

SLOWING DOWN FASHION

vear 

udios

"ALL ACCESS"

FIRST ISSUE

**REFLECTING
ON YEAR ONE**

**SUCCESS, SETBACKS
AND MORE**

**DECLARING WAR
ON FAST FASHION**

**WHATS
TO COME**

**STUDYING?
NEVER HEARD OF IT**

**WE DON'T MAKE CLOTHES
WE MAKE PIECES**

SPECIAL

2023

**EDITION
001**

THIS MAGAZINE IS DEDICATED TO EVERYONE WHO BELIEVES IN US AND EVEN MORE SO TO THOSE WHO DON'T. THIS WOULDN'T BE POSSIBLE WITHOUT YOU.

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STUDIOS



Labwear Studios

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LETTER FROM THE TEAM

First of all, we want to thank each and every one of you who has been a part of this incredible journey, whether as a collaborator, supporter, or customer.

You inspire and motivate us every day to keep pushing for a greater fashion industry.

We'd love to share and document our story, so that everyone has the opportunity to hear about what has happened during the first 12 amazing months since the launch of Labwear Studios.

We started out as three fashion enthusiasts who wanted to make an impact on the fashion scene, and now we are a community consisting of fashion designers, tastemakers, and creatives from all over Europe.

Building this community with you has been fucking great! <3

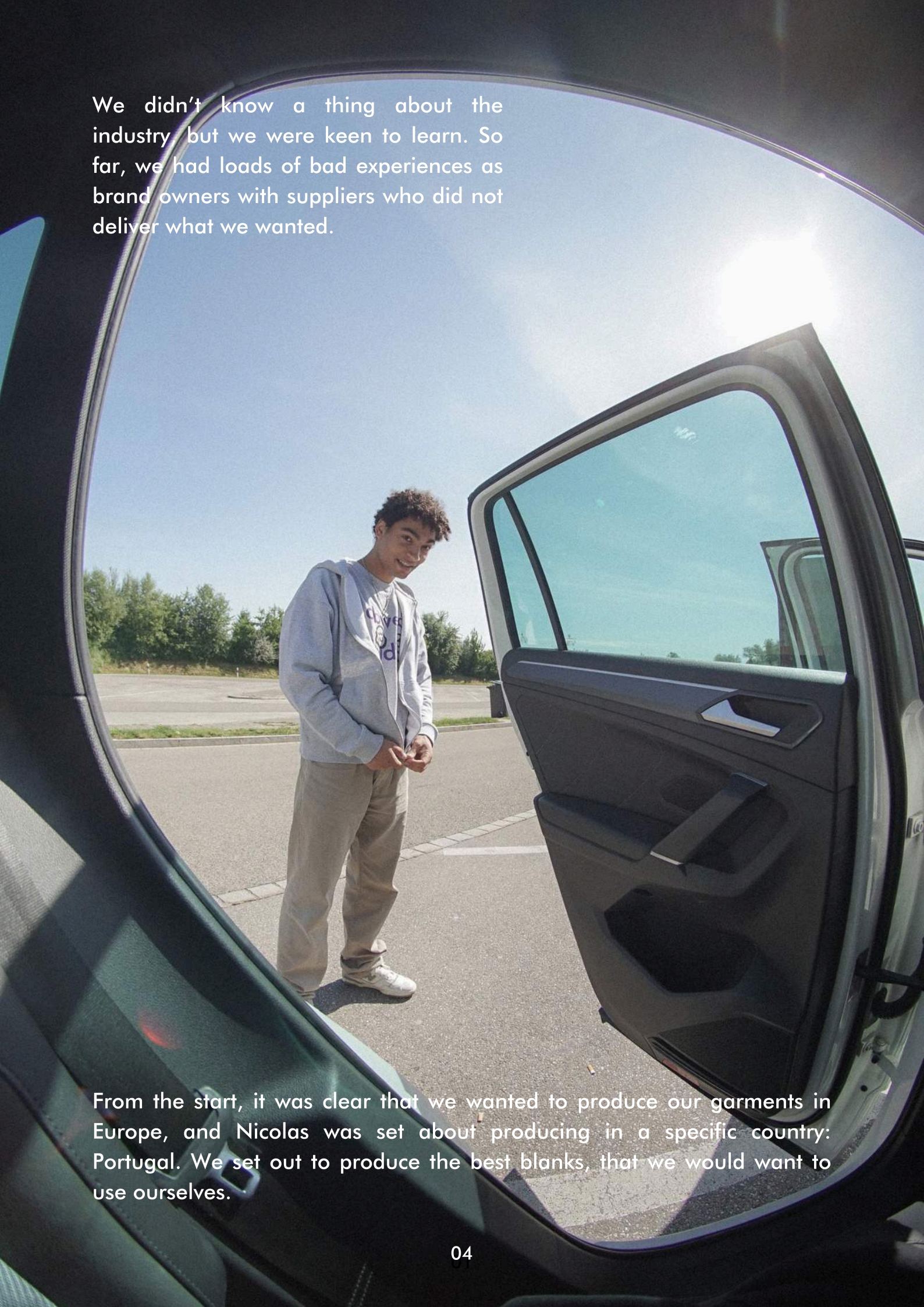
- Labwear Studios Team



1

HOW IT ALL STARTED

Each of us had their own fashion brand in high school. We met through a mutual friend at the time in 2020 and that's when we first discussed some of the issues we faced in the industry. We were using different blanks, but all of us were unsatisfied with the garments and had greater ambitions. In February 2021, we sketched out the first ideas for Labwear Studios. At this point, the three of us were just starting university and we saw this merely as a project.

A young man with curly hair, wearing a light blue hoodie and khaki pants, stands in a parking lot next to a car with its door open. The scene is viewed from the driver's perspective inside the car. The background shows a clear blue sky, trees, and a paved area.

We didn't know a thing about the industry but we were keen to learn. So far, we had loads of bad experiences as brand owners with suppliers who did not deliver what we wanted.

From the start, it was clear that we wanted to produce our garments in Europe, and Nicolas was set about producing in a specific country: Portugal. We set out to produce the best blanks, that we would want to use ourselves.

2

BLANKS ON END

