

CODEE 

**CO-DESIGN
FOR
SUSTAINABILITY**



Product Catalogue

**Codes Creative Residency
Thessaloniki, June 2024**



**Creative
Europe**

ENTER
KOPRIVNICA

romagnatech
INNOVATION VALUE

KEPA
BUSINESS & CULTURAL
DEVELOPMENT CENTRE

All products, designs, and creations developed during the Creative Residency as part of the CODES project are subject to the intellectual property terms established between the participating designers and the project partnership.

The intellectual property rights for the works created remain solely with the designers, who retain full ownership of their creations. However, by participating in the project, the designers grant the project partnership a non-exclusive, royalty-free, worldwide license to use, disseminate, publish, and promote the creations for purposes directly related to the CODES project. This license extends to activities at both the national and European levels, ensuring the project's visibility and outreach.

The project partnership is prohibited from transferring or sublicensing the rights granted, except for purposes aligned with the promotion and dissemination of the project itself. Any commercial use of the creations outside of the agreed project scope will require separate negotiations and explicit consent from the designers.



The project



CO-DEsign for Sustainability

CODES is a project co-financed by the CREATIVE EUROPE program (CREA Cult 2022). The goal is to promote innovative business models that deal with market transformations for the fashion and design sector, based on new forms of collaborative artistic creation, thanks to the potential of digital technologies.

The CODES (CO-DEsign for Sustainability) project is based on the concept that products in the F&D sector should be more oriented to Sustainability and Mass Customization to better respond to the customer's requests of both traditional and emerging markets.

CODES Creative Residency

As part of the project a Creative Residency was planned and organized in Thessaloniki, Greece by KEPA (Business and Cultural Development Centre). Five participants from each partner country, Croatia, Italy and Greece, were selected with the most inclusive approach. The residency lasted three days from the 16th until the 19th of June.

The CODES Experience, as the Creative Residency was called, was focused on collaborative practices on design concerning served as a first step for the selection of ideas and cooperation opportunities. It was also used as a final test for the CODES collaborative tool developed through the duration of the project by the project partner, Romagna Tech.

This is the catalogue of products that emerged from the co-creation of the three teams that attended the residency.

CODES Methodology

Starting the residency, the participants were introduced to key concepts and tools of design thinking. It seemed suitable to address the challenge above through that lens.

To initiate the co-creation process, each team capitalized on this newly acquired knowledge and used the “Persona” tool to define their target audience and then start brainstorming solutions to the challenge.

As a next step, teams were called to get more practical and define in detail their creations, picking materials, colors, develop their storytelling and allocate their tasks among each other.

After these initial steps, teams were ready to start creating their products. The participants were called to design the products, create mock ups if applicable and then create a presentation for the whole team to introduce their products to the public.

CODES Challenge

Work in teams to co-design four (4) wearable fashion items with a sustainable character.

- Build on the experience of your team members
- Make use of the CODES tool
- Ideate - Collaborate - Innovate

Team "AEOLUS"

Members:



Lizetta Fotoglou (GR)

Founder and owner of "Relak by Lizetta Fotoglou" based in Thessaloniki Greece. A free spirit who loves to create forms from motherboard and spread awareness about e-waste.

Helena Lončar (HR)

Founder, owner and worker in Diversa d.o.o. from Croatia. Small company that produces unique handbags and backpacks made from artificial leather.



Romana Sekulic Sprem (HR)

Textile technology engineer. Works as a production manager.

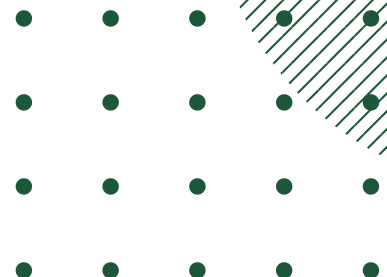
Tommaso Caputo (IT)

Wants to define the shape. An artist, sometimes also a designer, but always a student.



Gofran Jemmali (IT)

Fashion student and a future fashion designer.



Team "AEOLUS"

Team "AEOLUS" designed their products for:

Julia, a 20-year old woman, who lives and studies in Italy. She is an artist. She is single and romantic. She likes the sea and its colour, blue. She is disappointed by the animal cruelty, the pollution and the climate change, so she is also vegan. She is a volunteer and an advocate for human rights. She has a lot of hobbies, like swimming, singing and crafting and she dreams of being a famous artist someday. She is interested in social media and aspires to be an influencer.



Team "AEOLUS"

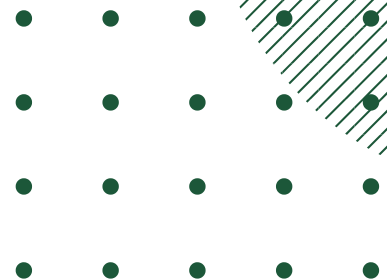
Products:



PARIS - Swimming suit

- Garment: ECONYL regenerated nylon, a specific type of garment that can be preserved and re-used because it can easily change shape
- Colour: 2 shades of blue
- Extras: 2 pockets with waterproof zippers (that fit a mobile phone)
- Name inspired from Paris, which is a romantic city dedicated to fashion

Julia is an avid swimmer, so of course a swimming suit would need to be added in the collection. Adding the fact she is a young girl who also aspires to be an influencer, it was important to add a pocket that would make carrying her smart-phone safe and easy.

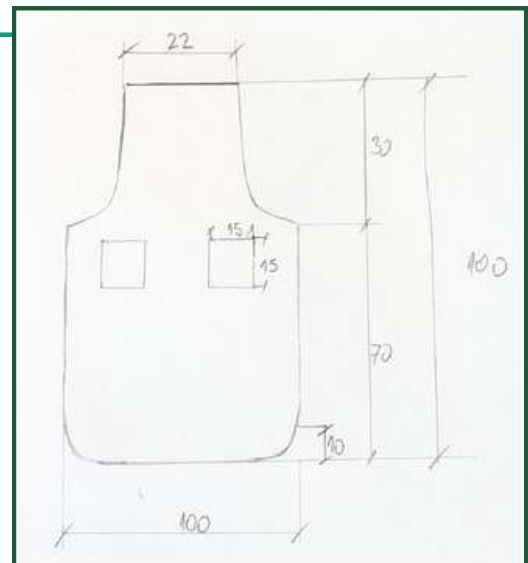
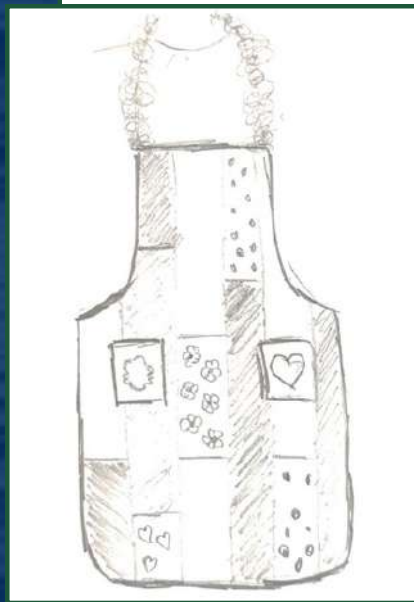


