

THE FUTURE
BELONGS TO
THE FEW OF US
STILL WILLING
TO GET OUR
HANDS DIRTY.



La Industria esta en crisis.....

COMPLEX GLOBAL SUPPLY CHAINS



LOSS OF ARTISANSHIP



ENVIRONMENTAL ISSUES



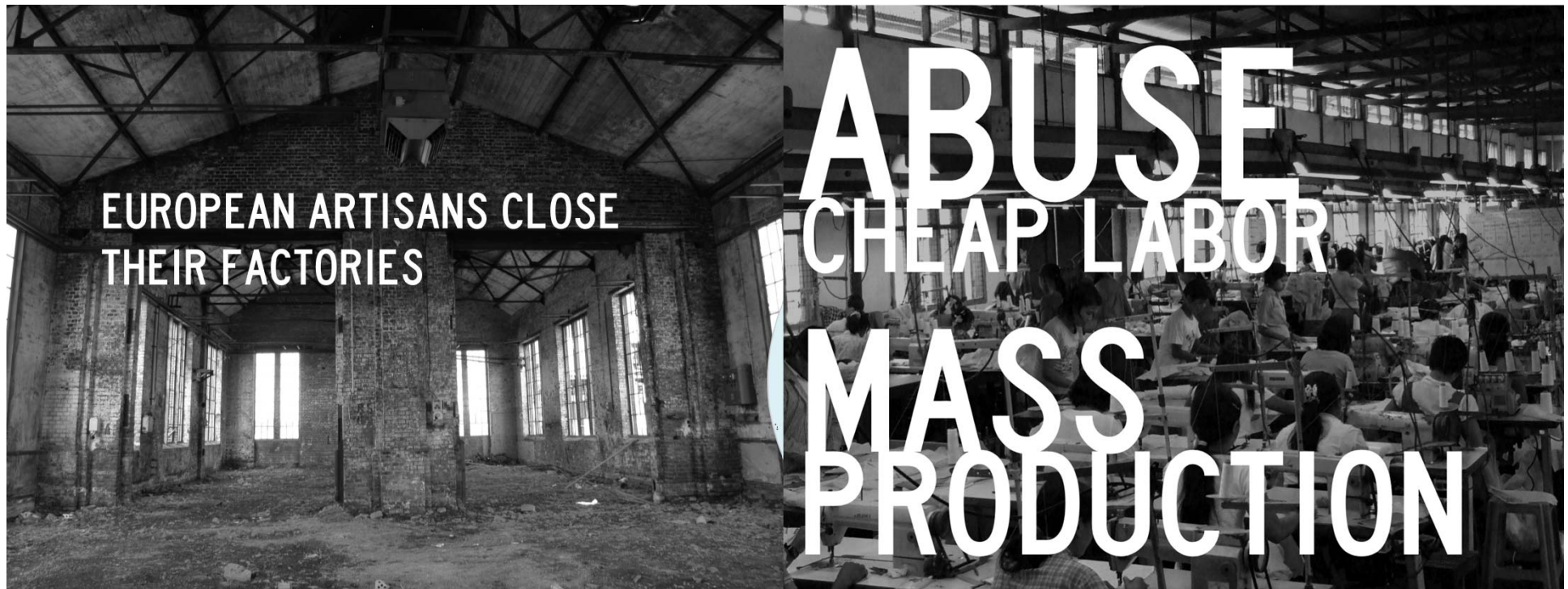
Demasiado.....

Insuficiente....



Derecho al **TRABAJO**.....
DERECHOS.....

