

Programme on growth and internationalisation

Seminar: How buyers & agents work and think

September 15th at 11:30-18:30

Tallinn Creative Incubator, Veerenni 24, Tallinn

- How to catch their interest and what do they expect
- Insiders advice to you

Guest speakers, preliminary

- **Tiina Antinheimo** Ex Purchasing Director at Stockmann.

Tiina will share with us the way buyers think in any larger retail organization - including physical and online channels; decision making process, and demands and conditions expected from any new brand. <http://www.stockmanngroup.com/en/en>

- **Maria Lipasti**

Owner of the number one lifestyle boutique in Helsinki, including an online store.

Maria has a great experience within fashion especially, and will share hands-on advice to brands in gaining access to, and working with retail partners.

<https://www.lamatta.fi/>

- **Vanessa Leporati**

Chairperson of Stockholm Fashion District, the biggest hub for fashion agents in the Nordics. Vanessa has been working as a successful agent herself, now having practically all Nordic fashion agents within her professional network. She really knows what it takes and gives to work successfully with an agent!

Moreover, Stockholm Fashion District can offer great opportunities for partnership for the Tallinn Incubator organization.

<https://www.stockholmfashiondistrict.se/en/>

- **Fredrika Erlandsson**

Frederika has a broad background within fashion e.g. at Björn Borg, and as Head of Purchasing and Assortment at the Swedish multi brand chain MQ. She will share with us the principles for selecting and evaluating brands in a large retail organization.

<https://www.linkedin.com/in/fredrika-erlandsson-420487/>

Inspirational Benchmarking Tour to Copenhagen

Wed 30 Sept- Fri 2 Oct 2020

Copenhagen

Agenda:

- three days of business inspiration for international growth
- working every day together abt 9:00 to 17:00
- visiting 4-5 design brands including presentations of their 'success recipe' and learning points
- additional visits in flagship stores, department stores and multibrand stores – eye-openers for the competition and winning concepts among design brands
- moreover, the participants will receive a list of stores or other places of interest to be visited individually
- wrap-up with a workshop spotting the individual findings, conclusions and action points

- preliminary, meeting with successful brands & players in the Danish lifestyle market such as:

Ganni

An all-time Danish success story, now the majority owned by LVMH.

<https://www.ganni.com/en-fi/about-us.html>

Blanche

A truly sustainable brand, from the very beginning. How do they do it – and is it a boost or an obstacle for making business?

<https://blanchecph.com/>

Gudrun & Gudrun

A wonderful artisan brand from the Faeroe Islands! You do not need to be big and shiny – it can be much more interesting to be a small and individual brand... but you have to be able to turn your image into business☺

<https://www.gudrungudrun.com/>

Monies

One of the most distinctive jewellery brands in the whole world, right now experiencing a great boost as individual, big jewellery is back!

<https://monies.dk/>

Kopenhagen Fur

Their creative department will share with us their outside the box –thinking concerning especially mink fur, and the same kind of thinking can be applied to any natural material, such as Estonian wool or maybe sheep fur.

<https://www.kopenhagenfur.com/>

Lifestyle and Design Cluster

Director Betina Simonsen will be happy to share with us their philosophy and various activities, in order to boost growth and international leaps for Danish design.

<https://ldcluster.com/en/home/>