

2024

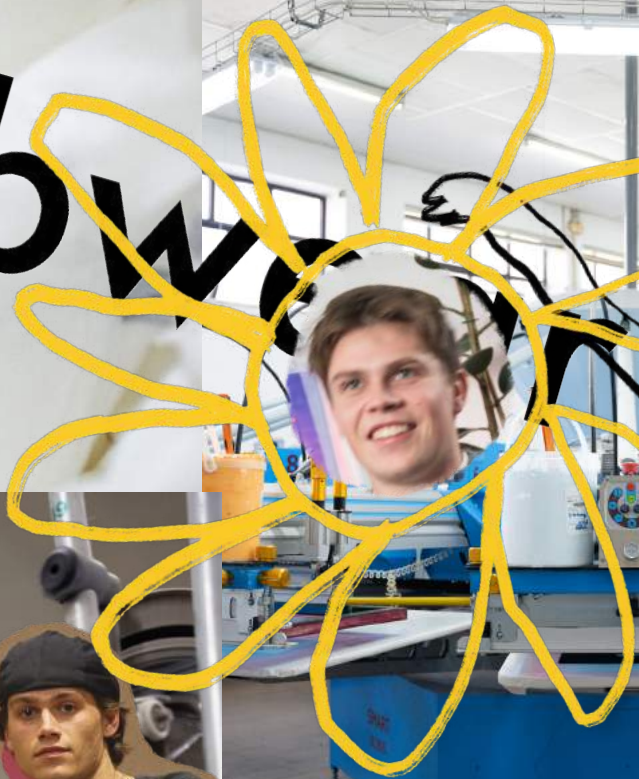
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Labwear Studios
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ALL ACCESS

ISSUE

Labwear



Labwear



Labwear Studios



...oting a Manufacturing-on-Demand model,
...roduction with real-time customer
...minating excess inventory and waste.
...ventory model allows brands to increase
...argin as they can sell garments on-
...ll price, instead of investing large sums
...s inventory and trying to sell this
...vide promotion and discounting.
...olds the potential to be one of the
...formation!"

Fuck Fast Fashion

Studios

Table of Content

- Letter from the Team
- 1. Manufacturing is complex as fuck
- 2. So why is big Fashion Winning?
- 3. We're not gonna let that slide
- 4. What it means to Build A Brand
- 5. Real Advice on Building A Brand

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Letter from the Team

So first of all, it's time to start this with a big THANK YOU. Thank you for being part of this, thank you for liking our IG posts, thank you for telling your friends about Labwear, thank you for supporting us and thank you for reading this. < 33

You are the reason we're doing this, you're the reason why we have sleepless nights without any regrets, you're the reason why we put in all those extra hours and you're the reason why we believe we can actually change the fashion industry.

We launched Labwear with a naive dream and a clear vision 2-years ago. We wanted to change the industry by empowering young and talented designers with simple and plain blanks. We might have been a little delusional, but our goal to lend a helping hand to young and talented designers hasn't changed. Thanks to your feedback and your support, we're on our way to actually change the industry, TOGETHER. Step by step and one of those steps is this magazine.

In the following pages we'll be sharing some of our insights gained from working on this startup for the last two years, from manufacturing to how to actually build your brand from scratch. Hopefully you can learn from our mistakes and use our knowledge of the industry in a way that helps you turn your goals into reality.

1

Manufacturing

is

Complex

AS F u c k





"People Don't Understand How Hard It Is To
Manufacture Something" - Elon Musk

Manufacturing is really, really **complex**.

We've manufactured over 20,000 items and yet we're still facing many problems, headaches and fuckups every week. Further down the journey we'll get closer to figuring things out as we innovate day by day.

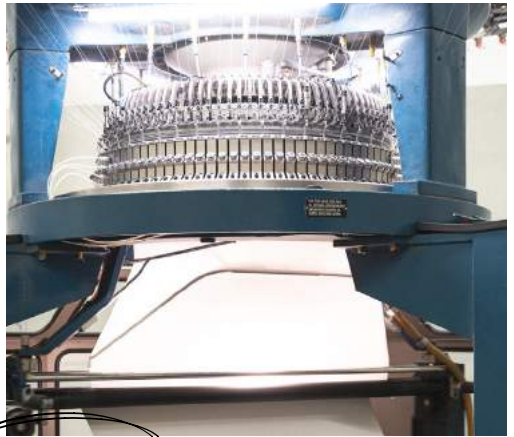
It's truly hard to grasp just how complex manufacturing is. Not just in fashion. Regardless of what you produce, there are so many players, interests and resources involved. Simply producing a plain T-shirt is a marvel of coordination. Don't underestimate manufacturing.