Team "AEOLUS"

Products:

A(tacama)PRON - Apron

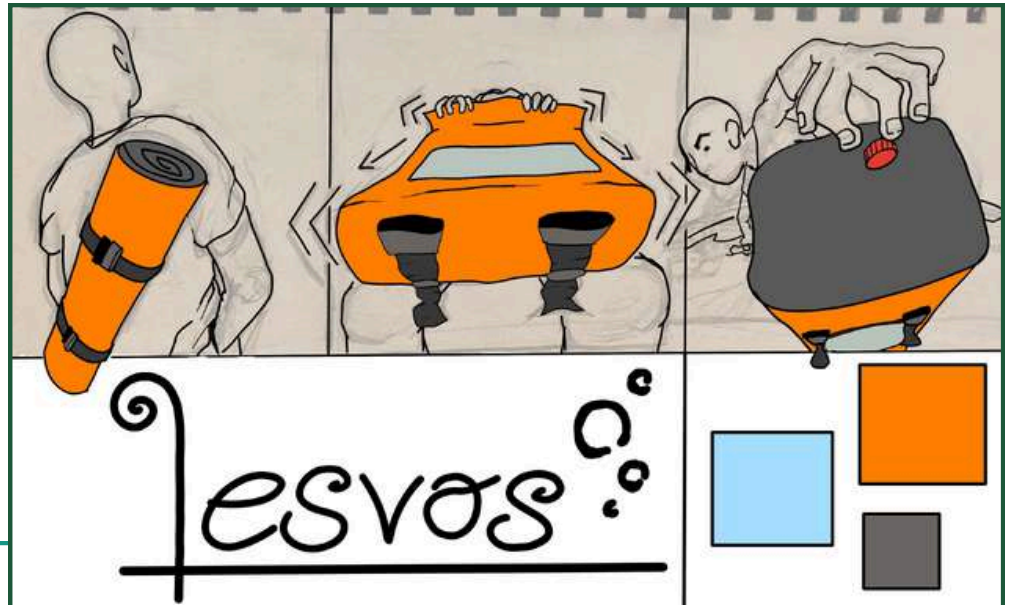
- Garment: Scrap pieces of cotton and denim fabric
- Colour: 2 shades of blue
- Extras: romantic details on the shoulders
- Name inspired from Atacama, desert in Chile where leftovers from fast-fashion are dumped



Julia is an artist and an advocate for the environment. Combining these two aspects of her personality, Team Aeolus created an apron that would prevent her clothes from being ruined when creating, while making the apron from scrap fabric helps manage waste.

Team "AEOLUS"

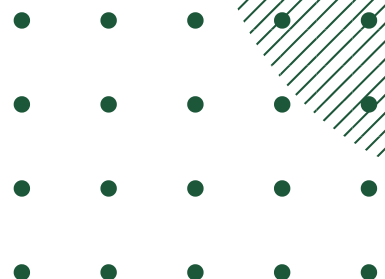
Products:



LESVOS - bag

- Garment: created from life-jackets used from refugees
- Colour: orange, grey and light blue
- Extras:
 - 2 sizes: small bag 35 x 10/15 cm, big bag 35 x 50 cm
 - 2 ways of wearing: to pick up garbage from the beach, for the client's private stuff
- Name inspired from the Greek island of Lesvos, where most of the refugees arrive

Julia combines her love of swimming with her passion for clean beaches. Every time she goes to sea takes the opportunity and gathers garbage left there to help protect sea life. To assure her needs are met, Aeolus team created a bag that is small and easy to carry but can be extended as a backpack to fill with unattended garbage when needed.



Team "AEOLUS"

Products:



ZAKYNTHOS - jewelry

- Material: motherboard
- Size: 5.5 x 4 cm
- Extras: adjustable cord
- Name inspired from the Greek island of Zakynthos, home to the sea turtle and the organization "Archelon".
Researchers of the organization estimate that there on average 11 pieces of plastic are found in the organism of every sea turtle encountered in Greek seas.



Julia is very disappointed by the animal cruelty, the pollution and the climate change, so she likes to address such matters with statements in her style. This accessory is dedicated to sea turtle and the dangers this animal faces due to the above.

Team "Better of all"

Members:

Maria Chiara Pisoni (IT)

For many years now Maria Chiara has dedicated her time to the study of product design in combination with ceramics. She is self-taught in fashion and guided by her curiosity on this field. Her passion for design translates into a constant commitment to pursuing creative and innovative projects.

Erika Casadio (IT)

A graduate in product design with an everlasting interest in environmentalism and sustainability. Erika sees fashion and aesthetics as an expression of each individual's being. Reusing old clothes and practicality are her passions. She keeps herself busy with both personal and communal design projects.

Stefania de Filippo (GR)

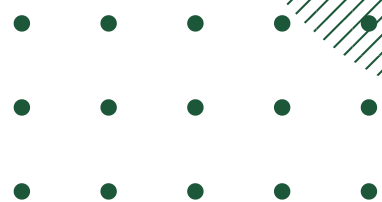
Stefania is a Fashion Design Student focusing on the principles of personalization, digital transition, and sustainability. Her latest creation is a collection of leather handbags, that showcases her interest in slow fashion and eco-conscious design. To connect with her values, in the past, she has included in her practices the use of repurposed materials, collaboration with local artisans and in general promotion of slow fashion.

Silvia Kranjec Gajic (HR)

With a passion for textile and fashion design and a Master's degree from the Faculty of Textile Technology, her journey in the industry is marked by innovation and sustainability. As the CEO of Studio Own, Silvija spearheads initiatives in the eco-printing of textiles, design, and clothing production.

Nikos Tsigaros (GR)

Nikos is the product designer of the successful brand "k7 konstantinos Tsigaros". Their collections are distinguished for their innovative design and is characterized by a gender fluid style, following the philosophy of Slow Fashion and conscious consumption.



Team “Better of all”

Team “Better of all” designed their products for:

Andrea is a digital nomad, who works as a Social Media Manager, with an income of around 25-30K a year. She is a young and cultural person, a lover of beauty and creativity. She cares about the environment and sustainability. Andrea is a cat lover and has her own cat named Mimi.

