

**NORTHERN
PLAYGROUND**









D2

Brad Pitt
er
Chanel's
Nr. 1



Nå får du
fabrikkny
VW-buss

**DN**

Design

Mote

Arkitektur

Kunst

Reise

Mat

Vin

Bil



AWARD | 25.01.2016

Scandinavian Outdoor Award

The winner drops his pants



The winner from Northern Playground dropped his pants...

SELECTED RETAILERS 2018



sputnik



Milsluker'n





REDUCE CONSUMPTION AND STILL MAKE MONEY?

HOW?

MAKE PEOPLE **LOVE**
THEIR PRODUCTS
FOR A **LONG** TIME

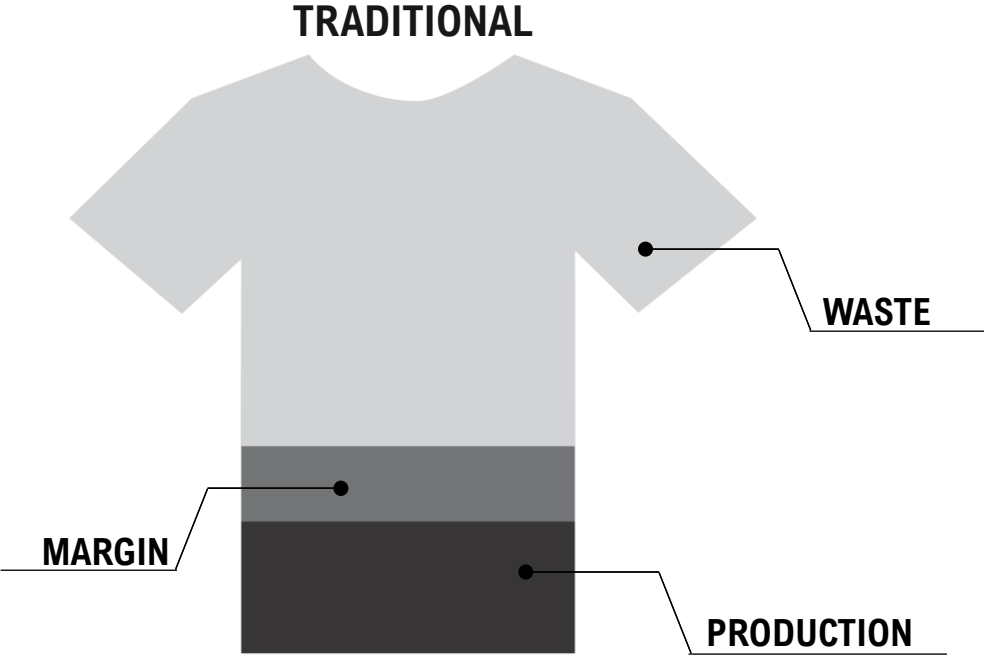
HOW?