Finding the right suppliers for our blanks was anything but easy. After hours of google research, looking into brands that had great products, manufacturing platforms and agencies, we found ourselves with a list of potential manufacturers.

We wrote dozens of emails and had loads of calls until one factory liked what we had to say. It was this call that opened a door for us. We flew to Portugal to meet with them and started with product development. It took us entire 8 months until we had our final garments ready. We visited them again in February 2022, this time checking out the knitting factory and the dye house.

Being present in a factory setting taught us so much about the process and sheer labour needed to create a simple white t-shirt. Things like this really influenced the perception we had of fashion. The prices we saw on the market made no sense at all considering the work that's put into the product. Fashion simply is a messed up industry. From there on, our drive to change the industry just started growing day by day.



We took a huge bet by starting with an ambitious order of 3,000 pieces and launched in April after a delay of 3 months.





3

FINDING A FOOTING

Back in May, we got to host a live screen printing event in collaboration with Ackerweg. It was an amazing experience to see the joy on people's faces as they brought their own ideas onto the blanks, creating their own unique pieces.

That's the stuff we're here for!

Over the course of summer things started to pick up. New orders came in and our IG page had started to gain traction. Nevertheless we faced some challenges as our company was still divided between Tecido (our corporate clothing business) and Labwear Studios. Consequently our focus on Labwear Studios was not yet fully developed.

Complications and disagreements arose with the other partners in Tecido. Eventually, we decided to split and commit to Labwear.



Looking back, this was exactly what Labwear Studios needed.



LAB
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AWAKENING

Soon after, we met the editor-in-chief at Vogue Ukraine. His team wanted to produce a collaborative collection with Ukrainian Designers and since Vogue's own factories couldn't get it done, we got the chance to step up big time.

We discussed the collection with the Vogue team and we delivered within four weeks, ready for Paris Fashion Week.

The excitement for the trip to Paris was big and meeting Anna Wintour made our fashion fanatic's hearts beat faster.