One of the first things we learned about manufacturing is that your products are **NEVER** made in one factory. Just to make a t-shirt, you'll have go through the following steps:



Yarn sourcing: cotton gets produced in countries like the US, Turkey, and India and gets spun into yarns.



Fabric knitting: the yarns arrive in Portugal and get knitted into jersey, rib, fleece, or french terry in circular knitting machines.



Dyeing: before dyeing starts, the dyeing recipe gets developed and approved via lab dips. On top of colours, you can adjust brushing and select add on finishing treatments. The list has **100+ options** and some options are hard to figure out. These wet processes have some of the **biggest environmental impact**. So it is important to dye in Europe because regulation is much stricter.



Garment construction (typical "factory"): this is where **your cutting patterns get developed**, **shrinkage for fabrics get calculated**, the fabrics get cut, sent out to the print or embroidery house and then gets recollected to be assembled with sewing machines. For every different style of stitch, you'll need a different machine. The assembly line can reach up to **12 stations**. These factories normally also do ironing, QC, and packing after all is completed.



Laundry all garments go to laundry for **pre-shrinking** so when you wash it for the first time after receiving the garment, it will stay in perfect shape. ;)



Printing these places hold large screen printing carousels with up to 16 colours or as a hybrid machines with digital printers included. If something with the screens is wrong and you print at a speed of **180 garments per hour**, you're in trouble and you might suddenly have a massive delay affecting all following steps in the process.

* This is really important *

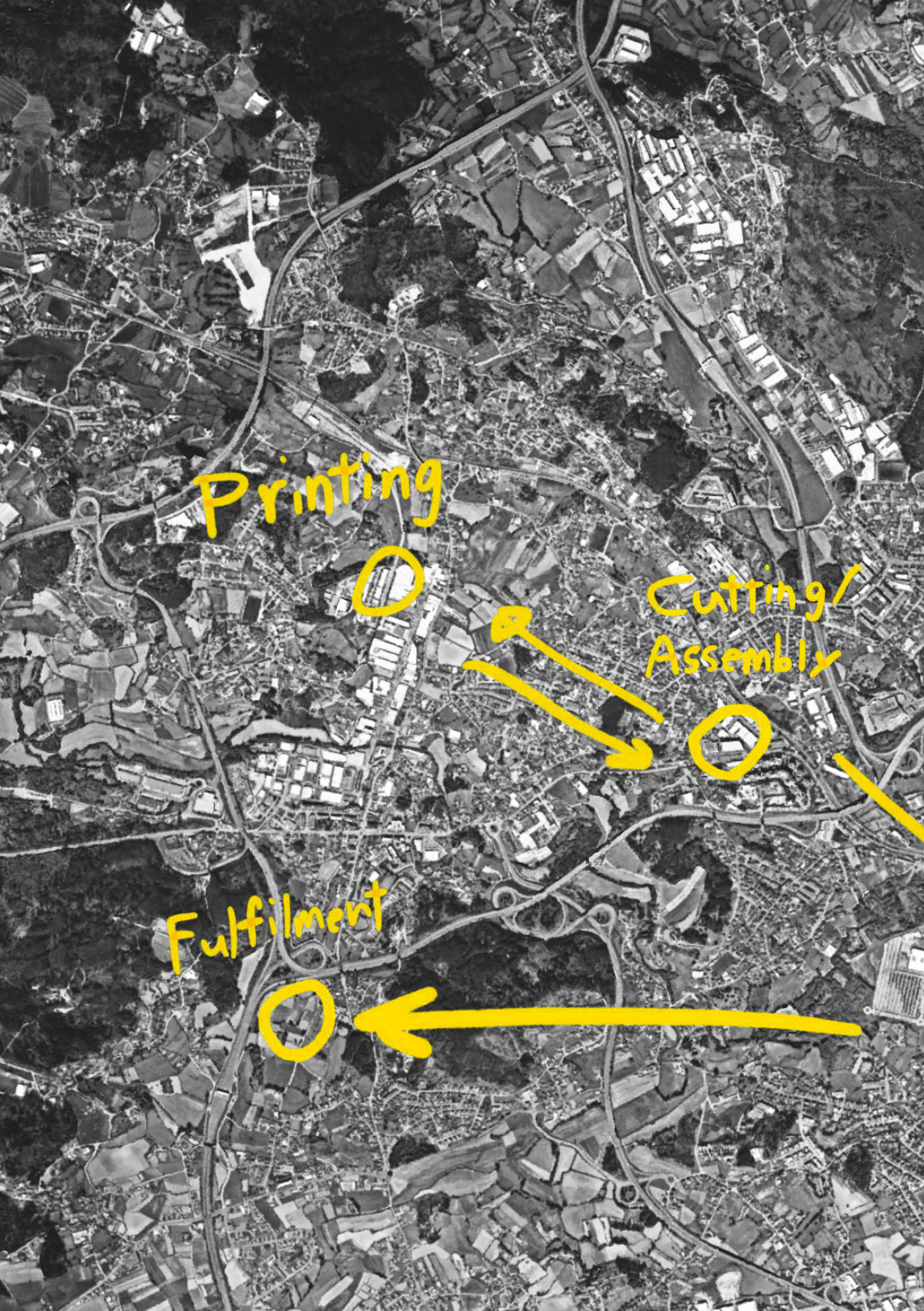
If one step gets delayed, all others get delayed too and that's when you run at risk of losing your production slots at the factories next in line. In other words, this ecosystem is super sensitive to missteps. Just one small error and you have an unfinished product lying around for weeks, waiting to get to the next step.

