

CHARLIE ALICE RAYA

**dot.**  
An introduction

# dot.

An idea for a global fashion company  
which empowers creatives & small businesses

There are two ways of reacting to the shortcomings of the fashion industry. You can expose the industry verbally, or you can build an alternative. The latter has the advantage that you expose the inadequacies by creating something new.

dot. is a possible alternative to fashion companies as we know them, and it addresses all pressing questions such as sustainability, working conditions, mental health and more.

## The core

At the core of the ideas for dot. is The Millions of Dwarfs Approach. In short: **create locally, offer globally, produce locally.** Or in other words, dot.international will provide the framework for millions of small businesses around the world to partake on the global market.

## A simplified example

A designer in Paraguay offers their cardigans on the dot.website. A customer in Riga orders a cardigan, and the dot.workshop in Riga produces it.

The designer receives a percentage for the design. The workshop in Riga strengthens the local economy. The customer has access to products from around the world without supporting exploitation or incurring transportation costs. And the planet has less waste to deal with, because only ordered products will be produced.

## **The blueprint**

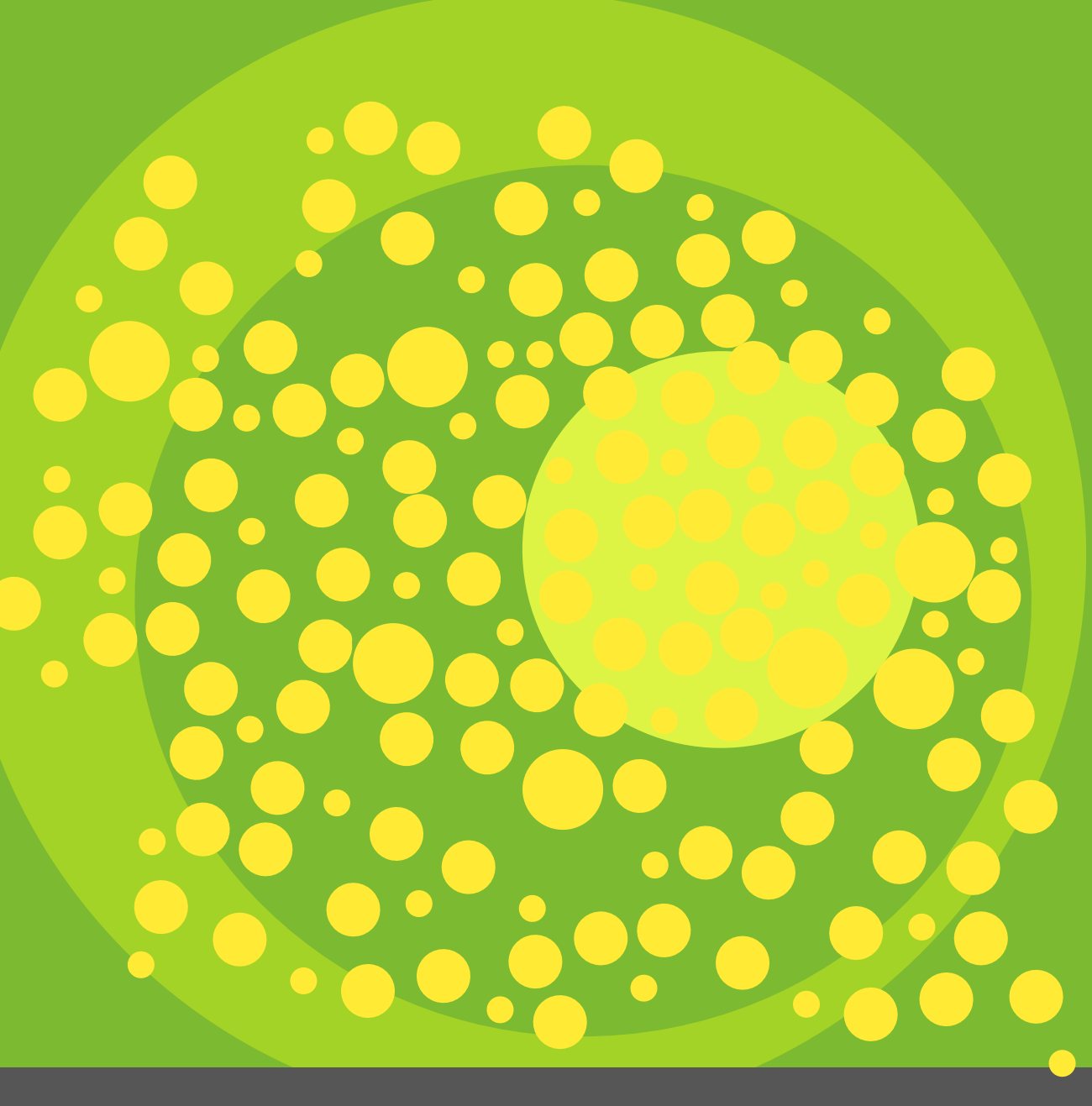
The ideas for dot. can be used as a blueprint for other business sectors such as footwear, toys, publishing, pharmaceuticals, Fine Art Prints, furniture and probably even beer. Some of these business ideas are briefly introduced on the dot.tour, and more are discussed in the dot.international book.

## **Maybe now you are wondering**

What's dot. to me? Why should I care how a company is run? Well, if you don't care how the products you buy are made, then exploitation, discrimination and the destruction of our planet will continue. If you do care, nothing is impossible, and we will all be better off for it.

‘dot. could become a melting pot for any fashion designer who is fed up with exploitation, and who’d like to try a new business model.’

book 1, beginning



# The Millions of Dwarfs Approach

# create locally - sell globally - produce locally

This approach works with two pools which are connected via dot.international.

In the first pool you find fashion designers.

In the second pool you find dot.workshops around the globe which produce the designer's creations locally.

Or in other words, in both pools you have millions of dwarfs, millions of small businesses, connected with the global market via the services, support and protection dot.international provides.

This approach could also be described as trading in ideas rather than in finished products while favouring local production over international mass production.

global

local  
creation

local  
production

admin

sales



# dot.international

dot.designer

dot.workshops

**global  
presentation  
& sales**

**admin  
& coordination**



## Empowering creators

Empowering creators is another core task of dot.international.

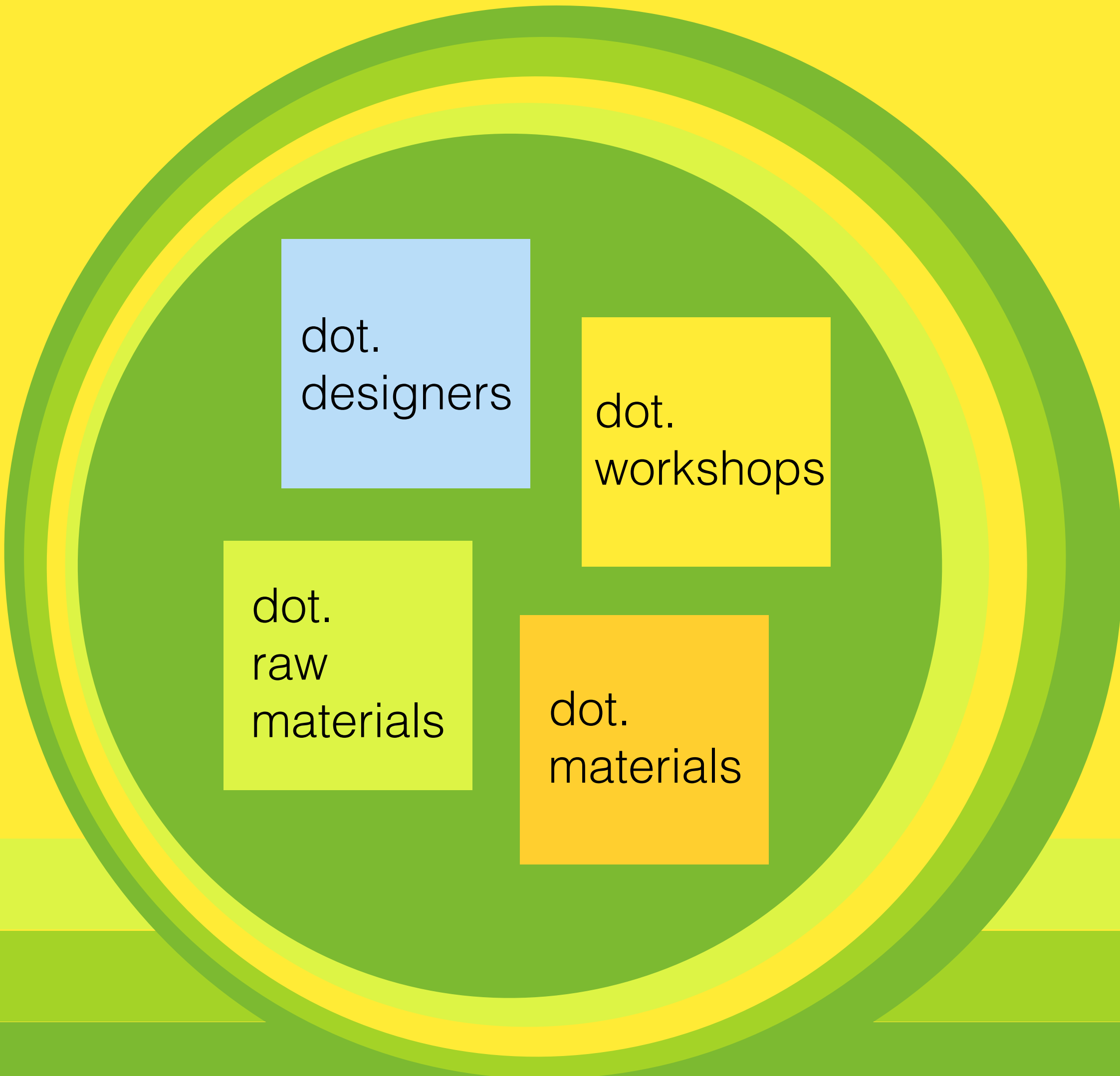
Creators are empowered by giving them access to the global market via dot.international, and by providing them with the framework and with the means to unearth and unfold their full creative potential.

*The human is a creative creature. Take that away,  
and you take away an essential part of being human.*

*book 1, beginning*



The core of dot.international



dot.  
designers

dot.  
workshops

dot.  
raw  
materials

dot.  
materials

dot.international

dot.research

dot.innovations



## dot.workflows

dot.international supports all partners of the network with research, and it shares innovations across the network.

dot.international also takes care of most administrative tasks and coordinates the cooperation within the network.

dot.international runs the dot.website and provides the customers with all necessary information as well as handling all payments.

The customer uses the dot.website as well as the local dot.workshop.

*Every region produces clothes for the locals and not for some people from a totally different planet.*

*book 2, travelling, Australia*

# dot.international

dot.research

dot.  
raw  
materials

dot.  
materials

dot.  
designers

dot.  
workshops

dot.database

dot.innovations

dot.website

customers



# A simplified workflow example

## Part 1: The designers

Tujuka, a fashion designer from Lagos, Nigeria, decides to create a red summer collection for all genders.

