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F & T T
M A G A Z I N E

FIRST TIME FOR EVERYTHING



A MAGAZINE FOR STUDENTS
FROM STUDENTS



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TRENDS
SUMMER 18

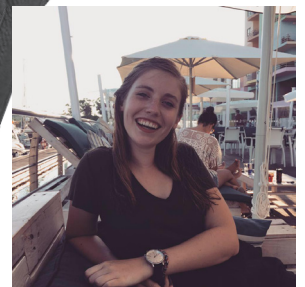
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INSIDE THE COMPANY

Strawberries sells both separate fabrics as well as custom made woman's garments. These textile products are all made from natural materials, such as cotton and silk. The traditional fabrics are hand-crafted, coming from different ends of the world. Each fabric is typical for the ethnic group it's made by or the country it originates from. Most of the cotton is rain-fed, then spun and woven by hand. Afterwards the fabrics are dyed with natural colorants. At last the garments are assembled in Dutch ateliers. Strawberries contributes to a fair and sustainable income for the people who produce the fabrics, where maintaining the traditional craftsmanship is of high importance to the company.

How did Strawberries come about?

As an agronomist I've travelled the world and worked with many different organizations. For my last assignment I worked in Bangladesh on a project that tried to reduce poverty, by learning women how to generate income. We've tried to teach them many different things, but in the end they all preferred to do embroidery. Initially this was a bit disappointing for us, but after further investigation we understood their choice. Physically it's not a very demanding job, they can do it sitting down while their children are running around.

When I would come back from Bangladesh during holidays, my sisters and friends always immediately asked me if I brought any fabrics or scarves with me, because they absolutely loved them. When I moved back to The Netherlands around 2002, I started working as a short-term consultant. During that time, I also tried to figure out a way to find a market for the embroidery of the women in Bangladesh.

What inspired you to name the company Strawberries?

Before the project in Bangladesh, I lived in Jamaica where I worked with small scale farmers on agricultural



programs. I absolutely love Jamaica, I even made plans to live and work there. My plan was to start growing Strawberries, since the soil in Jamaica is very rich. Usually all strawberries over there are ripe around Christmas time, so I thought of working together with the Jamaican farmers and export them to The Netherlands. My sister would take care of the export, it was all planned out. In the end we never took any action

"When I would come back from Bangladesh during holidays, my sisters and friends always immediately asked me if I brought any fabrics or scarves with me, because they absolutely loved them."

to realize this plan. Back in The Netherlands I had to come up with a name for my company, I thought Strawberries would be very suitable.

What is Strawberries mission and vision?

Strawberries ultimate goal is to contribute to the preservation of traditional techniques whilst providing an income for the local, small scale producers. The strategy to accomplish this is by purchasing the hand

embroidered fabrics and selling them here in The Netherlands.

Strawberries' vision is to adhere to the principle of fair-trade and ensure that all producers are adult, receive fair wages and work under reasonable circumstances.

What drives your passion for sustainable fashion?

I personally feel like everybody has the obligation to preserve all resources for our next generations. Of course, this is a difficult topic to talk about because I also just drive a car. But we can at least try to work towards this goal.

What materials do you prefer to use?

As I told you before I'm an agronomist, so I'm very much focused on generating income. Because I've always worked with small farmers and small fabric producing companies, I prefer to support these types of businesses. Businesses that work hard for creating beautiful, natural fabrics. I think that working with natural materials provides many jobs, it's biodegradable and feels good to wear.

Where and by whom are the fabrics produced?

The fabrics are produced in small areas in Mali, Laos, Bangladesh,

Senegal and Afghanistan by the local crafts people. I'm working together with the people who are processing the fibers, I don't work directly with the cotton farmers. The producers of the fabrics spin their own fibers after they buy cotton bales from the farmers. This is also my point of sustainability, to keep the transportation as limited as possible. Also, by buying

sustainable fashion is too expensive. How do you respond to that? That's an interesting discussion and it has also become part of my mission, to demonstrate that sustainable fashion is indeed much more expensive. Look at the true costs of the clothes we are wearing, if you really consider the costs for the environment of your fabric then maybe the



locally produced silk and cotton, which is locally woven and embroidered I try to keep the footprint of my fabrics as small as possible.

