

Sweden's Apparel Industries

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Abstract

In this paper readers will understand and analyze the international manufacturing process for Acne Studios, which originated in Sweden and later expand internationally; the paper will go in depth on the background of the company and how acne studio benefits off the country Sweden which ultimately is reflected on acne studio operations on a day to day basis. At the end of this paper readers will know the background of Sweden which is divided into sections amongst four individuals to dissect each category: Culture, Geography, population, climate, natural resources, sustainability, demographics, technology, employment practice, and many more all factors will sum up to why Acne studio a strong, successful company that can operate internationally.

Key words: manufacturing, Sweden international, ACNE,

Introduction (Desiree)

Sweden, Stock

1.) Culture (Shayina)

The traditions, languages, religions, customs, dress and agriculture are the fundamentals of Sweden's culture. As one continues to analyze the dynamics that contributes to culture, dress will be discussed and focus on the textiles and manufacturing that Sweden uses to make the clothing that the wear. Dress is defined as an individual modifying and altering the body to that person's satisfaction, desires, and comfortability. Sweden shows appreciation to the arts by rewarding the winner with the best and outstanding performance in: architecture, computer games, design, film and television production, photography, art, literature, media and marketing communications, fashion and the performing arts (Malik, 2018). The minister of Sweden presented the Cultural and Creative Industries Export prize on May 24, 2018, to ACNE Studios as a momentum for by providing the country with high- quality products and goods. Another reason why ACNE Studios received the prize was because they were well known for their ethical international business practices and popular in the Swedish fashion Industries (Ministry of Foreign Affairs, 2018). They are efficient in international trading and good maintaining creativity and profitability within Sweden. This is a good asset to have within a retailing firm because focusing on international retailing and technology is the marketing strategy that connects with consumers (Adomaitis, 2018). This engagement with the Sweden's culture will influence and persuade customers to purchase and ACNE will be viewed as brand who is culture oriented. To continue to discuss the manufacturing and textiles of ACNE studios, it is important to understand the background of Sweden to analyze its brand's image.

1.1) Ethnicities

Ethnicities is very broad in Sweden and it captivates the country as a whole. Sweden is a very diverse country, it has different ethnic groups which are the Finns, Sami, Roma, Jews, and Tornedalers (National minorities of Sweden, 2019). These minorities have migrated to Sweden and contributed to the culture of Sweden by adding their beliefs, languages, and policies to make it more well developed. This is considered multicultural because there are more than one culture within the country's borders (Adomaitis, 2019). The people around Sweden are well known to be humble and kind individuals, they respect one another and they are also well known for having proper etiquette, but they dislike tardiness (Swedish culture and traditions, 2019). When people are late in Sweden it is considered disrespectful and rude, the people there always make sure to arrive a couple of minutes before the actual time so they can be punctual.

1.2) Languages

Due to the diversity of the population there are many languages that are spoken around Sweden such as Finnish, Serbo-Croatian, Arabic, Kurdish, Spanish, German, and Farsi, but the primary language that is spoken the most is Swedish (Parkvall, 2019). Although there are different languages that are spoken in Sweden, English is widely spoken as a second language to the Swedes it is also taught in the Swedish schools and used in corporate workplace (People in Sweden speaks excellent English, 2016). This is because Sweden is a country that works international, and they work with companies that ask for all their documentation to be in English. Therefore when it comes to manufacturing and developing new products it is easier for people in the U.S. to communicate ideas so everything can be clear and concise.

1.3) Religion

One will discuss the behavioral and religion practices that leads into traditions and how the different ethnicities contribute to that as well. The most popular religious belief that is practiced in Sweden is Lutheranism which is a branch from Christianity, along with Orthodox, Islam, Judaism, and Buddhism (Scroope,2019) . It was a must that the Jews who migrated to Sweden converted to Lutheranism during the 17th century because of rules and regulations (National Minorities in Sweden, 2019). Later on the Sweden government passed a legislation stating that Jews can come to Sweden without having to convert to christianity and then Jews developed their own jewish communities.

1.4) Traditions and Celebrations

There are many traditions and festivals that Swedes celebrate that differentiate them from other countries. The main traditions in Sweden consist of Midsommar (Midsummer), Kratskina (Crayfish Day), Christmas, and National Sweden Day (Tidholm,2019). Midsommar is a day that Swedes have celebrated for years and at first it was religious holiday that was made for John the baptist, but now it is celebrated to enter in a new season which is summer. Midsommar was originally celebrated on June 24th, but the Swedes came to a finalization in 1953 to only celebrate the day on a friday therefore it can now be celebrated any day from June 20th-26th (Carlson, 2016). On this day they have festivities such as dancing around the Maypole which is a floral pole, have small picnics, and they enjoy their day out because during the winter time the stay in and the Sweden streets looks very deserted while in the summertime, a lot of people is outside due to good weather. Kratskina (Crayfish Day) is a day where the Swedes are dedicated to eating crayfish. The crayfish is a popular seafood in Sweden and Swedes have been eating it

since the 16th century, to celebrate its importance of it people sit outside on wooden table with sheets of newspaper and enjoy their delicious crayfish with lanterns surrounding them (Sampson, 2015). National Sweden Day is celebrated on June 6 in remembrance of the memorable day when Gustav Vasa became the king of Sweden on June 6, 1523 and also the signing of the constitution on June 6th, 1809 (Guide, 2018). These traditions are still withheld and celebrated till this day because they are memorable days and it helps to remember and continue the history events in Sweden.