Her interests are travelling, culture, animals, the protection of the environment and she is attracted to innovation.

Sadly, modern life disappoints her in many ways, she is mainly disappointed by the pollution, the political

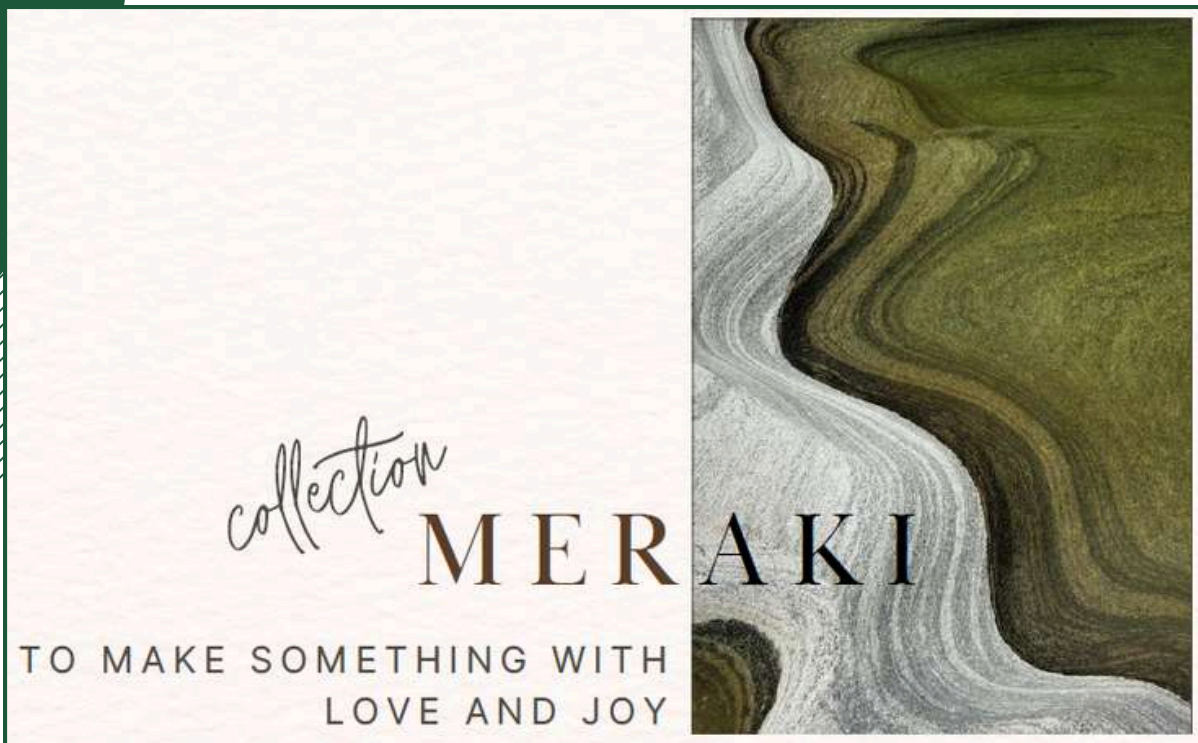
system, animal cruelty and dishonesty.

Andrea is focused and has goals for her life, among them are travelling around the world, meeting new people, be happy, cozy and have a positive impact on the environment.

In general she wants to love and enjoy life.

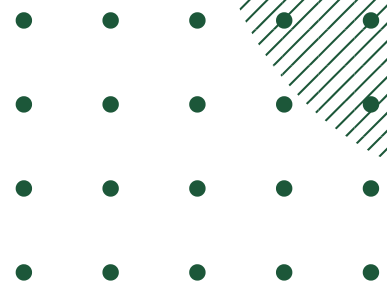


Team "Better of all"



Concept:

Digital nomad is a person who embraces a location - independent lifestyle, utilizing technology to work remotely while traveling the world. This freedom allows individuals to explore new places, cultures, and experiences while maintaining a steady and flexible income. For digital nomads, Fashion becomes an important aspect as it reflects their personal brand, creates a professional image for clients or colleagues, adapts to various environments. Fashion matters for digital nomads because it allows them to project their personal brand and stay confident while on the move.

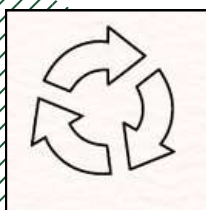


Team "Better of all"