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YOU MAKE
ME DIZZY

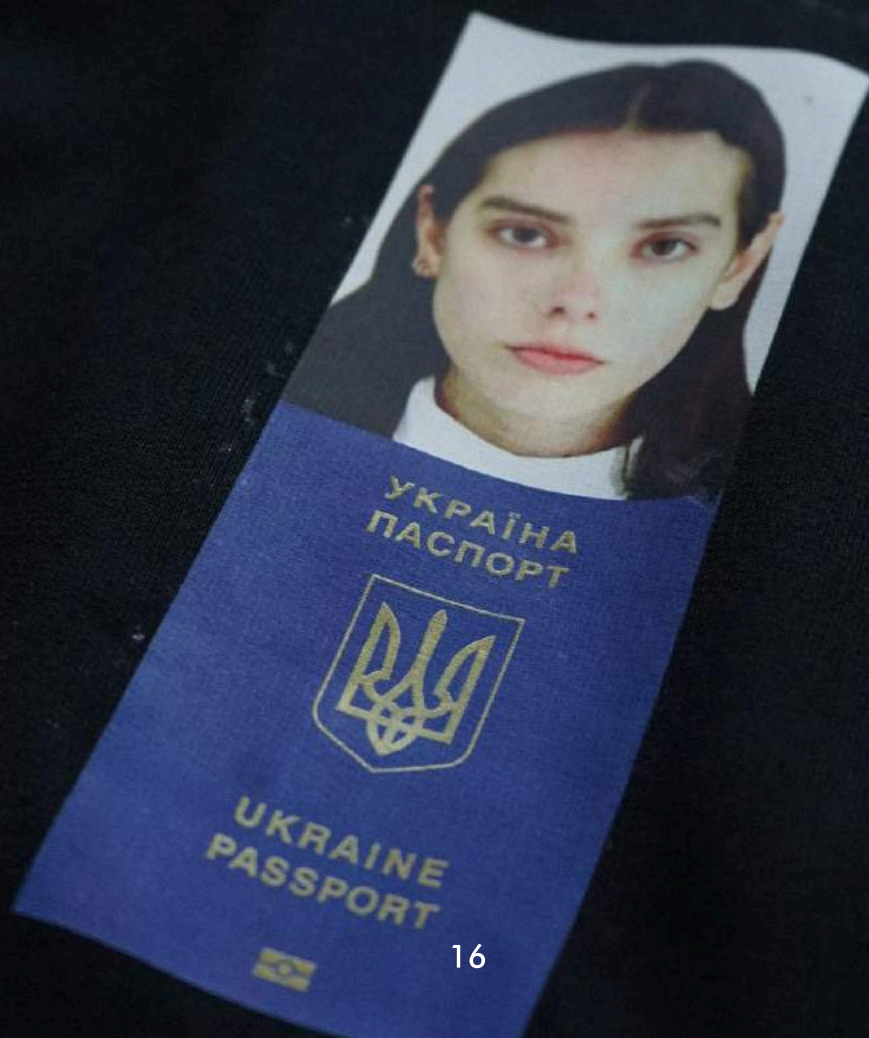
VOGUE
x
MASHA

But something else had a long lasting impact on us. Meeting this family of 17 Ukranian fashion designers has shown us how a supportive designer community looks like. This is exactly what we want to build!

A community where everyone supports each other and shares a space to showcase their creative visions.

Our time in Paris inspired us to want to become disruptors in the industry, pushing boundaries and breaking barriers.

**As we returned home from Paris,
we knew that next time, we
didn't want to be guests, but
hosts.**





5

CHANGING THE GAME

After our trip to Paris, we were full of ideas and inspiration from the amazing designers we had met there. It became clear to us that we needed to offer more than just blanks, if we want serious designers to work with us.

That's when we decided to move into full-scale production services for brands and fashion designers. We wanted to become the manufacturing partner for serious designers and brands, not some merchandise brands.

We started to get a grip of the big waste issue in the industry with 92 mio tons of annual textile waste. But also realized how agencies functioned, how factory networks functioned, how the next generation of designers were not understood by current manufacturers, and how big fashion is hindering emerging talent to rise.



End of 2022, we were making the first samples for customers, and the feedback was amazing. Production was filling up fast, and we knew that 2023 was going to be our year.

It became our mission to change the industry in terms of sustainability and accessibility. The challenge was to offer the lowest minimums, but the highest level of customization and quality.

We wanted to build a system that allows us to produce only the garments ordered by customers without any overproduction, and make it circular. And this concept had to be accessible by every up-and-coming designer and brand.

That's when our full team - Nicolas, Sam, Max and Mike - took a trip to Portugal to discuss the vision with our Portuguese partners. It was a chance for us to see how far we could push them to build the future of manufacturing together. Our partners were finally starting to understand and embrace our vision. This partnership has grown over time and became a friendship.



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BIG LEAGUES

Starting 2023, the numbers finally started to back up what the feedback had been telling us a long time. We were definitely onto something. Things started to feel real.