1.5 Dress

When dressing accordingly in Sweden, Swedes like to look comfortable and stylish at the same time. The way people dress in Sweden is minimalistic, but they also like to stay trendy due to its capital Stockholm that is known for fashion (Sampson, 2015). Stockholm is known for having brands such as H&M, COS, & Other Stories, Monki, Dr.Denim, Nudie Jeans, and ACNE studios. ACNE is known for their uber-cool clothing for men and women, and they are popular because of their jeans (Bergdahl, 2018). Being trendy and wearing black clothing is the common apparel in Sweden. The main explanation why people wear black in Sweden is because of the weather. The climate in fall and winter gets very cold and the weather in Sweden starts to become impeccable. Therefore dressing in black is Swedes comfort when dealing with tough weather. Some Swedes also said that dressing in black reflects their personality (A GuideTo Swedish Fashion, 2016). Besides Swedes obsession with black clothing, they also like to wear jeans. ACNE Studios started their brand in 1996 in Stockholm making unisex denim. With ACNE being one of the most popular brands in Sweden, they designed denim to suit the needs of everyone (ACNE studios sustainability report, 2018). This will most likely follow the trickle

across theory because the brand targets men and women and denim is worn by a lot of Swedes. Although the Swedes like to be trendy and wear the latest fashion, there are some who still follow the traditional dress which is Folkdress. The traditional dress for women in Sweden is stockings, skirts, aprons, shirts, and shoes and the men wore trousers, shirts, long socks, and shoes (The Traditional Swedish Clothing, 2019). The folk dress started in the 1900's in a way to divide the Scandinavians by socioeconomic class. At the time the traditional dress came in a wide range of design and colors to differentiate each class. As of today the folk dress is in Sweden's colors which is blue and yellow

2. Geography (Shayina)

The Geographical features of Sweden will be dissected to demonstrate where and how the physical features appear on the graphical map (Figure 1.) below. Sweden is located on the northern side of Europe near the Scandinavian Peninsula capital of Sweden is Stockholm and it is one of the largest cities in Sweden (Briney, 2019). Along the border of Sweden one of its cities called Norway is located and there are



Figure 1. World Atlas. Sweden's Geographical Features. Retrieved from <https://www.worldatlas.com/webimage/country/s/europe/sweden/seland.htm>

mountains called Scandinavian mountains and that are scattered around that area. The Scandinavian mountains are low mountains and as viewed on the map below it illustrates how high and low the mountains are within the region of the country Sweden (World Atlas, 2017). Around the perimeter of Sweden is its body of water which is 39,960 kilometers wide, and the 3 major rivers that flow across from the Gulf of Bothnia are the Ume, Torne, and Angerman (Briney, 2019). Most of Sweden's land is made up of the rainforests and mountains. The land has an abundance amount of body of water on and around the circumference of the land.

3. Population (Alexandria)

Sweden is a Scandinavian country in Northern Europe. The current recorded population of Sweden as of November 9, 2019 is 10,059,267 according to Worldometers elaboration of the latest United Nations data (Sweden Population, 2019). The source contains a live population count that is updated everyday which is perfect to provide the best accurate information.

Sweden's overall population of 2019 was approximated at 10,036,379 mid year according to UN data. Sweden's population amounts to 0.13% of the total world population. Sweden places number 91 on the list of countries by population (2019). Acne Studios is very popular in Sweden. According to *Store Index*(2019), There are 10 locations. Eight are in Stockholm and two are located in Gothenburg. The store is just as popular as H&M. Though, it can be on the pricey side, it's trendy and fits the Scandinavian look.

3.1) Migration

Statistics show nearly 2,000,000 people of Sweden's population, were born outside of the country. For numerous years, the massive majority of those immigrating to Sweden came from Finland, although this is not the case anymore. Instead, the largest minority groups now living in Sweden are either Syrian or Iraqi-born. Today, about 190,000 Iraqi born immigrants live in Sweden while almost 145,000 Syrian-born migrants call the Scandinavian country their home (Lyons, 2019). Immigration has become a chunk of Sweden's population. It contributes to the population growth.

An analysis by Population Europe, the demographic research center, found migration to be the biggest factor in population growth for European countries (Mohdin, 2018). This was based on a data set from 2016. For Luxembourg, Cyprus, and Malta, migration was the determining factor in population growth. It was also true for Spain, Austria, and Sweden (2018). As one can see from the data set, the increase due to migration was much larger than natural increase and this is still a big factor in 2019.

4. Climate (Alexandria)

Many people think of cold wintry weather all year long when they hear Sweden. According to ("The Swedish climate: sweden.se – weather and nature", 2018) due to the warm Gulf Stream, the climate in Sweden can be much milder than one might expect. Briney (2019), states "Sweden's climate differs based on location but for the most part, temperate in the south and subarctic in the north. Summers are cool and partly cloudy, while winters are cold and usually very cloudy in the southern region. Northern Sweden has long, very cold winters because it is located in the Arctic Circle.

