

GREEN

FASHION

WEEK



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Madine Konate and Lianette in Victoria Ladefoged. Venue: Colosseo.



Ginevra Bertolani wears a Krié dress of the designer Kristina Burja. Venue: Foro di Augusto.

SCHEDULE OF THE EVENT

6th November 2017

Camera di Commercio di Roma, Sala Tempio di Adriano, Piazza di Pietra

OPENING SESSION | Panel on "Sustainability: challenges and opportunities in the fashion industry" | 10:00/12:45

NETWORKING LUNCH & VIVA CERTIFIED WINE TASTING | 12:45/13:45

LAUNCHING CONFERENCE | Green Fashion Week | 13:45/15:00

FASHION SHOWS | Green Fashion Week | 15:00/16:00

WORLD PREMIÈRE OF "GREEN FASHION WEEK STORY MOVIE" | 17:30 | *at Mercati di Traiano, Museo dei Fori Imperiali*

7th November 2017

The Westin Excelsior Rome - Via Vittorio Veneto, 125

FASHION SHOW | 16:00

8th November 2017

Foro di Augusto - Piazza del Grillo, 1

FASHION SHOW | 15:00

9th November 2017

STREET FASHION SHOWS | 10:00

Follow GFW through the historical roman monuments

GFW SIXTH EDITION ROME

6th-9th November 2017

Sustainable Fashion

It was 1990 and The New York Times published the article “The Green Movement in the Fashion World” and in the same period a special edition was dedicated by Vogue to sustainable fashion.

Over 30 years have passed.

Today, fashion tries to be more ethical and sustainable, using production methods that reduce CO2 emissions, paying more attention to the environment and working conditions of employees at all stages of the production chain.

On 25th September 2015, the 193-Member United Nations General Assembly formally adopted the 2030 Agenda for Sustainable Development, which is composed of 17 Sustainable Development Goals (SDGs), not only in terms of the environment, but also in terms of the economy and social development, and thus promoting sustainable economic growth that is conducive to full and productive employment and decent work for all.



Orushka fashion show. Venue: Foro di Augusto.



The designer Bav Tailor with Daniela Christiansson during the fashion show. Venue: Ludovisi Room, Westin Excelsior.

Green Fashion Week

Green Fashion Week is a non-profit international initiative, that aims to promote the development of sustainable fashion, by giving designers the opportunity to showcase their collections. After the success of the previous editions in Los Angeles and Las Vegas, Milan, Abu-Dhabi and Dubai, Green Fashion Week will be held in Rome, to emphasise the Italian spirit and its presence in the international fashion scene.

From 6th to 9th November, Rome will host the sixth edition of Green Fashion Week, organized by GD Major and FSA, a non-profit organization, and patronized by the Minister of the Environment, Land and Sea in collaboration with the UN initiative UNFCCC to fight climate change.

Green Fashion Week aims to raise public awareness on the issues of sustainability and promote the path that the fashion industry has to follow to meet the goals signed by 193 ONU member states with the 2030 agenda for sustainable development.

Green Fashion Week Launching Conference

On 6th November 2017, the Tempio di Adriano will be holding a round table on sustainable and responsible fashion and on innovation in the clothing and textile sector: a meeting promoted by the Minister of the Environment, Land and Sea to discuss sustainable fashion: a complex, fast-growing and highly topical sector. Sustainability means all those practices that intend to design, produce, distribute and dispose of fashion products, focusing on the impact on man, society and environment.

Sustainability in fashion is not a “fashionable” topic, but a radical and profound change in the economic model in one of the biggest global industries. A change that involves the chemical and the textile industries, the world of information technology, and logistics, the accessory industry, the distribution,

the service sector and many more. In this scenario, the Italian textile sector is able to demonstrate that it is possible to reduce the environmental impact of the productions without giving up on quality and thus achieving luxurious and qualitative products.

The meeting will address the sustainability issue, intended from an environmental but also from a human point of view: how can anyone live, work and produce reducing the impact upon the Planet and the society? How can sustainability become the strength of a business, whether or not it is about fashion? These and other questions will be at the heart of the debate, that will be holding also company representatives that today are trying to make a difference.

The textile production lies among the production activities that contributes the most to the consumption of natural resources, producing carbon, social and water footprints, that are very relevant in the Italian manufacturing industry.

Green Fashion Week - Roma 2017 intends to increase awareness among consumers that could lead to more responsible choices and to a better behaviour towards the environment. Fashion has the extraordinary power to define trends and change lifestyles: people want to move towards sustainability. Not only is sustainability possible, but also necessary.

Green Fashion Week: a week of sustainable fashion shows

From 6th November and during all following days, fashion shows of sustainable Italian and international brands will go on stage. The Initiative involves designers and International Companies that want to promote the concept of sustainability through their collections and products, made with sustainable materials and production processes sustainable from an environmental and social point of view.

The ancient ruins and the more iconic monuments of Rome will surround



Flavia La Rocca fashion show. Venue: Ludovisi Room, Westin Excelsior.



Designer Jana Keller of the brand Royal Blush with GFW models. Venue: Tempio di Adriano.

- fashion shows, videos and shootings of the exclusive sustainable collections
- realized by Italian and International designers.
- On 6th November, after the roundtable promoted by the Minister of the Environment, Land and Sea, Tempio di Adriano will be holding fashion shows of the New Yorker Kromagnon, the Swiss Royal Blush, the Costa Rican Nomadic Collector, the Danish Victoria Ladefoged and the Greek brand Exallo.
- On 7th November, the historical Hotel of Via Vittorio Veneto, The Westin Exelsior, will be holding the sustainable fashion shows of the following designers: Flavia La Rocca and Gentile Catone (IT), Bav Tailor (UK) and Nomadic Collector (CR), accompanied by the “Major Orchestra”, composed by the most talented musicians of the Conservatory of Milan. On 8th November, the first fashion show at Foro di Augusto will take place among the roman ruins.
- The undisputed protagonists of Fori Imperiali’s fashion show will be the Croatian brand Krié and the Polish Orushka.
- The initiative will end on 9th November, with a unique path that involves some of the most famous historical monuments of Rome: from Piazza di Spagna to the Colosseum, passing by Castel Sant’Angelo and Circo Massimo. The Danish brand Victoria Ladefoged will be at focus of this event for the whole day.
- GFW has also joined the Carbon Neutral Now program promoted by the UN Secretariat in the fight against Climate Change, ensuring the compensation of greenhouse gases generated by the realization of events, by funding reforestation projects.
- You cannot talk about luxury if you do not respect the environment. Green Fashion Week aims to mature a new luxury conception in the collective consciousness.