As you can imagine, this development got us working as hard as ever. Our vision got even clearer as we worked out a serious plan for what had to happen in the coming months.

March was madness! It all started with last minute applications for startup competitions and putting in some late night working sessions to get it done.



We did another live screen printing event with Undress at HSG Square, before going for another Portugal visit packed with meeting sessions to discuss new products, improve processes, check on current productions, and to visit new factories.



Our IG and Discord started to gain a lot of traction resulting in an explosion of requests in our in-box. We also pitched our vision in front of a start up conference. There seemed to be a lot of interest in our cause. It was evident that there are more people out there who are fed up with the trajectory fashion had been on for years.

Next-up was Nike Air Max Day with Titolo, where we built a sterile room concept inspired by previous installations by Virgil Abloh. It was by far our most significant event to date and the contrast tees went flying.

Following was a week of night shifts at the factory to get the production out in time for Sunice Festival, where we're at right now, writing this booklet.







BONUS

UNCENSORED INNOVATION

NIKE AIR MAX DAY
UNCENSORED INNOVATION
26.03.23

Over the course of the past few months, we got to meet a lot of like-minded individuals who have the same drive and vision for fashion and culture.

WHAT'S NEXT?

Meeting new people creates loads of opportunities to collaborate and work on projects that eventually will contribute to changing the industry. Every project serves our two missions: to build a sustainable system for fashion and to empower up-and-coming fashion designers and brands.

We're going to build the best production services on the planet, with the greatest products, and without creating any waste.

We're talking cotton twill jacket, pants, caps, knitwear, sustainable sportswear...

We're going to promote the next-gen fashion brands that are more about community, innovative design, and inspiring narratives.

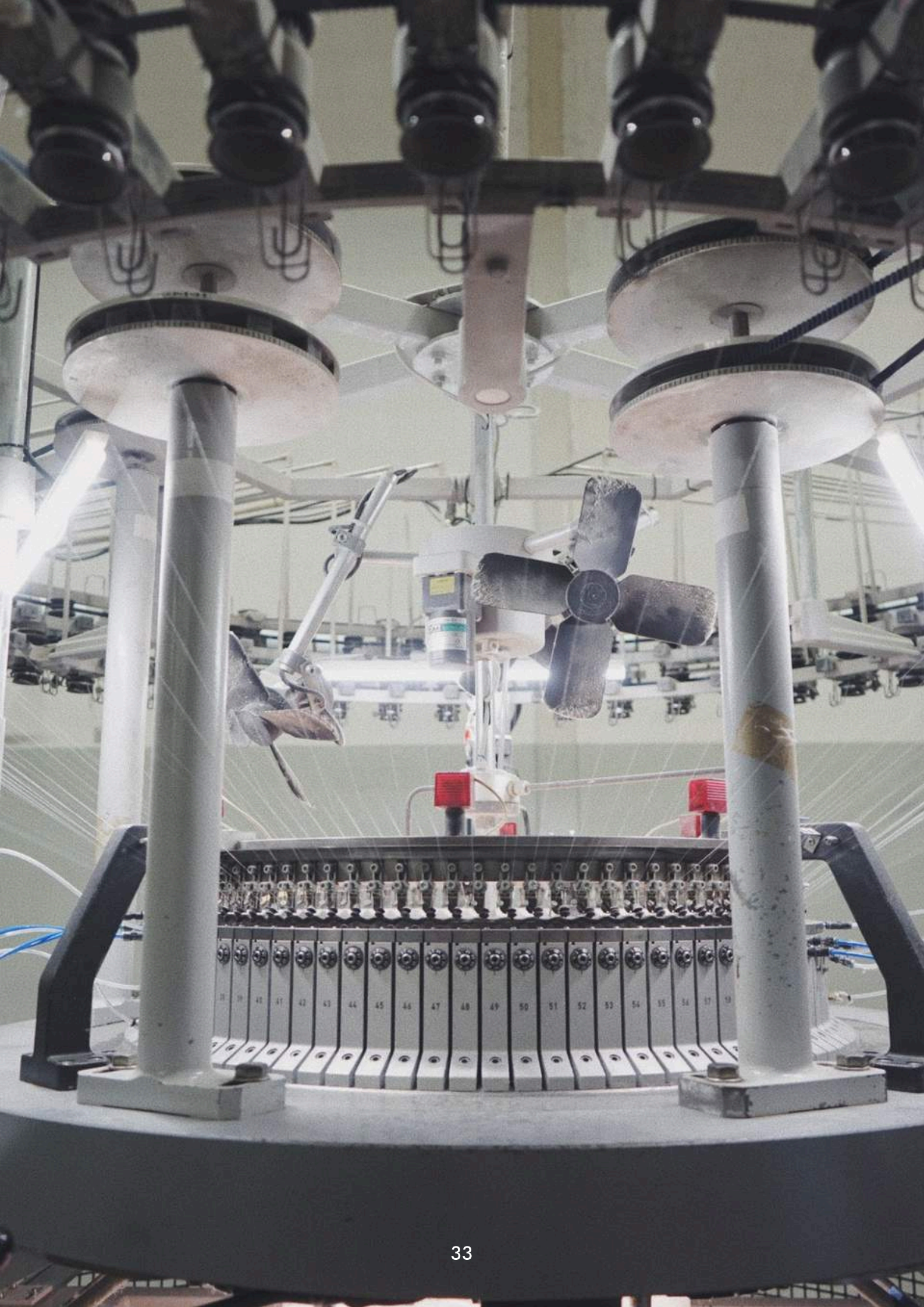
We're going to take over Paris Fashion Week, and make it accessible for more underground fashion designers and brands to showcase their pieces and vision.