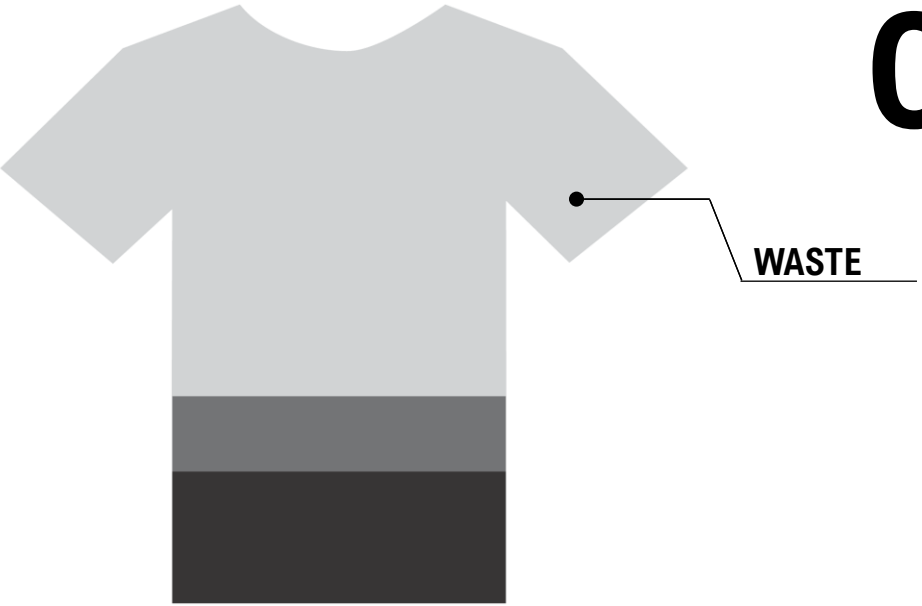
1. REVERSED BUSINESS MODEL

2. REVERSED PRODUCTS AND SERVICES

3. REVERSED PSYCHOLOGY AND COMMUNICATION

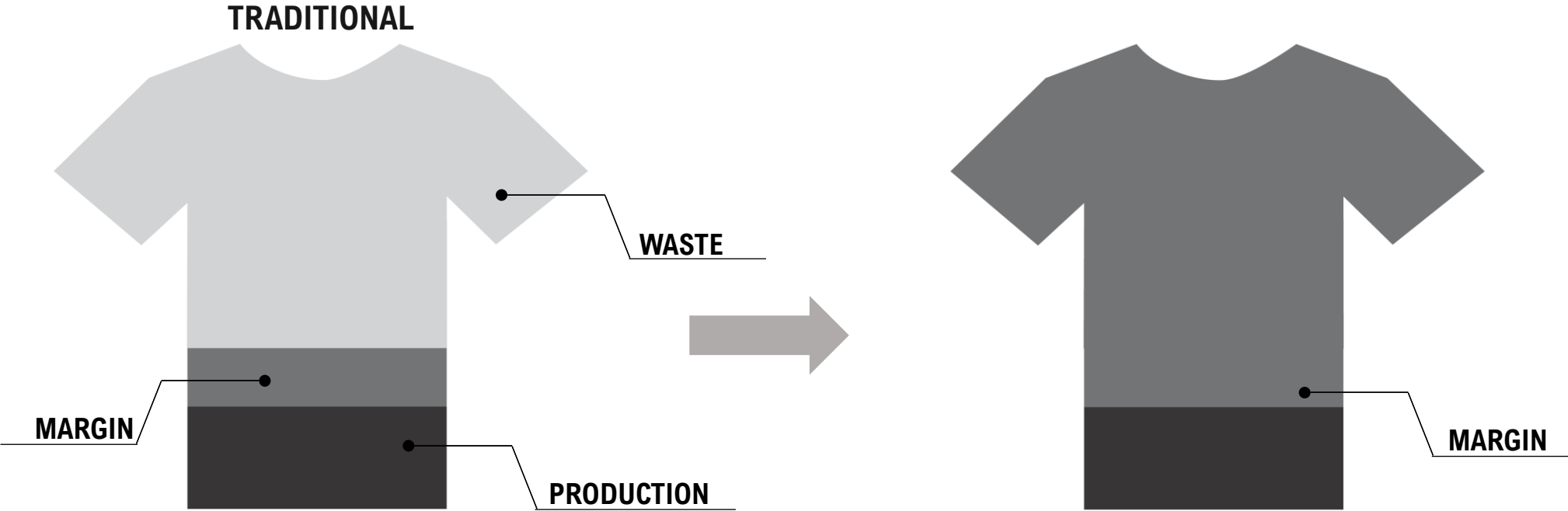
1. REVERSED BUSINESS MODEL



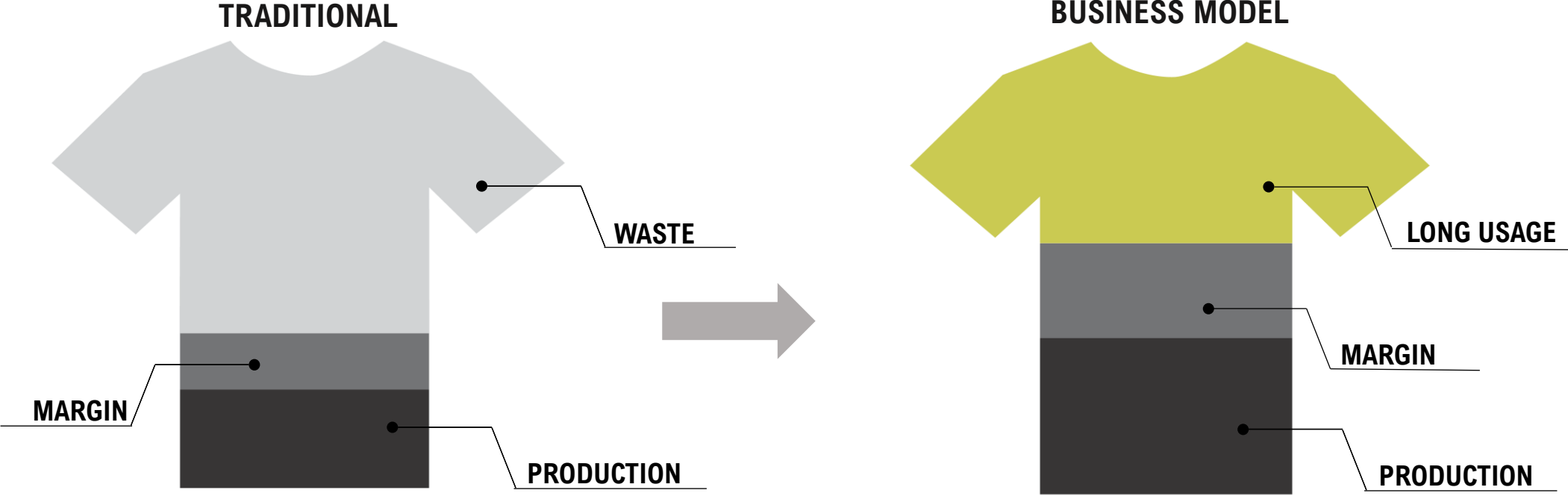


DISCOUNTS
OVER PRODUCTION
MIDDLEMEN
PRICING
MARKETING

1. REVERSED BUSINESS MODEL



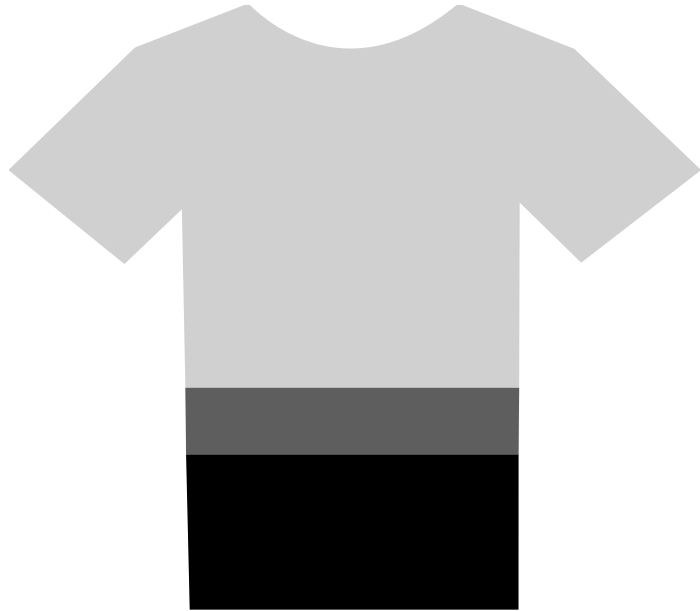
1. REVERSED BUSINESS MODEL





2. REVERSED PRODUCTS AND SERVICES

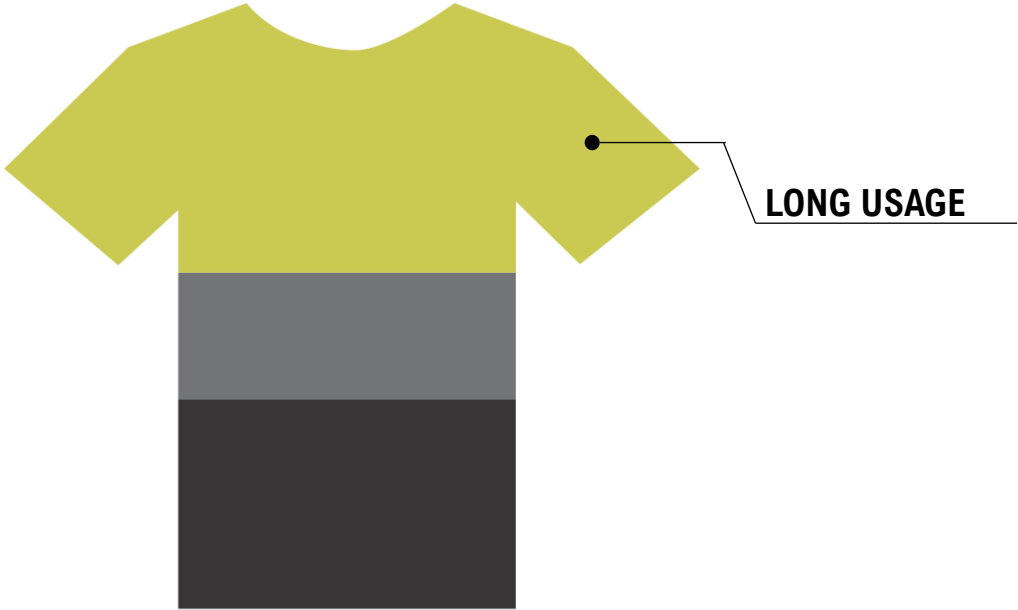
TRADITIONAL



- ~~- DESIGN:
LOW PRICE
QUICK SELLING
TRENDS~~
- LOWEST PRODUCTION COST
- NO RESPONSIBILITY AFTER SALE