At first, Tujuka speaks with the local dot.materials supplier and with the dot.research team, because she would like to experiment with hues of red; reds moreover which can be produced from natural sources. And she would like to find out how the different types of fabrics interact with these colours.

After choosing a range of fabrics, Tujuka asks dot.admin to make some calculations to find out how mainstream she needs to work if she wants to use these fabrics and these colours without letting the prices go through the roof.

Once all decisions are made, Tujuka creates her reds collection.

When Tujuka is happy with her work, she contacts dot. who send a local dot.photographer to make the images for the dot.website.

dot. updates the calculations, and together with Tujuka they settle on a price corridor, and with that on a minimum order volume, for each item.

And that's Tujuka done, and she can focus on her next ideas.

## Part 2: The customer

Larry, a customer in Vancouver, wants to try something new after wearing suits in shades of blue all his life.

A friend tells him about dot., and Larry takes a look at the dot.website.

At first, Larry feels overwhelmed by the extent of choices. But then he starts to play around with the filters. And after some funny results from the moods filters and from the personality filters, he feels kind of adventurous, and he decides to go for a head-to-toe outfit in red (though he forgoes the red wig and chooses a red cap instead).

When Larry finds a Nigerian designer's reds collection, he is over the moon, and picks Tujuka's long jacket as the main piece of his new outfit. The jacket is called The world of reds, and it is composed of different hues of red while radiating both elegance and just a hint of rebellion.

Most of the items Larry chooses can be ordered directly from the Vancouver dot.workshop, because those items have already reached the minimum order volume and are set to go into production next week. Only the cap is not available yet.

Larry has three options with regard to the cap.

Option 1: Tell all his friends to order the cap as well.

Option 2: Order the cap and wait till enough additional orders are in.

Option 3: Place an order for a bespoke version of the red cap at a higher price.

Still feeling adventurous, Larry chooses option 3.

And Larry creates his own space on the dot.website so that next time he logs in, only items in his size are displayed, and only items he chooses to be interested in.

## Part 3: The dot.workshop

The dot.workshop in Vancouver is presently completing a batch of richly embroidered shawls from a designer in Egypt. These shawls have turned into quite a sales hit here in Vancouver.

Looking at the other orders, William, the head of the dot.workshop, decides to do the outfits by the Swedish designer and the collection by the Māori designer next, and he asks Mara to prepare the reds collection from the Nigerian designer.

Mara's first task is to get all the details for every item of the reds collection from the dot.database. Next she talks to the local fabrics supplier. This is not strictly necessary since dot.admin has already informed the dot.supplier, but a personal connection is always welcome.

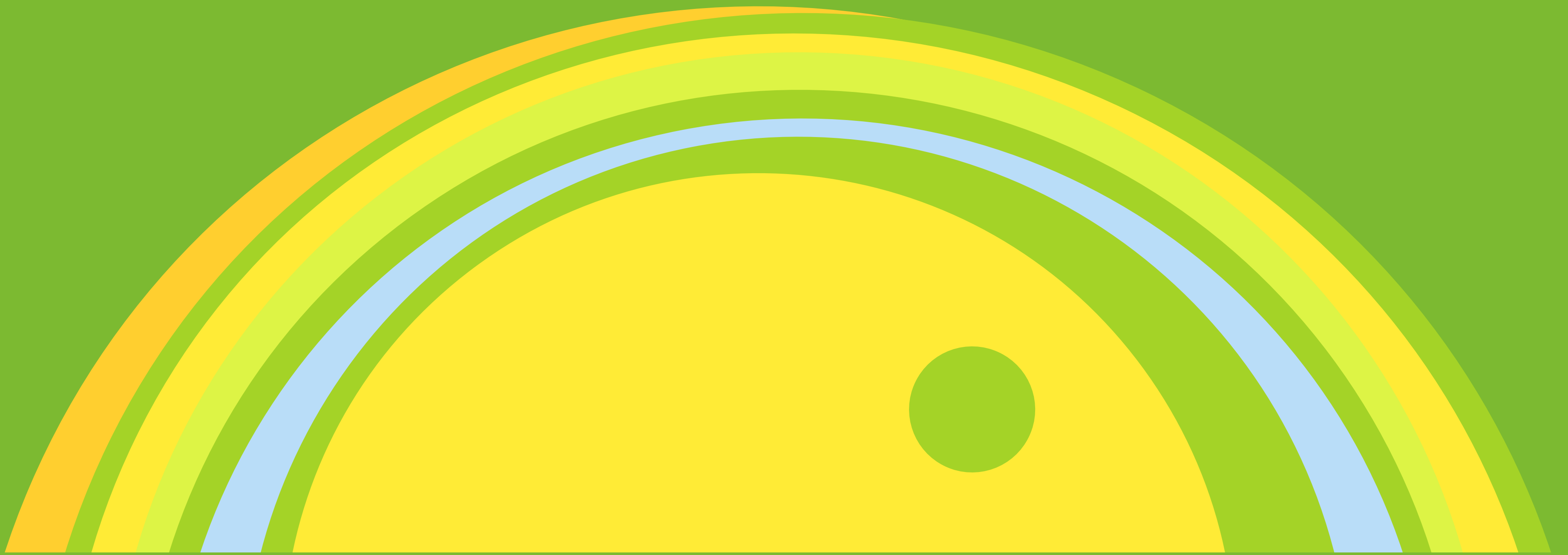
Next Mara starts to prepare the part of the workshop where the reds collection will be produced. And that's it until the materials arrive.

Later that afternoon, William checks the order numbers. A few more orders for the reds collection and the prices could go down. But William signed up to co-finance the Vancouver dot.station. That means any excess profit goes into the budget for the dot.station, and by the looks of it, dot. can start to build the dot.station in six or seven months. William looks forward to moving to the dot.station. His dot.workshop will then go to a new team.

When all items for a customer are produced, the dot.workshop informs dot.admin, who inform the customer.

The customer can choose to pick up the items at the workshop and have a chat with the tailors, or the customer can choose to have all articles delivered via the cargo bicycle service.

Usually a customer will choose the dot.workshop since small changes are included in the price, and there is always a good cup of tea or coffee on offer.



Inside dot.international

The main teams

dot.international

dot.digital

dot.networks

dot.stations

dot.admin

dot.cooperation

dot.security

dot.innovations

dot.research

# The sub-teams

dot.digital

dot.systems  
dot.databases  
dot.website development  
dot.website admin  
dot.hub

dot.networks

dot.resources  
dot.raw materials  
dot.materials  
dot.designers  
dot.workshops  
dot.photographers  
dot.filmmakers  
dot.make-up artists  
dot.cargo bicycles  
dot.at other stations

dot.stations

workshops  
recycling

water, energy, waste  
farming & food shops  
food places & visitors  
buildings & gardens  
accommodations

admin & coordination

extensions: businesses,  
arts, education, health

cooperations

dot.admin

dot.coordination  
dot.simulations  
dot.collections  
dot.applications  
dot.building  
dot.workspaces  
dot.job shaking  
dot.training

dot.recycling  
dot.legal  
dot.property  
dot.finance  
dot.bookkeeping  
dot.marketing  
dot.events  
dot.PR

dot.cooperation

with  
• customers  
• artists  
• companies

dot.security

dot.innovations

dot.research



## dot.online

The dot.website serves as dot.shop and as portal for information on designers, dot.stations, events, research, innovations and everything else that has a connection to dot.

The customer can create their own profile on dot.online where they can choose what to see, add their measurements and preferences, save searches, get in touch with their dot.workshop, share experiences with other customers, and more.

dot. doesn't use tailored advertising nor does dot. analyse private data, instead dot. offers extensive support and the option of a personal adviser.

dot.  
stations

dot.  
workshops

dot.  
designers

fashion  
shows

interviews

**dot.online** front page

search

filters

news

login

dot.repairs

dot.  
recycling

research

innovations

surprise me



# dot.online filters

The customer can use all sorts of filters like the moods filter, the country filter (both in terms of the origin of the designer, or the style of the outfit), the filter for music-related designs, and a lot more. Additional filters can be suggested by the customers and by the designers.

**note:** Hachiro is the head designer in the easy town books, and some of the collections mentioned in the chart have a connection to book 2, travelling.

*Hachiro: 'For me it's not about creating a new autumn collection that makes me into some kind of fashion god. For me it's all about the individual. What can I create to bring out a person's personality? For me, it's about discovering what fits, what emphasises a person's character, physically and mentally, what reflects their dreams and inclinations?'*

*book 2, travelling, Australia*

# dot.online filters

## Hachiro's collections

dwarf collection	China Collection
big collection	Otaon Collection
giants collection	Romania Collection
biceps collection	Russia Collection
talls collection	Berlin Collection
mediums collection	
slims collection	The ball collection
everyday practicals	Princes Collection
warming collection	Queens Collection
warning collection	Quings Collection
exposing collection	
hiding collection	let men look sexy
	let women be queens
sports collection	gender crossing
wellness collection	gender contradicting
	mixed gender
	stuff gender outfits
San Francisco Collection	
Rio de Janeiro Collection	
Buenos Aires Collection	bulges & urges collection
South Africa Collection	
Australia Collection I	
Ossie Holiday Collection	medical staff collection
	security team collection

moods	fabrics
personality	
profession	colours
interests	size
purpose	
occasion	body shape
fancies	body part
art	
music	bespoke
movie	
year	basics

country	skin colour
group	eye colour
age	hair colour
gender	hairstyle
sexual orientation	extras
whims	constituion
surprise me	joker
activism	surreal
What's missing?	humour
tradition	party
	sex

