**This new jacket makes Stockholm’s homeless more visible - and invisible**

**For the homeless people of Stockholm, selling the street magazine Situation Sthlm is an important way back to society, but the magazine has experienced a drop in sales. It has become more difficult for the vendors to be seen on the streets of Stockholm, and a survey shows that the majority of the purchase of Situation Sthlm is spontaneous and unplanned. Therefor a new jacket has been developed - one that distinguishes itself in the streets to help the vendors become more visible.**

- I really hope all Stockholmers will notice this, see us and buy a lot of magazines from us now. It will be much easier to find us out on the streets. It will characterize this whole corps, says Ann Malmberg, vendor of Situation Sthlm.

When the fashion program's final-year students at Beckmans got the task of designing a new jacket, the vendors were involved through the whole process. Functionality, warmth, visibility – all their wishes were noted. When the students had done their part, the sellers had twelve contributions to choose from. These were exhibited at the Fotografiska Museum of Photography in Stockholm, and the Situation Sthlm vendors could vote for the jacket they would like to see as the winner.

Beckmans student Julia Andersen's contribution won, and her jacket was further developed and implemented together with Fristads Workwear. The result is a black jacket that make its wearer visible when needed – and almost invisible when not – with the help of a vest that is integrated in a special pocket, and can be obtained while selling the magazine and unfolded when the vendors wants to be private.

- I liked this jacked from the get go since it has two different modes. You are visible. And if you do not want to be seen when you have finished selling, you go private. I urge all Stockholmers to keep an eye out for us, now it will be much easier to spot us in the streets. And do not be jealous of the jacket, but I think they will be, says Pierre Blom, vendor at Situation Sthlm.

Situation Sthlm has been around for 22 years and is an ongoing story about Stockholm and the people living here. The vendors themselves write six pages in each number with their own poems, stories, memories and brief views from their everyday life in the city. They buy the newspaper for 25 Swedish kronor (€2,50) and then sell it for 50, and since 2015 it’s possible to pay with Swish.

- To be visible in the streets while selling the magazine is important for several reasons. Workwear ceates a clear identity for those who wear them, and making people see our sellers are very important for sales. And if sales are good, it improves the self-confidence of the vendor, says Pia Stolt, CEO of Situation Sthlm.

The jacket is produced by Fristads Workwear that is water repellent, windproof and warm. The pockets have fleece lining that warms your hands, reflective details and a lot of pockets - from spacious to anti-theft proof. Situation Sthlm's over 300 active vendors each get one jacket.   
  
More information about the new jacket and the project can be found at [www.situationsthlm.se/jacket](http://www.situationsthlm.se/jackan)

**About the new jacket:**

* The material is windproof and water repellent with breathability. It has a water column of 10,000 mm, thus providing very good protection against both rain and wind
* Fristads has used left-over materials from other internal projects to create the jacket, consisting of three layers, which gives a high function.
* The jacket consists of a total of 75 pattern parts, which are divided between 8 different materials
* The jacket consists of a total of 39 components, such as fabric, wadding, lining, wire, zipper and buttons.
* The time required for sewing a jacket in production is 126.6 minutes.
* The cutting distance to cut a jacket is 9535 meters.
* Fabric wear of the surface material is 2.82 meters per jacket.

**About the project:**

Situation Sthlm decreases in edition and according to a survey from 2015, most respondents (93%) said that they bought the magazine spontaneously and unplanned. That makes it important for the vendors to be seen and easy to spot in the streets. The vendors themselves have also wanted to get a jacket or a piece of clothing that clearly distinguishes them. The decision was then made to create a new jacket as a sign for the sales force.

In August 2016, the fashion program's final-year students at Beckmans College of Design received a brief from Situation Sthlm to make proposals for a new jacket. In close dialogue with the vendors, the students presented 12 different contributions according to the expressed needs of the vendors. The contributions were made on Fotografiska Museum of Photography in December the same year, and the vendors got to vote on what jacket they would prefer to be the winner. Julia Andersen's contribution won. After working closely with Fristads, who helped to further develop and realize Julia's vision, the winning contribution is now produced and ready for the streets. On October 26, each vendor of Situation Sthlm will get a jacket.

**About Situation Sthlm:**

Situation Sthlm is a low-threshold business aimed at homeless, former homeless and socially vulnerable people to support their way back to society. The purpose of Situation Sthlm's business is rehabilitation with work as a method. The magazine has been available for 22 years and is published once a month, with a circulation of 22,500 ex (TS) and 117,000 readers (Orvesto Consumer 2017: 2). Situation Sthlm is a non-profit [association](http://tyda.se/search/non-profit+association?lang%5B0%5D=en&lang%5B1%5D=sv) where all possible surpluses go back into the business.

In addition to the revenue generated by magazine sales, the goal is also to create a structure in their life, to stimulate reduced addiction and abuse but also to get help and support through the organization behind the magazine. The magazine is sold mainly in Stockholm, but also in Uppsala, Västerås, Örebro, Köping, Enköping and Eskilstuna.

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