

**GREEN**  
**FASHION**  
**WEEK**





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# Welcome to GREEN FASHION WEEK 6<sup>TH</sup> EDITION

Rome, 6<sup>th</sup>-9<sup>th</sup> November 2017

## 6<sup>th</sup> 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"** | 17:30  
*at Mercati di Traiano, Museo dei Fori Imperiali*

## 7<sup>th</sup> November 2017

*The Westin Excelsior Rome - Via Vittorio Veneto, 125*

**FASHION SHOW** | 16:00

## 8<sup>th</sup> November 2017

*Foro di Augusto - Piazza del Grillo, 1*

**FASHION SHOW** | 15:00

## 9<sup>th</sup> November 2017

**STREET FASHION SHOWS** | 10:00

*Follow GFW through the historical roman monuments*

# GFW

## SESTA EDIZIONE

# ROMA

6-9 novembre 2017

### La moda sostenibile

Era il 1990 e The New York Times pubblicava l'articolo "The Green Movement in the Fashion World" e nello stesso periodo Vogue dedicava uno speciale alla moda sostenibile.

Sono passati circa trent'anni.

Oggi la moda cerca di essere più etica e sostenibile, adottando tecniche di produzione che riducano le emissioni di CO<sub>2</sub> nell'atmosfera e prestando più attenzione all'ambiente e alle condizioni lavorative dei dipendenti in tutta la filiera produttiva.

Il 25 settembre 2015, i 193 Paesi membri delle Nazioni Unite hanno aderito all'agenda 2030 in cui sono contenuti i 17 obiettivi di sviluppo sostenibile OSS (Sustainable Development Goals - SDGs) non solo riguardo al piano ambientale, ma anche quelli economico e sociale, promuovendo una crescita economica duratura, inclusiva, sostenibile e in piena e produttiva occupazione, al fine di garantire un lavoro decoroso per tutti.



Daniela Christiansson e Luna Voce durante la quinta edizione di Green Fashion Week (Los Angeles / Las Vegas).  
Costumi: Auria. Accessori: Lovia.





Daniela De Jesus Cosio e Daniela Christiansson durante la quinta edizione di Green Fashion Week (Los Angeles / Las Vegas). Abiti: Krié.

## Green Fashion Week

Green Fashion Week è un'iniziativa internazionale che coniuga momenti di riflessione sugli ampi temi della sostenibilità a momenti di forte impatto comunicativo e di presentazione delle innovative collezioni al pubblico. Dopo il successo della quinta edizione di Los Angeles e Las Vegas e delle precedenti edizioni di Dubai, Abu-Dhabi e Milano, Green Fashion Week approda a Roma per rimarcare l'italianità dell'iniziativa nel panorama internazionale della moda.

Da 6 al 9 novembre, la capitale ospiterà la sesta edizione della manifestazione, organizzata da GD Major e dall'associazione no-profit FSA, con il patrocinio del Ministero dell'Ambiente e della Tutela del Territorio e del Mare e in collaborazione con l'iniziativa dalle Nazioni Unite - UNFCCC per la lotta contro i cambiamenti climatici. Lo scopo dell'iniziativa è sensibilizzare l'opinione pubblica sui temi della sostenibilità e promuovere il percorso che l'industria della moda deve seguire per soddisfare gli obiettivi sottoscritti dai 193 Paesi membri dell'ONU con l'Agenda 2030 per lo sviluppo sostenibile.

## Conferenza di Lancio di Green Fashion Week, promossa dal Ministero dell'Ambiente e della Tutela del Territorio e del Mare

Il 6 novembre 2017, presso la Sala Tempio di Adriano (Camera di Commercio di Roma), si terrà una tavola rotonda dedicata alla moda consapevole e ai temi legati all'innovazione nel tessile: un incontro promosso dal Ministero dell'Ambiente per discutere di un settore in rapida espansione, complesso e di grande attualità come quello della moda sostenibile. Per sostenibilità qui s'intendono tutte quelle pratiche che mirano a progettare, produrre, distribuire e smaltire prodotti fashion con attenzione all'impatto sull'uomo, sulla società e sull'ambiente.

La sostenibilità nella moda non è un argomento "di moda", bensì un cambiamento radicale nel modello economico di una tra le più grandi industrie globali. Un cambiamento che coinvolge il settore chimico, il tessile, il mondo

delle tecnologie e della logistica, l'industria degli accessori, la distribuzione, il terziario e molti altri ancora. Proprio in questo scenario, la filiera tessile italiana è in grado di dimostrare che si può ridurre l'impatto ambientale delle produzioni senza rinunciare alla qualità, realizzando prodotti con gusto estetico e performanti al contempo.