What are the main sources of inspiration for your designs?

I don't design the fabrics myself, I like to use as much of the inspiration that is already out there. Yes, sometimes I do draw a design I would like to have, but in general I leave it up to the locals who produce the fabrics. This is also what characterizes the fabrics, preserving the traditional techniques. Its purpose is also to demonstrate what can be done.

Who is your customer?

My customers are some Dutch fashion designers, some people also just order custom made curtains or bed covers. There are not a lot of customers, this is still a problem I'm struggling with. I've looked into selling the fabrics and garments via big retail stores, but after mark-ups the fabrics would just become too expensive. Therefore, I decided to sell directly to my customers.

What, in your opinion, is the most important thing to look for in sustainable fashion?

The ecological footprint of a product. Don't forget to mention the fair-trade aspects.

People charge that ethical and

price of the clothes you're wearing right now are just too low. I think it's more important that people start appreciating the clothes that they're wearing more and try to consume less. I think people gradually start realizing this.

What would be your advice to our



readers who want to start to shop more responsibly or build a more ethical wardrobe? Buy less, buy better.

What are your favorite (sustainable) fashion brands?

I like the Belgian brand Honest By, they're a fully transparent company who show exactly how much every item of a garment has cost. But to be honest, I'm more impressed by their principles than their clothes. There is also this Indian designer, named Manish Arora. He makes amazing colorful, traditional, Indian clothing.

What is your plan for the future?

Continue and focus on things such as the PR of Strawberries. This way I hope to grow the company.

TRENDS SUMMER 18

Crayola
Bright and bold colors that we've all seen in our crayola boxes. This style can exist of one single item, but it can also be worn from top to bottom.



Versace

Marc Jacobs

Agnona

Roksandra

Trendwatching summer '18



Nina Ricci

Zadig & Voltaire

Tibi

Mugler

Denim
After autumn and winter, denim is still not to be missed in your summer outfits. Denim can be seen in all types of outfits, such as dresses, shorts and even overalls.

Pastel We'll be seeing a lot of soft and calm pastel hues this coming season. The look is quite easy to achieve, many pastel colors also go very well together.



Vinyl, Translucent materials and plastics will again be seen this season. Think of shoes, tops, accessories, but also capes and trench coats.

INSIDE THE BAG OF A STUDENT



Name: Naomi

Age: 20

Work: Icing on the Cake, Bartender 't Gat Biography

Naomi is a 2nd year Fashion student and in her free time, when she isn't working, she likes to hang out with her friends from school but also from Audentis et Virtutis, which she joined in her first year.

What is something you can't live without?

'I can't live without my wallet, glasses and my hairclip. Just because I need my wallet to buy coffee and food, my glasses because I can't see anything without them and my hairclip so I can get my hair out of my face.'

A crazy story:

Naomi was on her way to her boyfriend and she packed her bag with clothes to max capacity. But when she was on the train and sad down her bra fell out of her bag and rolled through the coupé of the train. She quickly ran and got her bra back and stuffed it back into her bag and sad down with a little bit of an embarrassed feeling.



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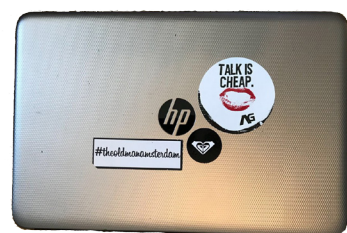
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6

What do you have in your back today?



