

Re-connecting value chains

Strategic axis coordinator



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MIRTEC

Re-connecting value chains

For more sustainable responses to shifting customer needs.

Engage customers in made to measure design.

Enable the shift to natural fibres.

Re-inventing retail for men's fashion.

Re-connecting value chains

For a more sustainable industry

150 Labs, Associates & start-ups involved, **4** business models developed, **5** case studies produced.

«These cases showcase the energy and drive that are needed on a large scale to reverse the current paradigm.»

Key target for 2025: -20% environmental footprint.