

“Empower the heritage”

Proposal for strategic development of the Barbados cotton industry

Developed in dialogue with Invest Barbados and Swedish Creative Industries



Barbados has...

- * A strong world-wide brand that promises premium experiences*
- * A long tradition of cotton farming*
- * Small-scale farming utilizing hand-picking (for quality reasons)*
- * Unique high-quality cotton used for first-class fabrics*

This all makes a perfect setting for developing an advanced design experience.

Example #1: Ios/Mastiha

- * Ios, a small greek island close to Turkey*
- * Mainly agricultural industry, mostly unprofitable*
- * Renowned for natural tree-rubber, "mastiha", at risk of disappearing*

*Together with strategic designers, a new Mastiha brand was developed
Historic settings were used to build an enticing story*

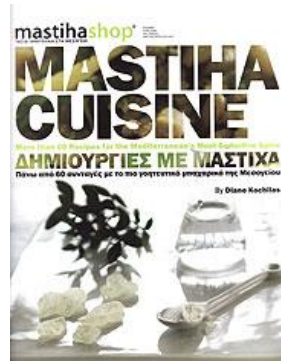
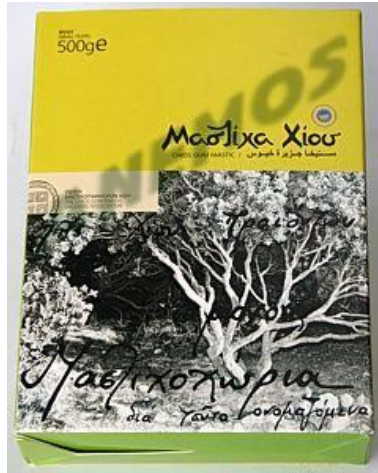
New interesting products and attractive packaging were developed

Shops were opened in strategic places (city centres and airports)

Growing number of tourists are visiting Ios to see mastiha production



Mastic fantastic ^{Update}



 
lepa vida solnce

Salt is the sea that could not return to the sky.



Example #2: Soline/Solce

- * Soline, an agricultural area in Slovenia with vast salt fields*
- * Salt industry currently unprofitable*

*Together with historians and photographers, the history was re-told
Designers developed new salt-related products – Solcne and Lepa Vida
Large effort put into advanced graphic and product packaging design
Historic logos were used to secure authenticity
Shops were opened in strategic places (city centres and airports)
Growing number of tourists are visiting Soline to see the salt fields*





Example #3: Barbados cotton?

These examples show us that

- * Story-telling, using local heritage, is crucial for success*
- * Traditional agricultural production attracts tourists, if packaged right*
- * Advanced product development and packaging design is required*
- * Success builds on international ambition and using world class talent*

How to continue?

A proposal...

How can Barbados create its own Mastica/Soline success story?

- * Barbados has an active ambition to develop its cotton industry*
- * Collaboration Barbados-Sweden on creative industries is starting up*
- * Swedish designers are renowned for high-quality successful aesthetics*
- * Popular lifestyle brands: H&M, Ikea, Saab, Volvo, SonyEricsson, Gant*

- * In a collaboration with Sweden, Barbados can*
 - ~ gather experiences from the strategic work of Ios/Soline (EU)*
 - ~ gather the (hi)story of its cotton industry – images and words*
 - ~ involve Swedish designers and design/fashion universities*
 - ~ develop and package a creative Barbados cotton experience*
 - ~ create new high-class products with an international appeal*



75 x 50cm

