

# NET the WORK

## Network of Fashion Makers

### Mali-market Renovation

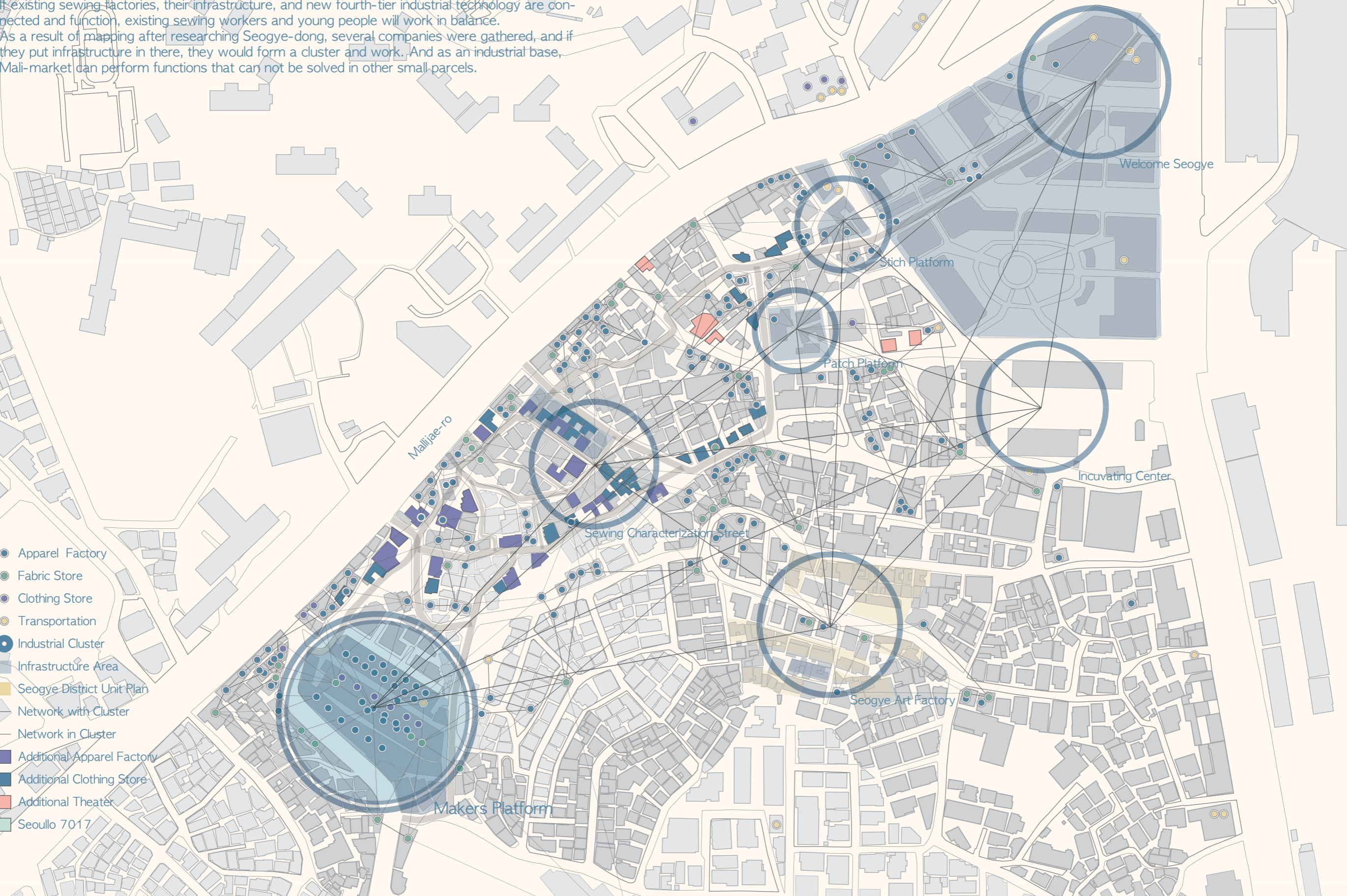
Due to changes in the industrial structure due to economic development, the number of workers in the first and second industries has decreased and the number of workers in the third and fourth industries has been increasing. As the existing manufacturing industry is stagnating, the lives of the people in the area and the workers are getting worse. Urban regeneration will be needed in the area.

