

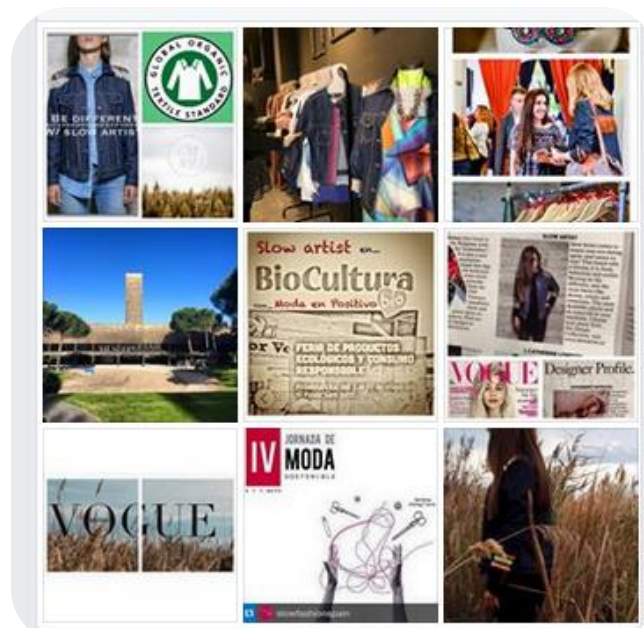
### Q3: Communication. Communication Tools and Social Networks, Message and Packaging.

#### Communication Tools and Social Networks

The firm puts a big effort into communication, with the aim to gain a notoriety for the brand. They look forward to become a standard reference and market leaders of the sustainable fashion.

To this end, several communication tools are used, outstanding from the rest the **direct and interactive marketing**, above all on the INTERNET. Its online presence is remarkable, as well as having its own official website and a blog, it has Facebook account and accounts in Instagram, LinkedIn and Twitter, due to it considers that nowadays NETWORKS are a key tool in today's world.

Image 4: Images of Slow Artist in Facebook



Source: Slow Artist's Facebook account

**Rumor marketing tools** have been used as well, as Tania says in the following extract:

*“We have established the Collaborators' Week, for all those who are helping us out. Each day, one of those people will be the star, and will receive complete coverage via our social networks [...] the end of the campaign shall be of uttermost surprise [...] once we have spoken of every one of the collaborators, those who are about to come will be addressed, and that will be the icing of the cake.”*

Moreover, Slow Artist has a high consideration for **events**, which have helped to bring up flash sells (collaborating with *Showroom Girona* and *Pecata Minuta*). It was of great importance their own showroom, which they entirely organized last December in order to present their new collection.

We see therefore that Slow Artist has a proactive and dynamic view, attempting to make good use of the new communication methods to reach their goal, that is, make a name for themselves. There is a lot to improve at this point, but that's because of the size we want to grow to, say Tania and Esther.

### **Message and Packaging**

The company always uses a very **optimistic** and **close** message “*Addressing the customer always with a smile on our face*”. This close way of addressing the customer is reflected in everything Slow Artist does, taking care of details, as small things are the ones that separate the normal from the excellent.

In this sense, **Packaging** is also important: the customer receives the garments inside a custom-made recycled cardboard box, with Slow Artist's seal. Even the labels are made in this fashion, and they can be of further use as bookmarks.

### **Q4: Is the firm innovative according to this category?**

The OECD (2015) defines marketing innovation as: “*The implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing*”.

We believe Slow Artist is **innovative** given to its great presence in the social networks (which add value to it in front of the competency) and also due to the positive and close contact with the costumers.

### 3.2.7 - Results about Phases towards Innovation

**Q1: Does the firm follow each phase of the Bridge Model: generation of the idea, filter, concept test, economical and financial evaluation, patent, product test, market test and commercialization?**

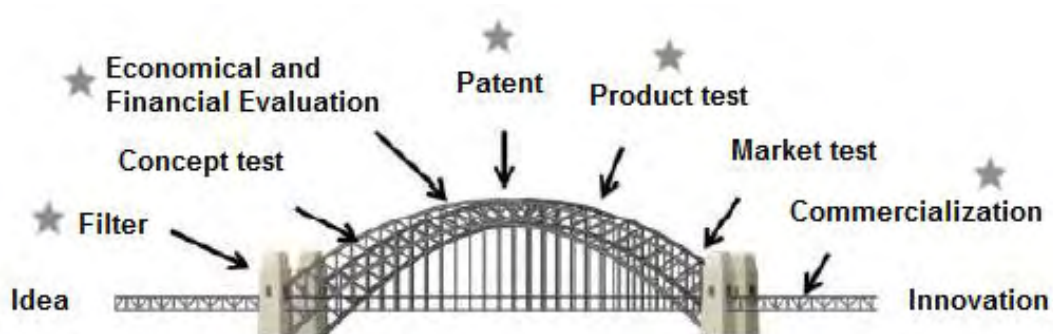
In the section “3.2.3 – Results about Creative Process” we have seen the phases Slow Artist follows, leaving them all summarized on Figure 6: Phases of the Production Process of Slow Artist.