8



9



10



11



12



14



15

1. Sunscreen
2. Deoderant
3. Notebook
4. Gum
5. Lotion
6. Laptop
7. Adapter
8. Hairclips
9. Sunglasses
10. Sepctacle case
11. Earplugs
12. Wallet
13. Pencil case
14. Waterbottle
15. Bag



13

Bag information

Brand: DSTRCT

In possession: 3 months

Description:

It is a strong bag and dirt repellent. Also it is a fashionable and timeless bag with a lot of space to store your stuff.

It also has a secret compartment where you can hide your things you don't want people to see.

A VIEW INSIDE TERPSTRA

HER CAREER

Are you interested in what our buying teacher Mrs. Terpstra-Kamstra did before she started to work at Saxion? Then continue reading this interesting interview where she talks about all the steps in her career which led her to become a buying teacher. This interview is inspiring for every student to learn about how to deal with steps in your life which you first may describe as failures or wrong decisions but which turn out to be enriching experiences for your path to grow. You should continue reading until the end, where she gives great advice for working in the fashion industry.

Did you get quickly got into the buying department?

Yes. But actually, it took me about one year to understand the whole supply chain. I did not know, that if I do this today, then this will happen in a few months. So I think we do that better now. So, I worked there seven years and then I got pregnant. I thought being a mum, for me it is not working full time, but they did not allow me to work part time. So during my pregnancy, I started applying for another job and I got one. I got the job and I started working in Appeldorn which is a little bit further than Deventer, at a small company, that makes commercial corporate identity wear. So for retailers, that have their company clothes for mailman, for people that work in gyms and so on. Which was actually very different, because the product was different and when I started it was still very small, but due to the experience I gained at Jomo, I was able to build

My name is Ilse Terpstra-Kamstra, I am married, I have two kids, ten and thirteen. I live in Deventer which is about one hour by train and well, I actually studied here at the same course and I graduated in 1998. It was still in the old building.

After that, I got a job in a small shop in Deventer where I could combine sales and buying.

I thought that would be good for me, in my hometown. In the meantime, I started living together with my formal boyfriend which is my husband now. So I thought that is a good thing to start with. Actually, the owner was a Turkish guy and there were some cultural differences and after a few months I realized that this is not the place for me and after about eight months, I left.

up the whole buying department, which gave me a lot of energy.

So you also did buying there? Yes, buying. On my card there was production manager, but it was more or less the same.

“After five years, maybe four, I had a major burn-out. It had to do with several things”

I am a perfectionist and when we got our first child, everything could be still managed, but then I got my second child and it was too much. So it took me about six months to get myself back together. I have been through a very important phase in my personal development, so in my career. Because it taught me to look differently at things. And now I am better at realising, that not everything has to be a ten. You can pick your tens. Sometimes, things can be a six as well. So it made me more relaxed,

I started working at Jomo here in Enschede, at the buying department. Actually, at that time, I did not know anything about buying, because there was not actually a buying course, there were no buying teachers and actually I did not know what I started, but I thought: Okay, they want somebody with my education. So I just started.

At that time, they had two departments, one which was specialized in woven garments and one was specialized in knitted garments. I was at the woven department. Together with about six other buyers, I worked there for several years, actually seven.

I had a really great time. I travelled a lot, I really learned a lot and my boss, he was really very skilled, actually he taught me everything I know.

less focussing on what other people think, so when you are in the burn-out, you cannot see that, but after a few years, it taught me a great deal. After six months, I got back there and I noticed, that during my absence, my tasks were divided and they were not that willing to give them back to me. So it was a struggle getting back and also in that period, I thought I have to do something else.



Something else than working in a company, also?

Yes! And I started a study in coaching and guidance, for one year. And then I started my own company. As a coach. So I quit my job, I went back for several months to Jomo, to still earn some money in the start-up period, and then I had my own company, in my home and actually it was okay, but after two years, I came to the conclusion, that being on your own is very lonely.