2. REVERSED PRODUCTS AND SERVICES

NORTHERN PLAYGROUND BUSINESS MODEL



- 1. DESIGN
 - CROWDSOURCED DESIGN
 - “TIMELESS” DESIGN AND QUALITY
 - ONE PRODUCT FOR ALL SITUATIONS
 - DESIGNED FOR REPAIR
 - NATURMATERIALER



- 2. PRODUCTION
 - LOCAL PRODUCTION
 - CROWDFUNDED PRODUCTION
 - FAIR PAY
 - ENVIRONMENTAL TAX



- 3. AFTER SALE
 - REPAIR
 - MAINTAINANCE, AND SERVICE CENTER
 - RENTING AND SECOND HAND
 - REUSE AND RECYCLE

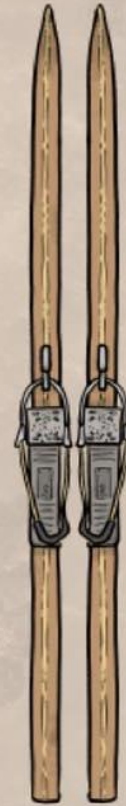




3. REVERSED PSYCHOLOGY AND COMMUNICATION



1953



2022



SCHAEER '22

BUY LESS

PLAY MORE

HVA DE SIER:

Vi selger bærekraftige klær.

NORTHERN
PLAYGROUND

HVA VI SIER:

Det finnes ikke bærekraftige klær!

DE
BÆ



Clear Channel

Alle klesmerker snakker om «bærekraftige klær». Det finnes ikke. Uansett hvilken fiber klærne dine er laget av, har de en betydelig negativ miljøeffekt. Det eneste som virkelig hjelper er å bruke det du har ofte og lenge. Ikke tro noe annet.

NORTHERN
PLAYGROUND

T-shirt organic wool

Woman L

72% Organic wool, 28% Silk



Use mild wool detergent only

Made in 2020

Expiration date: never

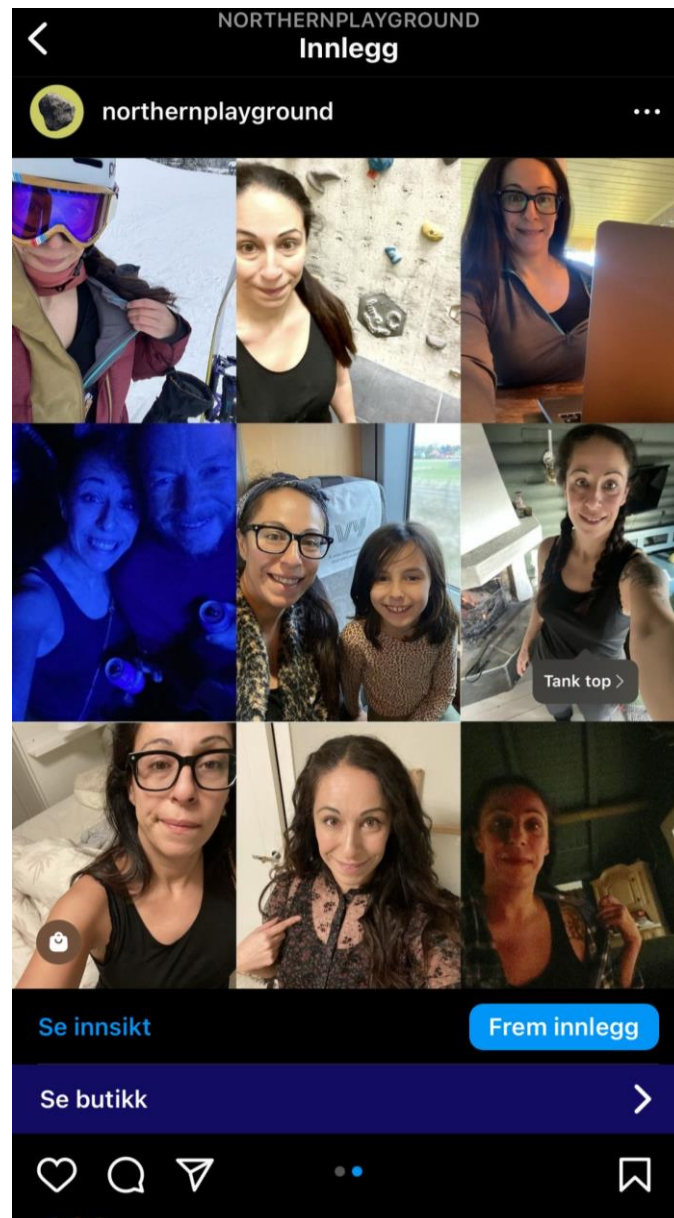
Please wear until worn out
(then please fix it)

