Devising Fashion Enterprises in Sweden – An Approach for Fashion Companies Start Ups

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Abstract: A start-up house is in important premise for fashion enterprises in art schools. Essentially, it provides the mediation functions for designers’ transition from design as a hobby to design as an entrepreneurial business. Considering the Swedish design years, interviews with fashion designers and modelling approaches of telecommunication firms this papers discusses a possible approach for fashion companies’ start-up. With the concept of business planning as a theoretical input, the study identified that fashion companies during the start-up phase meet many difficulties. These are lack of funding capital, lack of product management structures, low entrepreneurial skills and also costly manufacturing. Finally we propose an approach for start-up practices and seed financing.