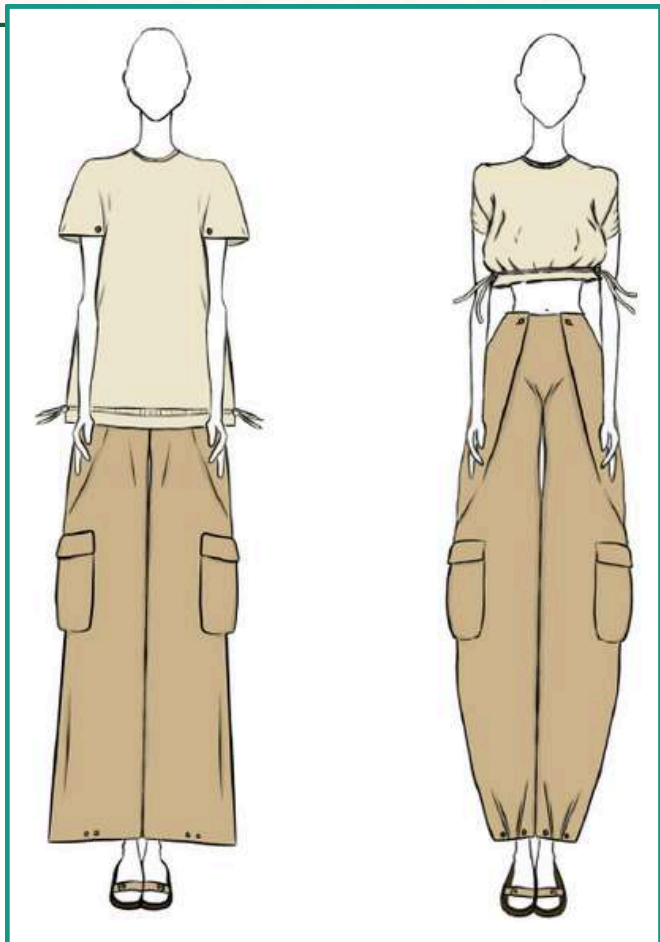
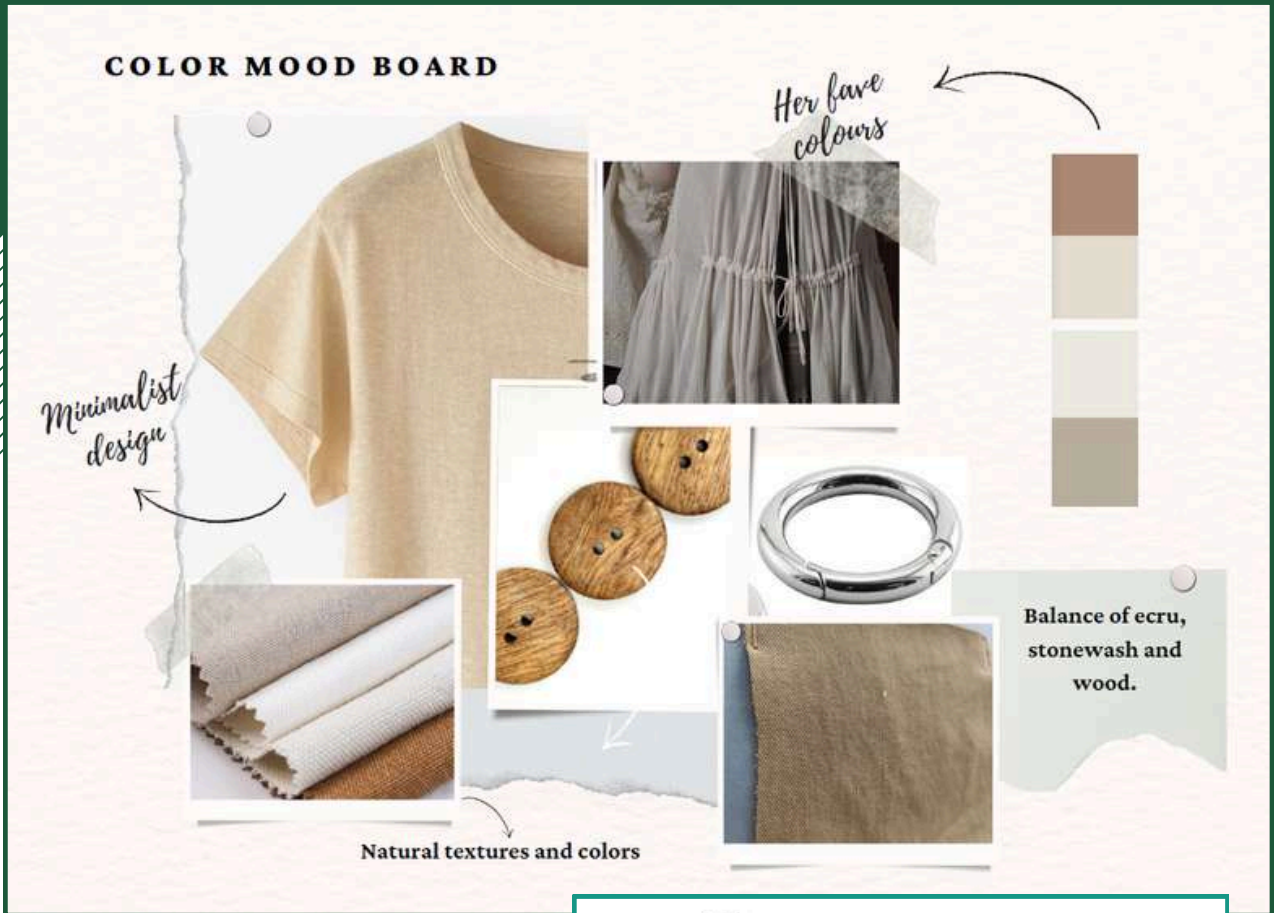
Fabrics:

Team "Better of all" uses natural pure and organic fabrics in earthy colors without coloring treatments. Environmental friendly textiles that reduce water pollution, help save energy, are highly recyclable and repairable.



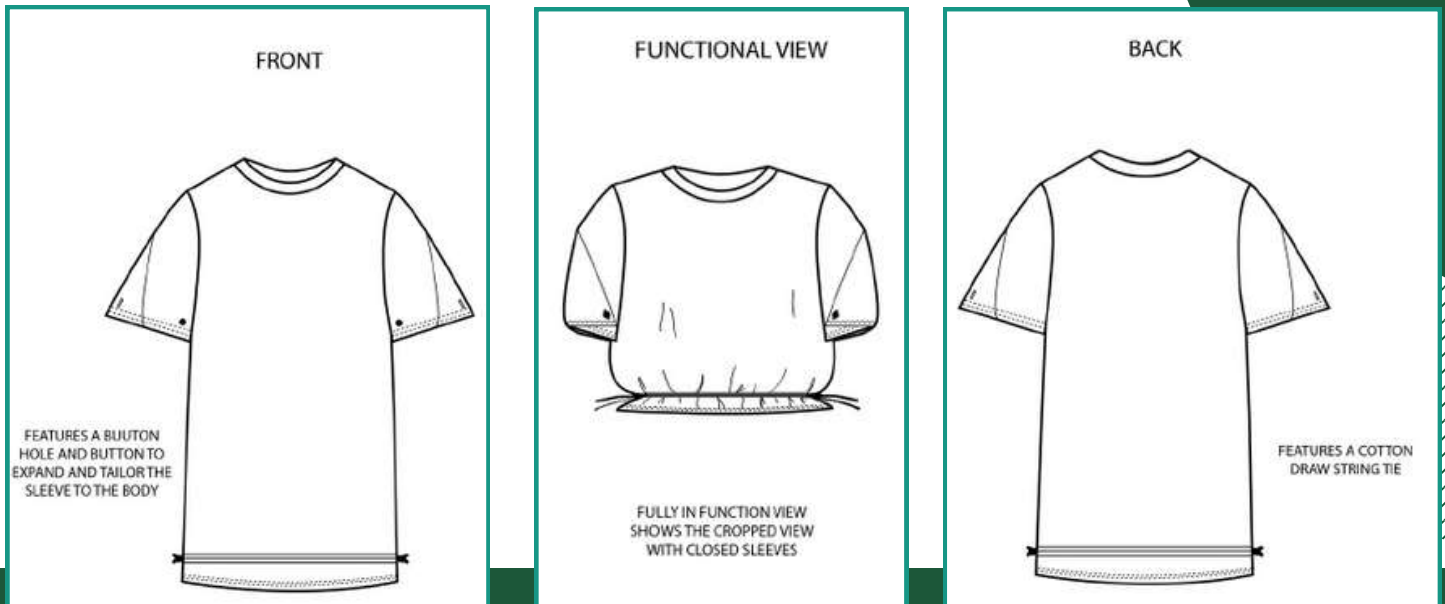
Team "Better of all"

Product Overview:



Team "Better of all"

Anesi t-shirt:



"Anesi" - comfort in Greek, is a t-shirt made from recyclable and biodegradable organic cotton. This fabric makes it breathable and functional, allowing more movement.