Massive delays, slow communication, waste, and a constant prioritization of huge orders are a mere byproduct of this dysfunctional and fragile system. It is inherently flawed and needs reengineering to serve as a base for a more sustainable future of fashion.





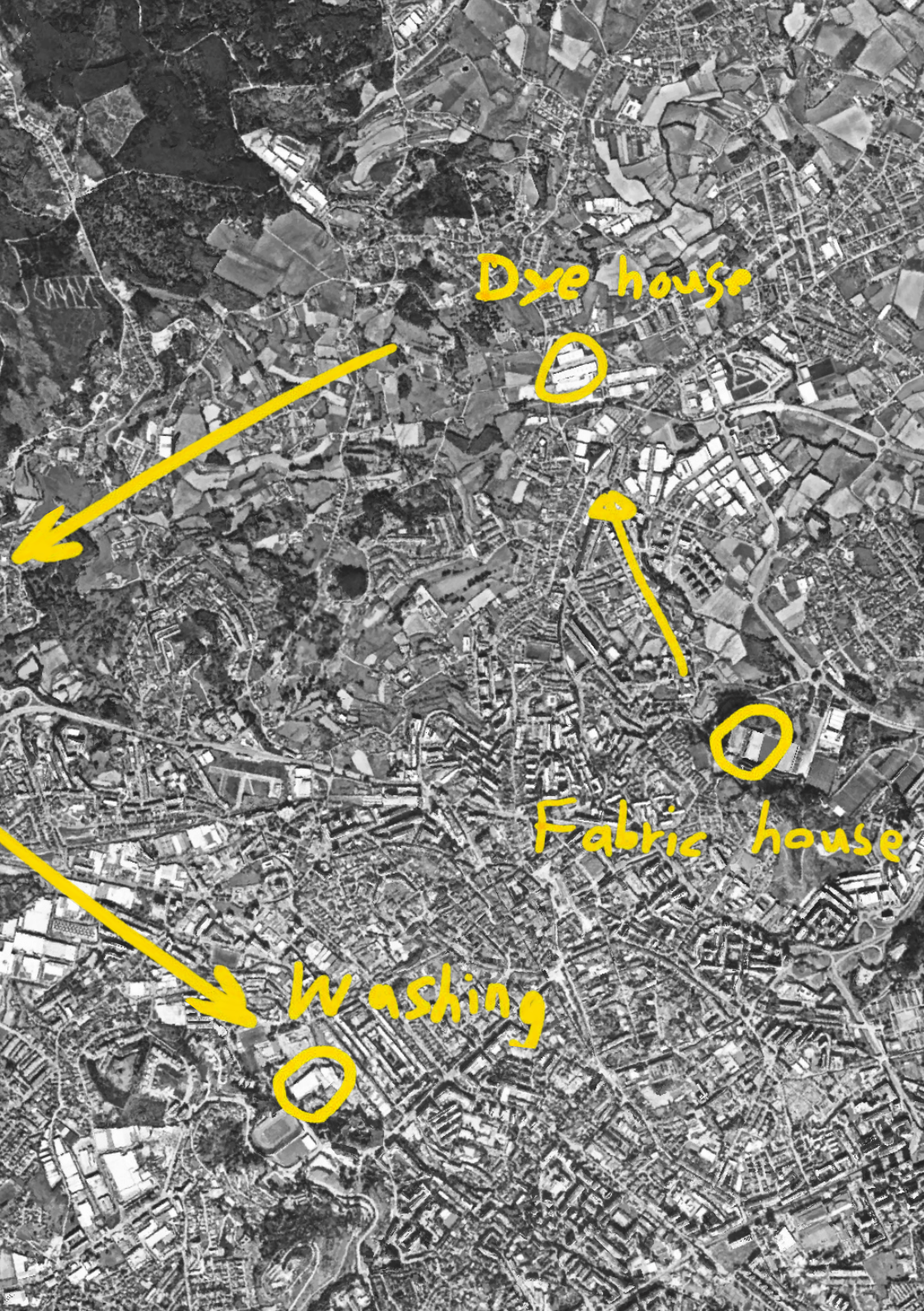
This can happen in any step of the process.