In addition, because of its northern latitude, much of Sweden stays dark for longer periods during the winter and light for more hours in the summer than more southern countries. Sweden's capital Stockholm has a relatively mild climate because it is on the coast toward the southern part of the country. So depending on the location, one will experience very dark, freezing winters than others. In a land as diverse as Sweden, climates can be different depending on where one lives. The country can be split into three major regions which are Götaland in the south, Svealand in the middle and Norrland in the north. In Götaland, winters are shorter and milder, while daytime summer temperatures usually go from 15 to 25 degrees Celsius. The air is relatively humid there which makes days feel warmer and cold days colder. Norrland has the climate that numerous people mistake all of Sweden to be. Winters there are long, cold and dry, with temperatures below zero that lasts several months with plenty of snow ("The Swedish climate: sweden.se – weather and nature", 2018). Each region in Sweden has their own unique personalities as the climate varies depending on the location. One regularly sees fog along the Swedish coast.

4.1) Precipitation

Precipitation throughout Sweden is rather low aside from the higher mountain slopes. The average yearly precipitation in Stockholm is 21 inches and in Göteborg, it is 31 inches. The heaviest rainfall occurs in the southwest and in the mountains across the Norwegian border. Rain mostly falls in the late summer. Heavy snows are common in central and northern Sweden (Climate and natural resources of Sweden, 2019). Climate is different depending on the region of Sweden one is in, just as many other countries. Sweden is not always dark and wintry how many assume it.

4.2) Climate's role in Acne Studios

Creative director, Jonny Johansson, has taken inspiration from Sweden's seasons for some of his collections. According to (Sjöholm, 2017) Johansson took inspiration from the mood of Swedish summers when he did the Acne Studios Men SS17 collection. Unfortunately, cold rain does fall in Sweden, often in summertime, which is why Jonny Johansson made waterproof jackets the centerpiece of his spring/summer collection for Acne Studios. Johansson really takes Sweden's climate into consideration when he plans his collections. One rarely sees a designer that creates a whole collection that is really useful and needed, in any weather.

5. Natural Resources (Alexandria)

5.1) Major Resources

Every country has their own major natural resources. Some are of more significance in different parts of the world. According to Omondi (2019), Some of Sweden's most important natural resources are water, minerals, arable land, wool, cotton, forests, and fish. Minerals make up a major part of Sweden's natural resources. These minerals are copper, gold, iron, silver, zinc, and arsenic. The mining of metal ores hugely contributes to the gross domestic product of Sweden as the country is one of the largest iron and steel producers in the world.

5.2) Agriculture

The needs for energy for Sweden are met with hydroelectric power and nuclear power. Renewable energy is the prime source of energy due to the use of crude oil resources (Omondi, 2019). Less than one-tenth of Sweden's land area is cultivated, taken up by farming and cropping. A great amount of arable land is found in southern Sweden, but also found in the

Arctic Circle. Wheat, barley, sugar beets, oilseeds, potatoes, and staple vegetables prevail in the south, but in the north hay and potatoes are the main crops. Dairy cows are important in all parts of the country, while raising pigs and poultry are concentrated in the extreme south. (Sampson, 2015). Sweden is a country dominated by forests. Much of Sweden's land is covered by forests. It has the second largest area of land adapted to forests, after Russia. About half of them are privately owned by families. The other half consists of privately owned forestry companies and the state with other public owners. It has a significant impact on the employment sector and national economical income from exports of wood related products (2015). Therefore, the forest industry is of high importance. Natural resources each have their own uses and specific characteristics.

5.3) Acne Studios' use of Swedish resources

Raw materials that Acne Studios has used according to *Acne Studios Sustainability Report 2017-18* consists of cotton, wool, leather, mohair, cashmere, polyester, and more. The company carefully selects the raw materials they use for their products. Even though cotton is the most used materials for their products, it is actually discouraged by Acne Studios because it needs a lot of water and pesticides to grow. The company is in the process of changing their convention cotton to sustainable materials that match the look and quality of cotton, with them focusing on organic cotton. That's where their sustainable side plays another part but cotton is very much their number one material because of the many denim products they have in their collections and products in general. Just about 90% of the materials Acne Studios' uses are from natural origin, primarily cotton, wool and leather (2018). It's great that Acne Studios incorporates Sweden's natural resources into their products.

6. Sustainability (Alexandria)

Sustainability is more than just a trendy term, for many, it is about human survival. For Swedes, sustainability is a way of life. Sweden tops the European Union in consumption of organic foods, paves the way in recycling drinks cans and bottles, and obtains the highest share of its energy from renewable sources (Sustainable Living in Sweden, 2018). They are living for the future as one can see that recycling and everything sustainable is important to them. Sweden plays a crucial role in the European Union's work for a sustainable society within it.

According to *Sustainable Living in Sweden* (2018)., The organic food market in Europe is increasing 5 to 7% a year, and Sweden tops the green shoppers list. The European Commission conducted a study that found that 40% of Swedes purchased an eco based product in the past month. This is more often than the European average.

Sweden is at the forefront when it comes to Europe's green transformation of industry. With the country's top ranking in sustainability, it provides excellent opportunities for reducing waste and carbon dioxide emissions (Sweden is a highly sustainable manufacturing location, 2018). There are many ways that Sweden leads the change towards sustainable production. Sweden has great expertise in remanufacturing and metals recycling, and aims to run entirely on renewable energy by 2040. The country is rich in industrial symbiosis networks, feeding heat into residential homes, turning gas into biofuel and waste into fertiliser (2018). Manufacturing companies who want great reputation in environmental performance would benefit a lot from the extended opportunities Sweden offers. It is hard at work in changing things around.