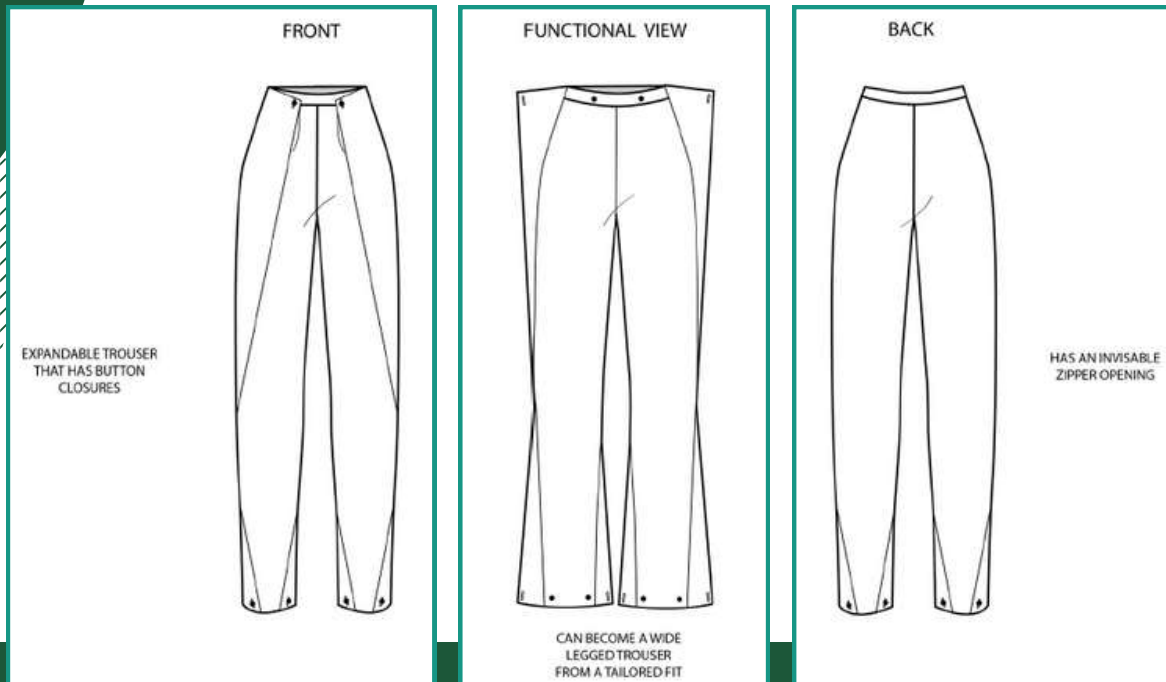
The sleeves have buttons that allow for the shirt to take on more than one shapes, either loose or tailored to the body. The buttons are made from bamboo. On the bottom of the shirt the team decided to add a drawstring tie that can make the t-shirt cropped. Adding these small but meticulously studied elements, value is added to the garment.



The target customer, Andrea, is a digital nomad that travels frequently and light. With this t-shirt she carries one piece of clothing that can be worn in 4 different styles

Team "Better of all"

Sindesi trousers:



"Sindesi" - connection in Greek, is a pair of trousers made from sand washed twill cotton. This fabric makes it functional and easy to fit. It has a relaxed and cool style, combining classic and modern, ideal for travelling.

The trousers are wide, but have buttons on the upper and bottom part that allow for two more styles. If you button them in the front you can have the formal option and if you button them at the back you have a casual option.

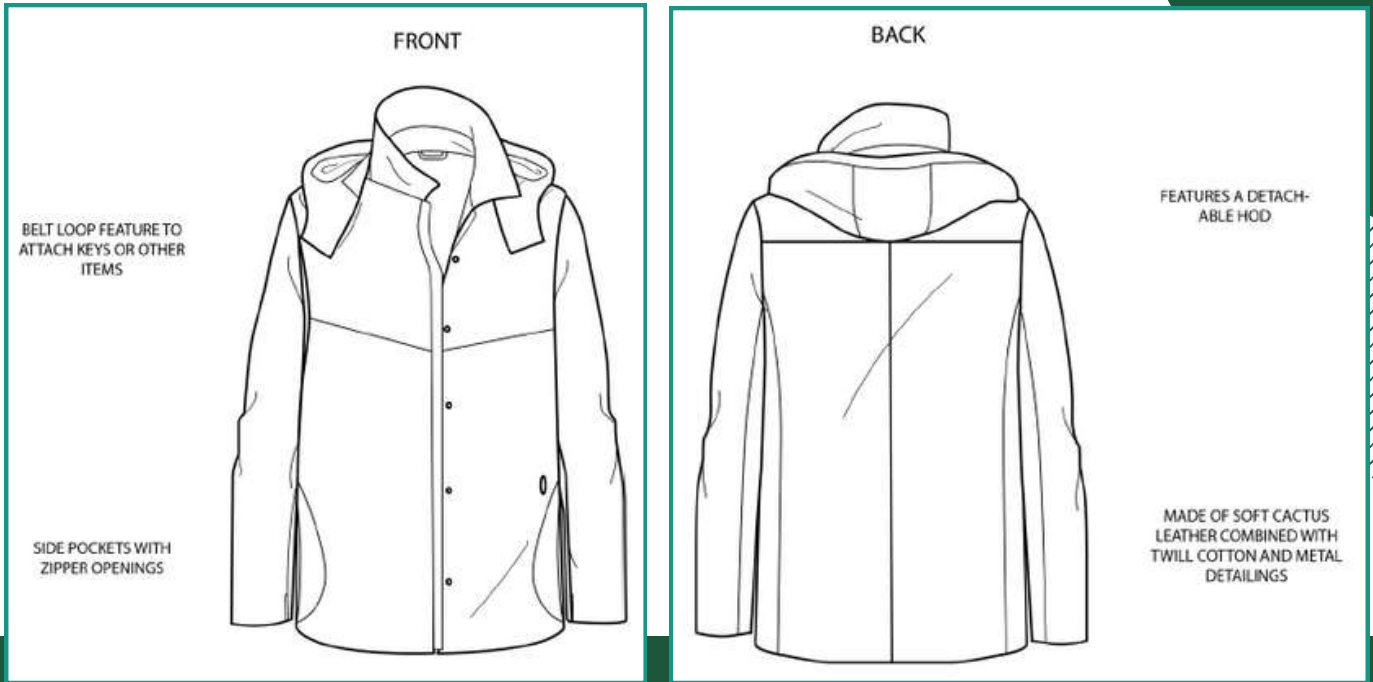


ORGANIC COTTON TWILL
SANDWASHED

Again with this item, the team provides to the target customer 3 styles with one garment, allowing them to travel light.