Printing

Cutting/
Assembly

Fulfilment

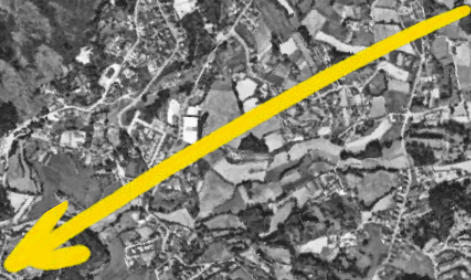


Dye house



Fabric house

Washing





2 Why
Is Big
Fashion
Winning



* This is really important *

As with many other industries the majority of the fashion market is owned by big corporations.* The big guys are focused on shareholder value, pursue inherently unsustainable business models, and are really bad for the overall diversity and state of Fashion.

Big fashion cooperations spend tons of money to own massive distribution channels, run huge advertisement campaigns, and use their size to put pressure on supplier costs. They absolutely dominate the market and protect their market shares. Fashion is extremely competitive, so the game is very aggressive.

A single factory in this massive ecosystem can't do much except to work with big fashion if required.

Just to mention an example in our own dye house. As orders got delayed and Inditex (the owner of Zara) identified a bottle neck in dyeing, they just bought the dye house to get full priority on all projects. This comes at our cost, there's always a risk of our project getting delayed just because Inditex decided to take our slot for their own production.

To stay competitive, brands are driving lower unit costs by producing ever larger quantities. Over-ordering is viewed as cheaper than the risk of missing a sale because stock isn't available. This system is driving over-production to never seen before levels and making it impossible for emerging designers to enter the market.

The base costs for production, meaning planning, development, and coordination are high regardless of batch size. Small quantities simply aren't profitable. As long as there isn't technology supporting the efficient production of small batch sizes, the industry closes the doors on loads of emerging talent and keeps on producing way too many garments.





In some cases you don't even need to put your money down. Balenciaga and Off-White for example make such high quantities in our print houses that they'll get whatever they want. To make one of Virgil's signature Off-White t-shirts, our print house will serve them to the extent that they bought multiple new machines to be able to produce their unique prints in a matter of months. We're talking 100'000 pieces.

On the other hand, if a small brand wants to start their production, they'll just have to wait, with no guarantee of timely delivery...



3

We're
not
gonna

A dark, industrial interior, possibly a factory or warehouse. In the foreground, a person in a light-colored hoodie is seen from the back. In the center, a person in a dark jacket stands looking towards the camera. To the right, there are large stacks of white material, likely paper or cardboard. The background shows industrial structures and a bright light source at the top left. The text "Let that Slide" is overlaid in a white, handwritten font.

Let
that
Slide

**Alright
Labwear,
How the
fuck are a
bunch of 20
something
year olds
gonna
reinvent
an entire
industry?**

We're glad you asked.

Manufacturing may look like a mess, but we don't need to reinvent the wheel to fix it. Other industries have already managed to get their shit together manufacturing-wise. The car industry for example, managed to re-engineer the way they manufacture cars by improving coordination and eliminating waste in the process. They call it lean-manufacturing.

big word huh?

We're taking a page of their book.