Press Release post-event

The sixth edition of Green Fashion Week took place from 6th to 10th November 2017 with luxurious sustainable fashion shows, shootings, videos and workshops, surrounded by the Ancient Roman ruins and the most iconic monuments of the Italian Capital.

For the first time, international designers showcased their sustainable collections in the magnificent Foro di Augusto. The Orchestra, composed by young international talents and led by the Director Luca Ragona, has touched the audience with the immortal music of the prelude of “La Traviata” by Verdi, “Intermezzo” from “Cavalleria rusticana” by Mascagni, Schubert and other prominent names of the history of music.

Over three thousands people from all over the world have taken part to this initiative: institutions, fashion schools, designers, international televisions and journalists of international newspapers and magazines. The 6th edition of Green Fashion Week pushed designers, fashion students and young creative to face up to sustainability, without giving up on style and elegance.

Program of the events

On 6th November 2017, by the Tempio di Adriano, was held a round table on sustainable and responsible fashion and on innovation in the clothing and textile sector: a meeting promoted by the Minister of the Environment, Land and Sea to discuss sustainable fashion: a complex, fast-growing and highly topical sector. Speakers included Giusy Bettoni, CEO and Founder of C.L.A.S.S., Giulio Bonazzi, President of Aquafil S.p.A./Confindustria Trento, François Zimeray, French Ambassador in Denmark, Carlo Medaglia, Head Technical Secretariat of the Minister of the Environment, Land and Sea, Alessandra Bailo Modesti, Green Economy Responsible at Fondazione Sviluppo Sostenibile, Marco Frey, President of Fondazione Global Compact Network Italia, Marco Capellini, CEO of Matrec, Marinella Loddo, Director of ICE Milano, Marco Ricchetti, Professor of Politecnico di Milano, Filippo Servalli, Marketing and Sustainability Director of Radici Group, Ettore



Veronica Faverezani, Madine Konate, Daniela Christiansson, Claudia Carpentier and Lianette ini Krié dresses. Venue: Foro di Augusto.



Designer Kristen Luong of KROMAGNON with Roger Garth, Green Fashion Week testimonial.

: Capri, Professor at Università Cattolica del Sacro Cuore and Director of the
 : Research Center OPERA, Ignacio Sojo Dellepiane, General Director of Allcot,
 : Maddalena Ciociola, Public Relations Manager at the Westin Excelsior Rome
 : and Andrea Ostini, General Director at Rome Eco Suites.

: From 6th to 9th November, luxurious fashion shows of international sustainable
 : brands have been organized in Rome.

: On 6th November, after the roundtable promoted by the Minister of the
 : Environment, Land and Sea, Tempio di Adriano has held fashion shows of the
 : New Yorker Kromagnon, the Swiss Royal Blush, the Costa Rican Nomadic
 : Collector, the Danish Victoria Ladefoged and the Greek brand Exallo.

: Moreover, the historical Museo di Traiano has hold the première of the
 : documentary “Green Fashion Story”, offered by GD Major Movie Production.

: On 7th November, the historical Hotel of Via Veneto, The Westin Excelsior,
 : has hold the sustainable fashion shows of the following designers: Flavia La
 : Rocca and Gentile Catone (IT), Bav Tailor (UK) and Nomadic Collector (CR),
 : accompanied by an orchestra composed by the most talented musicians
 : of the Conservatory of Milan. The Westin Excelsior has always accorded
 : particular importance to the environment, through special initiatives for its
 : guests and employees.

: On 8th November, the first fashion shows at Foro di Augusto took place
 : among the roman ruins.

: The undisputed protagonists of Fori Imperiali’s fashion show have been
 : the Croatian brand Krié and the Polish Orushka and all the spectators,
 : enthusiastic about the incredible and unique setting.

: The initiative ended on 9th November, with a unique path that has involved
 : some of the most famous historical monuments of Rome: from Piazza
 : di Spagna to the Colosseum, passing by Castel Sant’Angelo and Circo
 : Massimo. The Danish brand Victoria Ladefoged has been at focus of this
 : event for the whole day.

Agenda 2030

The collections are subject to a specific assessment by the Sustainability Committee of Green Fashion Week, to ensure that they comply with most of the goals of the 2030 Agenda.

An innovative way to speak about sustainability

Through an original concept, GD Major Entertainment has been producing a series of documentaries focusing on the Green Fashion Week events, romanticizing the classic documentary structure and combining the language of the documentary with other film genres such as science fiction, adventure and action movies, in order to attract the audience and bring it closer to the cause of sustainability with an innovative style.

Green Fashion Week's designers become real actors through real and fictitious interviews, specific cases and unreal situations, true fashion articles and fiction news.

Green Fashion Week launches a totally green search platform: www.bookingcasting.com

The sustainable fashion week will begin by launching a Conference on 6th November that will take place at Tempio di Adriano, where sustainable experts will start the debate.

During the Launching Conference, Guido Dolci, President of GFW, will announce the launch of an on-line sustainable platform: Bookingcasting.com.

Bookingcasting.com allows customers to find professional and geo-located models with a simple click, thereby reducing significantly modelling and scouting costs, CO2 emissions released to the atmosphere and the environmental impact in printing processes for the realisation of books and composites.

This venture's aim fits perfectly into the issues of the Agenda 2030, that with its 17 sustainable development goals (SDGs), aims to tackle the obstacles



Gentile Catone fashion show, featuring the Orchestra. Venue: Ludovisi Room, Westin Excelsior.



Daniela Christiansson in Orushka dress. Venue: Foro di Augusto.

to sustainable development, such as inequality, the unsustainable production and consumption systems, inadequate and lack of adequate work infrastructure.

Bookingcasting.com not only promotes the goal number 13 of the agenda 2030, promoting measures to fight climate change and its impacts, but also the goal number 8, promoting and upholding inclusive and sustainable economic growth as well as full and productive employment and decent work.

Agencies from around the world, after receiving authorisation, will upload, for free, their models on bookingcasting.com. The platform, exponentially increasing the visibility of the agency, also boosts the contacts with the clients and stimulates the economic growth of the company itself, allowing it to access the fashion sector, even when it is not in one of the biggest fashion capitals.

Bookingcasting.com therefore, fulfils also the goal number 10, reducing inequality within and among countries and number 17, strengthening the means of implementation and revitalizing the global partnership for sustainable development.

Bookingcasting.com mobilizes in this way additional financial resources for developing countries without applying any commission, percentage or duty that, to date, are applied by the model agencies of the biggest fashion capitals.

Bookingcasting.com reduces distances and promote an inclusive and sustainable economic growth, even in developing countries.

Technical Sponsors

The Technical Sponsors of this edition of Green Fashion Week – Rome 2017 are: BMW, The Westin Excelsior, Rome Eco Suites, Antonin B., Exallo, Kromagnon, Krié, Allcot and Naturale.

partners 2017 GFW

GD MAJOR ENTERTAINMENT

GD MAJOR

GD Major is the sole sponsor of GFW. This multiservice fashion company is present in 14 locations around the world such as New York, Milan, Miami, Munich and Amsterdam.