We understand **the firm follows most of the phases** in the Bridge Model, even though maybe not so divided nor equally denominated. The economical evaluation is undertaken (although it have not indicated this particular phase in the process followed). Regarding Patents, Slow Artist is registered in the OEMP (“Oficina Española de Patentes y Marcas”).

We should mention that some of the steps are not followed, such as: Concept test (no surveys are run towards the selling potential of their products) and Market test (no customer’s product acceptance tests take place). Although the Product test is undertaken, to avoid mistakes in design or confection.

The following figure shows the basic phases the company follows, each of them associated to a star (owing to the symbol of the star relates to concept of the idea).

**Figure 7: Steps of the “Bridge Model” Slow Artist follows**



**Source:** Own elaboration

## Chapter 4 - Conclusions

As a way to end our case-study, a summarized version of the results obtained will be displayed on this chapter, together with our conclusions, limitations and future research.

### 4.1 – Summary results and recommendations

Through this project, we have been able to understand many concepts in a practical way. The main ideas and the conclusions reached are the following:

#### **Origin of Ideas**

Inspiration comes from many sources, being traveling the most scope-broadening and inspirational. Even though ideas may arise individually, everything is put in common on the table and therefore adapted and modified if necessary.

#### **Products of the firm**

Slow Artist's products are considered innovative; they are on the correct trend, stand out for their originality, their eco-friendly build and the firm's social and environmental compromise approach. In concretion, the innovations are incremental both functionally and in sense. It would be interesting that the following collections, when broadening the range of products, should include as well clothes pinpointed to the summer weather, such as T-shirts and shorts (it would not come as a surprise if the firm surprise us once again with garments of this type and creative designs).

#### **Creative Process**

It is an 8-step cycle: Inspiration Panel, sketching phase, selection of designs, prototypes, sample catalogue, photograph and marketing, together with the production, release of the collection and, lastly, the calm period. When finishing the eight phase, the process is bound to start again. The process can not be considered innovative, and within it periods related to the design are set.

#### **Environment**

The working environment enhances the innovation, for everybody's opinion is taken into account. This way, employees are encouraged to do their works, innovation is valued, there is cooperation, merits are recognized and there is ambition. The firm is highly formalized, with a constant following and archiving of every idea, in an internal database. Besides, Slow Artist holds relationships with may agents which provide benefits and makes it bound to be considered innovative in terms of organization.

### Persona

Each member of Slow Artist is considered a creative individual, and their personality reassures that. They are utterly motivated by creating, bringing new ideas to life. Not everyone has specific fashion knowledge, but everybody has the adequate formation towards their main, even not unique task in the enterprise. We say main, for they are multifunctional, but they do not have the same degree of knowledge at every field, therefore they learn on the go.

### Marketing

The firm sets their prices depending on the perceived value, and has both physical and online selling points. Direct and interactive marketing tools are used, combined with rumor marketing and events. Slow Artist is innovative in the field of marketing and holds a kind attention to the customer, always sending out positive messages. It is in this aspect, that we want to stress that from the very first interview they already had that aura of positivism and close feeling, always speaking sympathetically yet naturally and always grateful of having started this project; as I could not resist telling after that initial contact *"You transmit positivism!"*. If these lines are in no doubt they go far, mixing sympathy with ambition. If the company continues on these lines, there is no doubt they go far, mixing sympathy with ambition.

### Bridge

Almost every phase in the model is followed in order to achieve innovation, even though slightly modified. It might be interesting for them to include their future clients in further campaigns, so they could have even more viewpoints, this way the firm could add value to their garments.

## 4.2 – Limitations and future research

Coming to an end, the limitations of our case-study can not be obviated, nor can we forget about further research in this field.

This case study has two major **limitations**. Firstly, this is a unique case, which impedes every conclusion obtained to be generalized, given that the information obtained is centered in the main characteristics of a determinate case. Besides, Slow Artist is a young enterprise, therefore a long term analysis of it should be undertaken in order to reach more reasoned conclusions.

Regarding any **further research**, with the aim to broaden the scope thus improving the results of the study, it would be interesting to:

- Investigate whether there are any other firms that could be considered innovative in the sustainable fashion industry. In this sense it would be really interesting to find a company that were innovative in terms of process, organization and / or marketing.
- Carry out an international analysis on the main sustainable fashion fairs.
- Undertake a study to society to find out about what is the general public's opinion to this type of fashion.
- Wait and see how Slow Artist keeps growing.

