

# Values

## transparency

find out everything about ZSA clothing including origin and costs

## sustainability

each garment is made from 100% recyclable carefully sourced material

## dignity

respect and gratitude to all humans involved in making this garment. they deserve fair payment

## solidarity

social security is common sense we support communities and strive for an caring society

# This is our game

House of ZSA is a humanswear label at seed stage rethinking the fashion game and it involves you to be the major player.

We believe fashion is for everyone and follow a democratic approach.

To be founded as a non profit organisation means that the brand's main purpose is not profit. Our goal is to change the way we use fashion and help create a lasting future. We have come up with a circular system of garment use offering a modular collection for those who like to travel light. Sustainability and social responsibility are the core of all our work. We established strict values with regards to design and how we want run this business. All materials are carefully chosen.

Production is sourced near/onshore and we work with exceptional people all along. This reduces the environmental impact and supports local businesses. Everyone's winning.

Life got more complex in recent years and is moving faster by the minute. It's a constant flow and resonating this we like to reinvent ourselves and seek change more often.

But there's this issue with all the waste and plastic and climate change - how do we cope with that? How can we avoid creating tons of waste, exploit thousands if not millions of people yet feed this immense desire for the new?

Our answer: Temporary Property. Own it but don't. It's the stories things tell that create their value. Sharing stories couldn't be easier. Keep the things you need and pass them on when your story

### Team in two words

Sarah Bürger  
ID & Creation  
Never quit.

Torben Spieker  
IT & Design  
New futures.

Sebastian Hinz  
IT & Critic  
Everything's possible.

The naked truth is that we all get dressed every day

„Sharing is caring cannot remain a catch phrase. Get closer and make it our reality.“

Our Cost of fashion  
Time > 4581 hrs  
Money 9630 €  
Tears 2700 l  
(makes 1 Cotton Tee btw)

is over. ZSA offers fashion as a service applying a business model which is widely used with other items of daily matter. An app will ease the process of temporary ownership. Our repair & care service will leave you time to focus on the important things in life.

Complexity untangled. Another thing that drives us is the idea of a caring society. We need to move closer to be stronger for tackling all this change. So let's start by joining ventures and designing our future. ZSA plans to be open source. Everyone is welcome to be part of the game. Regular communal events for cultural exchange and knowledge transfer aid this goal.

And to achieve all this we rely upon a strong network of players so we ask for your support.

### Next steps on our journey

August 2019:  
finetune the prototype collection & start building the website/ app

September 2019:  
establish the brand house of ZSA.

October 2019:  
test run the collection & prepare our route to market  
crowdfunding campaign  
#watchthisspace

### Play the game

If you share our goals and like the idea please subscribe to the newsletter online and follow us on instagram. Should you have spare time please take part in our survey.

If you are interested in testing the collection and service please get in touch.

If you wish to share anything with us please get in touch.



circular.fashion

Transparency is one of ZSA's core values together with the circular approach. Circular.fashion have developed an amazing solution to achieve both transparency and circularity which enables the user to easily gain an overview about their product. ZSA wants to team up and make use of the tool by adding a QR code to each clothing piece leading to a product page where all details including origin and materials processed as well as circular designations will be available to view.



House of ZSA wants to commit to the common good matrix and become a non profit organisation. Fashion is everyone's issue since we all get dressed. There is many humans along the supply chain and it's time to change the game seriously. By applying this framework to all of our operations we ensure adhering to the values we believe in and it's measurable.



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Nicole Kiersz  
Theresa Gorges  
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Karoline Lange-Engel  
Sonja Bernhardt



# „Sustainability is still a luxury - let's make it a daily ritual.“

## circular

ZSA provides sustainable fashion for everyone. Because ethical fashion should not be luxury.

Pick your favourites and make them yours.

**These clothes are made to serve as your home and are waiting to live your life. Live it and love it.**

But one day you will desire new ones. We both know this. By giving your must have item back - once you had enough of it - you enable us to pass it on to the next owner. We take great care of it to make it last. Should you fall in love with it and need to keep it for longer, you can of course buy it.

If you do so, you benefit from our repair service and there is detailed information available about all materials, costs and how to eventually recycle it.

None of the garments we make require dismantling in a complex process. Designed with a mono material strategy they are simply biodegradable.

## modular

Life is complex and full of things. ZSA offers clothes with modular components to reduce the sheer amount of stuff and therefore waste. Designed to be worn in various ways the collection is your playground. Use the pockets as a bag to keep your belongings safe. When the sun comes out make a short jacket with matching skirt out of the „Rainiator“ Coat. Swap lining turned shirt or keep it all plain and simple. Max it out with a minimal lifestyle and travel light.



## open source

Nobody goes out naked. Everyone uses fashion. And fashion can change overnight. ZSA gives anyone the opportunity to be part of the game. Make it your own, add your own story. Online you can find instructions on making components from your favourite material. You also find details on events to meet other humans of the ZSA community. If you have an idea for a piece that is missing you can get in touch. ZSA works by a code of design and follows values as a non profit organisation. If you are happy with our values we are happy to get to know you.

humanswear  
designed for longevity

campaign preview #watchthisspace

## Sharing stories...

Clothes are loaded with stories waiting to be told. Share yours and add to one of the limited edition smocks ZSA provides at your convenience through her service. Use the piece #ownit. And stitch your mark on it building memories for the next human to wear. At the end of 12 ownership periods there'll be an exhibiton and communal event held to publicly share your stories. Of course you will remain anonymous if you wish so. On a side note - we plan to keep your data safe of course.

Follow us @house\_of\_zsa

#ownitbutdont #makeitlast #sharingstories

[www.houseofzsa.com](http://www.houseofzsa.com)

„Sharing stories will make all last...“



All Photography: S Bürger. Thanks to Finn, Brodie and Sandy

make it last



HOUSE OF ZSA  
WEAR & CARE