# dot.workshops

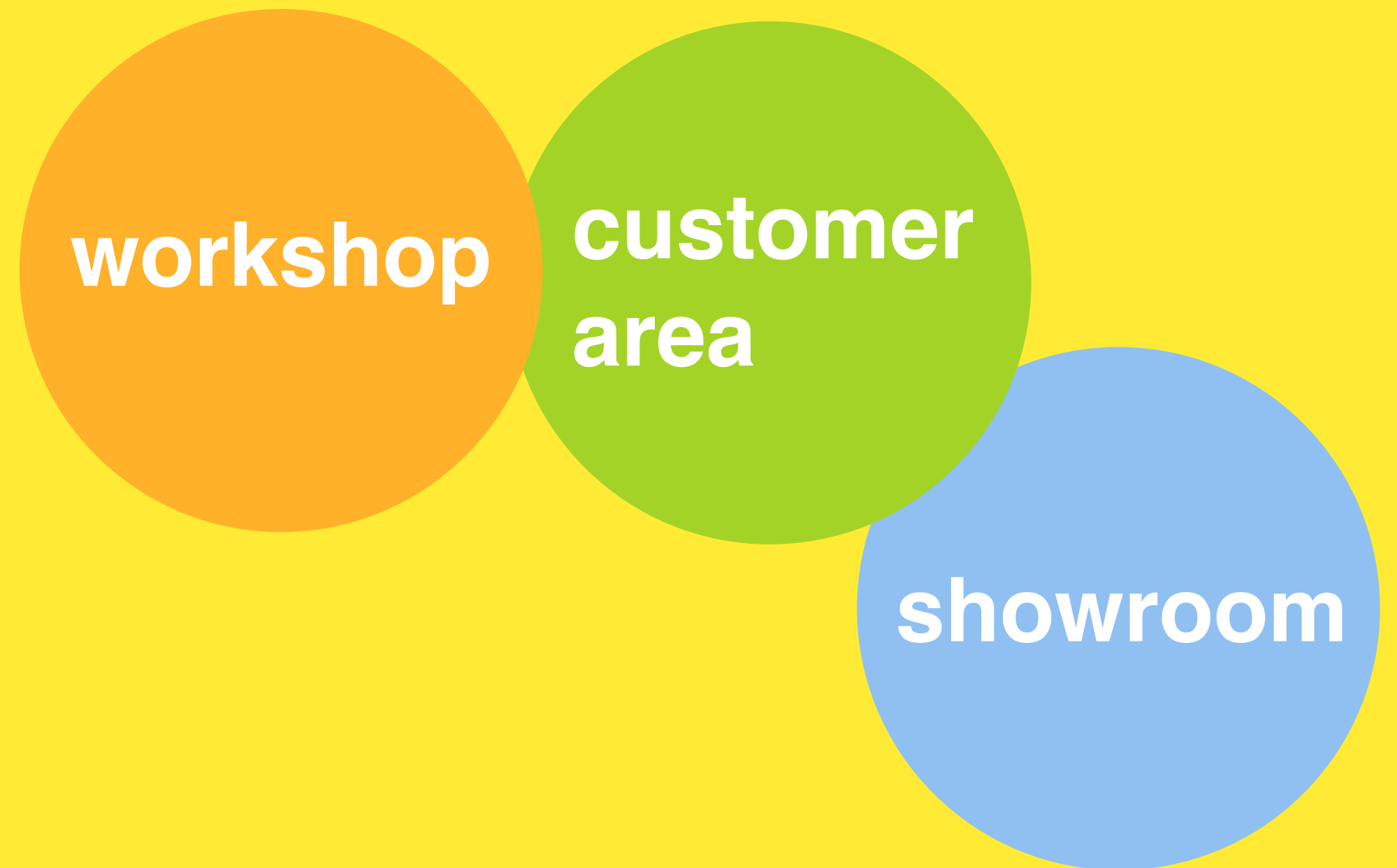
An average dot.workshop will have two to three areas: the workshop and the customer area, and possibly a showroom.

The customer area has a cosy and relaxed atmosphere where the customer can meet the tailors or the fashion adviser, where purchases can be tried on and where fittings can take place.

The showroom displays a small collection of local designs. And as a special service, the showroom includes a bar with monitors for in-shop online shopping.

It will be important to determine a minimum size for a dot.workshop to ensure the feasibility of the business.

Determining a maximum size will also be important to ensure that a maximum number of dot.workshops can participate in the network, and not just a few big ones.



# dot.workshop extensions

A dot.workshop can be extended to include related businesses such as a recycling point for old clothes, a hairdresser or a photo studio.

A cooperation with a fabrics shop is particularly useful in connection with bespoke outfits. A customer could, for example, peruse the fabrics on offer and the catalogue of designs, and then make suggestions for a bespoke outfit.

Repairs is an area that will become increasingly important again in order to save resources. And it has the additional benefit that favourite items can be restored.

There is also a service for recreating items which either don't fit any more or have seen too many winters.

Since the dot.workshop uses cargo bicycles for deliveries, it makes sense to have a bicycle shop on location, too.

A visitor to an extended dot.workshop can easily spend a pleasant afternoon on location.

café,  
tea room,  
bar

photo  
studio

fabrics  
shop

tailoring +  
bespoke

recycling  
point

repairs

hair-  
dresser

make-up  
artist

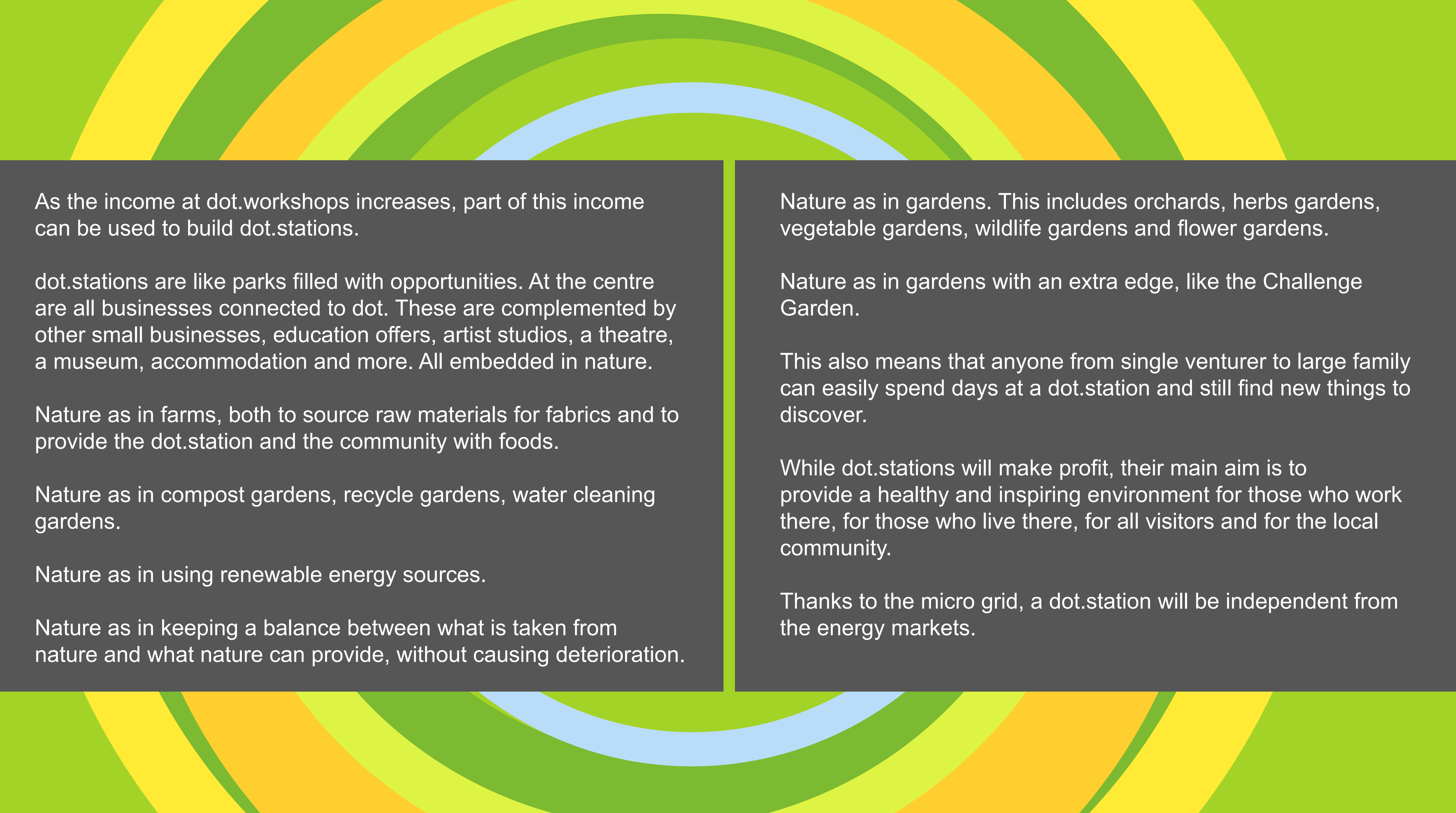
dot.  
cargo  
bicycle



dot.stations

A creative hub embedded in nature where creative potentials are unearthed and the community strives while celebrating style and arts and living. That's a big part of what makes a dot.station.

notes for book 3, shaping



As the income at dot.workshops increases, part of this income can be used to build dot.stations.

dot.stations are like parks filled with opportunities. At the centre are all businesses connected to dot. These are complemented by other small businesses, education offers, artist studios, a theatre, a museum, accommodation and more. All embedded in nature.

Nature as in farms, both to source raw materials for fabrics and to provide the dot.station and the community with foods.

Nature as in compost gardens, recycle gardens, water cleaning gardens.

Nature as in using renewable energy sources.

Nature as in keeping a balance between what is taken from nature and what nature can provide, without causing deterioration.

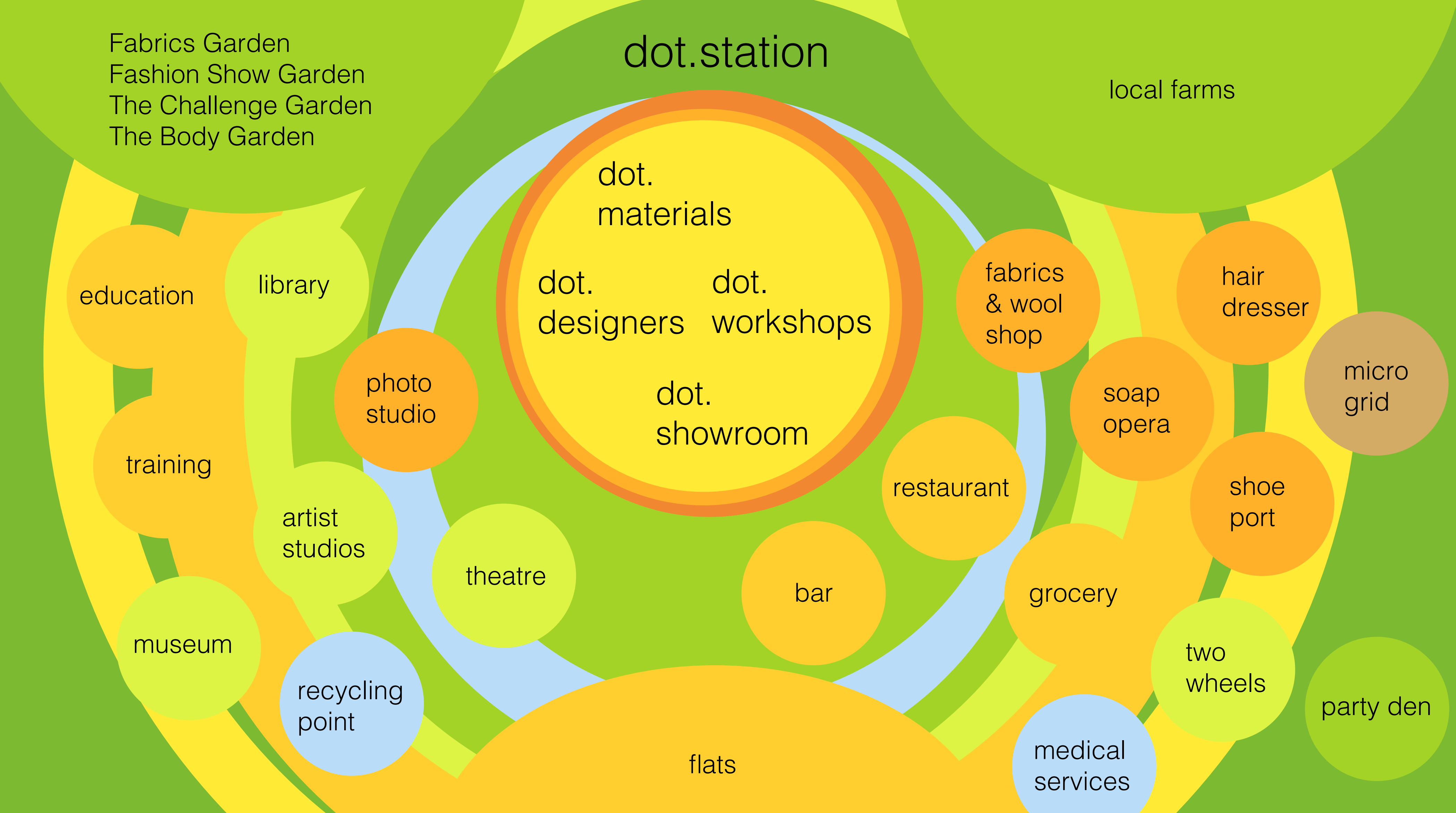
Nature as in gardens. This includes orchards, herbs gardens, vegetable gardens, wildlife gardens and flower gardens.