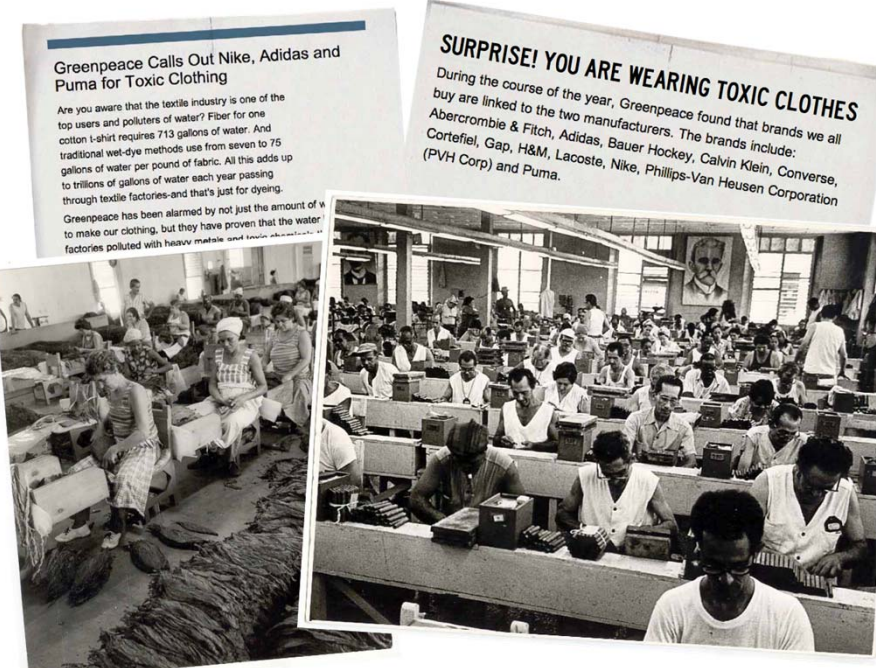
Trabajo con



Qué hemos exportado
nosotros.....

Lo que no queremos para

THOUSANDS OF FAMILIES LOSE THEIR JOBS



HEMOS CREADO
un MONSTRUO
insaciable.....

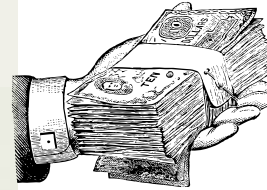
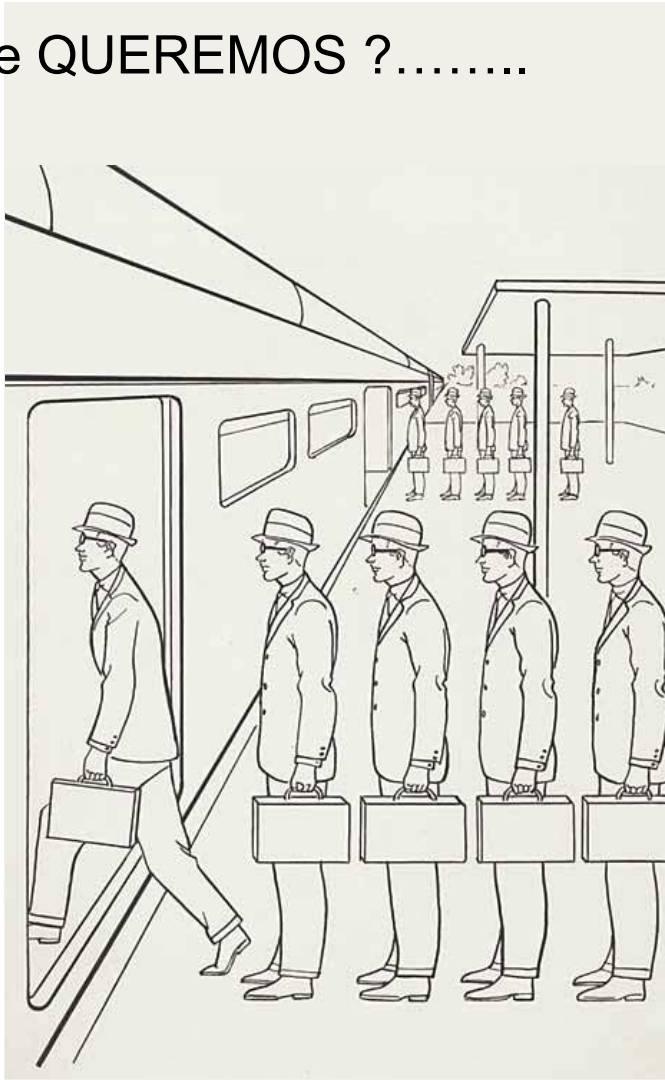


USE
THROW
AWAY



IRRESPONSIBLE CONSUMPTION

¿Es lo que QUEREMOS ?.....