L'incontro affronterà il tema della sostenibilità, intesa sia da un punto di vista ambientale, sia da un punto di vista più "umano": come si può vivere, lavorare e produrre riducendo l'impatto sul nostro Pianeta e sulla nostra società? Com'è possibile far sì che l'essere sostenibile diventi il punto di forza di un business, che si tratti di moda o meno? Questi e altri spunti saranno al centro della tavola rotonda che ospiterà fra gli altri anche rappresentanti di aziende che oggi stanno cercando di fare la differenza.

La produzione tessile si colloca tra le attività produttive che maggiormente contribuiscono al consumo di risorse naturali, producendo un'impronta di carbonio, oltre che idrica e sociale, molto rilevante nel panorama dell'industria manifatturiera italiana.

La Green Fashion Week di Roma 2017 mira quindi a stimolare una maggiore consapevolezza nei consumatori che possa portare a scelte più responsabili e a comportamenti più virtuosi per l'ambiente. La moda ha lo straordinario potere di definire le tendenze e cambiare gli stili di vita delle persone: si vuole andare verso la sostenibilità. Questo cambiamento non solo è possibile, ma è indispensabile.

### **Green Fashion Week: una settimana di sfilate sostenibili**

Dal pomeriggio del 6 novembre, durante tutti i giorni successivi, andranno in scena le sfilate dei marchi sostenibili di stilisti italiani e internazionali che intendono promuovere il concetto di sostenibilità attraverso le loro collezioni, realizzate con materiali e processi produttivi sostenibili sia da un punto di vista ambientale che sociale.

Le antiche rovine romane e i più iconici monumenti della Capitale faranno da cornice a sfilate, riprese video e shooting fotografici di collezioni sostenibili



Sara Pagliaroli durante la quinta edizione di Green Fashion Week (Los Angeles / Las Vegas). Abito: Prophetik.



esclusive realizzate da designer internazionali e nazionali.

Presso la Sala Tempio di Adriano (Camera di Commercio di Roma), il giorno 6 novembre, dopo la tavola rotonda promossa dal Ministero dell'Ambiente, si terranno le sfilate della newyorkese Kromagnon, della svizzera Royal Blush, della costaricana Nomadic Collector, della danese Victoria Ladefoged e del brand greco Exallo.

Martedì 7 novembre si assisterà alle sfilate nello storico Hotel di via Veneto, The Westin Excelsior Rome che, da sempre attento all'ambiente attraverso iniziative speciali per i propri ospiti e dipendenti durante tutto l'anno, è orgoglioso di sostenere la sesta edizione di Green Fashion Week, con i brand italiani Flavia La Rocca e Gentile Catone, l'inglese Bav Tailor e la costaricana Nomadic Collector, il tutto accompagnato dalle note dell'orchestra Major, composta dai più talentuosi ragazzi del conservatorio di Milano, tutti tra il 15 e i 24 anni d'età. Mercoledì 8 novembre seguirà la prima sfilata di moda presso il Foro imperiale di Augusto tra le rovine romane. Protagonisti indiscussi dei fashion show ai Fori Imperiali saranno il brand croato Krié e la polacca Orushka.

Giovedì 9 novembre la manifestazione concluderà i propri eventi con un percorso unico che coinvolgerà alcuni dei più celebri monumenti storici della città: da Piazza di Spagna al Colosseo, passando per Castel Sant'Angelo e il Circo Massimo. Il brand danese Victoria Ladefoged sarà al centro dei riflettori per tutta la giornata.

GFW inoltre aderisce al programma Carbon Neutral Now promosso dal Segretariato UN per la lotta ai Cambiamenti Climatici, garantendo la compensazione dei gas ad effetto serra generati per la realizzazione degli eventi, mediante il finanziamento di progetti di riforestazione.

Non si può parlare di lusso se non si rispetta l'ambiente. Green Fashion Week si propone di maturare nella coscienza collettiva una nuova concezione di lusso.

## Agenda 2030

Le collezioni dei designer di Green Fashion Week di Roma sono sottoposte ad una severa valutazione da parte del Comitato Sostenibile di Green Fashion Week, per assicurare che rispettino il maggior numero di Goals dell'Agenda 2030.

## Un modo innovativo per raccontare la sostenibilità

Attraverso un concept originale, GD Major Entertainment sta producendo una serie di documentari incentrati sull'evento Green Fashion Week, conferendo alla struttura classica del documentario una veste romanzata e unendo il linguaggio del documentario a quello di altri generi cinematografici quali la fantascienza, il film d'avventura e il film d'azione, al fine di fidelizzare



Docufilm sul tema della sostenibilità realizzato per Green Fashion Week da GD Major Entertainment.



e rendere partecipe lo spettatore al tema della sostenibilità con uno stile innovativo. In un mix d'interviste reali e fittizie, di casi concreti e situazioni irreali, tra veri articoli di moda e notizie di fantasia, gli stilisti di Green Fashion Week diventano veri attori protagonisti, recitando in prima persona e al contempo lanciando il loro messaggio di sostenibilità assieme a modelle/i e attori professionisti durante le sfilate e gli eventi.