*AKA
Democratizing
Fashion*

Our know-how of the respective interests, both on the side of the brands and the factories, has helped us come up with a solution. Now our factories can handle a large cluster of projects in an efficient way, allowing them to fill up their production capacities with 200 small brands instead of 3 big brands. And we've already done this! Ever since summer of 23, our main confection house works exclusively for Labwear Studios!! With our help, they've managed to increase productivity, quality, and reliability, proving the economic feasibility of our model.

*another
big word =..=*

A close-up photograph of a person's hand pointing at a technical drawing of a garment pattern on a table. The drawing shows various pieces of fabric with dashed lines indicating where to cut. The person is wearing a grey long-sleeved shirt. The background is a plain, light-colored surface.

Now we can pool the orders of multiple small designers and make the handling of these projects manageable through lean-manufacturing. We are just as pivotal for our suppliers as the big brands now.

Our goal is to achieve this status throughout the whole supply-chain. With the power of all the talented brands and designers, we can stand up against big fashion and secure ourselves a seat at the table!

At the end of the day, we're building one of the most transformative ecosystems in the world. The core is our software technology, allowing us to efficiently handle loads of orders and learn from data. Based on data, we can also improve production processes together with our factories and reduce our environmental impact in a data-driven way, instead of promoting more greenwashing. It's all about collaborative innovation and implementation!

The times are over where a few global brands dominate the world. We're sick of that shit. The future hits different!

**Now you got
access to
the greatest
manufacturing
possibilities
out there. But
building a brand
is much more
than this. It's
fucking hard!**