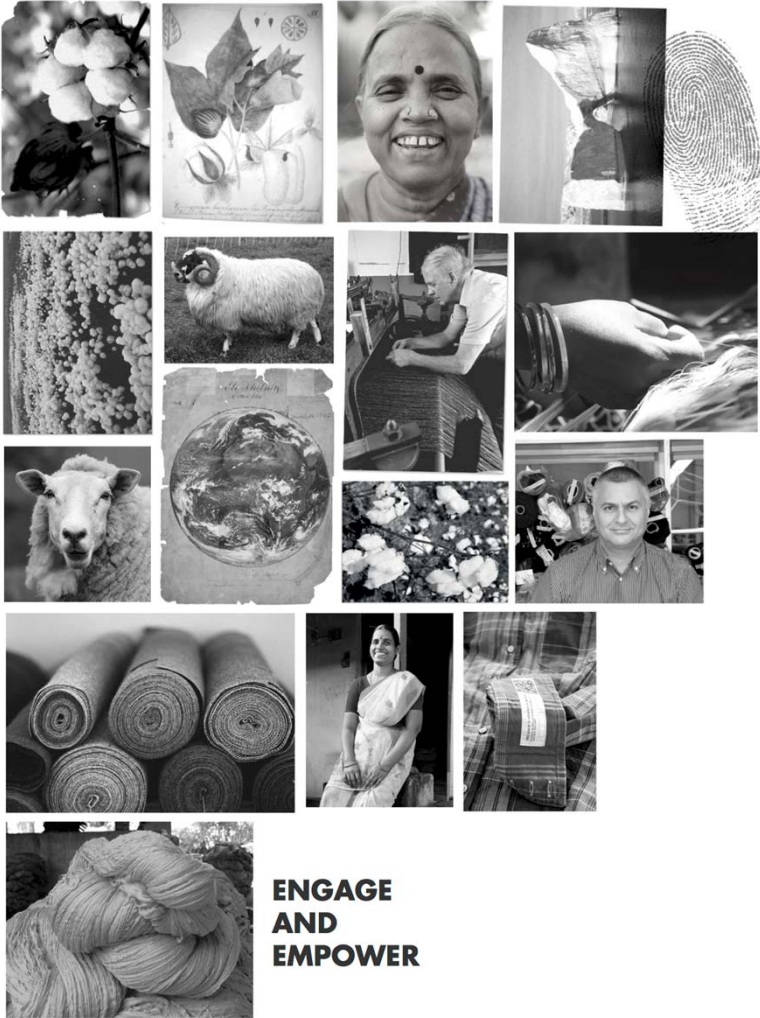
Don't we want to be



different?