Nature as in gardens with an extra edge, like the Challenge Garden.

This also means that anyone from single venturer to large family can easily spend days at a dot.station and still find new things to discover.

While dot.stations will make profit, their main aim is to provide a healthy and inspiring environment for those who work there, for those who live there, for all visitors and for the local community.

Thanks to the micro grid, a dot.station will be independent from the energy markets.



# dot.station

local farms

Fabrics Garden  
Fashion Show Garden  
The Challenge Garden  
The Body Garden

dot.  
materials

dot.  
designers

dot.  
workshops

dot.  
showroom

fabrics  
& wool  
shop

hair  
dresser

micro  
grid

soap  
opera

shoe  
port

restaurant

bar

grocery

two  
wheels

party den

flats

medical  
services

recycling  
point

theatre

artist  
studios

training

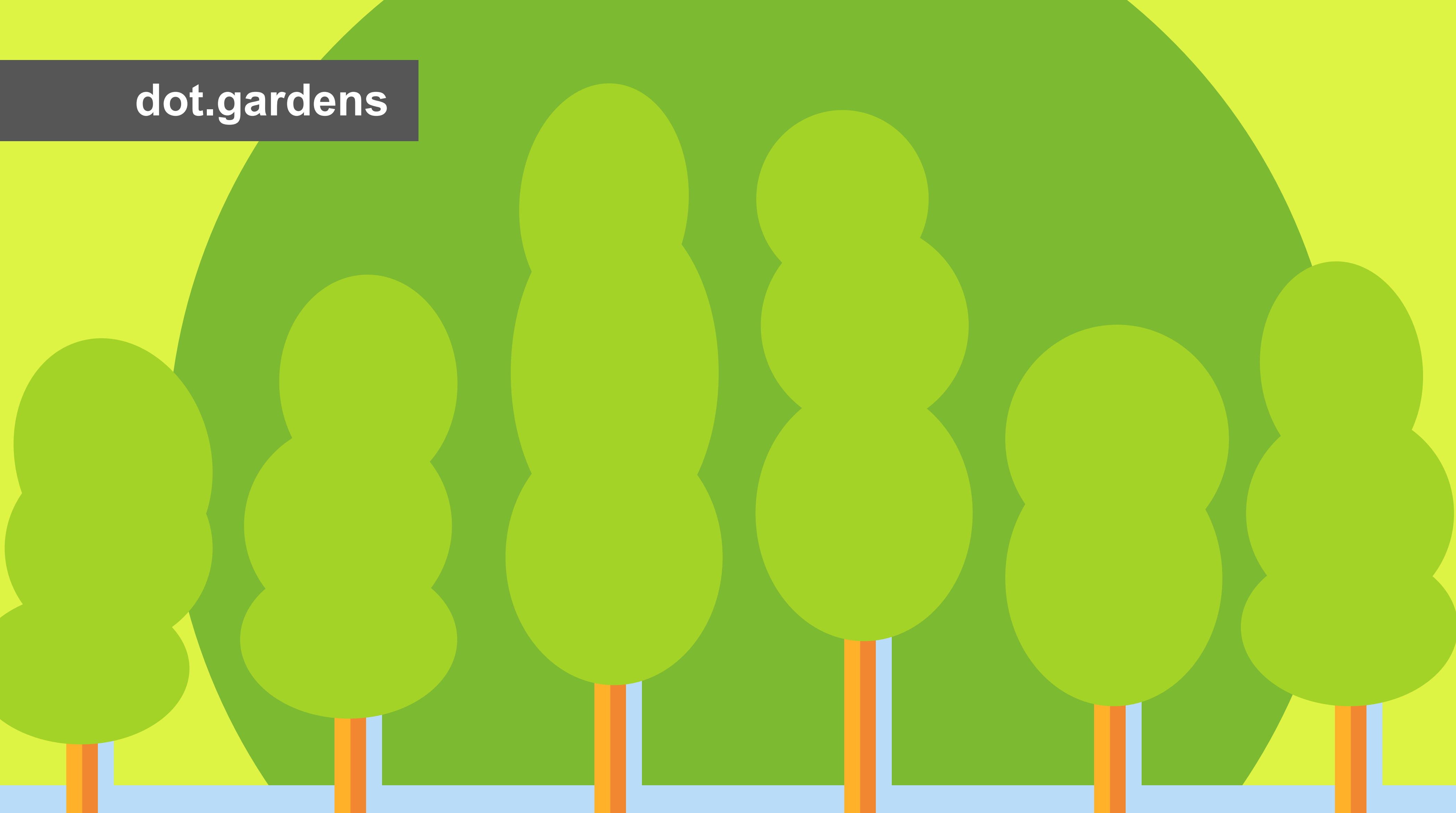
photo  
studio

library


education

museum

dot.gardens







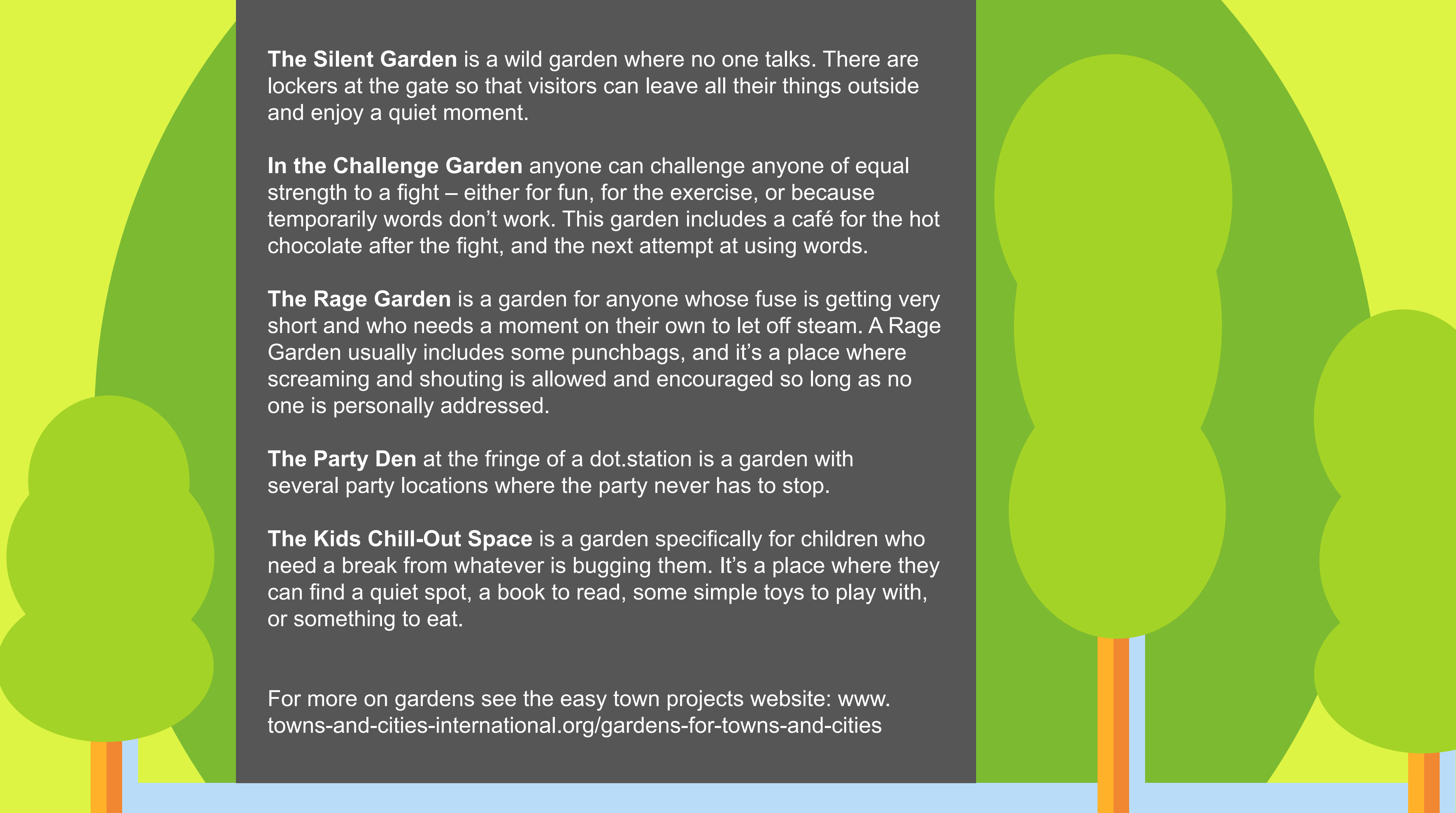
**dot.stations** are embedded in nature, and gardens play a big part in that. Some gardens at a dot.station are all about plants and have maybe a pavilion or two. Others go beyond that. They have additional content, and in some cases a purpose.

**The Common Garden** is usually the main garden at a dot.station, the natural space that surrounds the main buildings. The Common Garden includes orchards, fruit and vegetable patches, as well as benches and winding walks.

**The Fabrics Garden** is like an outdoor museum with all sorts of plants that can be used in fabrics. In displays the visitor can see how a plant's fibres are processed to make them usable for fabrics. Recycling and composting are also addressed in the garden, and in more detail in the Fabrics Museum which is usually part of this garden.

**The Fashion Show Garden** is a dazzling stage for fashion shows of all sorts, and it includes a winding catwalk, an avenue where visitors can air their latest purchases, and a large café which invites visitors to watch the buzz.

**The Body Garden** explores the human body with walk-in bodies, statures of different body shapes, and mannikins presenting special designs for different body types.



**The Silent Garden** is a wild garden where no one talks. There are lockers at the gate so that visitors can leave all their things outside and enjoy a quiet moment.