Some of GD Major youngest operators, have obtained the Company's Board of Directors approval to create the Entertainment Division: an incubator of luxury fashion, sustainability, movie and music productions.

The Green Fashion Week is a liaison of GD Major Entertainment in order to promote its initiatives conceived and created by its young operators.



ARISTON COMIC SELFIE

Ariston Comic Selfie has been a partner of Green Fashion Week since 2016. For its second edition in July 2017, Ariston Comic Selfie introduced the contest "my sustainable day", to promote the theme of sustainability. The winner of the contest has been rewarded by GFW on the stage of Ariston Theatre in Sanremo.



FASHION SERVICE ASSOCIATION

FSA - Fashion Service Association

Green Fashion Week is supported by the no-profit association FSA.



ROMA LAZIO FILM COMMISSION

The FILM COMMISSION FOUNDATION of ROME, the PROVINCES and LAZIO was founded on February 5, 2007, encompassing the Lazio Region, the Municipality of Rome, the Province of Rome, the Province of Frosinone, the Province of Rieti and the Province of Viterbo, to replace the previous Lazio organizations, the Rome Film Commission and the Lazio Film Commission.

The goal of the new organization, “to encourage national and foreign film and audiovisual producers to invest and produce in Rome and the region, to promote the image of Rome and Lazio in the region,... to publicize its natural and cultural heritage and to encourage increased competition throughout the area...” (Founding statement of the Rome and Lazio Film Commission).

The Foundation, into its headquarters at Studi Cinematografici Cinecittà - via Tuscolana 1055, continues to carry out activities aimed at promoting cinema, audiovisual media and coproductions, serving as a point of contact between the principal national and international companies and Lazio, the traditional land of great cinema.

• The foundation supports cinema and audiovisual productions by providing
• a platform for the development of International coproduction with the
• organization of coproduction meetings during the main film festivals
• (Cannes, Berlin, Rome, Hong Kong, Singapore, Mumbai). It offers support
• and guidance regarding the financial resources the Lazio regions can make
• available to the film and audiovisual industry.

• The Rome and Lazio Film Commission has partnered with Capital Regions for
• Cinema (CRC), a network of Film Commissions of European capital regions
• of Ile de France – Paris, Lazio – Rome, Berlin-Brandenburg, Comunidad de
• Madrid-Madrid, which, on October 2, 2007, obtained the European Patronage
• of Viviane Reding, commissioner of the European Society for Information and
• Media.

• The Rome and Lazio Film Commission assists national and International
• productions in finding qualified professionals. It arranges to provide supplies
• and services, offering productions the best hotels, services, transportation,
• catering, rentals, etc., and helps in the obtaining of filming permits throughout
• the region. It offers productions accurate location scouting dedicated to
• finding the most suitable and innovative locations.



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE

THE ITALIAN MINISTRY FOR THE ENVIRONMENT

Green Fashion Week is patronized by The Italian Ministry for the Environment, Land and Sea.

The Italian Ministry for the Environment Land and Sea was established in 1986. Within its scope of competency lie responsibilities related to: sustainable development, protection of territory, pollution and industrial risks, international protection of the environment, appraisal of environmental impact, nature conservation, waste and cleanup, and protection of seas and inland waters. The Italian Ministry for the Environment Land and Sea is strongly committed to promoting and supporting international partnership and cooperation towards global sustainable development.

The Italian Ministry for the Environment, Land and Sea (IMELS), together with the State Environmental Protection Administration of China (SEPA), the Ministry of Science and Technology (MOST) of China, Chinese Academy of Social Sciences (CASS) and both Beijing and Shanghai Municipal Governments has engaged since 2000 an intense cooperation program on environmental protection.

The Italian Ministry for the Environment and Territory is mainly in charge of governing and supervising the environmental problems. It provides economic and technical support for the developing countries promoting the sustainable development on environment.

The Ministry rules the following three environmental areas: energy, climate and air pollution. There are 6 departments in the Ministry such as Nature Protection Department, Living Quality Department, Environmental Research and Development Department, Environment Protection Department, Land Prevention Department and Interior Service Department. Each department has different administering areas according to the different environmental areas.

eco partners
GFW



ALLCOT

Green Fashion Week, organized by GD Major Entertainment, will hold its sixth edition from 6th to 9th November 2017 in Rome, in luxurious locations surrounded by spectacular roman remains, and it will be a CO2 neutral event thanks to ALLCOT Group.

For that, ALLCOT is going to calculate the carbon footprint generated including energy consumption, air conditioning and climate control, daily trips to the event of the staff, travels made by the staff and emissions produced by the assistants.

Then, these emissions will be offset. Offsetting CO2 emissions is based on the voluntary contribution of an amount of money proportional to the tonnes of CO2 emitted. This economic contribution is dedicated to projects in developing countries which capture or prevent the emission of a number of tonnes of CO2 equivalent to the amount emitted.

The project chosen is located in the state of Para, Brazil, The Brazilian Rosewood Amazon Conservation (RMDLT), which is home to one of the most diverse and abundant ecosystems on the planet. This project protects 177,899 hectares of high conservation value rainforest.

RMDLT supports the fragile ecosystem of the Amazonian Rainforest by preventing rampant deforestation and giving degraded forests an opportunity to regenerate. It will prevent net emissions of >20 million tCO2e over the project lifetime (40 years). It also supports 130 families who live and practice subsistence farming within the Project area and provides protected habitat for vulnerable animals including the Giant Anteater, Pearly Parakeet and Black-handed Tamarin.



UNITED NATIONS - UNFCCC

United Nations aims to develop sustainability and “green solutions” as the new engine of growth. Particularly, the UN Framework Convention on Climate Change (UNFCCC) works to promote resource efficiency and sustainable consumptions. GFW follows the UN’s guidelines for a Climate Neutral Event, which entails the measurement, reduction and offsetting of the carbon emissions generated during the whole event. The more we engage in this important initiative, the more we can help and be part of the global solution.

technical supporters
GFW
 SIXTH EDITION
ROME

THE WESTIN
 EXCELSIOR
 ROME

THE WESTIN EXCELSIOR ROME

The Westin Excelsior Rome is one of the technical sponsor of GFW of its sixth edition.

The GFW fashion show will take place inside the luxurious Ludovisi Room, where Italian and international designers will showcase their sustainable collections. The fashion show will continue in via Vittorio Veneto, under the gaze of curious tourists and Romans.



ROME ECO SUITE

Another technical sponsor is the sustainable Rome Eco Suite Hotel. The Hotel will kindly host part of the GFW staff.