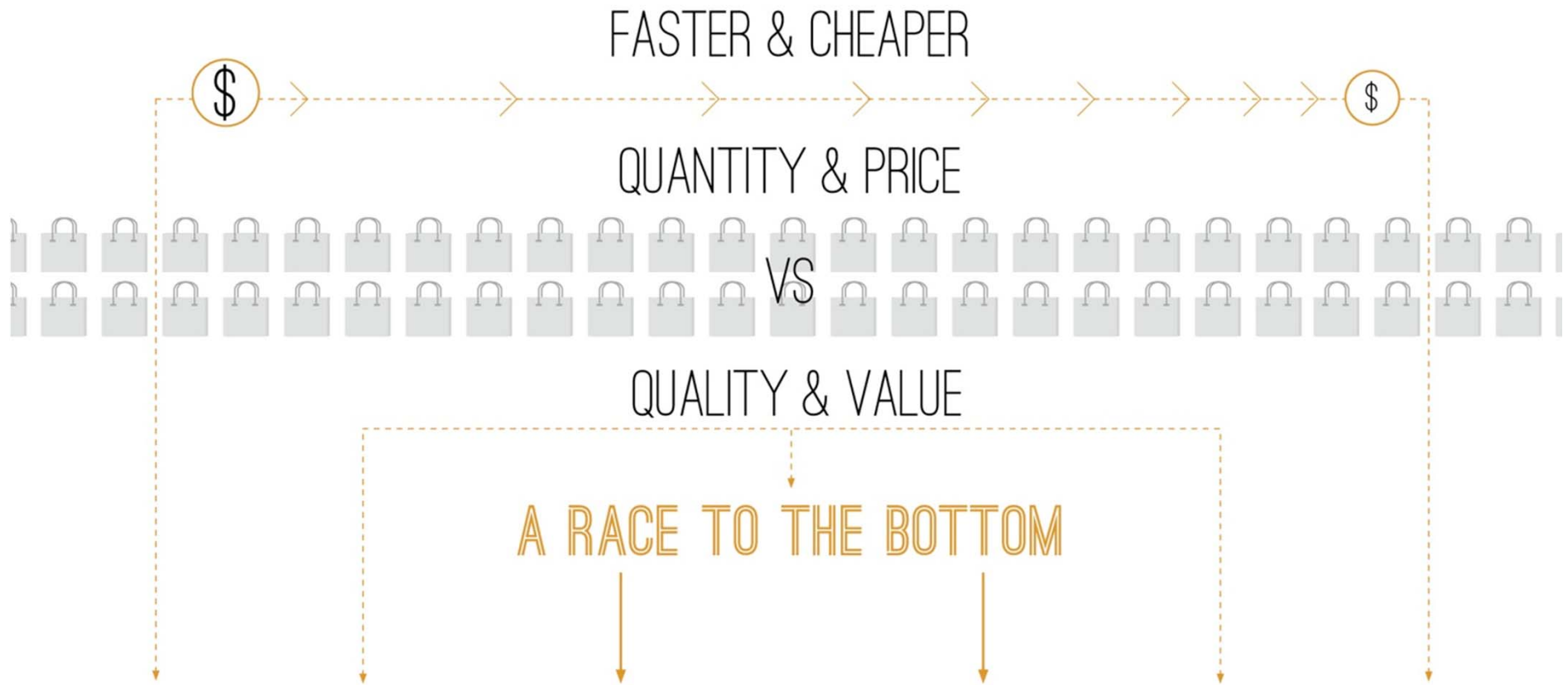
Un problema es una oportunidad

IOWEYOU



**ENGAGE
AND
EMPOWER**

La moda se ha convertido en un "commodity"



Pero hay buenas noticias.....

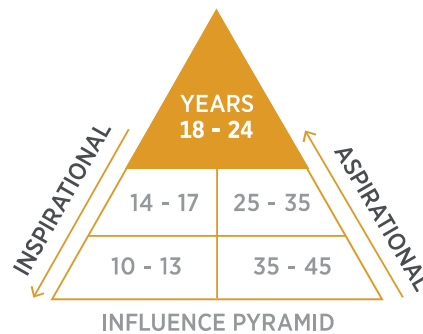
MARKETS ARE CHANGING

LOOKING TO THE FUTURE

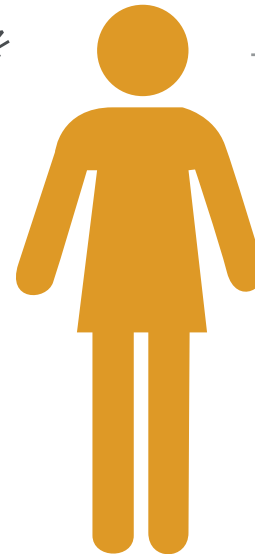


GLOBAL YOUTH TODAY
HAVE CHANGED
THE ROLES AGAIN.

THEIR BIG IDOLS ARE
COMMON PEOPLE
WHO REALIZE SMALL
POSSIBLE DREAMS



COLLABORATIVE
TO BE PART OF SOMETHING BIGGER



THE FIRST BORN INTERNET GENERATION
CONNECTED
DIGITAL



THEY WANT BRANDS WITH VALUE
& NOT BRAND VALUE
THEY ARE COLLECTIVE CONSCIOUS

Una Idea DISRUPTIVA.....



TO PROMOTE RESPONSIBLE CONSUMPTION. TO DECOMMODITIZE PRODUCT



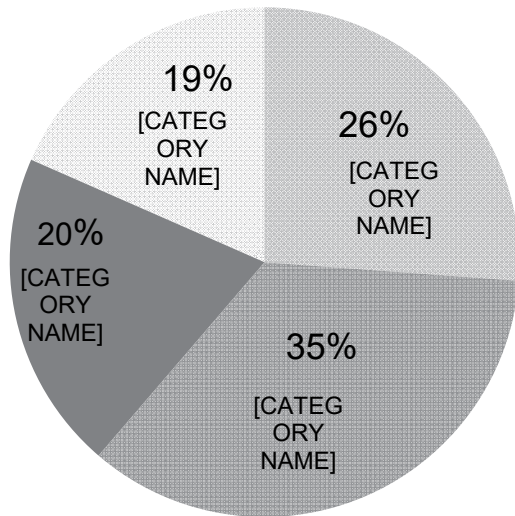
USING THE FULL SCOPE OF MODERN TECHNOLOGY TO EMPOWER AND ENGAGE:



Qué tan GRANDE es esta idea



Clothing & Footwear Industry
Segmented by **Geography**
2011 Total Consumption \$ 1.4 Trillion