**In the Challenge Garden** anyone can challenge anyone of equal strength to a fight – either for fun, for the exercise, or because temporarily words don't work. This garden includes a café for the hot chocolate after the fight, and the next attempt at using words.

**The Rage Garden** is a garden for anyone whose fuse is getting very short and who needs a moment on their own to let off steam. A Rage Garden usually includes some punchbags, and it's a place where screaming and shouting is allowed and encouraged so long as no one is personally addressed.

**The Party Den** at the fringe of a dot.station is a garden with several party locations where the party never has to stop.

**The Kids Chill-Out Space** is a garden specifically for children who need a break from whatever is bugging them. It's a place where they can find a quiet spot, a book to read, some simple toys to play with, or something to eat.

For more on gardens see the easy town projects website: [www.towns-and-cities-international.org/gardens-for-towns-and-cities](http://www.towns-and-cities-international.org/gardens-for-towns-and-cities)



**dot.spaces**

Finding fitting clothes for yourself is something quite personal, and the presence of other people in a shop might cause you some discomfort.

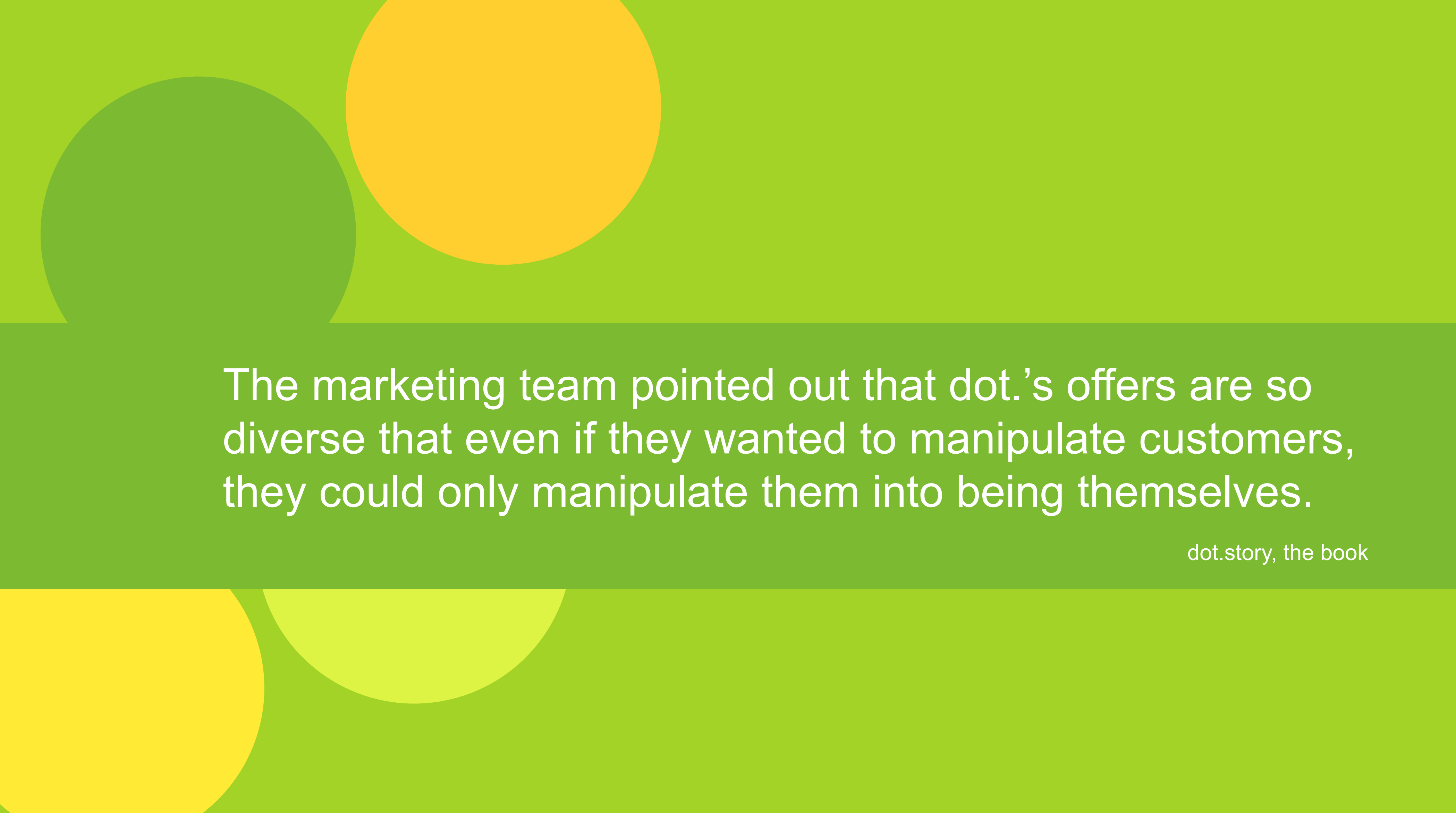
As a woman, for example, you might feel more comfortable among other women when searching for a new outfit. As a blind person you might feel more comfortable among other blind people and in a space where you feel secure and can easily navigate. As a non-binary person you might appreciate a space where you don't have to explain yourself, and where the items on offer reflect who you are. As a shy man you might dislike the company of loud men. As a strong woman you might want a place that offers more than sexy and sweet. As a wheelchair person you might prefer a place run by other wheelchair people who understand pretty well what you need. As a trans man you might love a space with a section for transitioning outfits: You become — let your outfits become too. As a dwarf it would be a relief to enter a shop that offers adult clothes in your size, and likewise as a giant person you might appreciate not banging your head — and I could go on.

Therefore creating spaces for specific groups of people so that they can feel comfortable while searching for a new outfit is an intriguing idea.

This idea is still pretty new and still pretty sketchy. Could big cities, for example, have a dot.store that sells popular clothes and provides dot.spaces? Or would it make sense to build a town which offers all sorts of dot.spaces, and people can take a holiday there to get new outfits? Or would a town only need one or two dot.spaces which can be adjusted to whichever customer has made an appointment?

In any case, the idea to have special spaces for people with the same kinds of preferences is intriguing, and maybe there could be a special garden surrounded by dot.spaces where all sorts of people meet up for a party after spending a pleasant day in their personal dot.space.

For more see dot.spaces extended on the dot.website.

The background features a solid light green color. In the upper left, there are two overlapping circles: a larger one in a darker shade of green and a smaller one in a bright yellow. In the lower left, there are two more overlapping circles: a larger one in a bright yellow and a smaller one in a light green. The text is centered in the middle of the page.

The marketing team pointed out that dot.'s offers are so diverse that even if they wanted to manipulate customers, they could only manipulate them into being themselves.

dot.story, the book



**dot.city**

This idea is introduced in book 2, travelling, Australia.

*I'm dreaming of a fashion town. A vibrant centre for dot.international. And while I love Japan and Rebus Island, my home, I have a great fondness for New Zealand and its people. And I'd love to build dot.city there. Besides, I love the Maori body paintings and their work with feathers. It would be great to learn from them. I already had a chat with Tangaoroa from the New Zealand Team. He's sceptical, but I think he might open up, given time.'*

*'Hm. How would you focus a town on fashion?'*

*'Simple, we'd have everything we need to create, produce and present fashion in our town. And we'd teach all the arts of everything involved: tailoring, drawing, design, composition, production, management, photography, advertising, storytelling, darning, repair, recycling, raw material management, understanding and producing fabrics, designing and building any machinery we might need, smart technology, prosthetics, colour production, ecology, sustainability, durable fabrics, production methods, farming for resources that can be used in fashion, psychology with a focus on what people need to feel good about themselves as well as warm, anatomy, fashion shows, stage management, light design, sound design, research, the history of clothing, and we could have a fashion museum. And I'm sure I forgot at least half of all the possible fashion angles. There are so many different aspects to creating outfits. And we could bring them all together. And we'd have a whole town of people who enjoy fashion and fabrics and planting and design and colours and celebrating. It would be fantastic.'*

*book 2, travelling, Australia*



dot.perspectives



## **The customer**

The customer is a human being,  
not a purse.

## **The customer**

The customer is a human being,  
not a gullible idiot, waiting to be manipulated.

## **The customer**

The customer is treated with unbiased respect.

## **The designer**

The designer is a human being,  
not a goldmine for others to exploit.

## **The designer**

The designer creates for the customer,  
not for recognition or fame, though both might happen.

## **The presenter of fashion**

The presenter of fashion is a human being,  
not an object.

# dot.perspectives

## **The worker**

The worker is a human being,  
not an asset.

## **The supplier of raw materials**

The supplier of raw materials is a human being,  
not a slave.

## **The producer of fabrics and other materials**

The producer of fabrics and other materials is a human being,  
not a slave.

## **A manager**

A manager is a guardian, not a self-important bully.

## **A manager**

A manager bases their decisions on research results,  
not on politics, short-term advantages, stupidity, or ideologies.

## **Clothes**

Clothes are a mirror of a person's personality, moods and wishes, not a way to align with trends or conventions.

## **Clothes**

Most clothes are practical, not one-season wonders.

## **Clothes**

Clothes are durable, not some kind of skin which needs to be shed every season.

## **Humans**

Humans come in all shapes and colours, in all constitutions and from all backgrounds, with all kinds of origins and interests. This makes them special, not something to joke about or to belittle.

## **Equality**

Equality is part of the foundation of dot., not something we only talk about.

**Gender**

The gender of a person is best stated by the person in question, not by conventions.

**The aim of life**

The aim of life is to live, not to be a good worker.

**Work**

How much someone works and when is their choice. It is for dot. international to provide the framework to make that possible, instead of making demands.

**Careers**

Careers make little sense and need a rethink.

**Business**

The aim of any business is to provide goods and/or services, not to exploit, or to enrich a few people.

**Marketing**

Marketing is used to inform the customers, not to manipulate them.

**Products**

Products have consequences.  
Consequences will be addressed, not ignored.

**Resources**

Resources are limited and will be used at a sustainable level.

**Resources**

Resources are free and benefit the local community.  
Resources are not the property of corporations,  
or an invitation to rob the members of the local community.

**The environment**

The environment is essential to human survival,  
it's neither an asset nor a dump.

**The environment**

The environment doesn't need the human,  
but the human can't survive without an intact ecosystem.

**dot.international**

dot.international aims at a system that allows a maximum number of people to profit from a single product, not at a system that generates a maximum profit for a single person.

**dot.international**

dot.international creates a network of small businesses, instead of becoming a giant who dictates what should be done and how.

**dot.international**

dot.international keeps developing and testing its business approaches and principles to ensure the welfare of humans and a future for the planet.



