# Abstract

The main accelerator of the industrial revolution was the production of clothing and textile, which became an industry that was globally dominated by the Western World in over a century. The manufacturing of clothing is an industry that have been a substantial part of the overall industry in Denmark for decades – especially in the period between 1897 – 1951 where the Danish textile- and clothing industry accounted on average for 5% of the overall Danish workforce.

Today, the situation is much different, as there is almost no production of clothing In Denmark anymore, as the production of clothing is now being conducted in Southeast Asia, primarily China. The consequences of this are a substantial loss of jobs, knowledge, tradition and craftsmanship. To shed light on this, this research will answer the following research question:

*Why is there practically no production of clothing in Denmark? – and how would it be feasible to increase the number of manufacturing jobs in the fashion industry in Denmark?*

This research has approached this research question by gathering data from qualitative interviews of three key stakeholders within the Danish fashion industry. Furthermore, a vast field of scholarly work about the subject has also been included, as well as a vide array of different data genres, such as newspaper articles, websites, quantitative data and official documents. All of this data is being combined and discussed with the theories of Resource-based View/Transaction Cost Economics and the Old Division of Labour/New International Division of Labour (Global Division of Labour).

The results of the research were, that the reason why there presently is no production of clothing in Denmark is because Danish fashion businesses progressively had to compete on a global market with a product where the production-costs are heavily influenced by the wages. The research also shows, that there are potential for the production of clothing in Denmark, but there is a lack of someone being willing to make the initial investments, as the clothing manufacturing industry in Denmark is not ready to facilitate the production of clothing at a scale larger than what can be provided by a tailor. In this relation, it is concluded that government-funded projects are needed in order to improve the possibilities and the facilities in relation to the production of clothing in Denmark, which would then possibly trigger the necessary investment from the Danish fashion companies.