



## PRESS RELEASE

### Eco Fashion is the New Trend

### CREATE BERLIN and the Copenhagen Creative Forum Bring Together Designers from Denmark and Berlin

**Berlin, May 4, 2009** As an increasing number of consumers become interested in clothing and accessories made from organic textiles in a sustainable and socially conscious manner, eco-friendly – or “green” – fashion is capturing the hearts of more and more people around the world. In Berlin, a growing number of fashion labels are focused exclusively on producing green fashion. CREATE BERLIN and the Copenhagen Creative Forum have seized upon this trend and taken the opportunity to launch a project entitled “next generation bright green fashion.” As Ares Kalandides, a member of the CREATE BERLIN board and managing director of InPolis GmbH, notes: “We’re using this project to bring eco-friendly fashion designers from Berlin and Denmark together to exchange experiences. Some of the participating labels already produce green fashion, while others are just starting to become interested in the topic and are eager to learn more about the know-how involved.” According to Kalandides, “fashion – and sustainable fashion, in particular – is a global topic. That’s what has prompted us to initiate this international get-together and to create a platform for designers to exchange experiences and discuss strategies and marketing with business experts and representatives drawn from various institutions. Our next meeting is scheduled to take place in Copenhagen and lead into a joint fashion show in August during the Copenhagen Design Week.”

“next generation bright green fashion” will get underway on May 4 at Berlin’s Esmod International School of Fashion. Danish and Berlin designers – both newcomers and more established labels – will convene to exchange ideas and experiences in workshops and roundtable discussions. Among the Berlin-based labels taking part are Ester Perbandt, Magdalena Schaffrin, Tarané Hooek, von Wedel & Tiedeken and Julia Knüpfer. As Silvia Kadolsky, co-founder of the Fashion Patrons agency and director of Esmod, argues: “Ecologically produced clothing is more than just a trend. As the fashion-buying public becomes increasingly conscious of the conditions under which clothing is produced and how textiles are processed, green fashion will inevitably establish itself more firmly in the fashion business. Lifestyle plays a key role as well, as more and more people who pay attention to what they eat and who conduct their daily lives in a socially conscious and environmentally friendly manner want their fashion to reflect this green approach. The key word here is quality. In the future, in order to be considered high-quality, the origin and sustainability of a piece of clothing and/or accessories will have to meet high ecological and ethical standards.”

Among the participating labels from Denmark are Trine Wackerhausen-Christensen, Jean-Philip Dyremose, Vibe Harslof, Prisca Vilsbol and Barbara í Gongini. Wickie Meyer, design manager of the Copenhagen Design Week, explains the situation as follows: "Seeing as Denmark is hosting the UN's 'COP 15' Climate Conference in December 2009 and the Danish government has declared 2009 to be an official 'Climate Year,' the Danish fashion industry is also taking the opportunity to reflect upon its environmental footprint throughout the entire value chain. The fashion industry has emerged as one of the most important and vital industries in Denmark, which only emphasizes the urgent need for a more sustainable approach to future fashion products and production."

### **About the Project**

"next generation bright green fashion" is a project organized by the City of Copenhagen's Copenhagen Creative Forum and CREATE BERLIN. It is the debut event of the the BerlINordik Road Show, which will showcase design from Berlin in various Nordic capital cities in the coming years. The highlight of this year's event will take place in August at the Copenhagen Design Week, when Klaus Wowereit, the Governing Mayor of Berlin, and Ritt Bjerregaard, the Mayor of Copenhagen, will present the designers' joint fashion show.

### **BerlINordik**

BerlINordik is a project organized by CREATE BERLIN that is designed to support a creative exchange between representatives from Berlin and the Nordic capitals. Designers, companies and business experts will come together to discuss issues, exchange ideas and further strengthen already existing networks. BerlINordik will function as a type of "road show" in which the creative and innovative potential of the participating cities will be showcased in workshops, fashion shows and presentations. The focus of the road show – which will get underway in 2009 and make stops in Copenhagen, Helsinki, Stockholm, Oslo and Berlin – will be on sustainable products and production as well as on corporate social responsibility. "next generation bright green fashion," which is a joint project with the Copenhagen Creative Forum, will mark the first stop on the road show.

Among the supporters of BerlINORDIK are the City of Copenhagen, the German Foreign Office, the German embassies in the Nordic capitals, the Mayor of Berlin, Klaus Wowereit, the Berlin Senate Chancellery and the Nordic embassies in Berlin. The project was initiated and will be carried out by Fashion Patrons GmbH and Inpolis UCE GmbH, both of which are members of CREATE BERLIN. Major project partners include the "be Berlin" capital city marketing campaign, Berlin Tourism Marketing GmbH, Bombardier Transportation GmbH, Hess Naturtextilien GmbH, AirBerlin and Dr. Hauschka Kosmetik.

### **Photos and information on the designers:**

To download photos and read biographies of the designers, please visit [http://www.inpolis.de/inprojectis\\_de.html](http://www.inpolis.de/inprojectis_de.html)

## **About CREATE BERLIN**

*CREATE BERLIN is the leading network for designers in Berlin. It curates and organizes exhibitions, showrooms and theme-oriented input sessions. It's also the first stop for creative professionals with new ideas and project proposals. CREATE BERLIN helps to promote its members at events both at home and abroad, while board members work together with individual members to enhance Berlin's role as a leading location for the creative industries and to further establish the city's status as a UNESCO City of Design. For more information, please visit [www.create-berlin.de](http://www.create-berlin.de)*

## **The City of Copenhagen and the Creative Forum for the Creative Industries**

*The overall purpose of the establishment of the Creative Forum is to generate dialogue between the City of Copenhagen and the creative industries. The City of Copenhagen uses the Creative Forum as an open environment for discussing new ideas and suggestions in the field of the creative industries. All members of the Forum are appointed by the Lord Mayor, Ms. Ritt Bjerregaard, who notes: "It is important for a metropolis like Copenhagen to support creativity in order to secure a lively and dynamic city. In this context, the Creative Forum plays a key role as the setting for discussions on how to create the best framework conditions for the creative industries."*

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