

# BRAND MANAGEMENT MANUAL

[www.openwear.org](http://www.openwear.org)

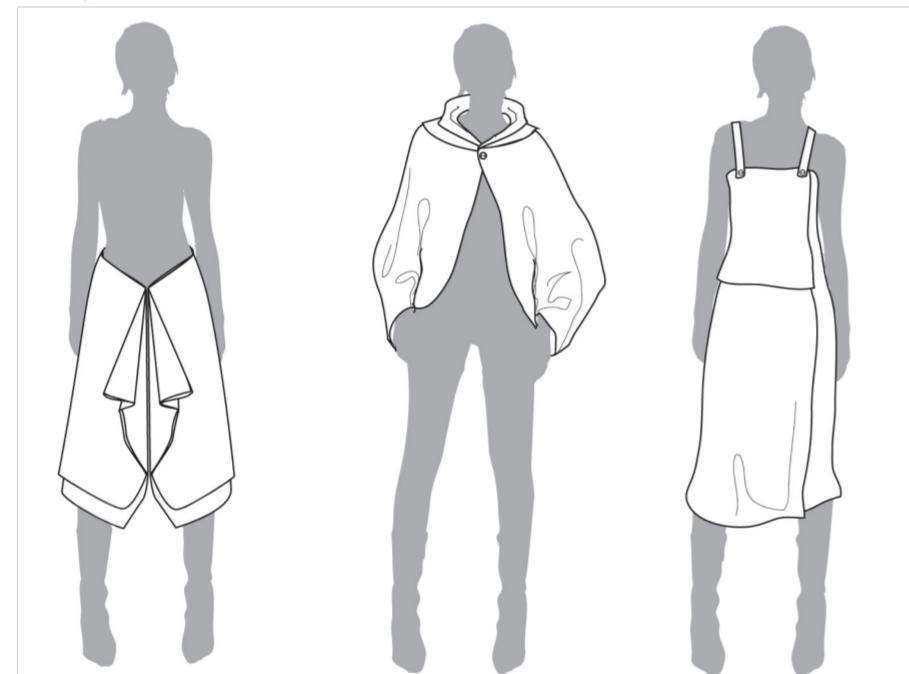


Source: <http://openwear.org/info/help>



Source: <http://openwear.org/lookmap/item/1>

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Openwear  
Collaborative Collection

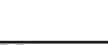
## FORWARD TO BASICS Multifunctional square

**DESCRIPTION** By using a single square piece of fabric and folding it according to the marked lines you can create different garments: a skirt, jacket or dress. It's a multifunctional and transformable piece that can be worn in three different ways.

**MATERIALS/TEXTILE** We used 100% cotton. You need a square piece of fabric, 129 cm in length and 129 cm wide. Iron on transfer paper  
  
For skirt : 1 open end zipper, 40 cm (15,7 inches) long  
For jacket : 2 zippers, 25 cm (9,8 inches) long and 1 button  
For dress: 2 buttons and 80 cm (31,5 inches) long and 2cm (0,8 inches) wide strap

**COLOURS** We used black

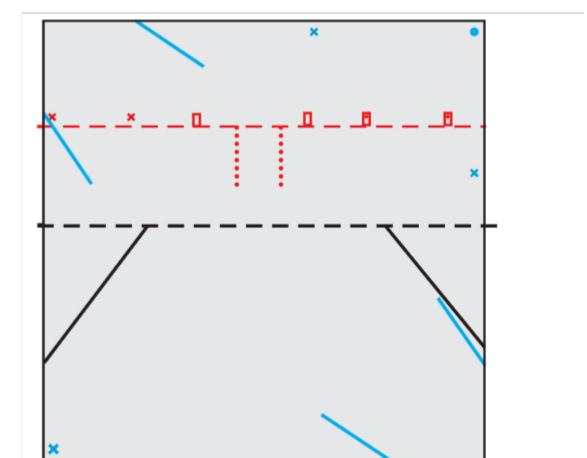
**SIZE** M



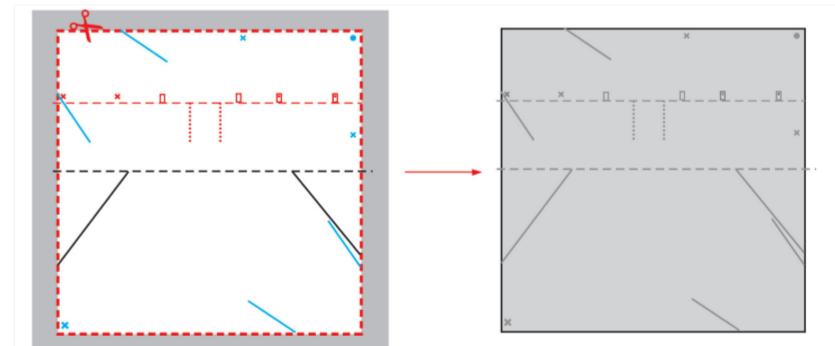
Source: <http://openwear.org/lookmap/item/1>

### Make the pattern step by step:

- Print the pattern from the pdf file.

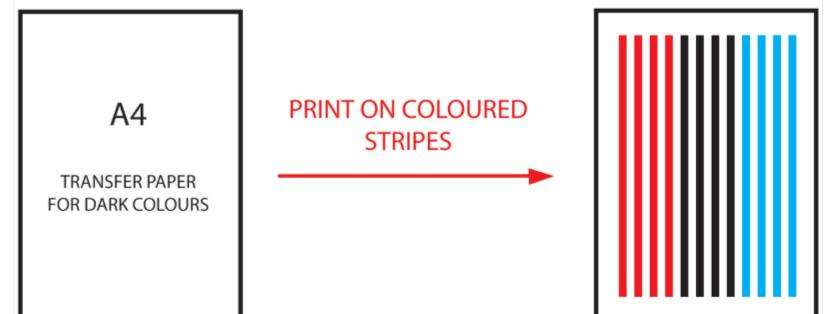


- Put the pattern on the fabric.  
Cut the pattern out and transfer all the pattern markings onto the fabric.



### HOW TO TRANSFER COLOURED MARKINGS ON THE FABRIC

- Design coloured stripes in Photoshop or Illustrator and print them onto the transfer paper for dark colours.



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## OPENWEAR <http://openwear.org/>

Openwear is a collaborative platform for fashion creation that wants to promote an alternative approach to fashion through an open source brand and an online community. Open Design, therefore, is not limited to furniture and product design but can also be applied successfully to fashion and brand design. Openwear consists also of an online community where designers can share values, access to knowledge and practice of collaborative and distributed work. It is where makers, fashion producers, small local enterprises, educational institutions can network to participate in the production of a new vision of fashion based on micro-communities and sustainability. Openwear is an open brand. Openwear is a type of collective trademark that recognizes the productive role of co-production, engages in strategies that aim at redistributing the value thus produced and seeks organizational solutions that give co-producers a say in determining the overall governance of the brand. Openwear tries to institutionalize mechanisms of revenue sharing through which co-creating consumers can benefit from the value that they produce.

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