NATURALE

NATURALE opened its first store on July 2015 and a new one is coming in the next weeks. It's a fast casual restaurant devoted to seasonal products served in a healthy and tasty way.

Naturale is our "Food & Beverage" technical sponsor that provides to the staff of Green Fashion Week natural food & beverage for the whole week.

BMW Roma

Succursale BMW Group Italia



BMW

BMW is a technical sponsor of GFW, by providing 9 hybrid/electrical cars. BMW Roma represents the Bavarian Company in the area of Rome. Its many locations guarantee a widespread presence on the territory and offer all the customers a high quality service. The outlets are in Via Salaria, Via Appia Nuova and Via Barberini, while for BMW Motorrad the outlets are located in via Prenestina and in via Anastasio II.



EXALLO

Exallo is a design startup that was founded in 2015, in Greece, in a workshop in Pieria, a few kilometers from the foothills of Olympus Mountain. It focuses on designing and manufacturing hand-crafted accessories, while supporting a sustainability-based production philosophy.

Wood is the main material of Exallo's creations. A selected series of stylish men's accessories are now available, such as wooden bow ties, wooden cufflinks and tie clips. Exallo keeps expanding the variety of their product lines with more unique items such as wooden phone cases, a part of Exallo's promise to deliver even more diverse, sustainable creations in the future.

With the use of environmentally-friendly energy sources, the choice of mainly recycled materials, as well as the emphasis on locality, Exallo proves that ecology and high aesthetics can not only coexist but also redefine the value of any natural material in a unique way.

KROMAGNON

KROMAGNON

KROMAGNON is a sustainable and eco-friendly high street label featuring both menswear and womenswear. KROMAGNON's mission is to prove that sustainable and eco-friendly clothing can be trendy, fashionable and amazing. KROMAGNON debuted on the runway at New York Fashion Week in February of 2016 and has subsequently shown at Seattle Eco Fashion Week in November 2016. They have also shown their collections at Vancouver Eco Fashion Week and Green Fashion Week 5th Edition in April 2017 and at Pitti Immagine Uomo in Florence in June 2017. They source earth friendly materials that are renewable, organic, natural and biodegradable. Most of the fabrics they use are hemp blends with other sustainable fibers such as tencel, peace silks, organic cotton, and recycled water bottles (PET). The yarns they use in their sweaters are natural yarn made from virgin wool that have not been dyed or treated with harsh chemicals. They work with global artisans for hand crafted fabrics and prints that use only natural or low impact dyes. Some of their prints are done with bleach in a color reductive process while others use natural dyes and pigments such as indigo, rubia, and copper to create luminous color effects. They prefer to use buttons and trims that are made of cotton, paper, corozo nut, wood, coconut, and other biodegradable materials. Their clothes are ethically and locally produced in New York City.

KROMAGNON has donated recycled hemp suits and organic cotton shirts to GFW staff.

KRIÉ

KRIÉ

Krie Design is well known Croatian fashion brand founded by Kristina Burja in 2008. Krie Design is well known for its unique design combining specific model cuts, handmade applications and details.

Brand philosophy is to make unique street smart pieces that can be worn throughout the year, using sustainably sourced materials easy to maintain.

Krie design clothes is made for individual styling preference – something shoppers all around the world want to gain. Its' flexible line of apparel is best for distinct needs, designs and individual preferences of different target groups. There are no age limits – equally desirable by teenagers, business woman and ladies that age with style.

The brand portfolio consists of different items – stylish t-shirts and tunics, trousers sweatshirts, dresses and skirts, jackets, coats, beach wear and accessory line. Premium line is marked by designer denim, leather pieces and signature gowns.

Krie Design is regularly features in Croatian fashion editorials and worn by numerous celebrities – singers, actresses, models, both privately and on Red Carpet events.

Through the years Krie Design has successfully cooperated with many international business partners on various promotions and limited edition collections.

Krié has donated organic sweatshirts to GFW staff.



ANTONIN B.

Antonin B. has been told that its formulas are closer to skincare than hair care. That is simply because they respect you. They respect your hair and they respect your health.

They create cosmetic solutions that are efficient, ethical, professional, 100% nature derived and certified organic; so they help you care for your hair consciously. Why consciously? Because they believe that beauty is not only a matter of vanity. For them, beauty is not unable to coexist with perceptivity and well-being is not incompatible with solidarity.

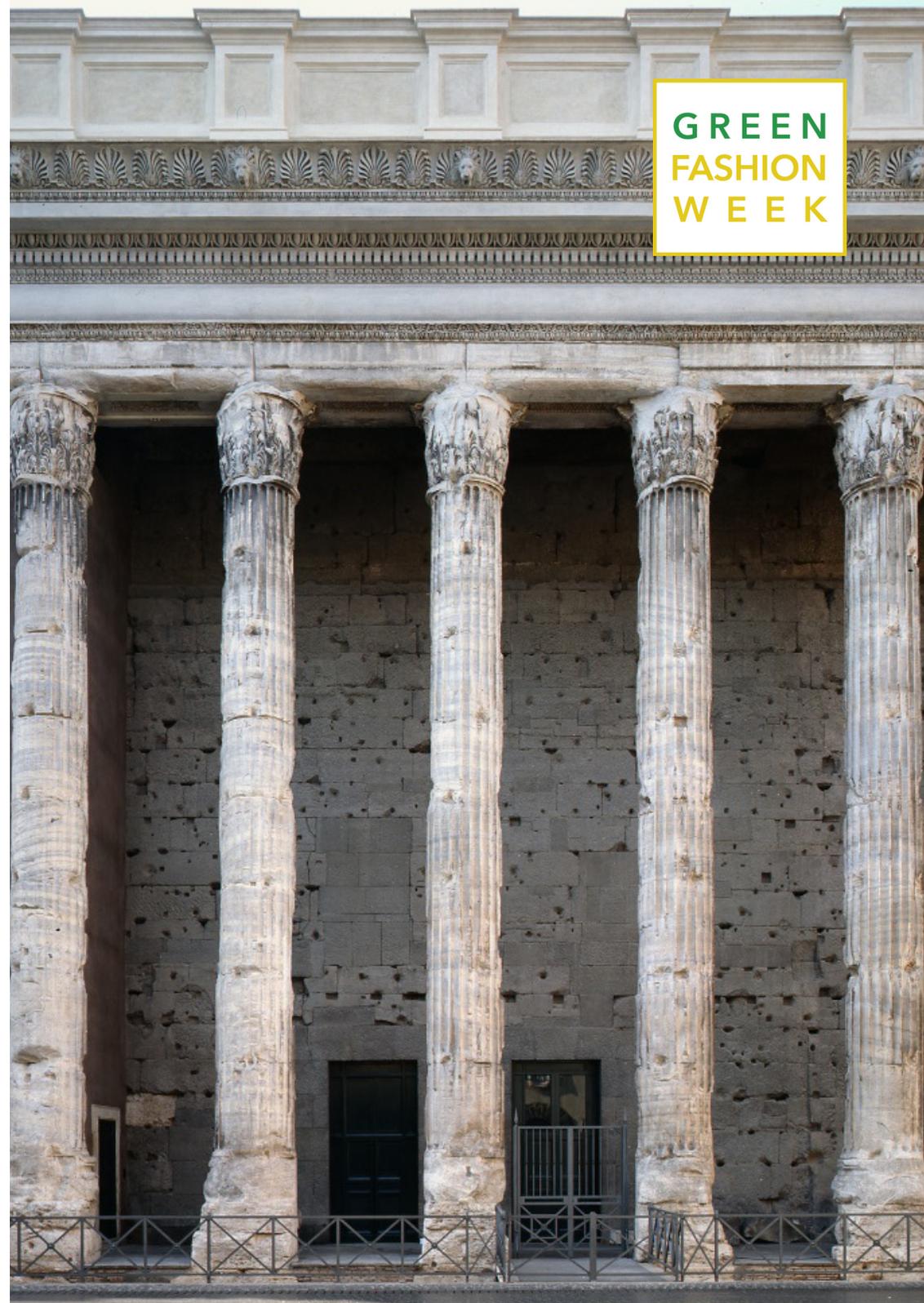
Antonin .B is a young Parisian brand that is very attached to its roots. They have decided to embark on the organic beauty journey because they want to contribute to a vision of beauty that stands on 3 foundations: efficiency, pleasure and ethics.

