them without impact on its SME status.

Source: European Commission

Transnational Partnership

Partnerships formed between SMEs from more than 1 COSME eligible country. EU member states: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden. COSME associated countries: Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine and United Kingdom.

Projects

Business ideas for a product or service.

Further information For further information and interview requests, please contact jenny@JHoughtonPR.co.uk

Images: Download high resolution images for press [here](#) and credit where appropriate.

Social Media: @fash_rev #SmallButPerfect @fashionrevolutionopenstudio