



**This project set out to proactively merge the fashion and textiles industry with the information sector in order to create new business opportunities for the North West fashion and textiles sector. It aimed to harness and consolidate the strengths within the existing industry and enable members to increase their collaboration with each other.**

**Measure:**

Business & Economic Development

**Promoters:**

International Business Centre

**Title:**

**North West Fashion & Textile Cluster (STITCH)**

One of the main focuses of the programme was to encourage fashion enterprises to adopt a creative and innovative 'co-opetition' approach to their business processes, from the design through to the distribution of their products. This involved forming a cluster of clothing and textile companies based in the North West Region so as to establish co-operative relationships between local, national and international textile firms and clusters.

Two major components of this programme, which enabled the achievement off this objective, involved a study trip to Milan where up to 20 participating companies with taken to visit international clusters of best practice. Secondly, a Focus on Fashion event was held at the end of the programme, which had Mr Paul Costello as a keynote speaker.

The Project promoters recruited an international designer to advise and work with companies to inspire and add value to their products by development of a design focus and the Projects were also provided with individual mentoring in the use of ICT to enable companies to integrate technology throughout all stages of the project.

The main areas of benefits for participating companies were identified as:

- Networking Opportunities
- Business Leads
- Ideas Generation and
- Increased confidence – in their respective businesses and renewed confidence in the sector.

**Total Project Cost: €393,254**

**Grant Awarded: €294,941**

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Paul Costello with NWRCBG and project promoters at project fashion event