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## Annexes

### Annex 1: Interview 1 - Tania Tárrega, Slow Artist

#### QUESTIONS INTERVIEW 1: TANIA TÁRREGA - SLOW ARTIST

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##### Main questions

- 1-How would you define Slow Artist?
  - 2-If you had to reflect your business philosophy in one word, what would it be?
  - 3-How did all this project start? How did the idea arise?
  - 4-Who makes Slow Artist team?
  - 5-How is the company organized?
- Could you speak about:
- Departments and tasks
  - Communication between the members in the firm
  - Freedom and capacity of decision of the workers?
- 6-Did you have any knowledge on fashion when you started the project?

##### Product

- 7-Your garments are characterized by their ethnic and bohemian, trendy designs, social consciousness and artisan elaboration What does inspire you to design the products?
- 8-Are those designs created by the same person or does everybody share their ideas?
- 9-You say the brand “Slow Artist” is born from a thriving desire to express what you feel, your love for the current trends, adventures and the footsteps of your travels. Where did the inspiration for the “Dream” collection come from? (maybe a particular trip?)

##### Creative Process

- 10-You devote yourselves to both the design, elaboration and commercialization of your products. How is your take on the production process, interrelated with the others?
- 11-Do you set a deadline for each design, or do you just keep designing as the ideas come to your minds?
- 12-Your clothes have a huge social aspect, totally Made in Spain, elaborated by women at the brink of being socially excluded (in Elche). How did you choose that workshop? Was it working previously to the opening of your business? Do you have any kind of relationship with the workers in there?

Environment

13-Slow Artist's office is located in EspaiTec. Which have been the benefits of belong to this Park? (Assessment, network widening...)

14-Speak about social networking in Slow Artist

Persona

15-You speak about co-founder Tania as the "creative one". Tania, which would be your skills and tasks then?

16-Do you have any academic knowledge on the tasks you carry out? When and how did you acquire it?

17-Tania, Have you always considered yourself as a creative person?

18- What is what motivates you in your job?

*Annex 2: Interview 2 - Esther, Tania and María, Slow Artist*

**QUESTIONS INTERVIEW 2 - SLOW ARTIST**

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Formalization

- 1-Do periodical meetings take place in order to discuss certain topics?
- 2-Do you keep record of the ideas in any way?
- 3-Is there a constant following of these ideas?
- 4-Do you have a database with your ideas and the flow of the world outside Slow Artist?

Creative Process

- 5-Once the samples are ready, do you test the product and the market before launching the product?

External Environment

- 6-Is slow artist related with agents in the environment, which as competitors, customers, providers, universities or institutes? If so, which are those?

Marketing

- 7-Speak about the firm's Packaging.

Innovation

- 8-In which aspects is this company innovative? Product, Process, Organization or Marketing?

## Annex 3: Individual Questionnaire – Slow Artist

## INDIVIDUAL QUESTIONNAIRE – SLOW ARTIST

Internal Environment

For each of the following statements, give them a mark from 0 to 10, meaning 0 that you are completely disagree and 10 that you totally agree:

Table 5. Internal Environment

Statement	Value (0-10 points)
Whole team's opinion is valued	
Communication is appropriate	
Degree of freedom in company is appropriate	
Appropriate management in projects	
Employees are properly encouraged	
Cooperation and innovation is valued	
Merits and achievements are recognised	
Sufficient time available to accomplish tasks	
Enough resources to perform my task	
Company with an ambitious outlook and regards challenges as a growing experience	
Situations of pressure within the enterprise are frequent	

Reason whether you agree or disagree with the following statement:

*"I believe that the WORKING ENVIRONMENT in Slow Artist encourages innovation"*

Persona

Cross with an X every competency, ability or quality you believe to possess:

**Table 6. Qualities, competences and skills of subject**

Persistence	X	Ability to perform tasks	X
Curiosity	X	Teamwork	X
Energy	X	Experience in various fields	X
Honesty	X	Social skills	X
Self-motivation	X	High intelligence level	X
Problem-solving skills	X	New in the field	
Risk Orientation skills	X	Ambition	X

Lastly, answer the following questions:

Do you see yourself as a creative person?

What's the most motivating aspect of your job?

Do you have any specific knowledge towards the task you carry out in Slow Artist?



Annex 4: Dream Collection Catalogue

**DREAM COLLECTION**

• **JACKETS**

**LIBERTY**



**ORIGEN**



**SLOW**



**ARTIST**



**FREEDOM**



**FORTUNE**



- COMPLEMENTS

I-BAG 1



I-BAG 2



I-BAG 3



I-BAG 4



I-BAG 5



I-BAG 6



I-BAG 7



I-BAG 8



ZIP PUNCH I