6.1) Carbon Tax

Sweden became one of the first to institute a carbon tax. The tax is placed on carbon intensive fuels including oil and natural gas which cut down Sweden's reliance on fossil fuels (Wilde, 2016). Pricing carbon emissions is a method of applying the "polluter pays" concept, where the costs of pollution are shifted to those who cause it. This guarantees that the emissions are reduced in the most cost-effective way while encouraging the development and deployment of new, clean technologies (Sweden's carbon tax easy to implement and administer, 2019). Instituting this tax was a very smart move because it's a cost effective means of lessening carbon dioxide emissions. Sweden plans to become the world's first nation free of fossil fuels, under their commitment to Roadmap 2050. Roadmap 2050 is the country's goal to have a society with no net greenhouse gas emissions by the year 2050. For Sweden to accomplish this, they must decrease greenhouse gas emissions and rid vehicles of fossil fuels by 2030 (2016). The Swedish government invested its 2016 budget in solar and wind energy, smart grids, and clean transport. It consisted of 4.4 billion krone, which translates to \$633m (2016). Sweden puts their budgets towards things that really matter and will make a difference in the future.

6.2) Vintage Fashion

Recently, more shops with organic apparel have opened while the established brands started using organic fabrics in their collections. Vintage fashion is another way Swedes live the sustainable life. Vintage fashion is perfect for being sustainable because clothing is being recycled over and over. It has also become so popular because even now one sees that established chains are hopping on the wave of selling second-hand items too. Weekday, a Swedish clothing company sells vintage pieces as well as new apparel, along with fashion store,

Grandpa (Sustainable living in Sweden, 2018). Those two clothing companies are examples of the popularity with established chains incorporating second hand items into their collections.

6.3) Recycling

Swedes remain diligent about recycling beverage containers due to the fact that they targeted including 90 percent of all aluminum cans and PET bottles in the recycling system in 2018 which hit about 85 percent. Recent statistics provided by Swedish recycling company Returpack, showed that Swedes returned an average of 180 cans and bottles per person for deposit. In recent years, Returpack has proposed various measures to get people to recycle more, including doubling the deposit on containers and innovative advertising campaigns (Sustainable Living in Sweden, 2018). As one can see, Sweden is a leader in recycling for Swedes, sustainability plays a very big role.

6.4) Acne's Sustainability

Swedish based fashion company, Acne Studios comes into play because sustainability is at the forefront of the company. The company takes many worldwide challenges into consideration such as climate change, increased pollution, and more environmental concerns. According to *Acne Studios Sustainability Report 2017-18*, Acne Studios focuses on quality, raw materials, animal welfare, chemical management, and production processes. They design high quality products that are made to last for a long time. Acne Studios makes active choices to increase the use of sustainable materials in their collections. One of their highlights of Fall 17/18 was how they incorporated and produced 20% of their 5-pocket denims in organic cotton. Chemical management is one of their focuses, so they offer safe products that are hazardous free

of substances and stay in line with industry standards. By this, the company performs improved testing routines on non textile materials. Within the production processes, Acne Studios works with suppliers to lessen the environmental impact of wet-processes. By doing so, they continue to work with Sweden Textile Water Initiative to increase their knowledge on water management (Acne Studios Sustainability Report 2017-18). Acne Studios not only focuses on sustainability when producing their products but also focuses on consumer use. They consider this in the care instructions on the labels such as advising customers to air wool garments to decrease washing, along with recommending to wash garments at low temperatures and avoid tumble drying. Acne Studios is a great clothing company to consider when going the sustainable route.

7. Demographics (Julisa)

According to World Population Review (2019), Sweden is the third largest country. The largest city in Sweden is Stockholm, which is also Sweden's capital. According to *World Population Review (2019)*, Sweden was ranked fourth competitive country in the world. With an increasingly growing economy (World Population , 2019), Sweden was also named 91st largest country in the world by population . Sweden's current population as of December 2019, according to *Country Meters (2019)* is 10,145,006.

According to *Sweden Sverige (2019)*, there are five national minorities which are Jews, Roma, Sami, Swedish Finns and Tornedalers. These minorities are still represented today. As stated on Sweden Sverige (2019), Sweden put in place the National Minorities and Minority Languages Act. Sweden This act protects and promotes the national minorities and their languages. The Jews have been coming to Sweden since the 20th century, (Sweden Sverige,

2019), mainly from Russia and Germany. Although Roma people lived in Sweden since the 16th century, Sweden is still finding ways for people from Sweden and Roma to come together as one. Today, (Sweden Sverige,2019) , not only people from Sami considered a minority but they are also considered to be the indigenous Swedish people. In Sweden there's no way to determine someone's race or ethnicity since there's no official population count. Therefore, only estimates can be made of the number of people in each minority group. Sweden Sverige (2019) states that the highest minority group are the Swedish Finns which is estimated at 400,000-600,000 and the lowest minority group are the Jews which stand at approximately 25,000. Sweden, according to *Sweden Svergie*, is far from a non religious country. The most popular religion is Christianity with about 67.2% of the population following Christianity (*Country Meters, 2019*). About 17% of Sweden identifies themselves from various religions such as Roman Catholic, Islam, Judaism and Buddhism (*Cultural Atlas, 2019*).