4

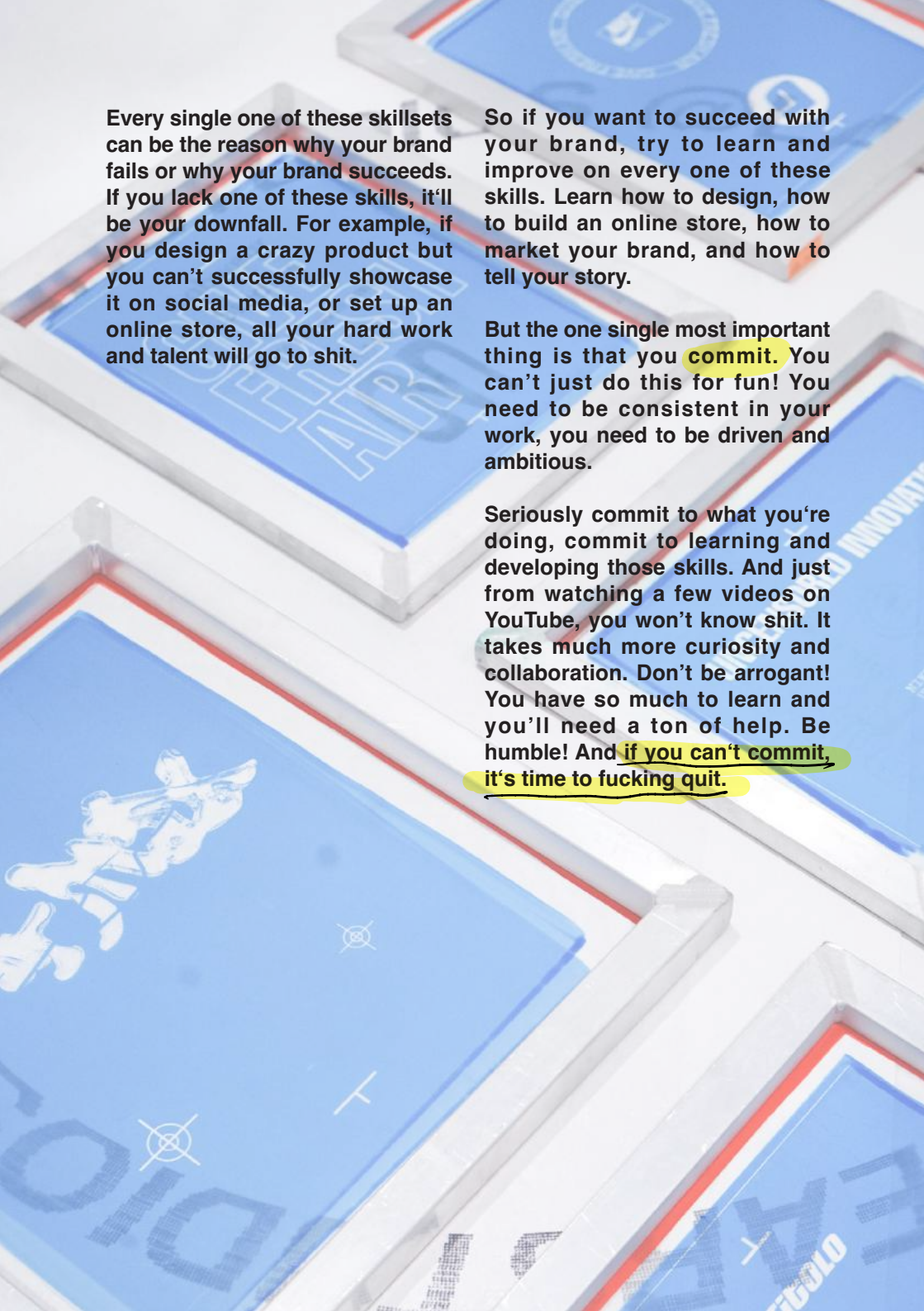
What it
means to
build a
Brand



Over the past 2 years we saw over 200 brands struggle and succeed first hand. Through this time, one thing was really apparent: talent alone is not enough! As a small brand, you're indirectly competing against big fashion companies who have talented people in:

Marketing
Fashion Design
Art Direction
Procurement
Wholesale
E-commerce
PR
ETC...

You'll have brands with talented marketers, designers, business people, PR, whatsoever, but what really made them thrive was working hard and staying consistent. Having a talented and passionate team is a great start, but you'll need to **show progress constantly.**



Every single one of these skillsets can be the reason why your brand fails or why your brand succeeds. If you lack one of these skills, it'll be your downfall. For example, if you design a crazy product but you can't successfully showcase it on social media, or set up an online store, all your hard work and talent will go to shit.

So if you want to succeed with your brand, try to learn and improve on every one of these skills. Learn how to design, how to build an online store, how to market your brand, and how to tell your story.

But the one single most important thing is that you **commit**. You can't just do this for fun! You need to be consistent in your work, you need to be driven and ambitious.

Seriously commit to what you're doing, commit to learning and developing those skills. And just from watching a few videos on YouTube, you won't know shit. It takes much more curiosity and collaboration. Don't be arrogant! You have so much to learn and you'll need a ton of help. Be humble! And **if you can't commit, it's time to fucking quit.**