Due to the saturation of the Namdaemun market, Seogye-dong has become a sewing alley when sewing companies have flocked to the western part of Seoul Station, where rent is relatively cheap. This scale is similar to Changsin-dong and Nakmok-dong, which have many sewing jobs. However, there are a lot of infrastructure facilities related to it.

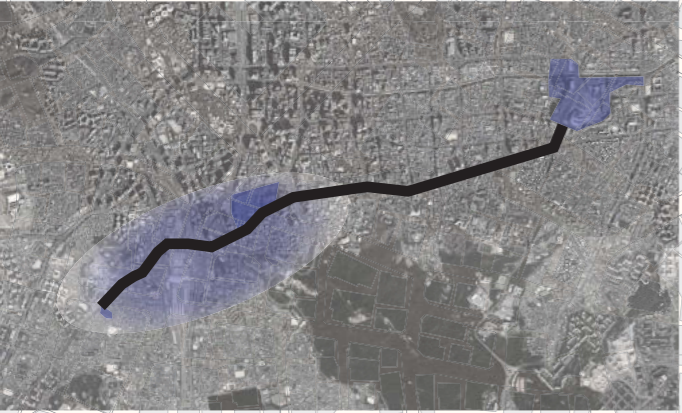
Seogye-dong needs improvement of backward residential area, walking environment and lack of industrial infrastructure. It will be possible to revitalize the city by regenerating the region by forming an industrial network.

If existing sewing factories, their infrastructure, and new fourth-tier industrial technology are connected and function, existing sewing workers and young people will work in balance.

As a result of mapping after researching Seogye-dong, several companies were gathered, and if they put infrastructure in there, they would form a cluster and work. And as an industrial base, Mali-market can perform functions that can not be solved in other small parcels.



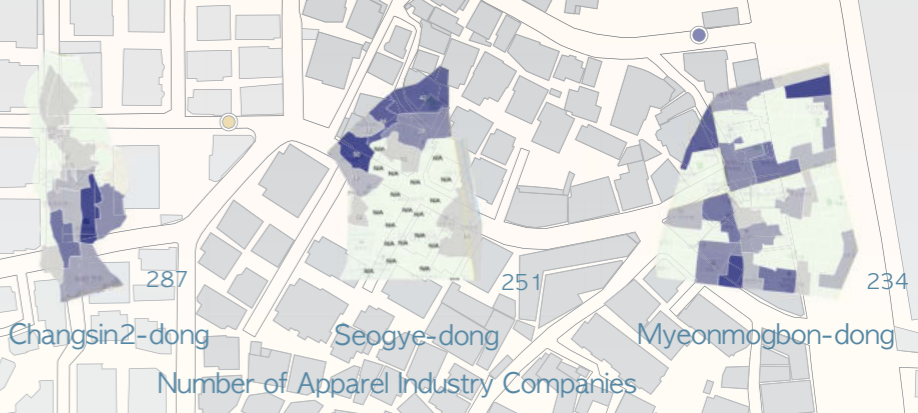
#### Diffusion of Apparel Industry



Distance to Major Markets	
A Namdaemun Market	
Distance : 1.50 km	
Travel time : 6 minutes	
10 minutes (in traffic jam)	
B Dongdaemun Market	
Distance : 4.57 km	
Travel time : 16 minutes	
30 minutes (in traffic jam)	

Rent Comparison			
	Seogye-dong	Namdaemun	Dongdaemun
1st	1.30	2.30	1.61
66th	85.8	151.8	106.3
(unit : 10,000 won)			

#### Comparison of Apparel Industry Status



#### Value Chain of Apparel Fashion Industry



#### Network of Makers Platform