For some it is perfect, but for me it was not. It was too lonely. And when you have your own company, you experience that all of a sudden, you have to be good at everything. At sales, at being a coach, at running your web shop and so on. And I just wanted to be a coach. I do not want to go to network meetings and be on the phone, call potential clients and so on. So with pain in my stomach, I decided to quit. And at that point, I thought, okay, what is next? Now what? I thought, okay, let's go back to my old job as a buyer, I had a lot of experience, so it was more or less easy for me, to get a job. So I became a buyer again, in Amersfoort.

At what kind of company?

At 247 jeans and it was a stock wholesaler in jeans. Basic jeans. Actually, it was the same situation as in company fits, the company where I worked before. There was not much. So I could do my own thing again and build up the whole buying department. I really liked that. The only thing was, that the company was owned by a very experienced entrepreneur. But he gave the company more or less to his son. But his son was completely different. He was not an entrepreneur; he was just being there. So, a several things happened and after one and a half year, I could not handle it any more. So I quit. I just quit. On Saturday I decided and on Monday I just told them that I quit.

“Do you have any advices for the students?”

For your personal development, sometimes we feel that we need to know already what we want. And who we are. Our first job needs to be perfect. Give yourself the time and the opportunity to also see yourself as an intern in the first ten years of your career. You never know! Sometimes a job is perfect, not because maybe your things you buy are perfect, but because you like the company you work with and the colleagues you work with. There are so many factors that make your job a good job for you. Relax! You have so much to develop still. When I look at myself, when I graduated, I was 22 and now I am thinking, who was I at that moment? Of course, I was still me, but I still had so much development. So it is okay. Your first job does not have to be the ideal, the perfect job. Give yourself time to be an intern, for quite some time. And to really see for yourself, what for you is really important in life. Because I thought, having my own company would do that. But it turned out, it was not. out, then Also it turned out for me, I am not good at not knowing how much my salary is at the end of the month. As an entrepreneur, sometimes you do not know. Sometimes it is more, sometimes it is less. I have a nice home, I have two cars, I have two kids, it just makes me feel uncomfortable, not knowing, whether I can pay my bills at the end of the month. So I learned for myself, I am not good at that. But it is very personal. For you it might be completely different. But do not be afraid to make mistakes. Just do things! If it does not work

out, then you know. Now I know, I never have to think about being an entrepreneur anymore, because it is not for me. I know that for now. And I know that, because I have done it. At that point, I saw it as failing, but now not anymore. It made me very rich.

And being a buyer, is really a cool job. You get to see the world. And that made me also very rich. Being in a country like Bangladesh for example, being able to see the differences in society, in culture. And that made me realize that the things we do in Holland, or in Germany, or anywhere, is just A way, not THE way. And it made me more open minded.



“Do not be afraid to make mistakes. Just do things! If it does not work out, then you know.”

LIFE STYLE OF THE STUDENTS

Name: Yusha

Age: 20

Work: Receptionist at a swimmingpool in Tubbergen.

Biography

Yusha is a 2nd year Fashion student and in her free time, when she isn't working, she hangs out with her friends, visits different museums and exposition and loves to listen to music and going to festivals.

How would you describe your style?

Yusha doesn't have a specific style or doesn't follow a specific trend. She just wears what she loves and feels good in. If she had to choose her favorite store is Zara, but she also buys a lot from Asos.

Since we have a study that is mainly focussed on sustainability, do you also incorporate sustainability in your wardrobe?

Yes and no, 'I think I would buy sustainable clothing when it is in the same price range as the normal clothing I normally buy. When it is to expensive and I can't afford it, I will buy the cheaper one.

Description:
Bag from KENZO
Pants from Select Femme
Blouse from Le Ballon
Hat from a small shop in Tubbergen



'I CAN'T LIVE WITHOUT MY PATCHWORK JEANS JACKET'



What is something you can't live without?
'My patchwork jeans jacket. It is something that really finishes my outfits. So when I don't feel like going full out or I'm not very inspired with my outfit, I can just throw this on and my outfit is cool and feels comfortable.'