NIKE AIR MAX DAY UNCENSORED INNOVATION 26.03.23

BLAWHEARS

WE

What it takes to Build A Brand

Creative

DNA

Brand Identity

Mission

Patternmaking

Art Direction

Product

Graphic Design

Princing

PR

Collaborations

Design

Influencers

Magazines

Quality

Social Media

Sampling

Showrooms

Planning

Newsletters

Relationships

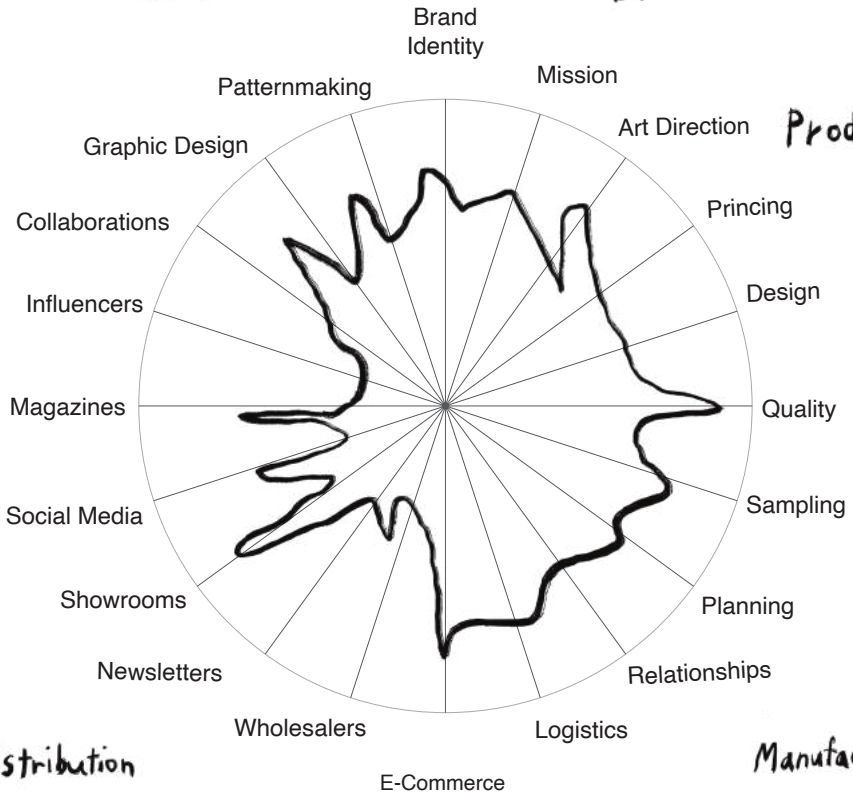
Wholesalers

Logistics

Distribution

E-Commerce

Manufacturing



We Found tA





The Grave for Fast Fashion

5

Real
advice
on

Building
&

Brand



@LABWEARSTUDIOS

HERE AIR MAX DAY
THE FUTURE OF INNOVATION
20.01.23

LABWEAR BLANKS | 2

CHF

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HERE AIR MAX DAY
THE FUTURE OF INNOVATION
20.01.23

HERE AIR MAX DAY
THE FUTURE OF INNOVATION
20.01.23





Don't start a brand if you **can't** answer these questions.

What's your business plan?
How many collections/drops are you planning on doing? What is your budget to invest in developing samples? How much are you going to spend on things like photoshoots, ads, legal, etc. Commit as much money as possible on creating a sick product, but also know how to commercialize it.

Why do I want to start this brand?

Why are you doing this? What is your brand essentially all about? (getting rich should not be the answer here)

Who is your brand for?

Know your audience. Who should buy from your brand? Where do they live, where do they shop, what is their average age and income, what lifestyle is appealing to them? What are other brands that compete for that audience? Appealing to everyone can in reality result in appealing to no-one, that's why defining a niche/core audience is key.

Who are your inspirations?

Identify what brands have a similar audience or even similar products and understand how you can be different. Understanding competitors will help you to improve your own strategy by seeing what works for them or what doesn't. Take inspiration from the world around you, not just from fashion, it could be architecture, nature, ... you name it.

What is your unique selling proposition (USP)?

It's important to identify why your audience should choose you? You need to make it clear what value you bring to your community.

Are there aspects you feel are unique and need to be highlighted any chance you get? Are you great value for money? Are you locally produced? Is your design innovative? Are you more authentic? More interactive? It's more important than ever to stand out and make a name for yourself.

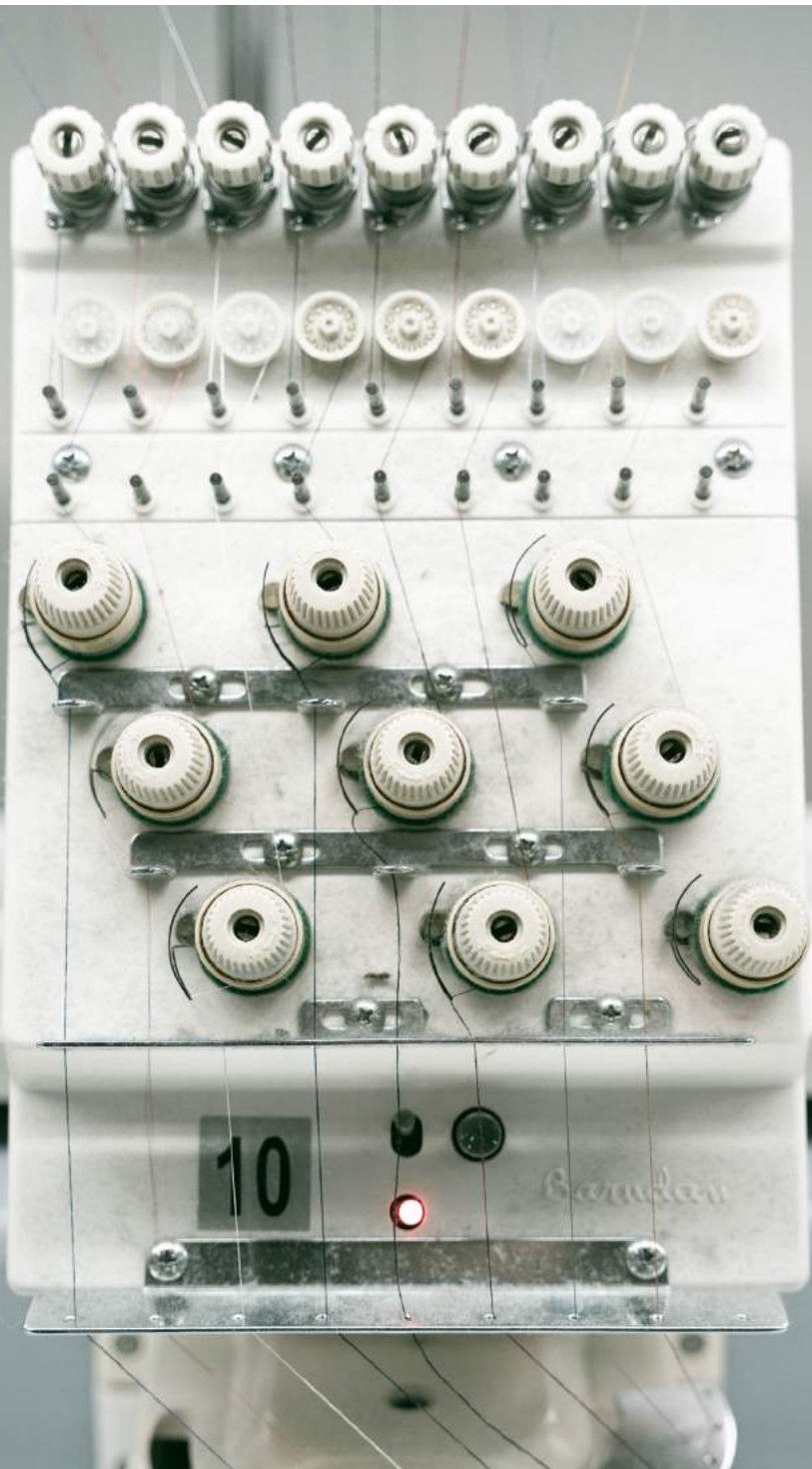
What is your visual identity?