According to *World o Meters* (2019), the population of Sweden is composed of 50.1% males and 49.9% females. In 2015, the median age was 40 years old and five years later in 2020 it is said to be 41 years old according to *WorldOMeters*. As of 2019, 15.4% of the population consisted of people under the age of 15, 64.8% are between 15 and 64 years old, and 19.7% are 65 years old and up (Country Meters, 2019). The total fertility rate was at its highest in 1965 (WorldoMeters, 2019), with 2.5 births per woman . Since then,(WorldoMeters,2019), the fertility rate has gone down to 1.9 births per woman. According to Forbes, women are choosing to not have children because of the high cost of living and high prices on housing (Bauer,2019).\\\\\\\\ Life expectancy, according to *World o Meters* (2019), in Sweden for both sexes is 83.3 years. Sweden is ranked number 13 (WorldoMeters,2019) in countries ranked by life expectancy.

WorldOMeters, states females live longer than males with females living to be 85 years old and males living to be 81 years old. Sweden's death rate (Macrotrends, 2019) in 2019 is 9.16 deaths per 1000 people, which is a 0.22% decline from 2018. According to *Statista (2019)*, the number of households in Sweden with married couples and children is 68,224. Households (Statista,2019) , without children are at 178,148. Macrotrends (2019) states, that the highest number of households 1,839,986 are those households who are single and living without children .

Knowing the target market for any business is crucial to better promote and to better a company in areas where it needs to be improved. This is where the Vals Model comes into place. The Vals Model was created to better understand the customer's lifestyle. There are 3 ways to categorize consumers, need directed consumers, outer directed consumers, and inner directed consumers. An Acne Studios consumer falls under the outer directed consumers group. They make purchases based on the way others will come to view them. Acne Studios makes products for consumers who want to be trendy but also stay modern. Products sold are at a high price point so the consumer has to earn a high salary. People who are 25 or older with a well established job who can actually afford pieces will be our main target market and consumer. Another group that tends to be an Acne Studios consumer are the Strivers. These group of people have low income, yet try to be the most stylish they can be because they are trying to imitate people they admire or even role models.

8. Technology (Julisa)

When technology is mentioned, many believe Japan is the top tier of it all but Sweden is increasingly catching up. Today, Spotify has become one of the most downloaded app (Chapman, 2018) to stream music from all over the world. Stockholm, Sweden is the birthplace of Spotify and was founded in 2006. Spotify according to Chapman (2018), became the first European technology company that has created a massive impact on the US giant companies. Sweden has become a place where technology is booming. According to *The Independent (2019)*, Gothenburg is the home of many fresh startups. *Silicon Canals (2019)* states Sweden is the second best city in the world when it comes to attracting global talent .This is because (Chapman, 2019) of government investment that the startup scene has come from non-existent to thriving. Sweden is the country with the most tech unicorns, according to *Savills(2019)*, a London based real estate firm. Besides Spotify being one of the top companies that originated in Sweden, Klarna as of lately has been everywhere and is definitely on the rise. Klarna is a company that lets you buy today any goods and then pay later after you receive them.

Green technology is something Sweden thrives for. This is because (Sweden Sverige,2018) Swedish researchers and companies excel in green technology. The government itself has promoted green technology by creating a national strategy for life sciences. Acne Studios also strives to promote green technology and sustainability as well. According to Acne Studios Sustainability Report (2017-2018), Acne Studios specifically makes products using high quality material to ensure that they will last over time. The materials along with the techniques they use to make products are very specific.

To complete the company, there will be a website launching for Acne Studios. Taking into consideration Acne Studios is a company based in Sweden, hues of blue and yellow will be

added to the website. Hints of pinks will also be included to still give an Acne Studios vibe. The website will have a feature that can change the language to Swedish. More language translations will come as the website develops. This website will be very big on social media. Social media is one of the best ways to promote and receive feedback from our consumers. We will have Facebook, Twitter and Instagram accounts. There will be a section for those who don't have social media accounts to enter their email to still be notified about any events, sales, or other information related to Acne Studios. Customers are the main priority therefore a number will be included on the website to get in touch with representatives that will help with any needs. Sustainability and using natural resources is important to the company , a section will be dedicated to how natural resources are made to create products and what part of the world they come from. When ordering garments online , sizing can be a bit tricky but with a sizing guide that will be implemented through a click on a link, that problem is eliminated and shopping online can become easier.

9. Employment Practices (Julisa)

According to *Acne Studios (2019)* , they encourage suppliers to attend training and capacity events that are offered by the Fear Wear Foundation (FWF). The seminars can be held in countries focusing on specific topics or in individual factories. This training program (Acne Studios,2019) encourages better communication within the company and factories. It is aimed at both management and workers. The training touches on labor issues. South Korea and Italy are the two countries where FWF is not represented (Acne Studios,2019) therefore they carry their own kind of training with experts touching base on labor rights in the garment section and

cooperation. When new employees get hired on the production team (Acne Studios,2019), a meeting is set up with the Corporate Social Responsibility team. Here they get information on the monitoring program they have and how it will affect their position. Before any order is placed (Acne Studios,2019), there is a meeting with all heads of each department to evaluate sourcing plans and monitor suppliers. The staff in the production team(Acne Studios,2019) is involved with the CSR to monitor procedures and also to introduce CSR requirements to new suppliers. Lastly according to Acne Studios(2019), every representative of Acne that visits a new factory does a thorough check of the general working conditions.