What inspired you to work in Fablab? I like to experiment new things and I started exploring new possibilities in Fablab during my second project, Buying 1 where we have to introduce new ideas of “out of the box” products. I created see through pattern in a curtain which is visible during day time and looks like plain fabric at night. I used the laser and engraving machine to burn the fabric so it could create the wanted design. Then I explored more by learning how the machine works and so on.

How did you become an employee at Fablab?

The researcher in Fablab approached me first because I spent a lot of time in Fablab creating new stuff. When there is no class, I will go to Fablab and just experiment something. Then they interviewed me for approximately 3 hours to know me better and to know what I have done so far in Fablab and they appointed me as a researcher for textile department to find new material and development. I work for 10 hours a week.

What is your main task?

I take care of clients who ask for textile advice whether they are from textile industry or not. For example, they ask for assistance in embroidering their logo on a certain fabric or when students from a technical study want to put an electronic device such as chip in textile. I also helped students from business background who would like to integrate power bank



into wallet, but this idea is still under process.

Is there any difficulty you face while working in Fablab? If yes, what is it? Yes, sometimes when client asked for help with a short notice and deadline, it can be a challenge to finish it in time. For example, there are people who ask to embroidered a difficult



pattern but come with only a raw manual sketch and want to finish it in 2 days. From designing the pattern digitally and transferring it to machine program is a long term process which takes a lot of time. We also can't rely on the machine because sometimes, something is going wrong with it and sometimes not.

As a student, how do you manage the time between studying, working, and creating stuff for your own? It is getting a bit messy nowadays actually. But I try to arrange my time carefully, usually when there is no lecture on a specific day, then I will work in Fablab since my working time is quite flexible. During the weekend, I study for the subjects that I have. But it's all fun! It can get hectic but it's all good!

What is your most memorable experience while working in Fablab? Well, after every product that I have made, every new one become more memorable than the previous one. But maybe when I had to embroider a complicated design from just a raw pencil sketch for a limited time. It is an experience for me to learn more of the process and it's also a sentimental thing because I want to finish the product within the deadline so the customer is happy, a good customer satisfaction.

What is interesting for textile stu-

dents to experience in Fablab?

I think all the machines are interesting for textile students to learn because there are vast possibilities within textile such as combining the technical machine such as laser and engraving machine, milling machine, and 3D printer.

Do you recommend this job to other textile students?

It depends on the person, if they are able to develop new stuff with creativity and tenacity, they can come to Fablab. If you don't have the word “No” in your dictionary, then it can be the right job for you.

Do you have tips for students who might be interested in working at Fablab?

Fablab hardly has open interview, so if someone really wants to work in here, they can try creating new, creative, and amazing stuff, then they will approach you.

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(+) we can learn so much about each other department, we learn about electrical things and they learn all about textile and so on.

What was your main task?

I don't have a specific task, mostly when something needs to be fixed, or there's something missing or there's something that needs to be done, I'm the one do all that. I do of course have to do some research but not a specific role since I don't want to be the leader and luckily there is someone who wants to be the leader.

Was there any difficulty you face while doing the smart solution? If yes, what is it and do you fix it?

We had once or twice fights in the group about misunderstanding, schedule overlapping, but we solved it with direct contact and discussion and we are mature enough to understand it.

“Make the group as wide as possible, from different studies and nationalities.”

What was your most memorable experience while working on the smart solution?

When in the mid-term presentation, the electrical guys made a really amazing presentation so all people can understand the electrical term, it's like electrical for dummies.

Do you have tips for students who will do their smart solution in the future?

Make the group as wide range as possible, from different studies and nationalities. It really also helps to meet every week and as much as possible, do your work together so there's less space for mistakes and miscommunication and also if there is a problem, you can solve it quickly.



Can you introduce a bit about yourself?