### **Green Fashion Week lancia la search platform completamente green: [www.bookingcasting.com](http://www.bookingcasting.com)**

Ogni anno, Green Fashion Week, nel rispetto degli obiettivi dell'Agenda 2030, lancerà un'iniziativa sostenibile.

Con il gruppo dei suoi esperti di sostenibilità che si sta notevolmente allargando, ha vagliato alcune interessanti iniziative. Per quest'anno, 2017, ha selezionato una piattaforma online di ricerca sostenibile, completamente gratuita e naturalmente senza fini di lucro: Bookingcasting.com.

Sarà proprio durante la Conferenza di Lancio del 6 novembre che Guido Dolci, Presidente di GFW, comunicherà il lancio di "Bookingcasting.com", un motore di ricerca con notevoli margini di crescita rivolto alla ricerca di personaggi per la moda e lo spettacolo che vogliono intraprendere le carriere di attori/ attrici e modelli/modelle.

Il motore di ricerca comunque non si fermerà solo a questo ma in un vicinissimo futuro offrirà, attraverso la sua natura di motore di ricerca, molte altre opportunità di inserimento lavorativo a livello globale.

L'iniziativa s'inquadra perfettamente nell'ambito dell'attuazione dell'Agenda 2030, che con i suoi 17 Obiettivi per lo Sviluppo Sostenibile, rappresenta un insieme di questioni importanti per lo sviluppo, tra cui la lotta alla povertà e il contrasto al cambiamento climatico.

Bookingcasting.com, pertanto, soddisfa alcuni degli obiettivi dell'agenda 2030: più precisamente l'8, il 10, il 13 e il 17.

Nello specifico, l'obiettivo numero 13 suggerisce di promuovere azioni

per combattere il cambiamento climatico. L'obiettivo numero 8 incentiva un'occupazione piena, produttiva ed un lavoro dignitoso. L'obiettivo numero 10 mira a ridurre le disuguaglianze all'interno e fra le Nazioni. Il numero 17 è finalizzato a rafforzare i mezzi di attuazione e a rinnovare il partenariato mondiale per lo sviluppo sostenibile.

In sintesi, Bookingcasting.com permette a potenziali clienti di trovare talenti geolocalizzati nel mondo della moda e del cinema con un semplice click, riducendo così in modo notevole i costi di spostamenti non necessari con riduzione notevole delle emissioni di CO<sub>2</sub> rilasciate nell'atmosfera e diminuzione dell'impatto ambientale nei processi di stampa per la realizzazione di portfolio cartacei e materiali di produzione in genere, soddisfa così l'obiettivo numero 13.

Il motore di ricerca Bookingcasting.com offrirà agli utenti on-line sottoscritti la possibilità di caricare gratuitamente i talenti con le loro immagini e i loro curricula vitae. La piattaforma, e motore di ricerca, incrementa anche i contatti con clienti e incentiva pertanto la crescita economica in paesi attualmente esclusi poiché collocati geograficamente in nazioni lontane dalle più grandi capitali della moda o del cinema. Si potranno pertanto ottenere richieste di lavoro, oggi praticamente inesistenti ed a quei Paesi inaccessibili. Bookingcasting.com mobilita così ulteriori opportunità lavorative per i Paesi in via di sviluppo senza applicare alcuna commissione, percentuale o dazio, che ad oggi sono invece puntualmente applicati, soddisfacendo così anche gli obiettivi numero 8, 10 e 17.

Bookingcasting.com azzera pertanto le distanze e promuove una crescita economica inclusiva e sostenibile, offrendo ai Paesi in via di sviluppo una nuova opportunità sostenibile.

### **Sponsor tecnici**

Gli sponsor tecnici di questa edizione di Green Fashion Week - Roma 2017 sono: BMW, The Westin Excelsior, Rome Eco Suites, Allcot, Antonin B., Exallo, Kromagnon, Krié e 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.

# *eco partners* GFW



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.





## 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 sponsors*

# 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

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6<sup>th</sup> November 2017 | Temple of Hadrian

GREEN  
FASHION  
WEEK





# KROMAGNON

KROMAGNON | [www.kromagnon.com](http://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 - Elephanta - 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](http://www.exallo.eu)

Designer: Leonidas Souras



ETHICAL FASHION SHOW BERLIN (01/17)



GREEN  
FASHION  
WEEK

#### 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](http://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)



GREEN  
FASHION  
WEEK

"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](http://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.sortslipshvidtslips.dk](http://www.sortslipshvidtslips.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

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7<sup>th</sup> November 2017 | Westin Excelsior



flavialarocca

FLAVIA LA ROCCA | [www.flavialarocca.com](http://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.