Designers technical information

GFW SIXTH EDITION ROME

6th November 2017 | Temple of Hadrian

GREEN
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WEEK



KROMAGNON

KROMAGNON | www.kromagnon.com

Designer: Kristen Luong



organic
materials



recycled
materials



fair working
conditions



support local
communities



plant based
dye

NEW YORK FASHION WEEK (02/16) - SEATTLE ECO FASHION WEEK (11/16) -
ECO FASHION WEEK VANCOUVER (04/17) - LIBERTY FASHION & LIFESTYLE
FAIRS NYC (07/17)



General characteristics:

Kromagnon sources natural, sustainable, ethical, biodegradable and recycled materials such as hemp blended with peace silk (where the silk worms were let to live their full life cycles), organic cotton blended with recycled plastic bottles PET. The brand also sources trims that are along the same vein; cotton, corozo nut, shell based buttons and nickel free metallic zippers. The fabric labels are made from 100% organic cotton and the hangtags are made from 100% recycled paper. Everything is either sustainable, organic, natural and most importantly biodegradable and made in New York City, NY, USA through fair labor practices.

Ecological aspects:

The brand does the following in terms of their ecological impact:

- Avoid toxic material and or substances
- Cradle to Cradle / Circularity concept
- Closed loop production cycles
- Environmental friendly materia
- Organic material and/or substances
- Recycling and/or up-cycling
- Zero waste design concept
- Sustainability innovation and/or research
- Energy efficiency
- Water efficiency

Social aspects:

The brand does the following in terms of their social impact:

- Production is ILO compliant
- Fair trade of material
- Payment of living wages
- Aid in preservation of traditional handicraft and / or manufacturing skills
- Participate social development

Transparency aspects:

The brand does the following in terms of transparency:

- Product life cycle transparency
- Supply chain transparency

The most relevant materials of the collection are:

- Hemp/Peace Silk - represents approximately 10% of the collection
- Organic Cotton - represents approximately 40% of the collection
- Recycled Plastic Bottles PET/Recycled Hemp/Recycled Saris - represents approximately 21% of the collection
- Hemp/Tencel - represents approximately 19% of the collection

Certifications apply to Kromagnon collection:

- Global Organic Textile Standard (GOTS) - applies to 35% of the collection
- OCS 100 / Blended (Organic Content Standard) - applies to 25% of the collection
- OEKO-TEX 100 - applies to 10% of the collection

How the brand ensures an ecologically sustainable collection:

Kromagnon researches and chooses suppliers for fabrics and trims that adhere to their standards for sustainability, which are: renewable fibers, biodegradability, recycled/upcycled, natural or cellulosic fibers, organic (where applicable), and ethical (peace silks).

In the manipulation of the surface treatment of fabrics the brand uses only low impact or natural dyes/pigments. In some instances, they use bleach to print instead of adding more dye to pre-dyed fabrics.

Hangtags and labels are made from biodegradable organic cotton/wood/recycled paper.

When metals are used, they do not contain nickel.

How the brand ensures a socially sustainable collection:

Kromagnon produces locally in NYC garment center and will vet any future manufacturers for fair living wages and ethical manufacturing practices that adhere to their standards. Fabrics are sourced from artisan/collectives who are preserving old world practices to keep hand-weaving/hand-made/hand-dyeing traditions alive. The print artist who worked on their first collection is from Ghana. The brand worked with a local artist for artwork which it is used for embroidered and printed pieces. Kromagnon pays vendors with fair competitive wages.

Product packaging and transport:

The brand relies on freight operators such as FedEx, UPS, USPS. Earth friendly packaging are used (recycled paper based recyclable boxes and hangtags/packing tape/recycled bags/biodegradable cotton hangtags/metal pins/metal chains) and Kromagnon is looking to further reduce their use of standard packaging where it still exists.

Kromagnon efforts:

Volunteer

- Fashion Week Brooklyn - assemble book bags for underprivileged inner city children
- Fashion Week Brooklyn - christmas gift wrapping to raise donations for underprivileged teenage girls to get prom dresses
- Fashion Institute of Technology - Help FIT students sign up to volunteer for Fashion week

Donations

- Fashion for Conservation - Elephantasia - designed and donated a dress for elephant conservation campaign
- Fashion Week Brooklyn - recycled hemp suit
- Green Fashion Week - recycled hemp suits/organic cotton shirts

Education/Outreach

- Parsons School of Design - guest lectures about sustainability in fashion design

About the brand suppliers and partners:

Kromagnon suppliers hold a variety of certifications including Global Organic Textile Standard (GOTS), Organic Content Standard (OCS), OEKO-TEX 100 and Global Recycling Standard (GRS). Additionally, most of the suppliers and partners have made commitments to social and environmental efforts and causes beyond their certifications including fair trade and fair wages.