My name is Irfan Esen, I'm 28 years old and studying in F&T. Right now, I'm doing my internship in smart functional materials department as a 4th year student.

When did you do your smart solution semester?

September – February 2017

What is the starting point of the smart solution semester? Do you have to do specific things before starting the program?

They give you a lot of opportunities to select one topic and then you can have your main topic of what you want to do. Then you also have to select a second topic just in case if you don't get the first topic. So you are actually free to choose your topic where you can fit in it and put the best result out of it. There are a lot of choice available, the topic selections are broad and different, for example from sustainability to research.

What is your topic of smart solution semester?

We are trying to find a new product for the company. It's about alternative warp knitting materials. We want to integrate solar cells into textiles.

Did you work for a specific company? If yes, what is the name of the company?

Yes, it's Van heek

How did you form a group? Which department of students did you work with?

We have to work with students from different department. Our group consisted of 2 Electrical engineering students and 6 Fashion and textile students.

What do you think of working with students from different department? What is the advantages and disadvantages?

(-) at the beginning we don't really know what to do that fit for both sides of the study and we don't have any task for the electrical engineering guys.



J U S T B R A N D S



Anna (right) and Maxime (left) on the picture, both are third year students from the dutch Fashion Textile Technology class and are doing their internships at the moment. Anna is doing her internship at Roetgerink Mode & Schoenen in Enter and Maxime does her internship at Just Brands in Amsterdam.

In which department do you do your internship?

Anna: I do my internship at the marketing department.

Maxime: I am at buying and development. So I am really busy with making the clothes and making sure that they are all the way the styling thought them and how they should be when they are in store.

Did the studies prepare you for that?

Maxime: Well, it is nice that you have knowledge about the fabrics and you know, like how garments are made, something like that. And ways that patterns are put together, but like the working thing, everyone can do it.

Okay, so it was not that hard to get into it?

Anna: I feel the same, because I am doing the marketing and we just got one marketing course, but I like marketing very much, that is why I have chosen the marketing internship. But the things I learned from school, like the fabric knowledge and the fittings and the fabric names help me to feel like I know more than the normal marketing student.

Maxime: Yeah, you know the fabrics better, because you worked with them in school.

What do you like most about your internship?

Maxime: Working with the garments, making sure it really turns out the way they have it in mind and like talking with factories. It is mostly having a great group with people you like to work with and that is really fun. Just working together and creating together.

Anna: Yeah, I like to bring the things we learned in school in a practical way.

"I think the internship is the best part of our study. You can really go into work."

What did you do before the internship?

Maxime: I did a Minor at Saxion. It was about creating content. I really wanted to learn more about creating things online and work with Photoshop, but the Minor was not about those topics.

Anna: I did my Minor also in Enschede, but for communication, I needed that Minor to do an internship like I do right now.

I learned a lot about Marketing topics. I liked my Minor, but it was a little bit easier than normal studies.

Do you have any advices for other students?

Maxime: If you want to do a certain job, like marketing, styling... You have to push your choice, because it is what you want to do. Because our study fashion and textiles is really turning into textiles, I think there should be still some space for the fashion part, because that is what a lot of students want to do, like marketing-wise, buying-wise...

Anna: Yeah! And you can give a personal touch to your Minor. So if you want to specialize on other things, you can do that in your Minor. That is why I chose communication.

What do you want to do in your future?

Maxime: I want to do more creative stuff, then I do at the buying department right now, cause I really like the development department, cause my internship is in the same department, but I am doing more the buying tasks. So I want to do more development and styling. I want to focus on that in my thesis.

Anna: And I want to do a Master after this study in communication. Otherwise I will job in marketing. I prefer the fashion industry for that.

wehkamp

Aisha and Sofie, both are third year students from the dutch Fashion Textile Technology class and are doing their internship at the moment. Aisha is doing her internship at Wehkamp in Zwolle and Sofie is doing hers at Coolinvestments in Diemen.