**dot.principles**

## prelude

‘Dot.international is an umbrella company for fashion designers from around the world who have agreed to work under a common set of rules. The most important rule is: no exploitation. Neither of human labour, nor of the gullible customer, nor the environment or the presenters of fashion (...) The second rule is: sharing.’

book 2/1, travelling, Australia

‘Finding balances is one of the priorities in our town experiment. How can we act without destroying the land we live on and live off? What does the economic cycle need to function without constant expansion? Growth is like a hungry beast. Always asking for more. Balance, on the other hand, is something you probably understand better than the West. Right now, we are destroying the basis of life on our planet. But instead of stopping to destroy, we rush to create more destruction in the hope of repairing the previous damages.’

book 2/2, travelling, China

‘People kept referring to the project as some kind of community thing. But it wasn’t. Easy Town would be an opportunity thing. Hopefully. An offer. Not a way of life where everyone has to sing Kumbaya, or where everything is predestined or controlled, or the same for everyone. But a place that gives people the freedom to be themselves, in a framework of a minimum of rules. Just enough rules to keep everyone safe, to maintain justice, to keep out exploitation, and to give jerks a good kicking in their arrogant butts.’

book 2/2, travelling, China



‘On the flight here, I thought I might be happy with a single rule. If we can make it work.’

Lida raised her eyebrows critically, and Alice said a little archly: ‘Three simple words: Do no harm. Do No Harm, and all is well for your body, your mind, your fellow humans, the place you live in, and the world at large. It’s so simple, I want to cry.’

book 2/2, travelling, Romania

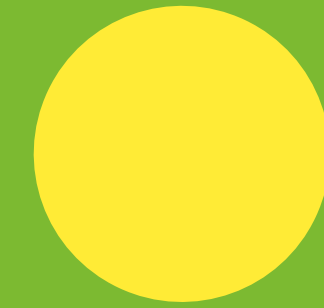
‘I love a mess of a place, chaos and all. I simply reject exploitation, inequality and discrimination. And I have a special dislike for jerks. They always get my fists twitchy.’

notes for book 4/1, building

prelude

# dot.principles

- dot. is independent
- dot. is international
- dot. acknowledges past injustices
- dot. shares ideas, opportunities and innovations
- dot. balances teams, prices and profits
- dot. ensures equality
- dot. bases decisions on research
- dot.innovations are sustainable by design
- dot. empowers the individual
- dot. has zero tolerance towards superiority complexes, discrimination, sexism, racism and the like
- dot. integrates conversations about sexuality
- dot. has zero tolerance towards exploitation
- dot. offers local, regional and international job shaking opportunities
- dot. aims at eco-proof practices in all areas
- dot. protects customer privacy by design
- dot.business dealings are transparent



**What does it take?**

dot. is a simple idea, an idea that is about respect for every individual and the planet we all call our home.

Imagine we build the world instead of sucking it dry.  
Imagine we work with people from around the world instead of exploiting them.  
Imagine people created together instead of competing, instead of trying to be better.

It's simple to build dot.

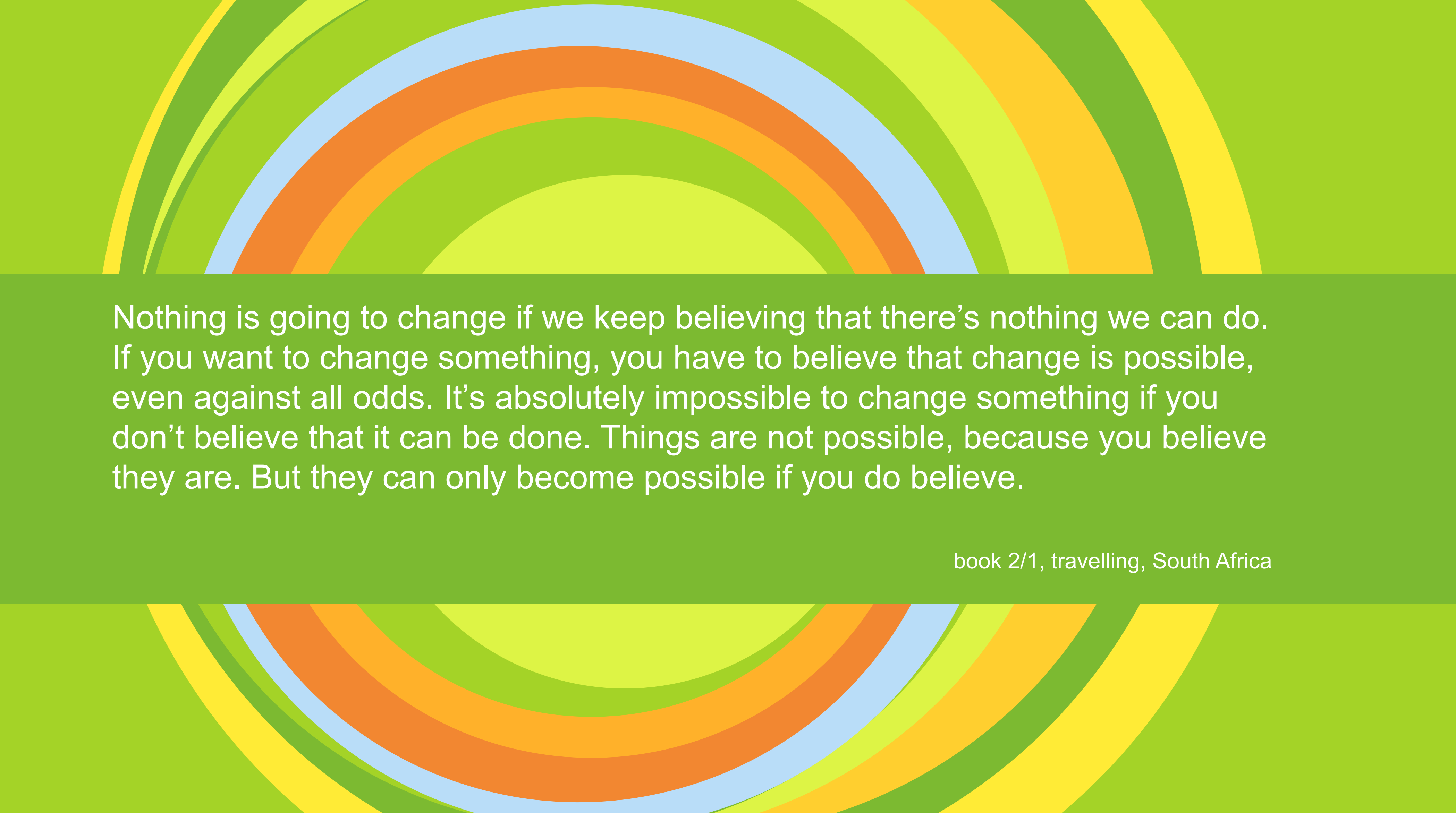
It only needs creatives, craftspeople, farmers, researchers, paperwork wizards, programmers, builders, engineers and communities who are tired of exploiting their fellow humans and the planet.

In order to avoid investors, the initial budget for dot. can be generated by selling vouchers for the dot.online shop.

Selling 21 million vouchers for 48 euro each would provide an initial budget of about a billion euro.

With that, a first network of dot.workshops, dot.suppliers and dot.stations can be set up around the world. And the initial dot.international team can build the dot.framework and the dot.website.

For more see the dot.website: The future of dot. on the dot.website.



Nothing is going to change if we keep believing that there's nothing we can do. If you want to change something, you have to believe that change is possible, even against all odds. It's absolutely impossible to change something if you don't believe that it can be done. Things are not possible, because you believe they are. But they can only become possible if you do believe.

book 2/1, travelling, South Africa

# The dot.model as blueprint for other businesses

The dot.model can serve as a blueprint for other businesses, some of which are briefly introduced on the following pages.

In some cases only a few tweaks are required to make the dot.model work, in other cases adapting the ideas is more complex.

The main approach:

**create locally — sell globally — produce locally**

is used in most cases.

# shoe port

shoe port, a potential company for footwear, could easily adapt the dot.model, in fact, it would basically work the same way:

A shoe designer in town X creates a pair of shoes. shoe port international offers the pair on the shoe port website. A customer in town C orders the pair. And the shoe port workshop in town C adjusts the shoes to the customer's needs and produces them.

shoe port has something very down to earth. It's about the function of our feet, and their interaction with the body as a whole, about the craft of shoemaking, about shoes and socks for all occasions, about leather and other materials for shoes, about recycling, repairing, and about foot health & care.

# soap opera

While dot. has a strong focus on empowering designers, soap opera, a potential international company for skin care and cosmetics, focuses on empowering the customer by building an international network and an international knowledge base which allows the soap opera workshops to offer its customers individualised products.

In short: as a customer of soap opera you will no longer have to guess what your skin might need, you will get the products best suited for your body.

**We don't produce to sell,  
we produce to provide the  
customers with what they need.**

note for book 3, shaping



# pepper books publishing

By using the dot.model, pepper books publishing can help to unearth creative potentials from around the world, giving authors the chance to offer their work globally, giving customers the opportunity to search for voices from around the world, and giving local craftspeople a chance to have their own businesses.

On top of that, the bespoke books network is an intriguing idea. For more see the book stations tour and the easy town projects website [www.book-stations.org](http://www.book-stations.org) which include a section on pepper books publishing.

# hidden doors

Hidden doors will have a network of furniture designers who offer their creations on a central website and whose creations will be produced locally in hidden doors workshops.

In order to make this business feasible, it will probably be best to find a balance between products that can be produced easily in larger numbers, and rare creations which need a lot of time.

Sometimes, I am a romantic. And when it comes to furniture, I like a little mystery — a hidden door.

## toys around the world



I wrote a letter to Lego, because Lego gets a mention in book 1, beginning, on the wearisome subject of plastic.

‘What is our progress on plastic usage, Dana?’  
‘The no-plastic approach isn’t easy,’ Dana said. ‘The other day, a friend asked me whether her kids would be allowed to play with Lego in our town. Lego! What was I supposed to say? No, we forbid Lego? It sounds so weird.’