EXALLO | www.exallo.eu
Designer: Leonidas Souras



ETHICAL FASHION SHOW BERLIN (01/17)



Sustainability by product category:

- Bow ties: 100% handcrafted in a solar powered workshop at the foothills of Olympus Mountain, Greece, from wood and fabric. The 60% of wood that Exallo uses (beech, cherry, walnut, oak and maple) is locally sourced from abandoned places and local forests and farms. The rest is taken from local wood shops that hold FSC certifications. The fabrics are made of organic cotton and wool.
- Cuff links and tie clips: 100% handcrafted from reclaimed local wood and recycled pieces of pure 925 sterling silver, stainless steel and bronze.
- Phone cases: 70% handcrafted and assembled in our workshop from reclaimed wood (the back side of the case) and recycled plastic (the perimeter protective bumper).



NOMADIC COLLECTOR | www.nomadiccollector.com

Designer: Stefani De La O



cruelty free leather



sustainable source of wood*



fair working conditions



support local communities



powered by renewables

ELLE, VOGUE, VOGUE LATAM, VOGUE BRASIL, HARPERS BAZAAR, GLAMOUR LATAM, FORBES, TRAFFIC MAGAZINE, HUFFPOST, OCEAN DRIVE.

*MINAE certified wood (Ministero de Ambiente y Energia)



“Identifying convoluted supply chains and dirty manufacturing as the flaws in the fashion industry resulted in our company’s proposal towards sustainable fashion. However, it wasn’t until I went an overdue journey to Costa Rica, the country of my birth where it all came together. Their long-standing dedication to environmental conservation provided the framework. All our materials must be sustainable and authentic to origin – representative of their culture. This primarily is to revive artisanal crafts although subsequently seeking out sustainable materials limits their vulnerability to future environmental disruption.” - Stefani De La O

Leather

Costa Rica is home to a 100-year-old family run tannery that exceeds requirements and expectations. Vertical integration allows for a transparent supply chain overseeing the full production process. All live stock is free range and cruelty free. Ultimately 100% of the animal is used, either in the food cycle, production processes of producing clean energy in bio-digesters. All water used in the tanning process is filtered in treatment plants with processes superior to European standards, therefore returning water to the environment cleaner than when it arrived.

MINAE certified sustainable wood

Reforested timber is used instead of more traditional materials such as metals and plastic, which have a high carbon footprint. Timber is in contrast a renewable and biodegradable resource that provides environmental benefits at other points of its cycle. All their woods are certified as grown for logging by MINAE (Costa Rica regulatory agency) therefore confirming they are not depleting the precious rainforest.

Energy

The manufacturing process requires lots of energy and this problem is being resolved by the government who is on target for a fully renewable power grid by 2020. In 2017, 300 days of the year were fully powered by renewable energy. Thus, resolving the tedious and expensive endeavor of having to invest in their own power solutions

Clean materials, clean energy and ethical working conditions are the necessary elements.



ROYAL BLUSH | www.royalblushbyjk.com

Designer: Jana Keller



organic materials



fair working conditions



support local communities



vegetable tanning

LE MATIN, ELLE CH, STYLE CH, DIVA CH, FOGS, OK!, BRIGITTE, PEOPLE, GRUEN, DONNA, EDELWEISS, MADAME, MYSELF, STEP FASHION, BLICK, GALA, FSHN, TEXTIL WIRTSCHAFT, FEMINA, PROFIL, JOLIE.



GREEN
FASHION
WEEK

“Working with ecological materials in harmony with our planet and inhabitants, we developed a luxuriously relaxed collection that is realized by artisans infusing their ancient knowledge of endangered handcrafts.” - Jana Keller

Sustainable collection

Royal Blush is working with hair of free roaming peruvian alpacas, hand spun, hand woven and hand knitted. The Eco Alpaca comes in shades of nature, the palette ranges from subtle tones from black, greige to snowy white. The confectioned items are realized by WFTO (World Fair Trade Organization) or GOTS (Global Organic Textile Standard) certified productions.

Blouses and tunics are made of violent-free silk developed in India, allowing the butterflies to hatch before boiling their cocoons. On top of that, the butterflies are being feed organic leaves, making it organic peace silk.

The Royal Blush accessories are a perfect match to underline the precious materials and artisanal handcraft. Made in Switzerland with vegetable tanned Italian leather and organic salmon skins.

The clean and puristic designs let the pure materials speak for themselves, Royal Blush calls it positive luxury.

Processes and materials

Vegetable tanning

Royal Blush's certified calf leather, 'Pelle conciata al vegetale in Toscana', stands for a gentle vegetable tanning. Finest Italian calf ather, tanned with bark and roots - an artisan tradition, handed down for gene-rations, for over 200 years. A way to enjoy leather in its highest performance, in respect to the animals*, environment and our own health.

* As long leather is provided by the food industry, we believe - in respect to the animal - all should be made use of.

Organic Salmon

Royal Blush's salmon skin is a by-product of the food-industry, tanned at the

level of ecological quality. The salmon skins stem from certified bio salmon farms from Ireland, tanned in Germany. An amazing alternative to exotic skins.

Organic cotton

Cotton is GOTS certified. The 'GLOBAL ORGANIC TEXTILE STANDARD' stands for the highest sustainable, ecological and social standard for natural fibers. Among many guidelines, is the cotton grown ecologically, without use of pesticides or other harmful substances, keeping our environment and the farmers safe.

Organic wool

The brand uses organic wool to ensure a friendly keeping of the sheep as well as a treatment free wool.

Peace Silk

Violent-free silk allows the butterflies to hatch before using their cocoons for yarn spinning - instead of being boiled. The brand GOTS certified production, farms, spins, weaves and sews our items. This insures transparency and fairness along the whole value chain.

Manufacturing

Royal Blush chooses its production depending on the history and tradition of the product. For the leather accessories and jewellery the brand therefore works within Europe, with its strong history in leather and jewellery crafting. With this decision Royal Blush is supporting local handcraft as well as ensuring shorter shipping distances.

In terms of the clothing the brand works with a GOTS certified manufacturer in India, that treasures sustainability and ethics. With direct contact to farmer, spinner, weaver and manufacturer, it offers the needed transparency for the value chain.

Handcrafting

Royal Blush espadrilles are traditionally hand sewn in Spain - their country of origin. Despite the understandable price differences in comparison to machine-made products, the brand decided for the handcraft and the people behind. Thanks to the characteristic hand plaited jute sole and its natural rubber finish, they last several seasons and survive a sprinkle of rain.

Certifications:

- WFTO (World Fair Trade Organization)
- GOTS (Global Organic Textile Standard) certified productions.

VICTORIA LADEFOGED | www.sortslipshvidtstlips.dk

Designer: Victoria Ladefoged



recycled
materials



fair working
conditions



support local
communities

BERLIN FASHION WEEK (2016), CPH FASHION WEEK (2012).



Sustainable collection

The brand aim is to make high quality products in a sustainable manner. All the products are handmade in Denmark.