10.Labor (Desiree)

Sweden is known for improvement in their labor system. Sweden takes pride in changing their tradition labor systems from what once was labor in agriculture, forestry, and fishing (Larson & Helmfrid, 2019) to a more modern and practical system that will evolve with time and highlight human rights, such as labor unions and collective bargaining (Employment & Labour Law,2019), meaning the development of labor environment care about the health and safety of employees daily. In order for labor laws to improve employment has to as well according to trading economy, labor employment rate in sweden decrease over 68.30% as of August, from what was 69.80% in July of 2019 only in one month it decrease in 0.7% (Sweden Labor Force Participation Rate,2019) that can be many reasons. Employees weren't satisfied with employers labor laws or ethical practices as a company. relocation to another country for

better wages, competitive workforce causing employers to lay off employees or lastly retirement. All in all 0.7% is an extremely low percentage.

Secondly, with a low rate in the labor system that correlated with the employment, one out of the four major factors of production is labor. Labor refers to unskilled and semi-skilled workers, rather than the skilled labor force (Adomaitis, 2019) this means countries with a low minimum wage but strong labor factor will attract labor intensive industries, such as apparel industry (Adomaitis, 2019) further explaining and supporting how Acne studios can and will operate in Sweden but rather outsource for a better cheaper labor rate as well as take advantage of raw materials in other countries and use their labor force to get a desirable end product for the consumer.

Thirdly, because Acne studio does operate at home some of the time, this is solely because of Sweden government made it easier to operate and make executive decisions via headquarters/home base. Sweden's government is on a mission to stop the spread of unemployment which would ultimately decline labor and the economy, through investments in education and entrepreneurship for Sweden citizens. The public sector portion of the economy composed of all levels of government and government-controlled enterprises (Wegrich, 2014) this strategic planning by the government played an important role in increasing productivity and participation in the workforce (Larson & Helmfrid, 2019) because Sweden government invest in more education and entrepreneurs jobs that seem too traditional like labor in agriculture decline, Only about 2% of Sweden's labor force earned their living in agriculture in 1999, compared with more than 50% at the beginning of the 20th century and about 20% in 1950 (Sweden-Agriculture, 2019), this means companies like Acne studio doesn't rely heavily on

domestic resources like textiles to make their product goods, they would outsource and get their materials imported. It can be for reasons like turnover in profit or the standards/ quality in the raw materials.

Lastly, once the government notice sweden based companies were outsourcing and there was a decline in domestic labor jobs, the government merge small unprofitable farms into larger units, the major commodities is to develop under an official system of import levies, export support, and market intervention (Sweden-Agriculture, 2019). By strengthening its domestic labor companies Acne studios can give future employees the opportunity to work in sweden under better laws, unionized, and still have the ability to work at a retail level or even move up with government spending to help increase education for business or work on a sourcing level with agriculture with raw materials.

11. ACNE Studios Retailing Firm (Shayina)

To determine whether ACNE is a strong, weak, unique, or standard retailer, one must analyze the expansion rate it has and to also look at its retailing in developed and developing countries. ACNE is characterized as a strong retailer, which a retailer that seek international markets when world when distribution is their goal and has a dominant market share if they continue to expand (Adomaitis, 2018). ACNE has 56 retailers in different countries and states. Their main flagship stores are located in Stockholm, Paris, London, New York City, Los Angeles and Tokyo (ACNE studios Sustainability Report 2017-2018). Based on this data, ACNE market expansion is in more developed countries where people's incomes fluctuate and they have more options on where to expand due to a high market share. All the locations for ACNE's flagship

store would be considered as stage 5 in the stages of application to retailing because the countries and states that they have chosen is very specialized (Adomaitis, 2018). ACNE has the ability to expand in a broad range of international markets because of their high amount in revenues and profits. According to the market sources, ACNE makes over 200 million dollars a year and it continues to grow because they are always expanding their markets (Morency, 2018). Being a strong retailer is beneficial because they have the ability to expand in different. This differentiation of expansion is good for the brand's image and also good for their marketing goals.

12. Economy (Desiree)

As of 2019 Sweden economy, gross national product (GNP) are among the highest in the world, (Norman & Weibull, 2019), gross national product, taxes, and exporting goods make up a large percentage of one-third of Sweden's economy. This means on a retailing perspective Sweden is one of the countries that's in a great stable position for the first time in a while with its, agriculture and industrial modernization that leads to rapid expansion in doing so Foreign retailers are eager to enter the market (Adomaitis, 2019). This form of characteristic is affiliated by a specific retail stage when leading into the international market called the take off stage. Acne studio which was domestic studied how well the economy in Sweden was doing giving Acne studio the boost or eagerness to open up their first international flagship stores in New York City the year 2012, (Acne studio, 2019) this is a prime example of the take off stage when a retail sees the economy is doing well they factor in all the possibilities to further their brand like Acne studios had and still currently doing.