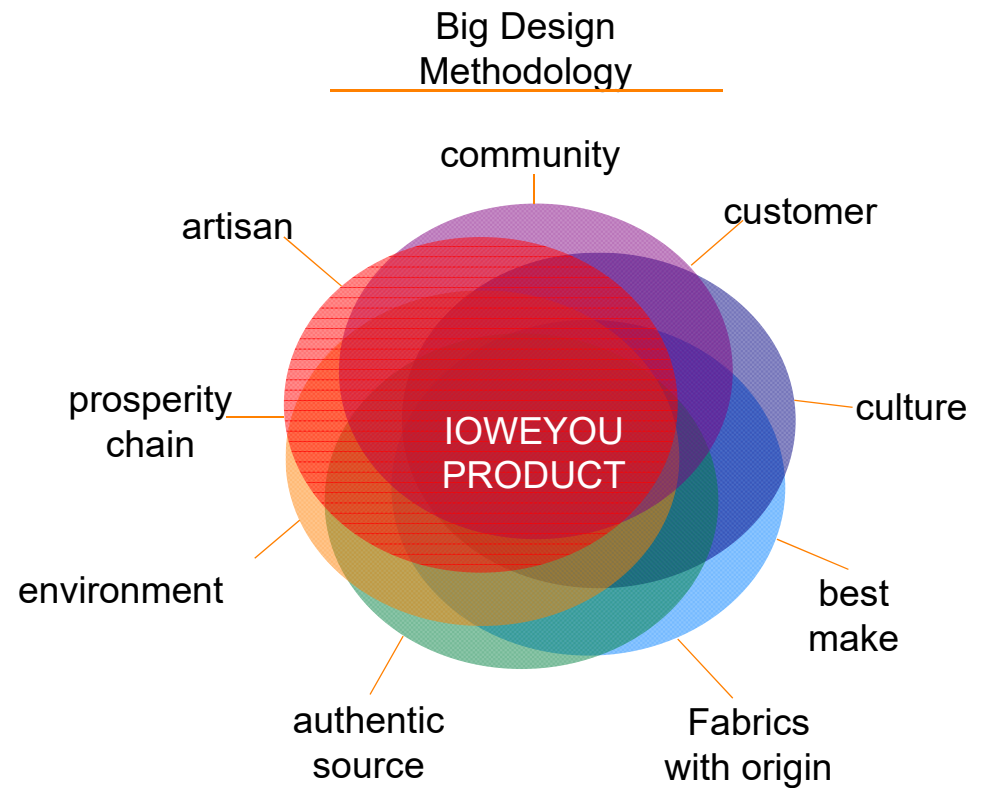
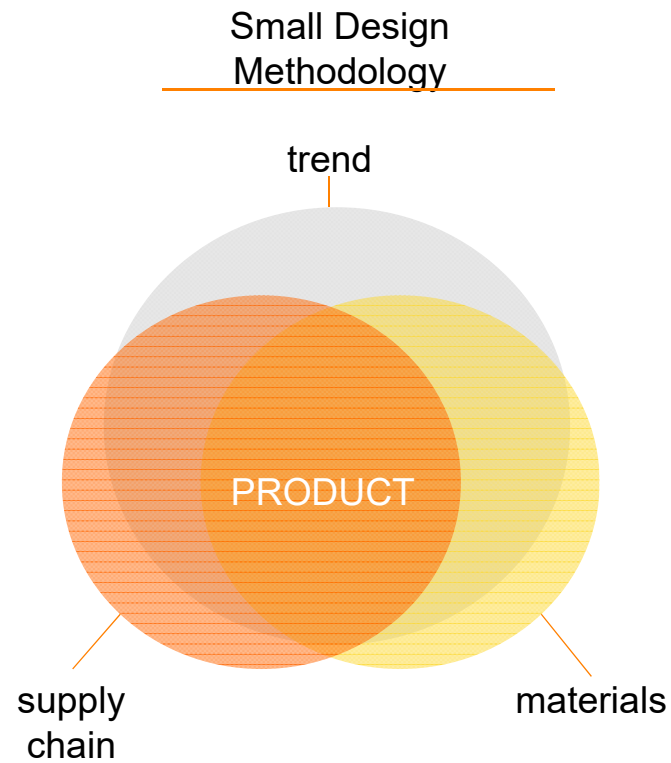
Clothing & Footwear Industry
Segmented by **Brand Equity**
Potential Target Market \$ 220 Billion



Sources: BEA (Bureau of Economic Analysis) DoC United States, IMF, Eurostat, Euromonitor, Bain & Co., IOWEYOU analysis

Recalibrar.....

Our design methodology: **Big Design**



Los principios del "BUEN DISEÑO "

CREATIVITY, FREEDOM, TIME



atelier



1. Good design is innovative

Technological development is always offering new opportunities for innovative design.

