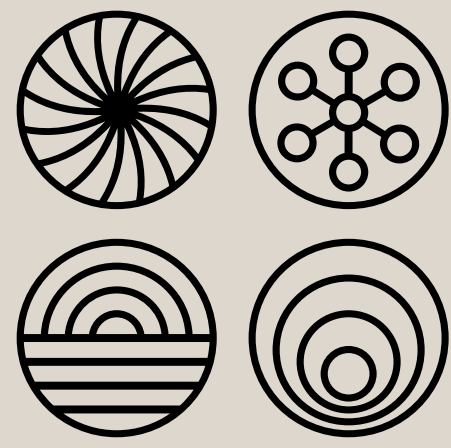


FOSTERING SUSTAINABLE PRACTICES

CASE STUDY:
AWAY TO MARS





CASE STUDY

AWAY TO MARS

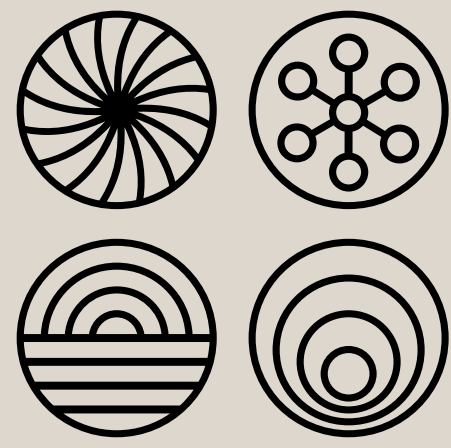
Founder/Owner	Alfredo Orobio
Type	Co-creation platform and fashion brand
Sector	Womenswear / Menswear
Established	2014
Location	London
Size	Micro
Website	awaytomars.com

"My main concern, and it would be my nightmare, is if a designer who worked with us feels betrayed or feels used. Success, for me, is to get all this circle going around and people getting what they need and getting paid, getting recognised."

"We are good connectors and I think our main job is to connect ideas and connect people, and connect the industry. Of course we are doing it for our profit, but it's not our main objective. Our main objective is to connect and to show there's a different way of creating products in a more global way, in a more connected way and that you can achieve a better product and a better solution if you have more people connected to it."

AWAY TO MARS





CASE STUDY: AWAY TO MARS

KEY TAKEAWAYS

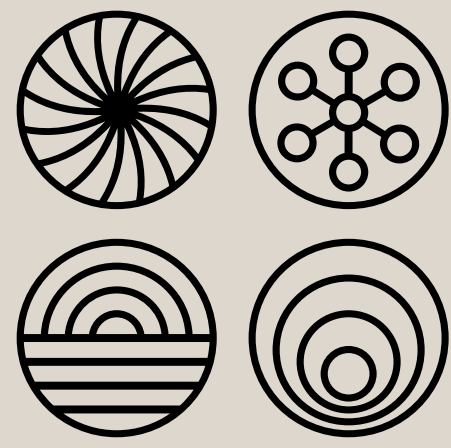
Online co-creation platform that enables sharing, developing and realising design ideas from contributors worldwide.

Built around key values of collaboration, transparency and creativity, unrestricted by the boundaries of professional credit or social, cultural and geographical background.

Creatives worldwide respond to innovative briefs from the Away to Mars team and their collaborators.

Open voting process identifies the most successful concepts that are developed into samples and prototypes for manufacturing.





OVERVIEW



Launched in 2014, Away to Mars currently has two main areas of activity. First, a technology platform that enables online co-creation and development of design projects, through the current database of 15,000 contributors worldwide. Second, a fashion brand with wholesale accounts, sharing a proportion of profits with designers who contribute to creation of each design.

Alfredo Orobio started Away to Mars after a Master's culture innovation project that explored the potential of social media for expressing creativity online. Driven by the desire to connect people and a curiosity about the disruptive power of business, Away to Mars explores new ways of using technology to open up the creative process to wider communities and audiences.

The social aspect of Away to Mars is also two-fold. Fashion is viewed as a social practice that can bring people together through a process of making, sharing, and mutually benefitting in both practical and emotional ways. In addition, innovative applications of technology, shapes, colours and styles are developed and refined through co-creation based on both analysis of data and responses from the creative community.

To complement the collaborative design ethos, Away to Mars set up a manufacturing base in Portugal. The conditions for manufacturing include fair wages, cultures of trust and care, and high health and safety standards. This is due to a

combination of government legislation, regulation and place-based cultures of 'no hidden doors' and a healthy work-life balance. The high quality and low minimums are also important factors.


Alfredo's ambition through Away to Mars is to change the industry, to change the creative model, by actively involving more people, sharing the rewards and opening up to collaborative practice. Future plans include expanding designer communities to extend impact, education opportunities and outlets for creative talent worldwide.

"My main objective is to keep the idea of collaboration in fashion alive in the business and try to keep people inspired every day. Also on that track, how we can change the industry, how can we change the creative model, involving more people in it, and then open up this very closed-minded, secret, creative environment, into a more broad, open-source, and collaborative one."

AWAY TO MARS

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With special thanks to the many Fostering Sustainable Practices project partners, participants and Advisory Board members.

Design by: Studio LP

The Fostering Sustainable Practices project investigates creative practices in design-led fashion micro and small enterprises (MSEs) as an evidence base for change towards a more sustainable fashion industry. Project findings are underpinned by two-and-a half years of work with more than forty fashion MSEs, who demonstrate sustainable prosperity in and through Fashion.

This collaborative research is led by Centre for Sustainable Fashion, a University of the Arts London research centre, based at London College of Fashion. Project partners are based at London College of Fashion, The Open University and Middlesex University's Centre for Enterprise and Economic Development Research (CEEDR; a partner in Surrey University's Centre for Understanding of Sustainable Prosperity).

Fostering Sustainable Practices is funded by the Arts and Humanities Research Council.



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