Team “Better of all”

Asfalia jacket:



“Asfalia” - safety in Greek, is a jacket made from sand washed twill cotton and cactus leather. This jacket is waterproof, functional and comfortable.

Like the rest of the “meraki” collection this jacket is designed with a focus on functionality. The side pockets have zippers, so their contents don’t fall out. On the waist there is a loop to attach keys. And finally, the hood is detachable.



ORGANIC COTTON TWILL
SANDWASHED



CACTUS LEATHER

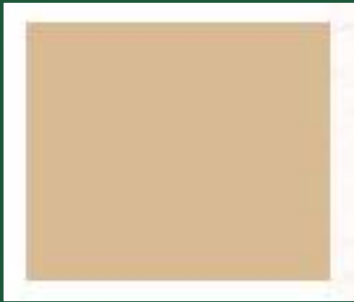
Team "Better of all"

Peripeteia backpack:

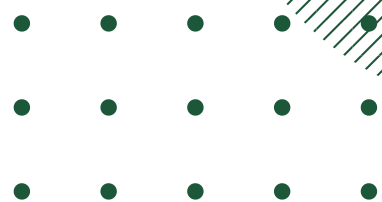


"Peripeteia" - adventure in Greek, is a backpack made from washed canvas. The front pocket is detachable and can be transformed to a cross body bag.

WAXED CANVAS



The collection's focus on functionality remains for the backpack as well. All strips and loops are removable and interchangeable. The backpack can become a tote-bag in this way. All the materials are chosen with sustainability in mind and to ensure a bigger product lifetime.



Team "WE CAN DO EVERYTHING"

Members:

Anna Lazopoulou (GR)

My name is Anna I produce bags I am interested in new ideas. Love collaboration and usually I am passionate in what I do. Out of the box thinking is my motto.

Marija Gradečak (HR)

Completed her studies in applied arts in Ljubljana, Slovenia, where she began her professional experience in the field of design. For many years, she worked in the textile industry as a designer of carpets and tapestries, and she continues her professional career as a self-employed product designer, illustrator, graphic designer, interior designer, and writer.

Alessandro Benintende (IT)

My mission is to design something that makes diversity a norm in our society. Through my design, I aimed to create innovative solutions that celebrate and promote inclusiveness in all its aspects, making the world a more welcoming and equitable place for all.



Anna Kalifatidou (GR)

Using deadstock fabrics and other materials to create unique handmade creations is the base of my practice. Minimal and relaxed silhouettes but intricate textures and details that make the difference is what I want to achieve every time though sampling.

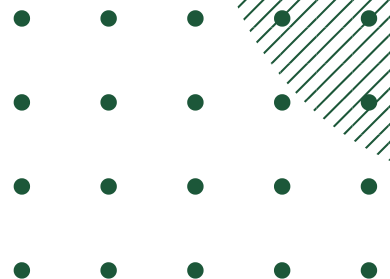
Sunčana Jojić Lučić (HR)

Fashion designer and creative director at GUGABAGA creative agency. Her field of work cover fashion design, styling, applied arts, illustrations and design of products. She is also founder of Entrepreneur club, pop choir SamoZbor and event FURKA which connects local designers, artisans and associations.

Team "WE CAN DO EVERYTHING"

Team "WE CAN DO EVERYTHING" designed their products for:

Victoria is a 42 year old woman of English origin that lives in Venice. She works as a museum manager, and is interested in fashion, art, movies and sailing. She belongs to the upper class and she is divorced. Her goals are to always learn more, become better and make a change.



Team "WE CAN DO EVERYTHING"

Mission:

Victoria loves local artisanal production and sustainable materials. Taking into consideration of the history of Venice in navigation and glass art, the team decided that they would cover Victoria's needs with four main products: a hat, a bag, a pair of glasses and a jacket.

The hat is inspired by old Venetian hats, but instead of the traditional material, recycled felt will be used.

The bag will be constructed from upcycled black leather with gold and red details. The glasses are made from old Murano glass with a twist and they are accompanied by a modern case to protect them. And finally, the jacket is made from reused sail fabrics.

The "WE CAN DO EVERYTHING" team wanted to create a collection that represents the intersection of Venice's rich tradition with contemporary fashion, tailored to the needs of a unique individual like Victoria.

To achieve that, they focused on creativity and combined decorative elements with minimal design to create pieces that are beautiful as well as meaningful and practical.



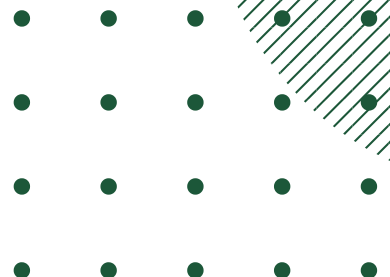
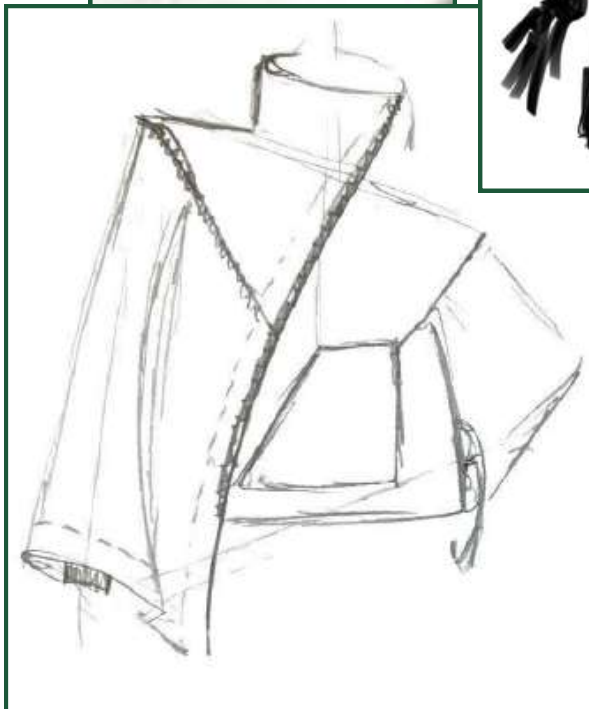
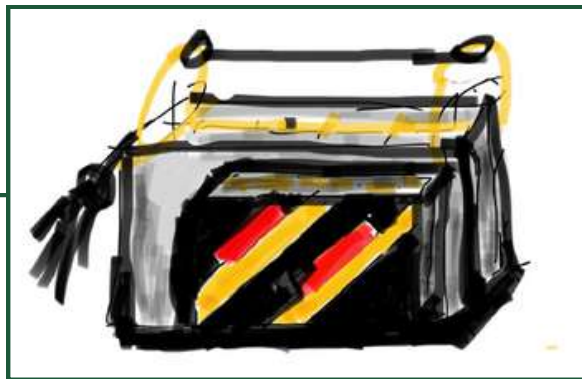
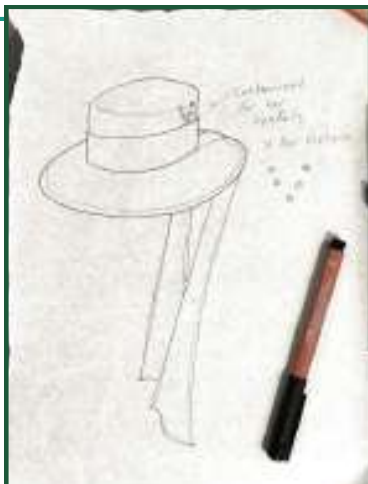
Team "WE CAN DO EVERYTHING"