book 1, beginning

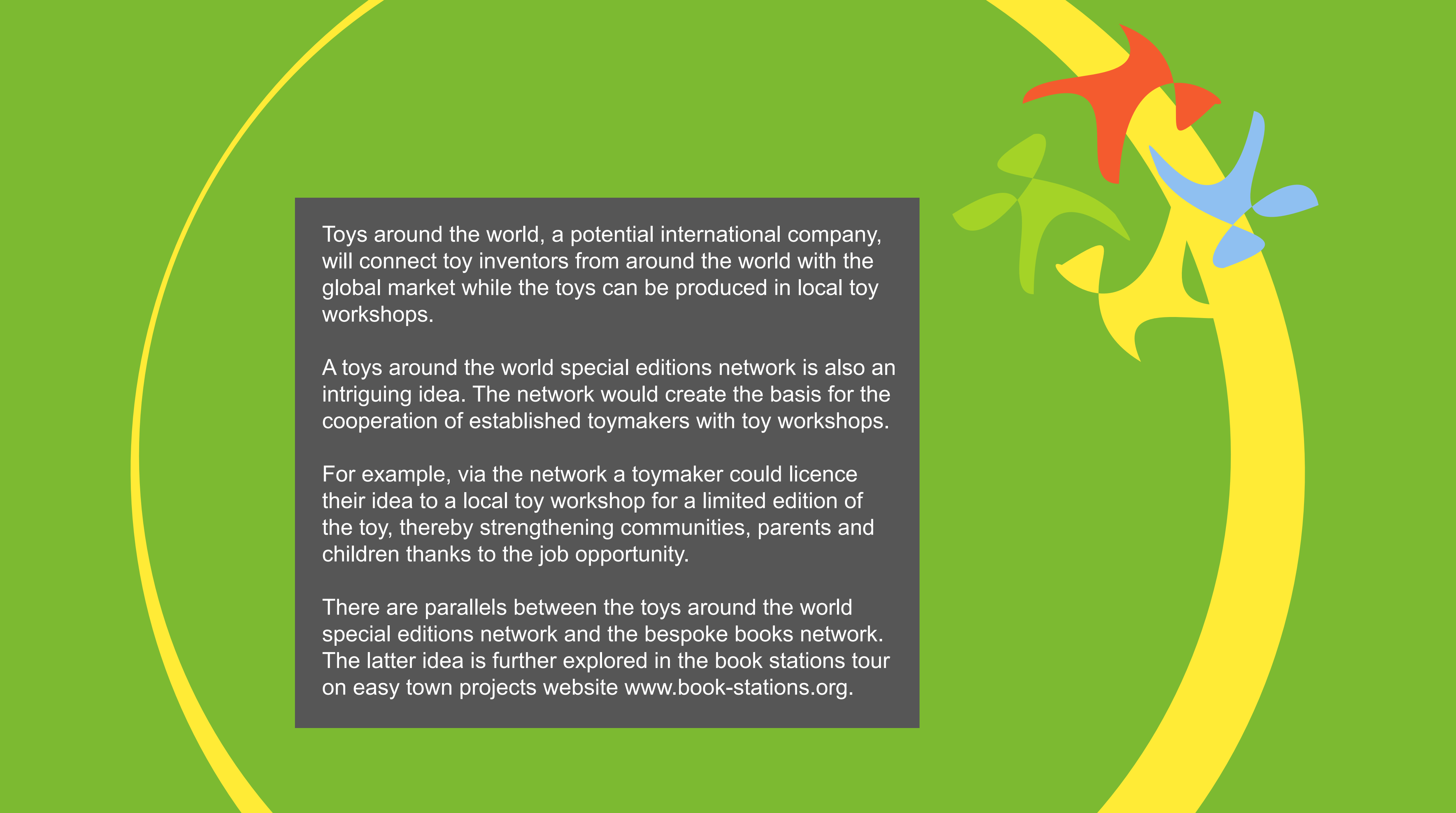
And then I thought, what if Lego, of all companies, would do a rethink on their business practices — and on plastic? And use the dot.business model as a blueprint for their own business?

Well, one of the basic ideas for dot. is that you trade in ideas rather than in finished products. And that should be easy for any toymaker.



*When toys found the way on to the list, the flow was briefly interrupted by Lucy who pointed out that many toys were protected by copyrights. Fi suggested that it should be possible to licence an idea so that the toys could be produced locally.*

book 1, beginning, week 3

The background features a vibrant green field with a thick yellow arc curving from the top left towards the bottom right. On the right side, there are several abstract, colorful shapes: a red star-like form at the top, a light blue shape below it, and a yellow shape further down, all appearing to be part of a stylized globe or map.

Toys around the world, a potential international company, will connect toy inventors from around the world with the global market while the toys can be produced in local toy workshops.

A toys around the world special editions network is also an intriguing idea. The network would create the basis for the cooperation of established toymakers with toy workshops.

For example, via the network a toymaker could licence their idea to a local toy workshop for a limited edition of the toy, thereby strengthening communities, parents and children thanks to the job opportunity.

There are parallels between the toys around the world special editions network and the bespoke books network. The latter idea is further explored in the book stations tour on easy town projects website [www.book-stations.org](http://www.book-stations.org).

*And I know, all branding people will already be screaming and yelling and bobbing up and down. But you know what, if your idea is strong, it will hold no matter what.*

*And here is another thought for present players. You have a choice: you can stick with the old concepts, or you can rethink your business practices and watch how your U-turn will change the world.*

*There is no need to dominate the markets. There is no need to work for profit. What everyone needs is to get the numbers right, to be open minded, adventurous, playful and to build.*

*dot.book*

*Domination is always a form of destruction.*

*book 5, hiding & breaking*



# breathe

breathe, a potential international pharma company


If you expect me to start ranting and raving about the pharma industry, let me assure you: that is very tempting. But I fought the temptation and decided to focus on what can be done differently, instead of attacking what is.

I once heard the story of a doctor who said: 'Learn how to breathe, and you will get better.'

I don't know whether breathing is that powerful, but learning how to breathe, and thereby helping the body to heal, seems a more sound approach than blindly stuffing ourselves with pills. The latter makes the pharma industry incredibly rich, but does it make us healthier?

Therefore, breathe, the pharma company, will not only provide the medicine that is actually needed, but it will also pay particular attention to how people can avoid taking medicine.

And like dot., breathe will share knowledge and innovations with all breathe stations around the world, making healthcare accessible, and strengthening communities by sharing the profits.



Our modern lifestyles are pretty damaging to our bodies, minds and souls. And that provides the pharma industry with plenty more opportunities to invent new drugs. But really, we don't have to damage ourselves only so other people can get ridiculously rich. If we want to be healthy, then we have to figure out what's good for us.

book 2/1, travelling, San Francisco



## A note on food

It would be possible to use the dot.model for the food sector, and that would be a lot of fun. But with regard to food, I presently focus on local ideas, some of which will be introduced in book 4/1, building, and probably on the easy town ideas website: [www.easy-town.vision](http://www.easy-town.vision)

The same goes for two wheels, a company for everything on wheels, except cars. In both cases, foods and two wheels, an international umbrella company might provide a support system and could coordinate the exchange of innovations and research, but the food-wheels model, for example, should work well without a connection to the global market.

## A note on business practices

It's interesting to take a moment and consider what our present business practices have led to. The focus on profit encourages overproduction, production of useless and unfitting products, monocultures, waste mountains, silly jobs, exploitation, stress, sexism, racism, useless competition, strange management cultures and cults (to say nothing about suits), questionable trends, manipulation and other destructive practices.

But once we do a rethink, we can still earn money, but our work and products will actually be useful, needed, and these products and services will do the jobs they are supposed to do.

Plus, I guess, people will be able to respect themselves, their jobs and the people they work with and for more/again/at all.

# Notes

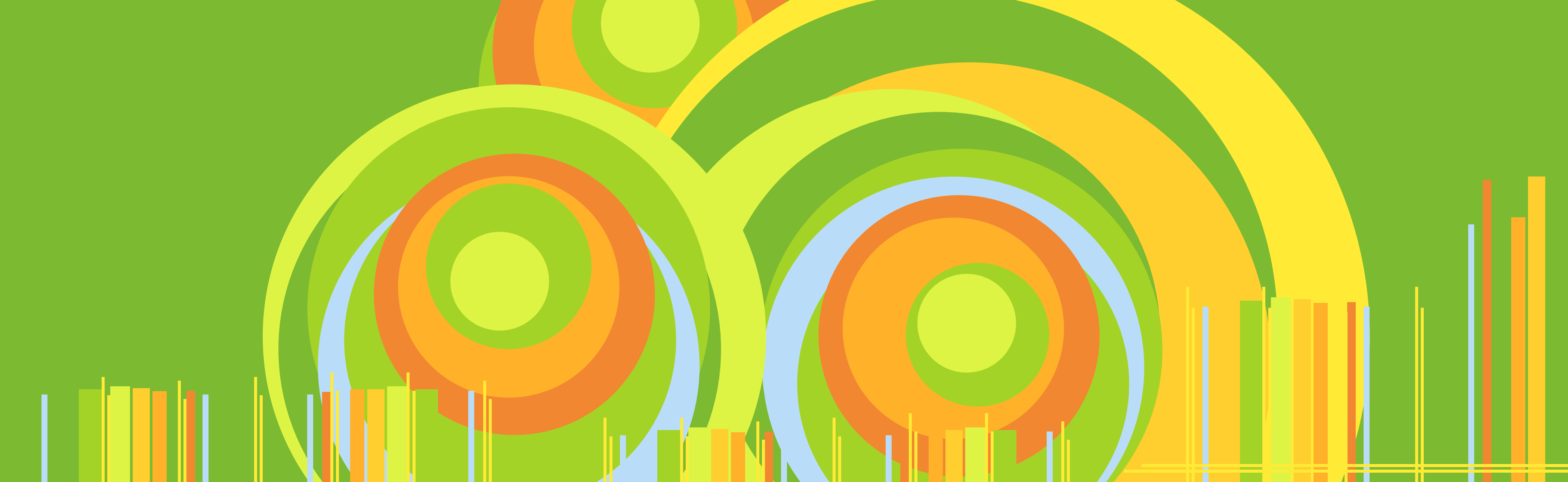
## A note on national advantage

No easy town project favours any single country. All projects are about making life work for humans and nature alike everywhere. And since all things on this planet are connected in one way or another, and the greatest possible benefit comes from cooperation, that's the road easy town projects take.

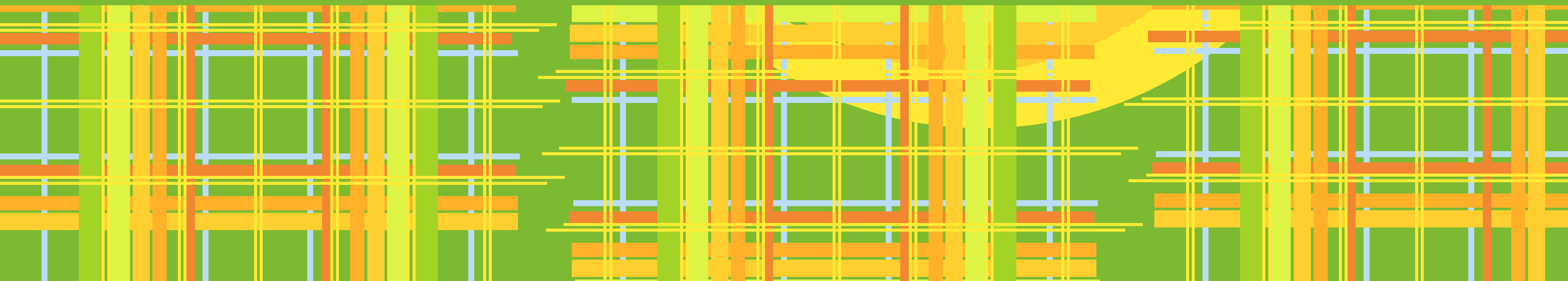
In other words: all easy town projects are international, independent and work for the planet.

## More details & examples

More details and examples for the introduced businesses are published in the dot.book, which also includes additional business ideas.



**dig deeper**





CHARLIE ALICE RAYA

easy town books

dot.

A business model for a fashion company


The dot.book offers a deeper insight into the ideas around rethinking business practices and into dot.international.

**Part I starts** with the two main dialogues about dot. from book 1, beginning, and from book 2, travelling, by Charlie Alice Raya, where the dot.ideas were first developed.