Old worn out materials regain life as new products with a new function and aesthetic characteristics that can last a long time.

Since 2009, Victoria has been working with recycled fabric in her company A.M.Victoria. Here she uses recycled materials from the laundry service De Forenede Dampvaskerier such as discarded waiter's aprons, dish towels and hospital sheets.

"I started working on this collection because it was possible for me to get a constant flow of discarded fabrics.

These fabrics work so well for fashion because they are a bit worn and soft but still very strong. I also like the contrast of using items from the kitchen industry and turning them in to highfashion." - Victoria Ladefoged

A long life for a garment is sustainability. The fabrics she uses are made to last for many washes and years of use in the restaurant, hotel and hospital industry.

The brand produces both mens and womenswear, and unisex items are always part of the collection. The brand has a constant focus on details and tailoring. A real passion for the long-lasting fashion and good craftsmanship. All the products are hand-made and tailored in their studio and shop in Copenhagen. Items are made in a limited edition.

Victoria Ladefoged inspiration often comes from uniforms, kimonos, workwear and menswear. But also from the materials them selves. Sustainability is a serious issue, but it does not always have to be presented that way. Victoria loves to have fun with fashion and let her mind be somewhat playful with her designs mixed with the seriousness from mens tailoring and workwear.

Designers technical information

GFW SIXTH EDITION ROME

7th November 2017 | Westin Excelsior



GREEN
FASHION
WEEK

flavialarocca

FLAVIA LA ROCCA | www.flavialarocca.com

Designer: Flavia La Rocca



organic
materials



recycled
materials



fair working
conditions



made in
Italy

GRAZIA, VOGUE, VOGUE ACCESSORY, COSMOPOLITAN.IT, FLAIR, D LA REPUBBLICA, GIOIA, AMICA, MARIE CLAIRE, TU STYLE, NOW FASHION, STYLE.COM, FASHION MAGAZINE, TELEGRAPH FASHION, DAILY MAIL.



Sustainable why?

The entire process and the concept itself of collections reduces the waste of water, energy and raw materials, bearing in mind the importance of protecting our planet. The production is entirely Made in Italy in order to cutting down CO2 emissions and limit the transports environment impact.

The pieces are made out of recycled, natural and regenerated fabrics.

Sustainable collection

In her collection Flavia La Rocca uses:

- 100% natural fabrics as Organic Cotton, Hemp, or Silk.
- Recycled Polyester treated 100% or blended with cotton. This textile comes from Newlife™, a process entirely Made in Italy, traceable and certified, which uses a unique avant-garde technological model able to convert plastic bottles in a high performance thread both from the aesthetic point of view, and functional and sustainable. Specifically, the use of Newlife™ allows the saving of 60% in terms of energy, 32% in terms of CO2 emission, and 94% of water. Newlife™ is developed and produced to stand out for design, high performance, high quality and total respect for the environment.
- Cardato Recycled, a fabric Made in Prato, produced with at least 65% recycled material (old clothing or textile off-cuts), that have measured the environmental impact of its production cycle, taking into account water, energy and CO2 consumption. – Responsible for the certification is the international certification body SGS-Carding is a specific way of processing fibers. The yarns are produced using virgin fibers but also reusing fibers obtained from recycling old clothing or knits, and cuttings of new fabrics used in the garment industry. The important feature of this process is that it can use short fibers and different lengths, in blends of the most variable composition. The result is a yarn with a particular aspect that distinguishes it from the other type of yarn knows as worsted.

"I think that there is a big potential in sustainability, it is the future, the awareness is growing, technology help us to find new materials and new process with less impact on the planet, every reality at every stage has the possibility to control how much their work is sustainable, from small reality to the big ones. It is possible to adjust each step of the production in order to have also an ethical way of work."

- Flavia La Rocca



BAV TAILOR | www.bavtailor.com

Designer: Bav Tailor



organic materials



recycled materials



fair working conditions



support local communities



made in Italy

VOGUE ITALIA, VOGUE.IT, VOGUE UK, L'OFFICIEL ITALIA, WEAR MAGAZINE, TATLER UK, STYLE IRAN, RENEWABLE MATTER, MF FASHION, ETHICAL FORUM.



Brand Ethos

BAV TAILOR integrates universal issues in the brand ethos being a member of the Ethical Fashion Forum (EFF), an industry body Global platform dedicated to a fair and sustainable future for fashion.

Natural materials

All materials used in the collection are certified natural or recycled. No humans or animals are harmed for the creation of any BAV TAILOR piece.

Sustainable and finest design

Every piece respects authentic Italian sartorial craftsmanship through minimising wastage of sample and production making. The designs remain minimal and linear to flow in harmony with the environment that surrounds us, thus preventing negative impacts to the planet.

Production and social contribution

Suppliers who support the brand with natural / recycled materials pledge to minimise the environmental impact. Artisans and labour conditions remain respectfully above standard. BAV TAILOR creations endeavour to raise awareness on the great social contribution that everyone can do wearing eco-friendly clothes.

Transparency & responsible improvement

BAV TAILOR aims to remain transparent and consistently improve its project of sustainability, always researching new raw materials, eco-friendly production techniques and using a more sustainable means as possible to promote, distribute and sell its pieces.

Community and fashion system

Representing the authentic 100% Made in Italy and Eco-Sustainability, each piece supports both local communities and the importance of the national high quality design.

Inner awareness

With its combination of spiritual and sustainable awareness through its symphonic

linear silhouettes and colours, each creation is unique in its effort to educate people. Wearing pieces that are not only refined but also provide a positive impact towards our mental and physical dimension, one can be fashionable in the full compliance with one's inner soul and the environment we live in.

Spread the manifesto

BAV TAILOR aims to create an extensive influence within the fashion system, by encouraging companies and consumers to integrate Sustainability in their ethos. Offering a platform for young talents, the designer involves many artistic creatives in the development of sustainable business.

Materials of the collection:

- Newlife™ (certified system of recycled polyester filament yarns coming 100% from postconsumer bottles sourced, processed into a polymer through a mechanical process, not chemical, and spun into yarn completely in Italy)
- recycled wolffish skin
- pure organic silk
- recycled cotton fibres
- organic cotton
- organic true hemp
- natural wood
- bamboo
- Alcantara carbon neutral textile





GENTILE CATONE | www.gentilecatone.com

Designer: Chiara Catone



organic
materials



fair working
conditions

EMERGING ITALIAN DESIGNER.



