



SOFFA

S O C I A L F A S H I O N F A C T O R Y

What is SOFFA- Social Fashion Factory?

We are a creative tailoring production studio, a cooperative of fashion designers and professionals aiming to create sustainable fashion garments with great social and environmental impact!

And what is our purpose you may ask?

SOFFA targets the empowerment of women victims of human trafficking and women at risk of exploitation. The purpose of SOFFA empowerment programs is to provide for their livelihoods through vocational training & work integration in eco-sustainable fashion

- help them become self-reliant
- use their own resources to achieve their long-term goals

SOFFA targets the regeneration of the environment to positively affect the Earth and its creatures.

Each garment of SOFFA is created with the lightest possible environmental footprint. We use zero-waste processes and circular fashion principles with innovative raw materials, recycled, natural, vegan and plant-based textiles produced with low-water consumption and non-chemical dyeing processes.

SOFFA has garnered widespread acclaim, earning prominent coverage in various media outlets. The platform was featured on four Greek TV shows, ERT2's "Apo Agkathi Rodo" and "Fashion Stories," as well as on ERT3's "Generation 17" and ERT1's "Social Growth" TV show. Additionally, it gained visibility in the "History of Fashion" program on COSMOTE TV and received international recognition through coverage in the Chinese news and documentaries like the "Change-makers" series on Netflix and the film "One Over Many," directed by Daphne Bengoa and based on the story of Fiori Zafeiropoulou

Esteemed publications such as Vogue Greece, ELLE magazine, Lifo, Popaganda, Efsyn, Tokyo Press, Business Punk Berlin, Kathimerini, and VICE have acknowledged SOFFA for its significant social and environmental impact. Furthermore, SOFFA has actively participated in and achieved recognition in various competitions, securing the 2nd Award in #HackTheCamp from the U.S. Embassy Athens and the Onassis Cultural Centre. The platform also emerged as a semifinalist in the venture Chivas Competition and was invited to the Skoll World Forum '16 on Social Entrepreneurship at Said Oxford University. Additionally, it was part of the Alpha Team at Web Summit '16 and participated in TEDxNTUA 2021.

Get to know us more:

SOFFA pitch deck [here](#)

Pitch video [here](#)

Facebook: <https://www.facebook.com/socialfashionfactory>

Website: <http://soffa.gr/>

LinkedIn: <https://www.linkedin.com/company/soffa-social-fashion-factory/?viewAsMember=true>

Instagram: <https://www.instagram.com/soffa.gr/>

YouTube Channel [Social Fashion Factory](#)

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Our initiative supports UN Sustainable Development Goals 5, 8, 10, 12, and 13 by focusing on:

- Social empowerment and employment integration for women survivors of violence.
- Environmental regeneration through sustainable fashion practices.
- Cultural enrichment by bringing diverse women's stories to life through fashion.

The Director of the Refuge Unite program at the American College of Greece has lauded our initiative as a beacon of hope and cultural enrichment.

Direct outcomes to the target group of beneficiaries:

- Increase technical skills in tailoring, and the use of professional machines
- Increase soft skills by working in European companies
- Increase work integration potential and achieve employment
- Creation of knowledge to refugees and migrants on how they can be self-sustained to provide for their livelihoods and control their destiny
- Decreased reliance on the state, refugees to become net fiscal contributors,
- Increase social integration in the local community. Strengthen refugees' and migrants' sense of belonging in the local environment, create social networks with locals and among peers, and understand the local culture. Enhanced interactions with the host society
- Increase the opportunity for refugees to live meaningful lives once again.
- Increase mental health
- Increase physical health

Theory of Change

SOFFA's work integration model helps to break through the labour market and cultural barriers experienced by refugees and migrants in Greece and Europe. Beneficiaries are trained in both the soft skills needed to be able to work in a company and the technical skills needed to work in European garment factories. Training happens in real orders which are sold to local and international customers thus sponsoring the livelihoods of the beneficiaries and the training of new applicants. The assembly line is based on an evolutionary novel approach to garment production named "SOFFA Production Islands", offering a more human face to production processes and operational flexibility. Multiple production stations where workers are sited in circles allow for specialisation in various types of clothing, accessories and footwear, utilizing the talents and knowledge of the workers themselves and at the same time making possible the circular and sustainable production processes.

SOFFA is a social cooperative enterprise, its shareholder mix is 60% registered asylum-seeking refugees and 30% young unemployed Greek fashion designers.

Join us in Making a Difference! We are keen to explore collaboration with your organization and would love to share a detailed presentation about these programs. We aim to co-create initiatives that align with your vision and desired impact.

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