**The dialogues are followed** by a closer look at potential dot.perspectives, dot.principles, dot.aims, dot.'s core elements, and the teams of dot.international.

**Part III** takes a look at other businesses which could use the dot.model as a blueprint, and adapt it to their specific workflows. A highlight are the suggestions for a plastic-free future of Lego.

Occasionally stories are used to illustrate ideas, and another highlight is Mia's story, a writer in Águilas, Spain; a story which is as much about publishing as it is about the consequences of tourism.



**Part IV** contains dialogues and scenes from book 1, beginning, and book 2, travelling, with a focus on business practises in general. Subjects like business size, business diversity, or the role of work are introduced, and two business practice ideas are discussed in more detail: job shaking and price per task.

**In Part V** there is a brief comment on the future of dot., after which the question What does it take to build dot.? is explored.

**Cheers to all the bastards** is the cherry on the cake, a short scene from the Australia chapter of book 2, travelling — for a defiant smile.

**Part VII** is a collection of scenes & dialogues from book 2, travelling, most of which centre around Hachiro, the head designer of the fictional dot. In these scenes some of Hachiro's approaches, designs and thoughts on fashion are introduced.

You can buy the e-books on [www.dot-international.net](http://www.dot-international.net)

CHARLIE ALICE RAYA  
easy town books



# dot.story



# dot.story

Edinburgh, Tunis and the world  
A story illustrating the ideas for dot.

by Charlie Alice Raya

Rethinking business practices was the starting point for dot. The dot.story illustrates that an approach which empowers creators and craftspeople as well as communities is possible, sustainable, and luckily, also fun.

The story starts with Leathan, a young designer in Edinburgh, who begins to work with dot. at a time when the local dot.station is in trouble. Together with Calli, a local dot.designer who takes him under her wings, they come up with an idea for the Edinburgh festivals in August. An idea that gets everyone talking — and laughing, and that might turn the dot.station's fate.

That is the beginning of the dot.story.



As the story proceeds other locations and characters take centre stage, and each of them illustrates aspects of the workflows and dynamics within dot., and in the process the story spans the net across the world, brings creatives and craftspeople from around the globe together, and interweaves the individual stories.

The main locations of the story are: Edinburgh, Scotland; Tunis, Tunisia; Montevideo, Uruguay; Buenos Aires, Argentina; Ghent, Belgium; Panama, Panama; Nairobi, Kenya; Wellington, Aotearoa New Zealand; New Orleans, US; and Colombo, Sri Lanka.

And the characters — well, they are from all corners of the world, connecting the dot.story to over a hundred countries, regions and locations.

The dot.story in numbers: 29 stories from 14 locations intertwined with each other and connecting to over a 100 countries, regions and locations. Also included are over 70 fashion ideas, nearly 30 ideas for new fashion collections, over 25 ideas for innovations and nearly 15 additional ideas for dot.stations.

‘You see, our young friend here is full of ideas. He’s like an ideas fountain really. And after some dancing in the waters, it was clear that we needed to pick a few ideas and leave the rest for later. And then there’s the trouble at the dot.station. You’ve heard?’

‘Not enough orders.’

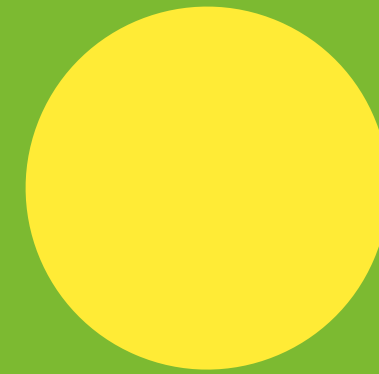
‘Right. So when Lakeshia from dot.international wrote that it would be great if we could focus on the ideas for the festivals, because that might give the dot.station the spark it needs, we narrowed down the field of ideas.’

dot.story

This was

**dot.**

An introduction



# Links

## dot.specials

[dot.workflows example](#)  
[dot. and the Hub](#)  
[dot.simulations and dot.profits](#)  
[dot.spaces extended](#)  
[What's with the dot in dot.?](#)  
[dot. in the easy town story](#)

## towns specials

[town ideas & dot.](#)  
[Skin Town & dot.](#)  
[Ice Cream Springs & dot.](#)

### **upcoming**

Sportsham & Bears Cross  
Three Towns  
Plumburgh  
Arts towns  
[dot.city & Shoe Port](#)

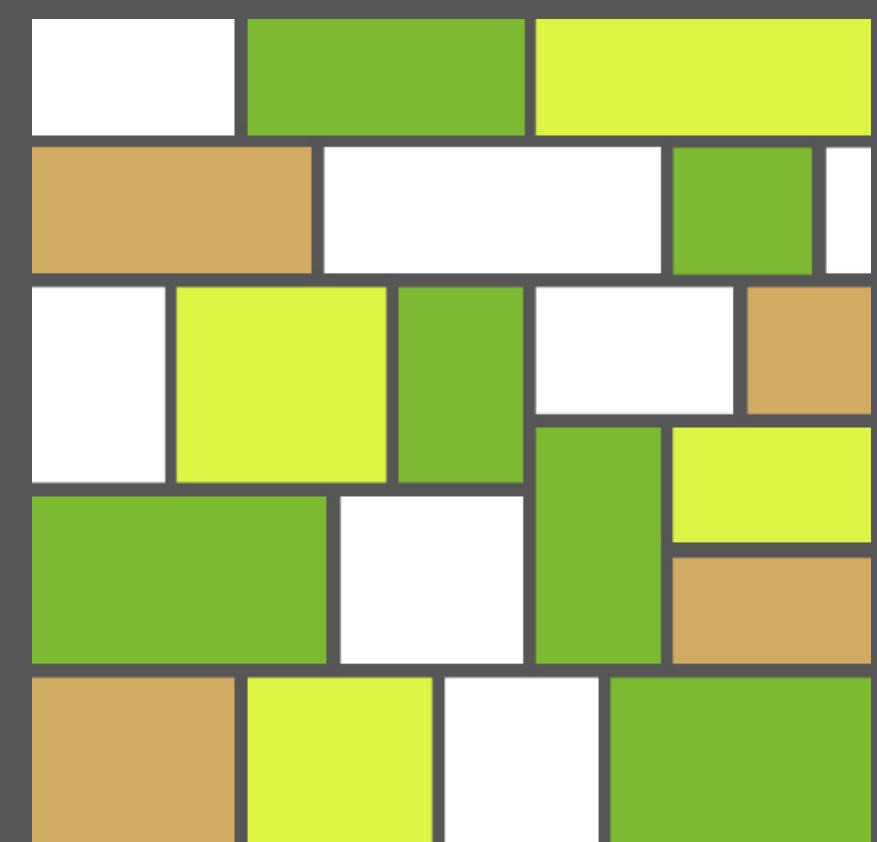
# easy town projects



[book stations](#)



[The Hub](#)



[towns and cities international](#)

# easy town books

**dot.tour, an introduction**  
including quotes from the easy town books

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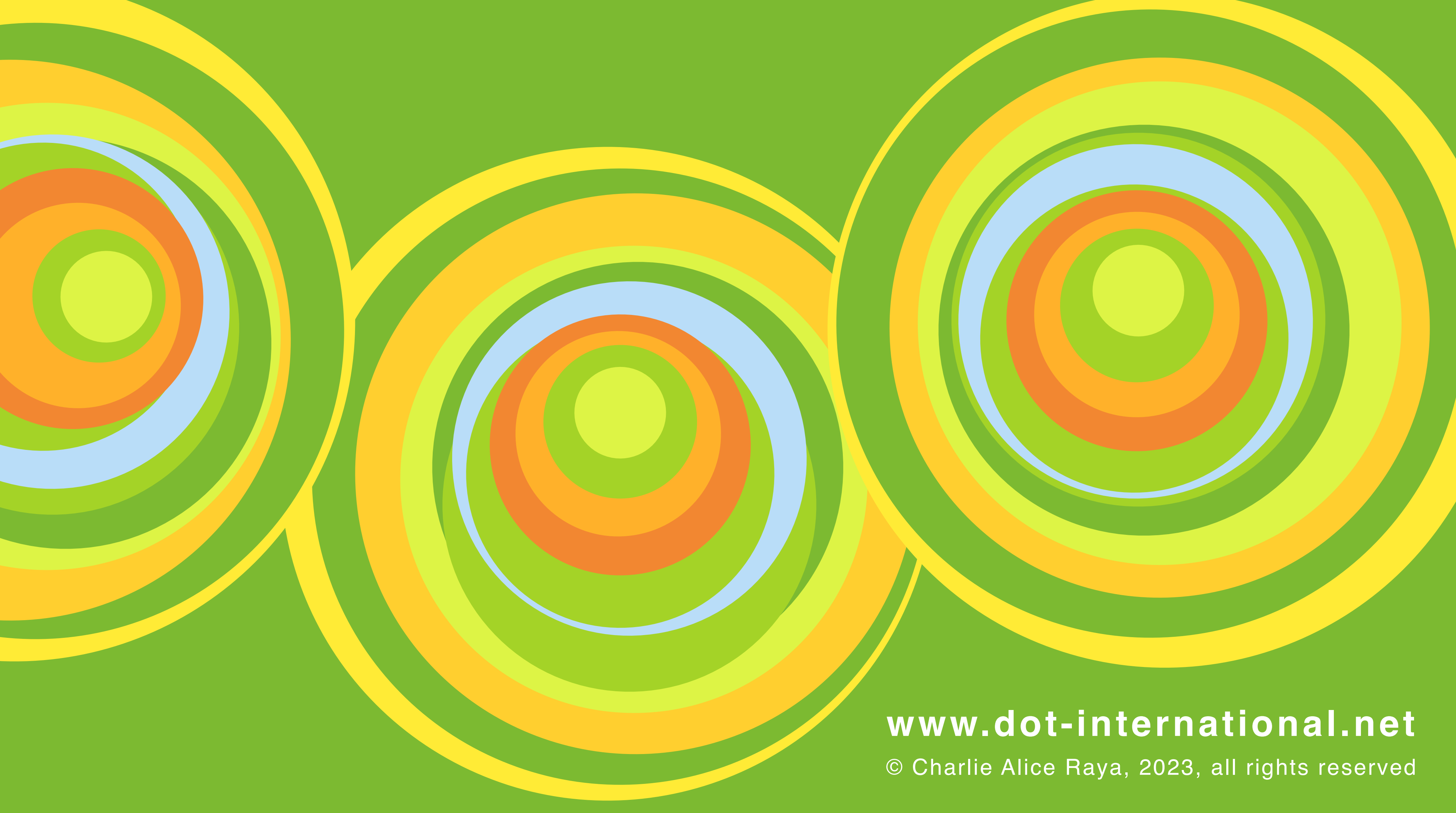
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**This is partly a work of fiction.** Names, characters, places and incidents are the products of the author's imagination or are used fictitiously and are not to be construed as real or factual.

[contact@dot-international.net](mailto:contact@dot-international.net)

Last updated: 29 March 2023



[www.dot-international.net](http://www.dot-international.net)

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