2. Good design makes a product useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic.

3. Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

4. Good design makes a product understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

5. Good design is honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

6. Good design is long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

* [By Dieter Rams]

Buscar materias primas con denominación de origen



AUTHENTICITY

TO GO BACK TO THE SOURCE. TO REMEMBER WHO WE ARE

Harris Tweed

HARRIS TWEED IS WOVEN ON A TREADLE LOOM BY THE CROFTERS OF THESE ISLANDS, ALWAYS BY HAND AND IN THEIR OWN HOMES, OFTEN A SMALL WEAVING SHED BESIDE THEIR RESIDENCE.

Our Harris Tweed weaver, **Donald John Mackay**, 60 years old, now a weaver with the letters MBE after his name. He works on a old Hunsletley Single Width loom. Donald John exemplifies the weaver of Harris Tweed, genuine, skilled and passionate about his work and place of work.

And there are many others like him, working in loom sheds in villages just as remote all over the Outer Hebrides, masters of their craft and part of an industry that is deeply rooted in the heritage and history of these beautiful islands.

HARRIS TWEED DOUBLE BREASTED JACKET

Reference: #2707 | Price: \$1,200.00 | Sizes: 40, 42, 44, 46, 48, 50, 52, 54

FABRIC
HAND WOVEN WOOL, HARRIS TWEED WITH HAND WOVEN COTTON MAJAS.

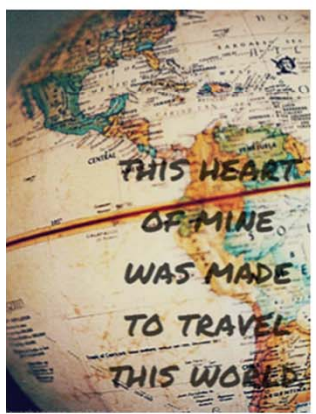
DETAILS
HIDDEN RIBBON POCKET IN COTTON TWILL. PHONE CHEST PADDED WITH HAND WOVEN MAJAS. HAND SEWING DETAILS AT COLLAR, CENTER BACK AND INSIDE.

COLOR

# BROWN HERRINGBONE	# BLACK/GREY HERRINGBONE	# BLUE HEATHER	# OLIVE HEATHER
# FOREST HEATHER	# RED HEATHER	# GREY HEATHER	# HEATHER CHECK

Trabajar con artesanos tradicionales.....

MADRAS CHECK



HAND WOVEN IN MADRAS WITH TRADITIONAL ARTISANAL LOOMS



LOWEYOU
THE SMALL FLAWS DO NOT IN ANY WAY TAKE AWAY FROM THE FABRIC'S QUALITY BUT ADD TO ITS CHARACTER AND CAN IN FACT, BE TAKEN AS A HALLMARK OF AUTHENTICITY.



Primar la calidad



HANDCRAFTED IN EUROPE

THE ARTISAN TRANSMITS VALUES, CULTURE, A WAY OF BEING AND FEELING
EACH PIECE IS MADE BY ARTISANS IN EUROPE



Aprovechar las Nuevas Tecnologías.....

THE IOU CODE



EACH PIECE HAS A **UNIQUE IOU CODE** TO TELL
THE STORY AND TO LINK PEOPLE TO THE ARTISANS



SCAN THE IOU CODE
TO KNOW THE STORY



UPLOAD YOUR PICTURE
& BE PART OF THE STORY



Devolver la Identidad y la autoría.....



IDENTITY & AUTHORSHIP

RAJAMANI A.
IOU Weaver
Naduveerappattu Handloom
Weavers Cooperative



ANJALAI P
IOU Weaver
Karaikadu Handloom
Weavers Cooperative



DURAIRAJ S.
IOU Weaver
Sri Sakthi Vinayager Handloom
Weavers Cooperative



PRIDE & RESPONSABILITY



Revalorizar el trabajo humano.....