Designed in the
Norwegian playground
Made in Lithuania



50% more





Likt av pandis1 og 56 andre

northernplayground A sneak peak of what's to come...



27. oktober 2022 · Se oversettelse



northernplayground



Se innsikt

Frem innlegg



Klima

Klesprodusenten Northern Playground krever miljøskatt på klær: - Vi har skjønt at vi er en del av problemet

Klesgründer oppfordrer flere aktører til å stille seg bak kravet, men forslaget møter skepsis. - Mer tro på å stille seg bak initiativene som allerede finnes, sier Active Brands-direktør.

🕒 2 min Publisert: 11.12.21 – 15.44 Oppdatert: 4 måneder siden



- Brevet er primært en invitasjon til de andre aktørene om å bli med oss i lobbyingen mot politikerne, sier Northern Playground-gründer Jo Egil Tobiassen. Her sammen med designer Jorunn Heggdal. (Foto: Petter Berntsen)

10:20

📶 39

NORTHERNPLAYGROUND

Innlegg



northernplayground



1/5

DEAR
H&M

Se innsikt

Frem innlegg



Likt av martebaa og 363 andre

northernplayground When asked to respond to political proposals for reducing clothing waste, @hm had no comment. As usual, we have some... mer

Vis alle 13 kommentarene

kastelshoes ❤️👉



10:19



NORTHERNPLAYGROUND

Innlegg



northernplayground



Se innsikt

Frem innlegg



Likt av pandis1 og 79 andre

northernplayground Hey guys! 🙌 Jo here sharing a big uncertainty I have had lately. As the founder of a company with big environmental ambitions, is it... mer

Vis alle 4 kommentarene

jorunnheggdal 🙌🙌🙌🙌🙌

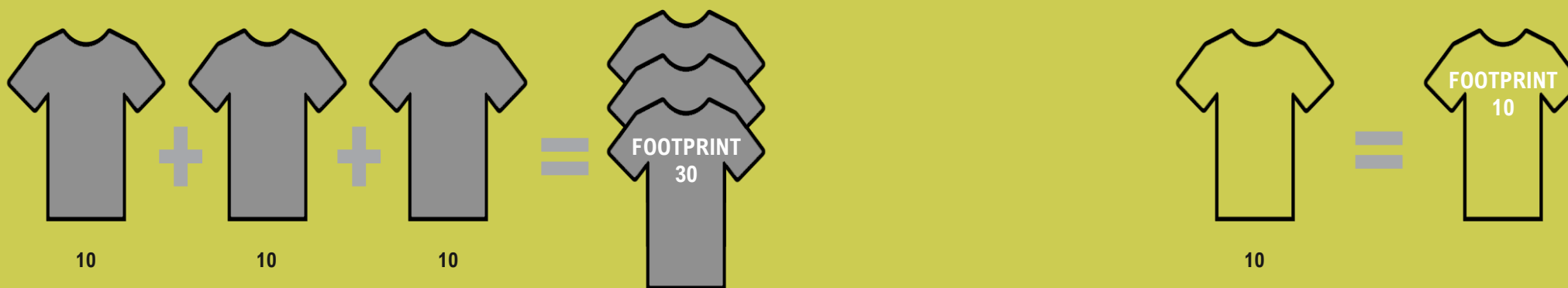
19. september 2022 · Se oversettelse



PEOPLE WANT TO CHANGE!

CONCLUSION

MAKE PEOPLE **LOVE**
THEIR PRODUCTS
FOR A **LONG** TIME



1. REVERSED BUSINESS MODEL

2. REVERSED PRODUCTS AND SERVICES

3. REVERSED PSYCHOLOGY AND COMMUNICATION