In addition to the take off stages and how well Sweden's doing economically. Another recite is its government depends on free international trade to maintain its living standards (Norman & Weibull, 2019)t. This can mean sweden government are taking advantage of international transactions involving consumer, machineries and raw materials to even involving services that will hopefully turnover and make a profit. Although sweden believes in international trading some regulations and policies have to be set in place to sustain price stability and not drive into any future problems. One problem sweden copes with is competitiveness that can cause domestic industry related business to invest much more abroad than home base (Norman & Weibull, 2019). Similar to a lot of retail brands who would rather look offshore for cheap labor and machinery just like Acne studio.

Acne studio is considered to be a large industrial company that produces goods within an economy that operates transnational as well as international so Acne studio has to look into what economy they want to put their business or stores in. For instance sweden tariff rate is 1.79% (Sweden Tariff Rates,2019) tariff is a tax or duty to pay for import or export goods. Sweden tariff is low, among other countries Acne studio own retail spacings in like United states which is 1.66 (Sweden Tariff Rates,2019). In result tariff is an important factor when a country's government such as Sweden relies on international trading and taxes , it can help benefit the economy as well as hinder it with some competitive disadvantage when domestic companies outsource more than helping their domestic economy with importing or utilizing resources.

Conclusion (Desiree)

All in all, each section that's presented in this paper shows the benefits and relations between both Sweden as a country connecting to the retail brand ACNE Studio. Each section is examined on an international perspectives to see how international retailing is taking into consideration to the global consumer's welfare. Acne studio is a mirror image of how a retail brand follows their country employment and sustainability practices globally, Acne studio manager to employ over 800 in the last fiscal year in which 200 was relocated or located at the brands headquarters. This is influenced by Sweden's government effort to avoid unemployment and to increase the economy with more working people. Sustainability for Acne Studio is a huge practice in which they want the public to know that ACNE studio takes worldwide challenges into consideration such as climate change, increased pollution, and more environmental concerns. ACNE studio does a great job at maintaining honesty and improvements in the world as well as the economy.

Part II Sweden's current events

(Alexandria)


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Stockholm Fashion Week Canceled Over Sustainability Concerns

JULY 2, 2019 BY ALYSSA DANIGELIS

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(Photo: Stockholm Fashion Week in 2015. Credit: Stockholm Fashion Council)

The Swedish Fashion Council has canceled this summer's Stockholm Fashion Week, originally scheduled to take place at the end of August. Citing concerns over sustainability, the council plans to introduce a new platform and setup this autumn.

First started in 2005, Stockholm Fashion Week normally showcases Swedish designers and brands to the press, potential buyers, and influencers from around the world twice each year. The most recent one took place in February.

The decision to cancel the next event was based on the need to have a transition that ensures the fashion industry's survival, the Swedish Fashion Council (SFC) indicated in a Swedish press release.

"Fashion Week, like the fashion industry as a whole, faces major challenges to meet the demands of sustainability, innovation, relevance, and timing that are being set today," said Jennie Rosén, CEO of the Swedish Fashion Council. Many forward-looking reports show this, and yet the industry is in limbo, and this is pushing the Swedish fashion scene in the wrong direction, Rosén

added. "That's why we need to act."

In the digital era, old truths are changing and the fashion industry needs sustainable business models and formats that generate new revenue, the SFC says. Examples cited by the council include fashion rentals, swaps, repairs, and buy-backs.

"The announcement follows ongoing conversations surrounding the demise of fashion week and whether its usual format of putting on shows to buyers and the media still makes sense for most brands," Sarah Young wrote in the Independent.

SFC calls the need for better platforms a great one, and announced the launch of a Fashion Innovation Center — an independent accelerator where the fashion industry meets tech through knowledge-sharing collaborations. Over the past seven years, the Swedish fashion industry has grown by more than 60% and exports have risen by nearly 90%, according to the council. Turnover is more than \$34 billion (SEK 320 billion).

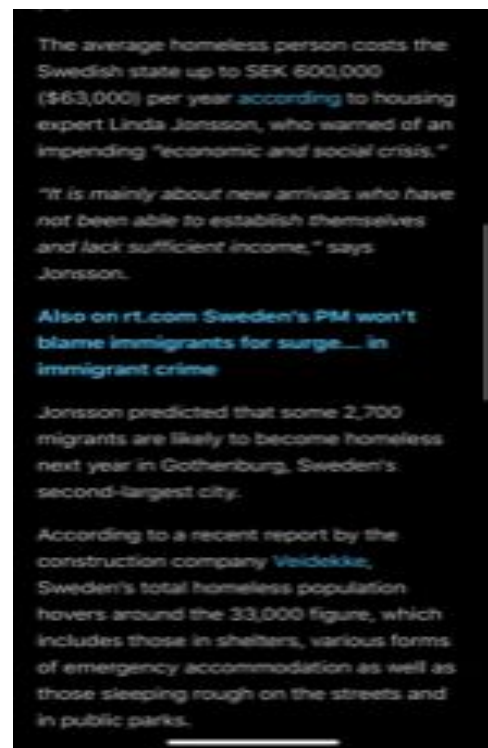
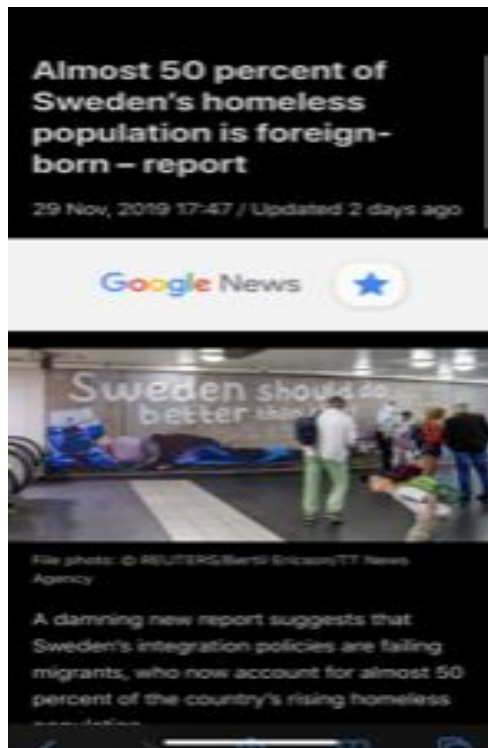
and buy backs. (Campbell, 2019). Here again, one sees how Sweden puts sustainability at the

