

reproduced practice, as long as they are of a purposive nature from the point of view of organizational activity. A category conditioning the institutionalization of spontaneous changes is shared understanding of practice.

Companies in the clothing and textile industry operate on the basis of cycles and routines. The institutionalization of spontaneous actions within day-to-day practice is unplanned, and yet purposive. Spontaneity may serve as a foundation for company development, especially if the brand is young and oriented towards trend setting. Purposive characteristics of spontaneous actions are demarcated by brand identity and a shared understanding of the practice that is recreated in daily routines. Spontaneous actions may also play a major role in the process of renewal of a mature enterprise. A newly formed practice may then become a market-relevant category of enterprise differentiation. Factors initiating change of practice are based on planned as well as spontaneous actions.



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