In which departments do you do your internships?

Aisha: I am at the buying and sales department and focus on swimwear.

Sofie: And I am doing the sustainability for the four brands coolcat, ms mode, AMERICA TODAY and sapph.

What are your tasks at your internship?

Aisha: My tasks are not really based on sustainability, it is more that I communicate with suppliers, with the photo studio and we are getting samples from suppliers and then we put everything in the computer and I look at the website and the system. You have to put everything in the systems, from the samples. It is a lot of communicating from the photostudio, the suppliers and also we have a private label, so I have a lot of meetings with buyers and designers and then we look at their sketches and inspirations. And after that, I see all the fittings and all the steps.

Sofie: I am focussed on social compliance and we are working together with the dutch agreement and for that we have to do our diligence and for that we have to see what happens in our supply chain. So for now, I am looking for where are our factories, what is happening in there and then making a risk analysis. And then we can make a plan what we have to do to improve it, who do we need and that is

what I am doing. Apart from that, I have like all these little jobs for the sustainable materials or BSCI, the Bangladesh accord, those things.

Do you also want to do something in that field later on?

Aisha: I want to go more into sustainability. So I am really focussed on finding a company that has the graduation program in sustainability, so that is what I want to focus on, not on what I am doing right now. When I began with my internship, I did not know what I wanted. I knew that sustainability was really important for me and I found it really interesting, but I was first like maybe I have to go more general, to see if something else fits me better.

Sofie: Yeah and for me, I really want to stay in sustainability, because I think that there is a lot potential in sustainability and as a brand you have to work sustainable. I want to focus on social compliance.

Did this idea came up during your internship?

Sofie: I already knew it before my internship, that is why I really looked for a sustainable internship, but now it really confirmed that I want to do something with sustainability. In the future, I really want to go to the factories in China, India, Bangladesh and change something, not only sitting in front of my computer.



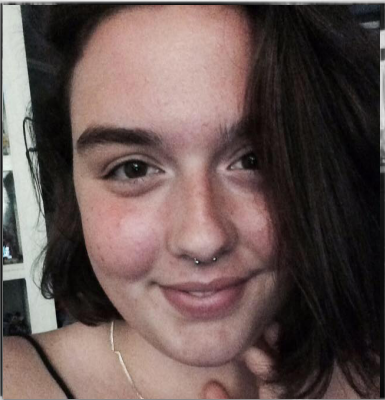
Aisha: That is what is happening right now. Sitting in front of the computer and analysing everything. And you realise that it is not good but you ask yourself: what can you change, how are you going to change the situation and of course there are a lot of things that you need to take in mind if you want to take a step. I did my Minor also in sustainability and it is not that you say: I want to change this. Because we will not change now, because you have a whole company, that needs to make money the whole time. And to change everyones mind in the company is really difficult.

Do you have any advices for other students?

Sofie: Ask a lot. Be curious about how things work and put yourself out there. Do not be afraid to ask things and do not be afraid to go to anyone or sit with the managers while having lunch or something.

Aisha: Yeah, that is what they like in companies. Even with the managers. They like when you connect with them, talk with them, communicate with them. They like when you are also a colleague and do not act like the intern. If you are treated like a colleague, also act like a colleague. They really appreciate that. You can really get a bond with your colleagues there and that will help you a lot, because they will remember you.

CHIEF EDITORS

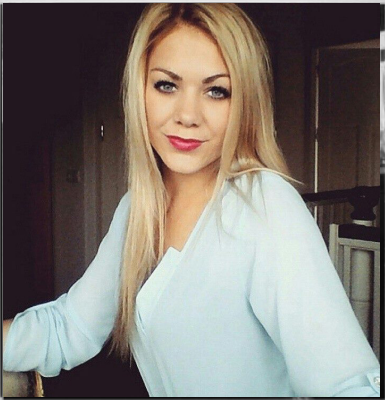


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Hope we will see you soon!