TO TURN THE SUPPLY CHAINS INTO **PROSPERITY CHAINS** THROUGH TRANSPARENCY



THE REAL MADRAS SHIRT
The Item



V. SANBANTHAN
The Weaver



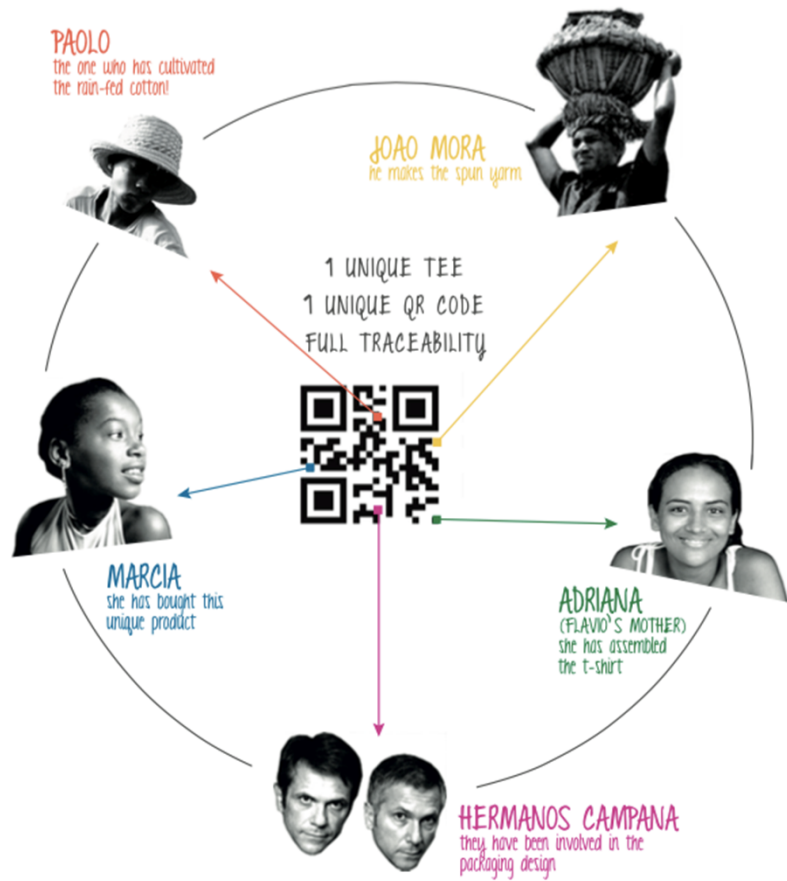
ALBERTO GÓMEZ
The Artisan



ANDREA CARUSO
The Customer

TRACEABILITY + TRANSPARENCY + CREATING COMMUNITY + TELLING UNIQUE STORIES + EMPOWERING PEOPLE

Transparencia es responsabilidad compartida.....



EMPOWER AND ENGAGE TO GIVE BACK



No es otra MARCA DE ROPA.....



IOU IS A STORY TELLING PLATFORM

- TO FOSTER A SHARED SENSE OF RESPONSIBILITY USING TRANSPARENCY AND TRACEABILITY -

es una COMUNIDAD.....



www.theiouproject.com

Esta idea ha generado mucho interés.

MORE THAN
2,930,000
GOOGLE
CITATIONS

870,000
BLOGS
HAVE WRITTEN
ABOUT IT

“...A RADICAL CONCEPT...”

“...TRANSPARENCY IN AN INNOVATIVE WAY
DEEP UNDERSTANDING OF DIGITAL MEDIA...”

“...ISN'T JUST ANOTHER FASHION LABEL;
IT'S ALSO **A REVOLUTION**”

“...BENEFITS BOTH PEOPLE AND THE PLANET...”
and many more...