Sustainable materials:

- peace silk
- organic cotton
- sustainable velvet
- sustainable wool

Sustainable process:

- the brand sources the materials from environmentally responsible suppliers
- no hazardous chemicals are used in any phase of the production processes of the collection
- the collection is made in Italy in order to cut down CO2 emissions and to limit the transport's environmental impact
- reduction of textile waste

Designers technical information

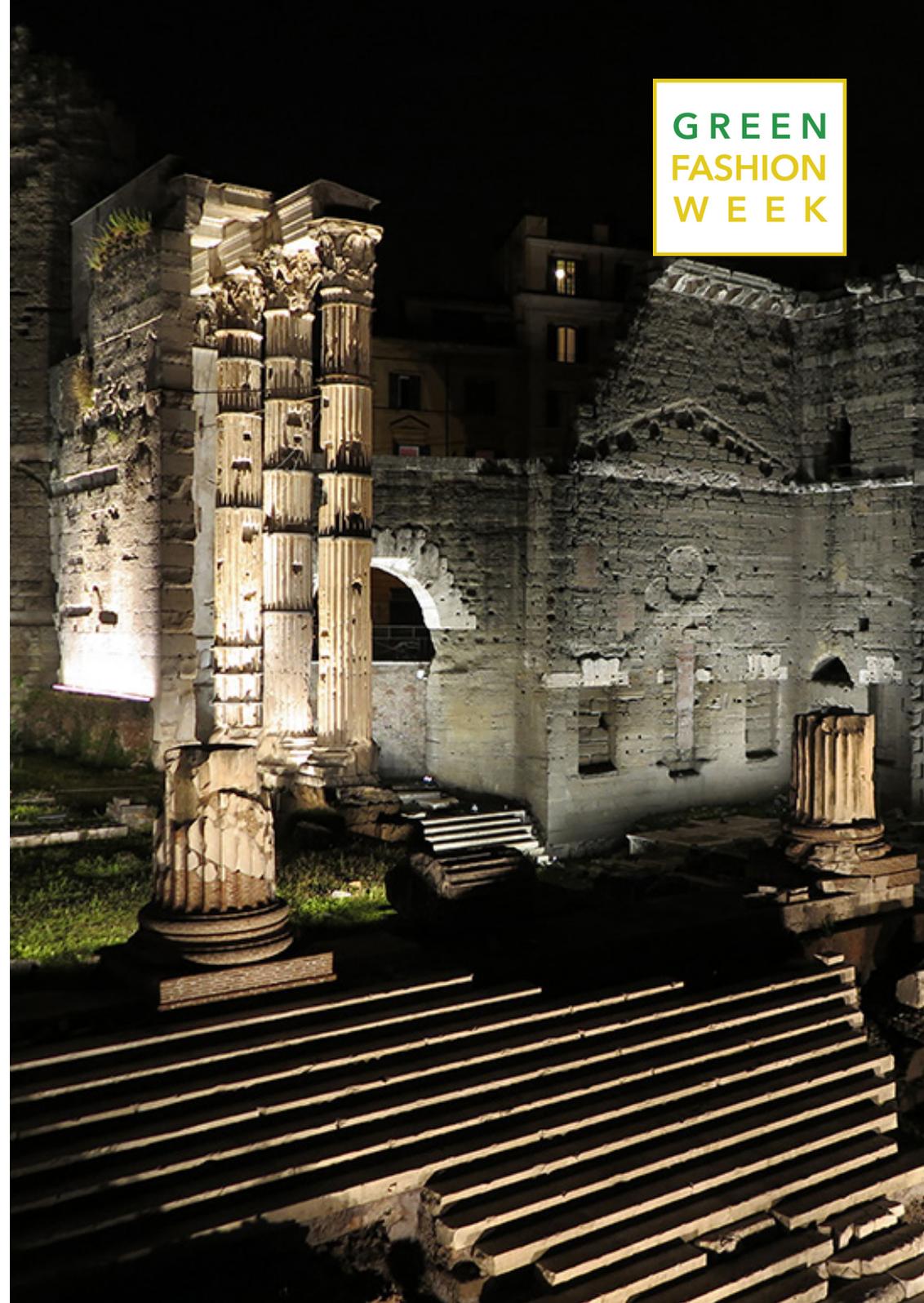
GFW

SIXTH EDITION

ROME

8th November 2017 | Foro di Augusto

GREEN
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WEEK



KRIÉ

KRIE | www.kriedesign.hr

Designer: Kristina Burja



organic
materials



recycled
materials



fair working
conditions

ELLE HR, GRAZIA HR, COSMOPOLITAN HR, DIVA, FASHION.HR, VULKAN,
VECERNJI.HR, COVER, JOLIE, GLORIA, BUDI.IN.



Sustainable collection

Krie Design core belief is that fashion can be at the same time ethical and affordable. During all phases of the process the brand uses sustainable materials and textiles, and continuously work to reduce waste and minimize the energy consumption.

As materials play the key role in the brand sustainability, the brand opts for organic cotton, recycled cotton, organic silk, recycled polyester & polyamide. It is all about taking on daily basis all the efforts required in order to have a sustainable development and a raising awareness in the whole fashion industry.

Sustainability for Krie not only means environment but people too. Clothing is manufactured in Croatia, where Krié created a development-focused working environment able to ensure a work-life balance for all their employees.

orushka

ORUSHKA | www.orushka.pl

Designer: Honorata Ruszczyńska



organic
materials



fair working
conditions

VIVA, FASHION & STYLE, ELEGANT, DREAMINGLESS, SOLIS.



Sustainable Collection

The collection “Evolution of Sheep” was made up of thoughts about our role in the modern world. The role of man, the role of women, changes that affect us in the way we generate it. Each of us has a share in the changing world and it is our duty to make them positive. Caring for the environment, interpersonal relationships and awareness of the consequences of our actions should be a priority of our actions. The collection was created with the thought of women who are conscious of their role, self-esteem and femininity.

The 80% collection was made from recycled raw materials. The brand searches raw materials that are of good quality, have in their composition natural fibers and are useful enough to bring them back to market. Orushka uses old jackets, bags, clothes, curtains and linen and then, after cleaning processes (without the use of artificial detergents) the brand reworks them again for clothes and accessories. The brand tries to use the add-ons of these things again, such as buttons, fasteners, zippers. They often have a much better quality than the new additions available today. The rest of the collection was made from ecofriendly fabrics such as hemp, ecofarm yarns, coconut fiber and organic cotton. Every thing was done by the designer.

“I do not use cheap labor, all the things arise in my small workshop, located in the house at the edge of the forest. Sometimes I work with my Fashion School students, who work for me with placements for which they receive fair pay.” - Honorata Ruszczyńska

Business relations

Orushka business is small. It does not deal with mass production. The brand makes clothes in individual copies and sell them to individual clients. Honorata’s work is more of a passion and a mission than a clothing corporation. There is no place for unfair treatment of employees, the use of children, or any other irregularities that so often occur when the production process involves thousands of people.

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www.greenfashionweek.org

#GREENFWROME