



The sustainable side of fashion

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*Green Fashion Week* comes back with its sustainable catwalks on the occasion of its 8th Edition, with an unedited high-altitude show: the iconic Sasso San Gottardo Museum, inside its own tunnels, will host shootings and runways, everything surrounded by the natural beauties of the Swiss Alps.

Between the heart of the Earth and the snowy summits of the mountains.

### **Green Fashion Week**

*Green Fashion Week* is an international initiative which conjugate moments of reflection about the broad topics of sustainability with moments of impacting communication and presentation of innovative fashion collections to the public.

After the success of the previous editions in Dubai, Rome, Los Angeles, Las Vegas, Abu-Dhabi and Milan, *Green Fashion Week* lands in Switzerland.

From the 1st to the 3rd of October, Sasso San Gottardo Museum will hold the *Green Fashion Week 8th Edition* organized by *GD Major* and the non-profit *FSA*, with the patronage of *The Italian Ministry for the Environment Land and Sea* and the collaboration of *United Nations Framework Convention on Climate Changes (UNFCCC)*. The aim of this action is to raise awareness amongst the public opinion about sustainability and to lead fashion industry on its way to satisfy the many goals of 2030 Agenda, official document for the sustainable development signed by the 193 countries forming part of ONU.

*Green Fashion Week* designer collections are strictly evaluated by The Sustainable Committee of *Green Fashion Week*, to make sure that they respect the largest number of 2030 Agenda Goals.

*Green Fashion Week* alternates public and media events, from the roman Fori Imperiali with thousand of viewers, to the Death Valley desert, one of the hottest place in the world.

This Swiss edition will be a media-kind one, open to the public. Based on a original concept, *GD Major Entertainment* is producing a series of documentaries focused on the *Green Fashion Week* event, and it will broadcast via media and through its press office many images and videos of the high-altitude fashion shows, to make opinion public aware.

Sustainable and international brand will bring their collections on the runways, like *Kriè*, by the genius of the charismatic Kristina Burja, *Prophetik*, with the romantic gowns of Jeff Garner, *EastGate*, brand committed to new eco-technologies and *Safe*, with its conscious line between urban and beach lifestyle.

Photography professionals as Raffaele Passoni and Vittorio La Fata will give a fundamental contribute to the show, combining models, dresses and location in little works of art.

Plus, *GD Major Entertainment* troupe will put on a real cinematographic set to document the event.

Daniela Christiansson, Swiss author of *Green Model Me* blog, will be the ambassadress of *Green Fashion Week 8th Edition*.