We're going to build an accelerator for fashion creatives together with strong partners that offer huge value for a designer's journey.

We're going to build a Labwear Campus in Portugal, where everyone can explore a space dedicated to creativity, sampling, and manufacturing.







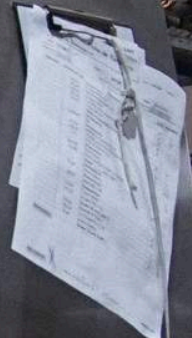


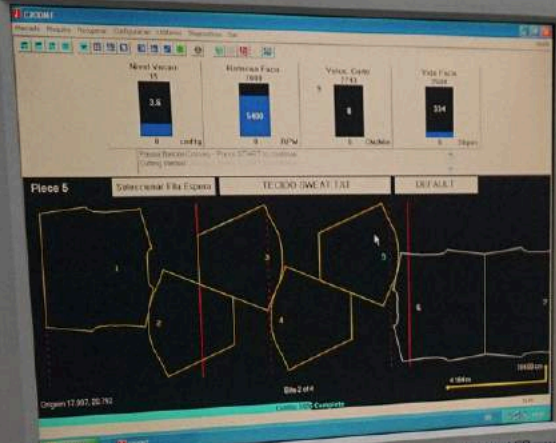
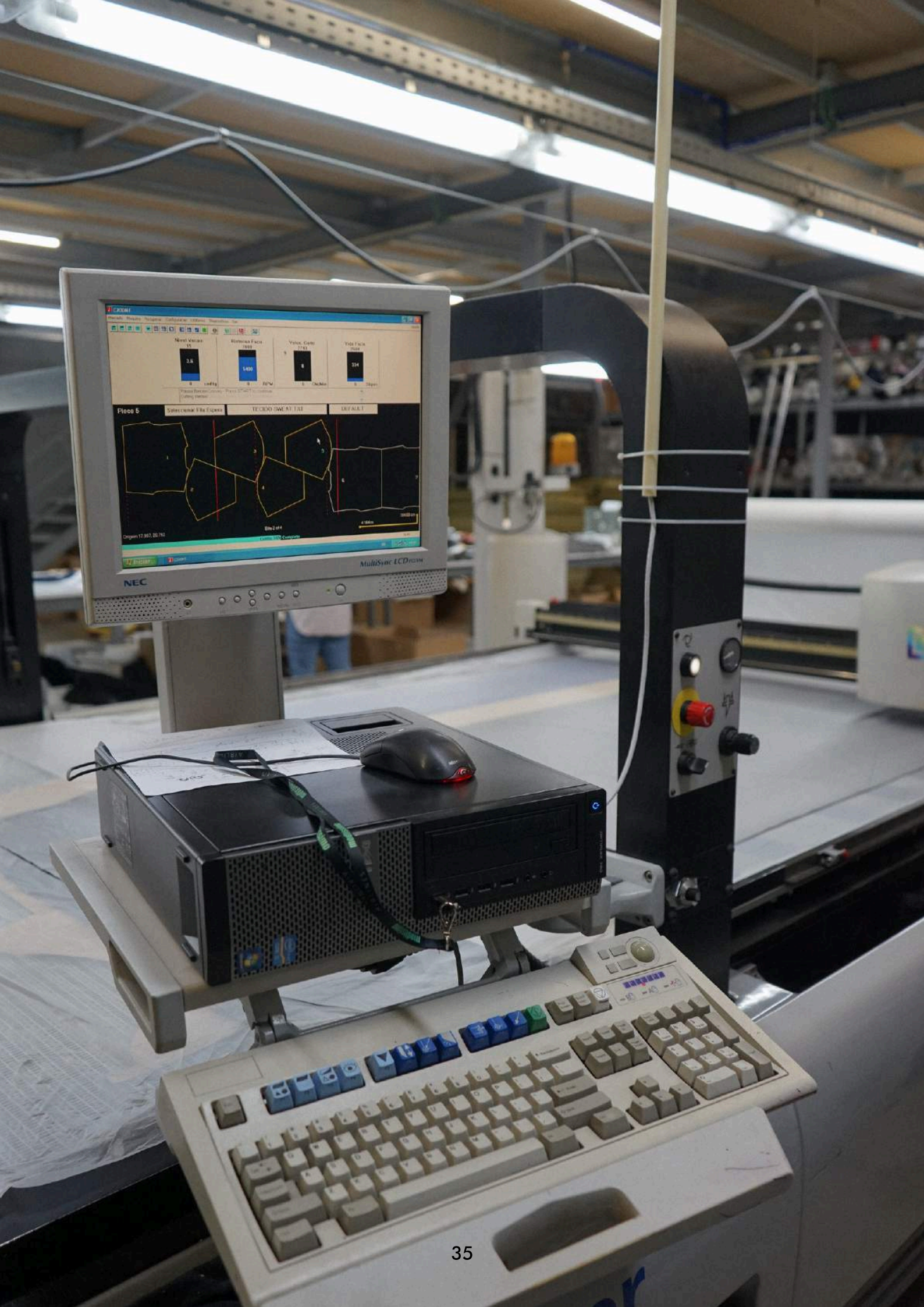
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MÁG. 11