Product Overview:

Project:

Create four fashion products with the IDEA of being realistic and inspiring at the same time, for PERSONA Victoria who is very busy, but also a dreamer.

- HAT - for a stylish passeggiata (walk for pleasure in Italian)
- PAIR OF GLASSES - for the sun, with a modern case
- BAG - for travelling and for fun
- JACKET - for sailing and everyday use



Team "WE CAN DO EVERYTHING"

HAT - The Gondolier:

A hat inspired by the traditional Venetian gondoliers. Instead of using straw, the material used is recycled felt crafted by a local artisan. Tone to tone black on black, a classic statement piece with a velvet ribbon/scarf and golden eyelets.



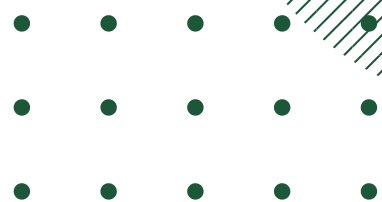
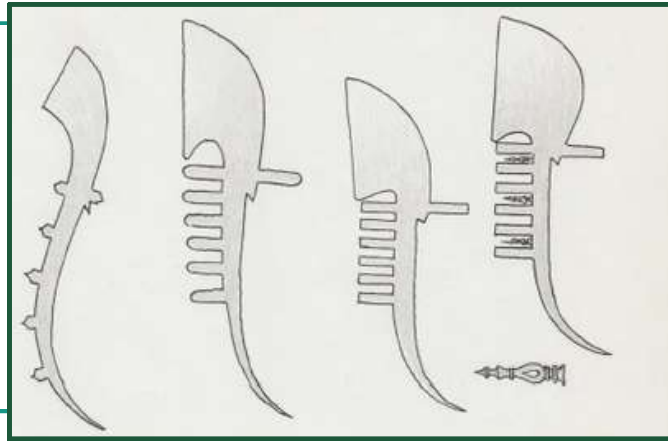
Alternative proposal of wearing it as a scarf.

Golden eyelets, customised to share the letter V, personalized for the client's name Victoria.

Team "WE CAN DO EVERYTHING"

GLASSES - Murano Vista:

The initial inspiration of the team was to craft glasses entirely from Murano glass. However, after research the team came to the conclusion that such glasses would be too heavy and fragile. The final model integrates black wood from gondolas with Murano glass for the lenses and upper frame details. This approach maintains the essence of Murano's historical glass art while ensuring practicality and durability.

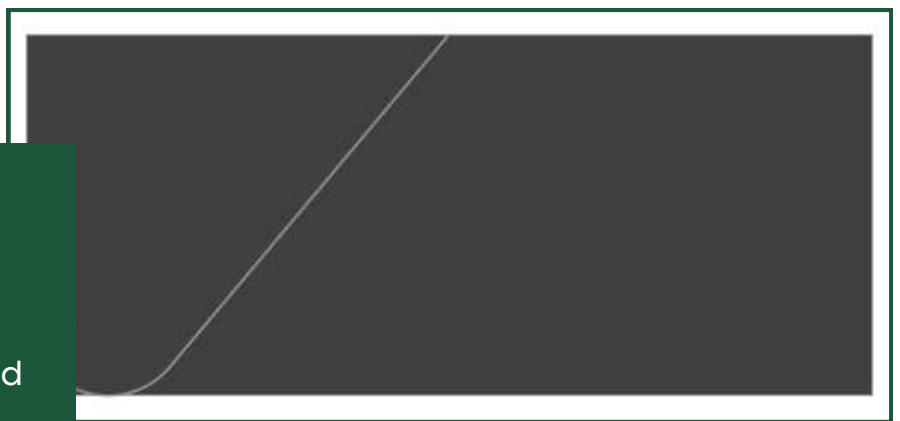


Team "WE CAN DO EVERYTHING"

GLASSES - Murano Vista:

