



MODULE 5 / PR1 HOLISTIC THINKING AND QUALITY PRODUCTION IN FASHION

Giveaways:

1. Fashion is like an ecosystems that is dynamic and complex. That is why a wider, holistic approach is so important. Such broad perspective, brings together brands, retail chains, and cross-sector initiatives towards more sustainable fashion development.
2. Holistic thinking in fashion refers to higher socioeconomic, ethical, and environmental standards for clothing production. Consumers, designers, celebrities, brands, manufacturers and educators are equally responsible for implementing this attitude in the world of fashion.
3. Total Quality Management is an approach based on an idea of long-term success by having all company members (from low-level workers to its highest-ranking executives) focus on improving quality and delivering customer satisfaction. Quality control is an attitude of perfecting each step of the production.
4. Quality production does not require vast financial investments - it is about making decisions and planning. Small steps count.

Activity for self-reflection:

Holistic thinking and focusing on high-quality, sustainable production is no longer merely a suggestion but a social and environmental necessity for business owners. Take a moment to reflect on that statement in relation to the operations of your company. Make a list of main company activities (e.g. production, chain of supply, sales, marketing, communication, waste management, administration) and note down how holistic thinking and quality orientation are present (or missing) in each of them. Are you satisfied with the state of affairs? Which company domain is good enough and what needs improvement? It is difficult to change everything at once so focus on most doable changes. Think about the small steps necessary to improve your company's holistic and quality profile. Approach this task in the SMART way (formulate your ideas for changes, having in mind that they should be specific, measurable, assignable, realistic and time-bound). Make notes, and discuss them with your team.

Case study, essay, topic, activity

List 2-3 companies in your sector and business size whose operations you consider notable examples of holistic thinking and/or quality production. What makes them stand out? Analyze their communication - website, social media, blog etc. Identify communication ideas which you can draw inspiration from and apply in your business.

Find out more in Module 5 through the online cooperative platform <https://tecofash.erasmus.site/>

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