CNN **BOF** **VOGUE** **GQ** *oprah.com* **THE TIMES OF INDIA**

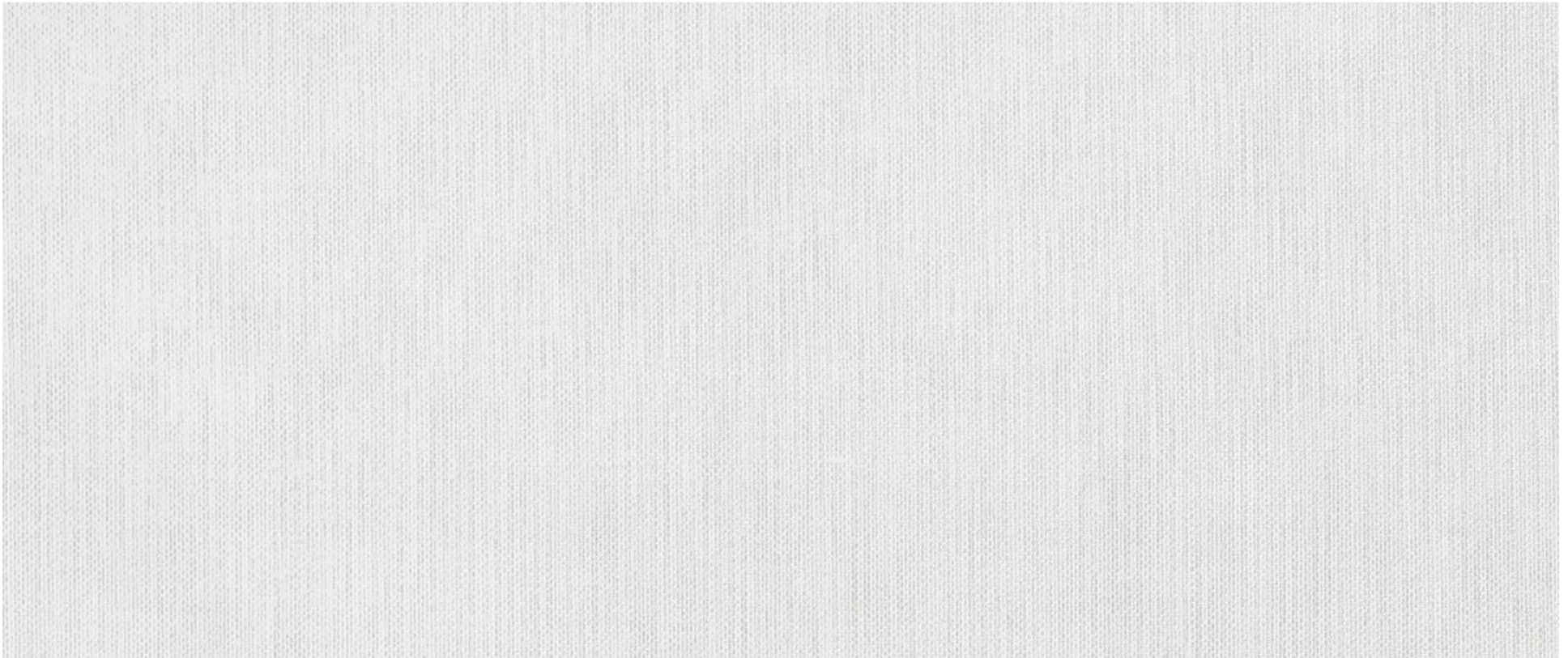
AWARDS & RECOGNITIONS

-  LUXURY BRIEFING AWARD FOR INNOVATION OF THE YEAR (London, 2012)
-  SUSTAINABLE LUXURY AWARD LATIN AMERICA (Buenos Aires, 2012)
-  Selected for the 2012 New York city NY VENTURE FELLOWS program
-  Selected for the 2013 UNREASONABLE AT SEA PROGRAM

TALKS

-  Invited to speak on sustainability in fashion and new emerging trends at THE UNITED NATIONS LEADERS PROGRAM (Torino, Italy)
-  TEDx: Barcelona, Big Apple in New York, Navigli, Milano (2012)
-  BEYOND FASHION (Berlin, 2012), PECHACUCHA (Spain), INSTITUTO CERVANTES (New Delhi), FONART (Mexico), INSTITUTO RIO DE MODA (Rio de Janeiro), SXSW ECO (Austin, USA) and many more.

Nuestro video



#quienhizomiropa

THEY SAY THAT THE CLOTHES MAKE THE MAN,
BUT DO YOU KNOW THE MAN WHO MADE THE CLOTHES?



IOWEYOU

www.theioupject.com



IOWEYOU

IS A DISRUPTIVE NEW IDEA OF WHAT A FASHION BRAND OF THE FUTURE CAN BE.

Built by Kavita Parmar a designer and Iñigo Puente an engineer it is a result of their personal convictions about preserving the love of craft and many years of experience in design and manufacturing.

Born from the need to empower both the artisan and the consumer it uses the full scope of modern technology and the social web by creating a new supply chain that we call the Prosperity Chain.

IOWEYOU offers the sophisticated conscious consumer a very

distinct product line based on the principals of provenance, heritage and artisanship; and not only enhances the on line experience by linking end buyers with artisan producers, but also draws upon the most compelling aspects of social media to construct a community around its core brand values:

**AUTHENTICITY,
TRANSPARENCY,
UNIQUENESS AND
BOTH SOCIAL AND
ENVIRONMENTAL
RESPONSIBILITY.**

For its first collection IOWEYOU label took the centuries old handwoven Madras plaid fabrics made by handloom artisans in India and turned them over to craftsman in Europe who created beautifully crafted one-of-a-kind pieces.

Each IOWEYOU piece carries a QR Code that links you back to the specific artisans and craftsman that created your unique piece.

IOUSTORYSTORE
CALLEJON DE JORGE JUAN 12

www.theioupject.com

@theioupject

@kavitaparmar

UNIQUE
HAND CRAFTED
SUSTAINABLY MADE

FASHION