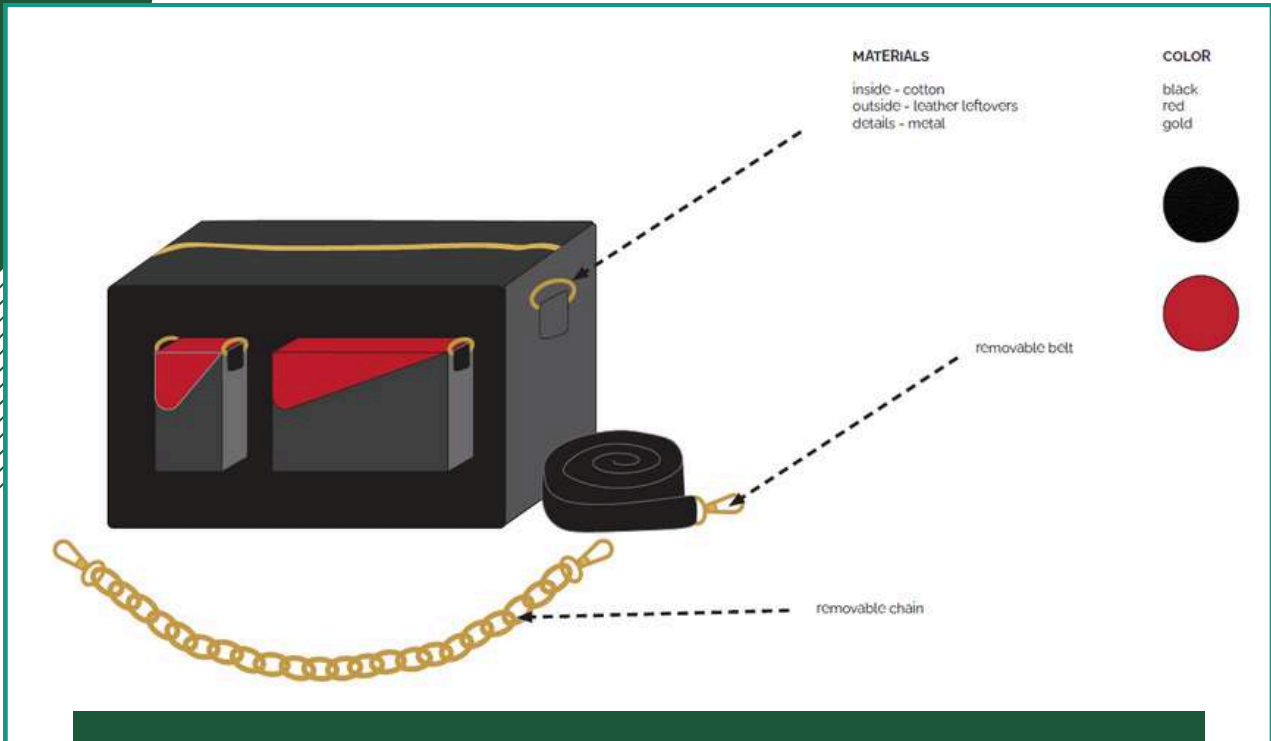


The glasses are accompanied by a modern case in a black color, created from a combination of felt, leather and magnetic elements.



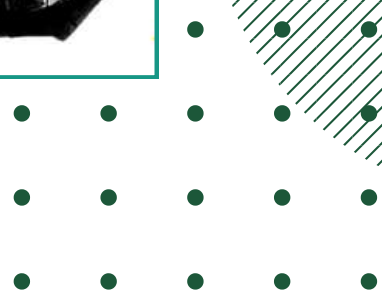
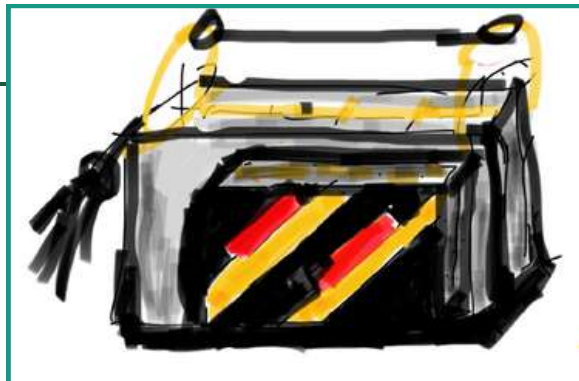
Team "WE CAN DO EVERYTHING"

BAG - Victoria:



The bag is named "Victoria" personalized after the client. The two front pockets are detachable and each becomes a separate small bag that can be carried by itself. The small one for a phone and the bigger one for a tablet.

"Victoria" bag uses the same colors and design as the glasses case and is made from upcycled leather. The bag design tries to combine an artistic style with the organization needed for a business woman like Victoria.

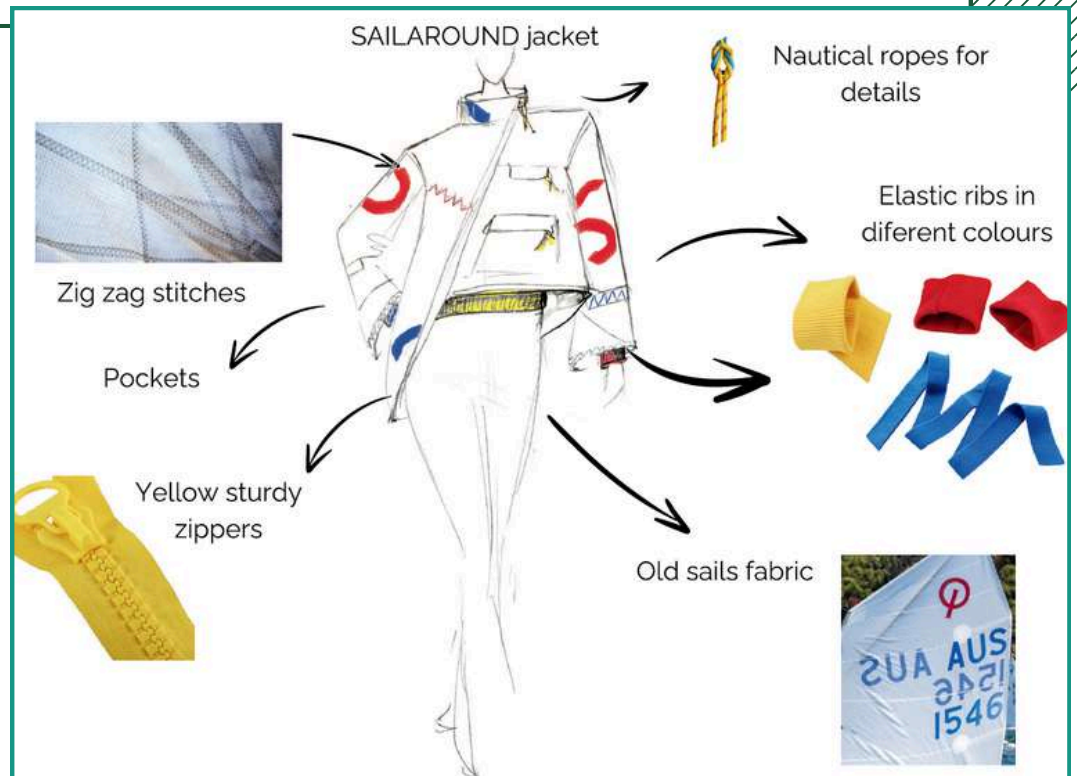


Team "WE CAN DO EVERYTHING"

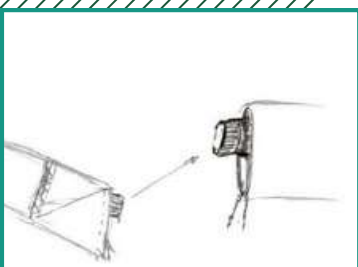
JACKET - Sailaround:

The SAILAROUND jacket is a fashionable garment made of parts from old sails. It is sturdy, windproof and waterproof, but also simple to wear. The jacket contains many practical pockets with details that stand out in yellow, red and blue colours, zig-zag stitches and a lining with elastic rib that provides a better fit. This jacket is practical for sailing in heavy weather, but works also as a statement piece for a city walk.

Victoria loves sailing, but she is a really busy woman. Sailing is the only time she has for herself.



Inspiration:





For more information please visit:
<https://co-design4sustainability.eu/>
<https://www.codesplatform.eu/>

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