Girls in Flavia La Rocca: Mila Jovovich, Amber Valletta.



### 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, tecnology 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](http://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.



GREEN  
FASHION  
WEEK

### 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](http://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

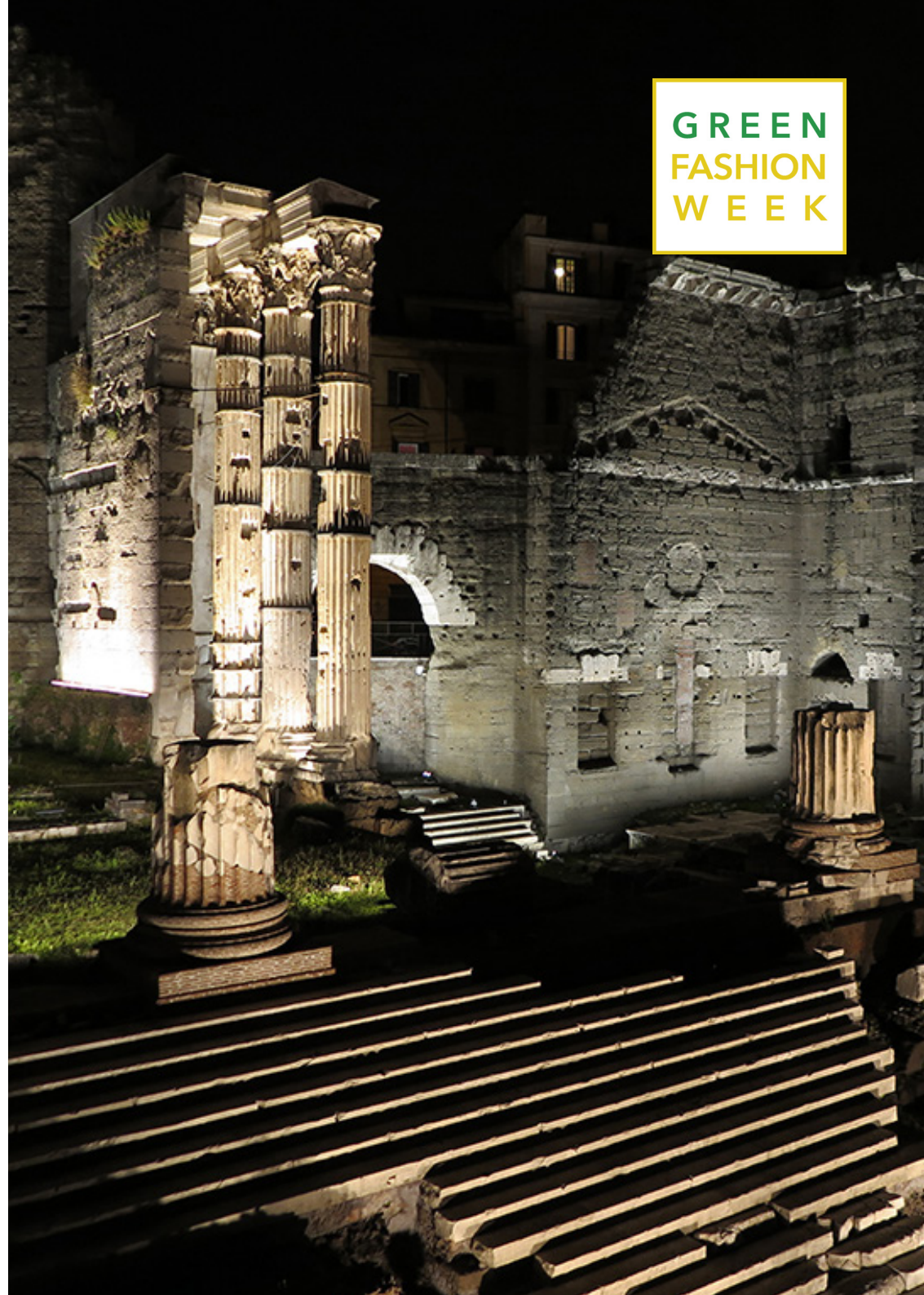
*Designers technical information*

# GFW SIXTH EDITION ROME

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8<sup>th</sup> November 2017 | Foro di Augusto

GREEN  
FASHION  
WEEK





# KRIÉ

KRIE I [www.kriedesign.hr](http://www.kriedesign.hr)

Designer: Kristina Burja



organic  
materials



recycled  
materials



fair working  
conditions

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



GREEN  
FASHION  
WEEK

## 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](http://www.orushka.pl)

Designer: Honorata Ruszczyńska



organic  
materials



fair working  
conditions

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



GREEN  
FASHION  
WEEK

## 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.



# CONTACTS

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**[www.greenfashionweek.org](http://www.greenfashionweek.org)**

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