GERAL









LIXO

roq
roqdry eco 18000 XL

roq
dry eco 9000 M

roq
oval pro

roq
oval pro

roqdry eco 18

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37



REG.
ELASTICITÀ













TECH-PACK [SAMPLE] *OK unalide*

FULL NAME:	Marlon Höfliger	Nr. P0034
ADDRESS:	Stationsstrasse 5	
ZIP CODE:	6023	M: 16102
CITY:	Luzern	
COUNTRY:	Switzerland	

MEASUREMENTS:

sample in size L

*So cartar
Md de*

3 pcs

*ok 13/02
Paxwell
dregou
16/02*



Longsleeve custom fit

MEASURED IN CM	XS	S	M	L	XL
TOTAL LENGHT (A)	66	69	71	73	75
CHEST (B)	59	60	61 [√]	62	64
BOTTOM WIDTH (C)	59	60	61 [√]	62	64
SLEEVE LENGHT (D)	52	53	54 [√]	55	56
ARMHOLE (E)	26	25.5	27 [√]	27.5	28
SLEEVE OPENING (F)	13	13.5	14 [√]	14.5	15
NECK OPENING (G)	18	18 [√]	18	18	18
SLEEVE OPENING T-Shirt (H)	21	21.5	22	22.5	23
SLEEVE LENGTH T-Shirt (I)	21	22	23	24	25

SIZE DISTRIBUTION:

SIZE		XS	S	M	L	XL
QUANTITY						

PACKAGING: WITH PACKAGING WITHOUT PACKAGING











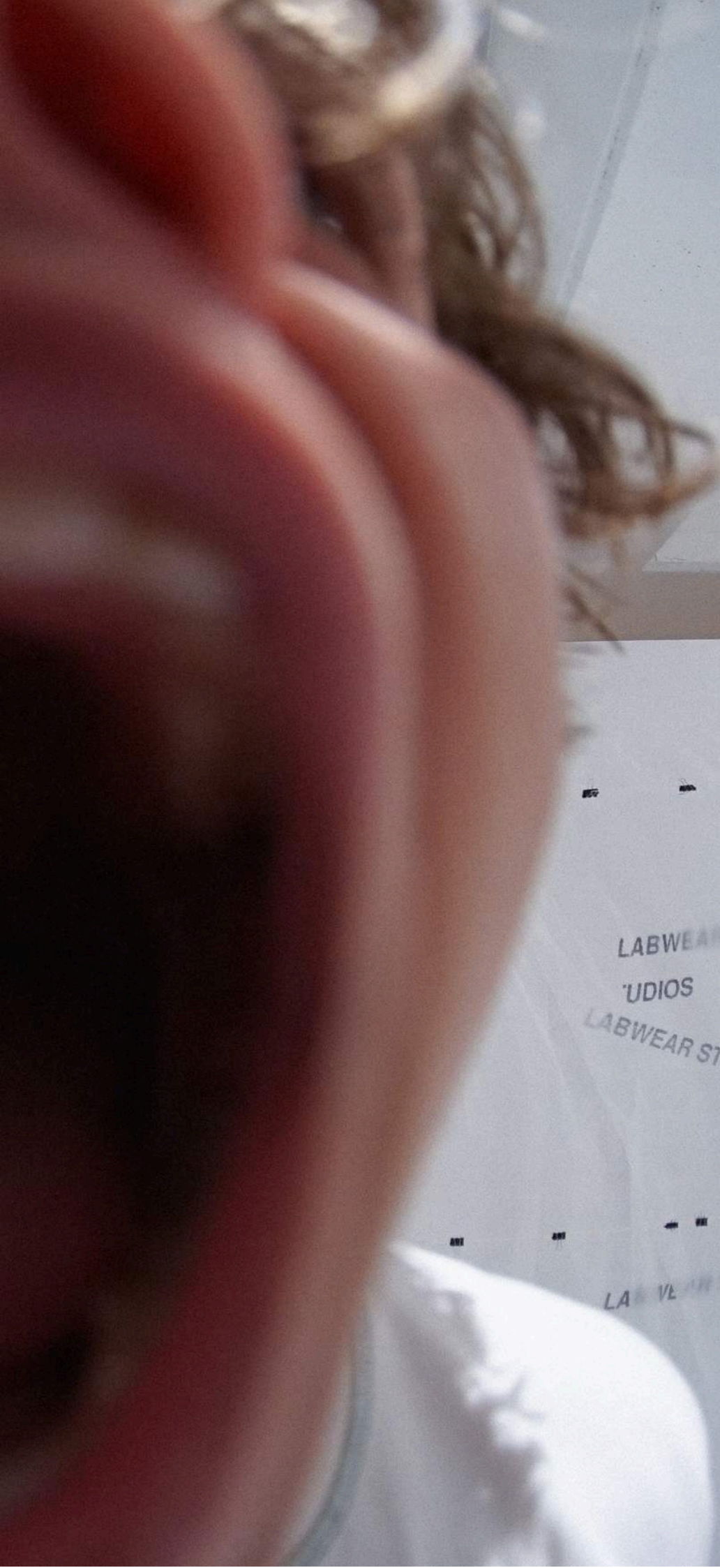


@LABWEARSTUDIOS

STUDIOS

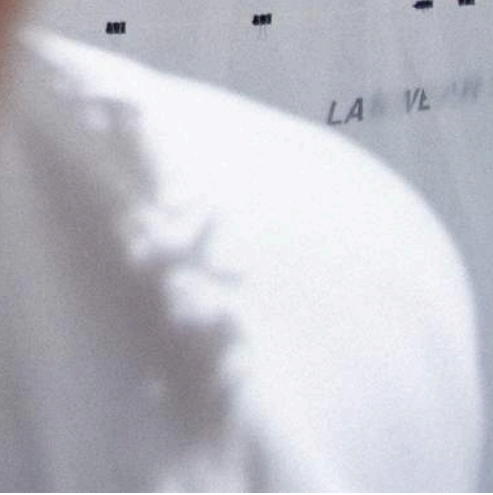
ear Studios

in Portugal



LABWEAR STUDIOS
LABWEAR STUDIOS
LABWEAR STUDIOS

LABWEAR STUDIOS



Labov Stu

A new manufacturing system based on sustainability and accessibility to all upcoming fashion designers. Building the greatest company and community, to change the f**cking industry.



LABWEARSTUDIOS.COM

YEAR 1
ANNIVERSARY