



# How can we open up new target groups and markets ... fast?

EARTHBACK uses iSize to ensure the profitability and the size & fit of its sustainable apparel products.

Appealing fashion sustainably produced by young designers – that’s the EARTHBACK business model. After the creative phase, the young Berlin company gets the design licensed, develops a serial production-ready item and markets it. That’s a sophisticated business model, because market segment and target group are redefined for each project – so it makes sense to back up the necessary economic and apparel-technical decisions with iSize.

### First project: the EARTHBACK Bag

EARTHBACK started with the multifunction Earthbag that can be worn as a bag, shoulder bag, beach bag or backpack. It was financed by Style Funding – the EARTHBACK version of Crowd Funding. Those interested can donate small amounts (for a EARTHBACK present), pre-order the bag or even co-produce their own bag in Berlin. Advertising for EARTHBACK takes place in the press, in social networks and on the road ... and the concept works. The first Earthbag generation has now

been successfully delivered. When the product range anchor has been established, EARTHBACK switches to apparel projects and actively expands the business.

“We don’t make classic collection development for regular customers, we start with new products in new market segments – and with iSize we always get optimal sizing & fitting.”

Michael Krieger, Managing Director, EARTHBACK

### iSize for market and target group analysis

Now the company wants to increase the number of EARTHBACK projects and has three to four products running in parallel. The team led by Michael Krieger and Bastian Baumann knows that their reputation is growing with each project, strengthening the image of EARTHBACK. To establish a quality corporate brand, bond with customers and limit returns to a minimum,



quality is important ... but a perfect size & fit is vital. That’s why EARTHBACK uses all the iSize features: the target group analysis with socio-demographic data, the calculation of the potential market shares for each size, the appropriate body dimension data and the corresponding finished dimensions for different apparel sizes. The high quality of the data creates transparency in product development and reduces market risk ... so every EARTHBACK product is sustainable, both ecologically and economically.

“Young designers in particular often lack production know-how. We have it, but with technologies like iSize we achieve our high-quality standards much more easily.”

Bastian Baumann, Managing Director, EARTHBACK

### Products ranging from Dirndls to Streetwear

The current EARTHBACK project is a Dirndl from recycled jeans. Together with the young designers from Magdeburg and Halle, the EARTHBACK team developed a serial production-ready garment from the innovative design. The target group was 18 to 35 year-old women. The EARTHBACK apparel technicians incorporate the iSize body measurements into pattern development

and the individual size models are defined. Right now, the Style Funding phase is running and the fall should see final delivery, just in time for the start of the Oktoberfest in Munich.

The next project is already ongoing. It will be a Streetwear label for young BMX riders/skaters – a very different target group. Of course these models also have to fit as many customers as possible, so iSize is used once again.

“With iSize we have a big experience edge in body and finished sizes for apparel technology – so we can quickly push individual patterns to the necessary level for industrial production”, explains Diana Bauer, a budding EARTHBACK apparel technology engineer who is working with iSize and studying for her Bachelor’s thesis at the same time.

With iSize, EARTHBACK ensures the economic success of its products: for example, market potential, target group sizes and socio-demographic information.

**Best Practice Fashion**