Fashion Week has always been an important time of year for the fashion industry. The Swedish Council cancelled Stockholm's Fashion Week due to their concerns of sustainability.

The Swedish Fashion Council is focused on making tools and platforms that are more relevant to the industry's current needs. New sustainable models and formats that the SFC wants to bring are fashion rentals, swaps, repairs,

forefront. According to the council, the Swedish fashion industry has increased more than 60% and exports have risen by almost 90% (2019). It is very important to them to support brands in their development of next generation fashion experiences because of the growth in the Swedish fashion industry. In doing so, they can reach sustainability goals and be able to set new standards for fashion.

(Julisa)



Of this number, some 62 percent were men and approximately one half were foreign-born. One third of the country's homeless population had at least one child under the age of 18.

Municipalities struggling

Immigrants account for approximately 70 percent of the homeless population in Malmö, half of whom have only been in the country for less than three years. The city's homeless population has risen by some 253 percent between 2015 and 2019 and now accounts for one percent of its total population.

As homelessness in the country rises, so too do the costs associated with the social issue. In Malmö alone, expenditure went from SEK 260 million (\$26 million) in 2015 to SEK 600 million (\$62 million) in 2018, with Gothenburg more than doubling its own homelessness expenditure, from roughly \$42 million to \$100 million between 2011 and 2018.

Also on rt.com 'Operation Snowflake' causes uproar as Swedish police invite

expenditure, from roughly \$42 million to \$100 million between 2011 and 2018.

Also on rt.com 'Operation Snowflake' causes uproar as Swedish police invite gang leaders for pizza & cosy chat after shootings & bombing

Jonsson points to a failing integration policy and the inability to get migrants into the labor market effectively, as well as to abrupt cuts in homeless services, which also reduce the likelihood that migrants could hold down a steady job even if they managed to get one.

Municipalities are also forced to rent accommodation for homeless persons from private intermediaries, which inflates the cost far beyond the price of providing apartments from their own municipal portfolios.

Solutions are few and far between and the future for Sweden's homeless crisis looks bleak.

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Migrants as of now, make up half the homeless population in Sweden. This is because of the close to nothing amount of labor opportunities they receive. At least 62 percent of the homeless population is men and at least one third of the population has a child under 18 with them. The homeless population has grown, but not the support for them. With the amount of homeless services being cut down and their chance of joining the labor market seems unlikely. Cities are then said to buy homeless shelters from private companies which rises the amount asked for other apartments.

(Shayina)

Home > News > World > Swedish police setting up special unit to tackle gang violence

GOOD MORNING EUROPE

Ads

Swedish police setting up special unit to tackle gang violence

COMMENTS

By Gareth Browne • last updated: 12/11/2019



A police officer marks evidence at the crime scene where a 15-year-old was fatally hit and another severely wounded when attackers opened fire on a pizzeria. - Copyright TT News Agency/Johan Nilsson via REUTERS

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Swedish police have announced they are setting up a special task force to combat a wave of gang violence in cities across the country.

TEXT SIZE
Aa Aa

The country has seen a dramatic surge in the use of grenades and machine guns in gang-related incidents in the last twelve months, shattering its image as one of the safest countries in the world.

On Sunday a fifteen boy was fatally shot in the city of Malmo and another injured.

Mats Löfving, head of national police operations, said: "It is very rare that we use these special methods. There has to be an exceptional situation."

Löfving added that the Malmo shooting was "the straw that broke the camel's back".

"We saw a weekend in Malmö that is unacceptable, with an execution-like murder of a 15-year-old boy," he added.



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Police said last week that they had dealt with more than 180 bomb attacks this year alone.

Therese Cedergren, a correspondent with Swedish national broadcaster TV4, said that despite Sweden's image of tranquillity, gang violence had plagued the south for many years.

Sweden is starting to become dangerous because of gang violence and police officers are trying to devise a plan to prevent bombing and shooting. Within the year of 2019, there have been over 180 bomb attacks. A fifteen year old young boy was shot at, but he survived. Over 30 young men have been killed during this past year. Sweden was one of the safest places to travel to, now it is slowly losing its recognition for it. The strategy should be effective if the police officer attack the attackers more aggressively and if they confiscate their weapons from them.

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