Your personal look and feel will add value to your brand. Develop a recognizable personality for your brand, a tone of voice and online appearance. No one will be reading the „about you“ page on your website. Your personality, goals and values need to become apparent as soon as someone visits your instagram or website. People should be able to tell which coffee mug is yours without any logos.

Our



**rules to
building a
brand!**



- a. use shopify for your online store.
- b. use notion as your work station for to do's, projects, notes, etc.
- c. be a perfectionist but settle at 90% not at 100%.
- d. learn to compromise don't be stubborn.
- e. If your product has a flaw, learn how to sell it.
Don't just give up, learn to adapt, things never go right, be prepared for that.
- f. Creative output is not enough. you need to learn how to sell and promote your product. If no one sees it, no one can appreciate your design.
- g. SHARE, SHARE, SHARE! Share what's going on behind the scenes, don't wait until product launch to show what you've been working on.
- h. Logos don't sell, Make compelling designs with storylines, build something around your logo.
- i. Get out there! Bring your products to stores, people, whatever. Create as many touch points with your brand outside of your Instagram.
- j. Make events, as many as you can, show your brand to your community.

- K. Don't think about making money if you're in this for the long-run.
- L. Learn how to use adobe illustrator **Ai**
- M. Don't settle for Alibaba and don't try to compete with H&M.
- N. Make as little product batches as possible, every new design will increase your brand value.
- O. Be simple. Make a simple e-commerce store and don't forget to share what size the model is wearing. 😊
- P. Get people involved, don't do this on your own!!
- Q. Use Pinterest for moodboards, catch the vibe, breathe the vibe. Moodboards are essential for all aspects of your brand.
- R. Learn about art-direction, creativity goes beyond product. To build your story use the power of photograph, videography, and graphic design.
- S. People buy into your VISION not your product.
- T. If you do pre-orders, make a launch party, try everything in your power to promote your product.

u. Work with

Labwear Studios

Two years ago, we couldn't imagine being in the position we are in now. It was all about giving access to up and coming designers and building a community, but to be at the point now where we're working together with 200+ brands from across 15+ countries is insane! We had a vision of building a platform to support all of you talented creatives and build a future of fashion driven by the talented and young instead of big fashion.

What we didn't see coming is how fucked the industry really was, but with your support we're gonna continue shaping the future of fashion, one move at a time.

Here's to the past, present, and the endless possibilities of tomorrow. Here's to you, from the early days of dreaming to the late nights of hard work, you are the reason why we're doing this.

Time to change this sh*t up, let's change the f*cking industry together!

