

Press release

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## A full programme of events at the Kraftwerk for Berlin Fashion Week

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**From 3 to 5 July 2018 at the Kraftwerk Berlin, it will be all about fashion in the context of the top themes of sustainability, digitalisation and innovation. Visitors should be sure not to miss these dates.**

Good planning is everything: at the next edition of Berlin Fashion Week at the Kraftwerk Berlin, a more comprehensive events programme than ever before will await visitors, promising a huge amount of inspiration and experience, as well as sector knowledge. Among the highlights, there will be the 'Greenshowroom Selected' fashion show as part of the Mercedes-Benz Fashion Week (MBFW), the 'Nightshift' evening event, the 'FashionSustain' and 'Fashiontech' conference duo, and the 'Prepeek powered by Fashion Changers' event for bloggers and influencers. In addition, there will be lectures, workshops and discussions on themes such as sustainable footwear, fair wages and transparent supply chains. Under the title 'FashionImpact' a focus will be on high fashion from Africa and Asia, for the first time too.

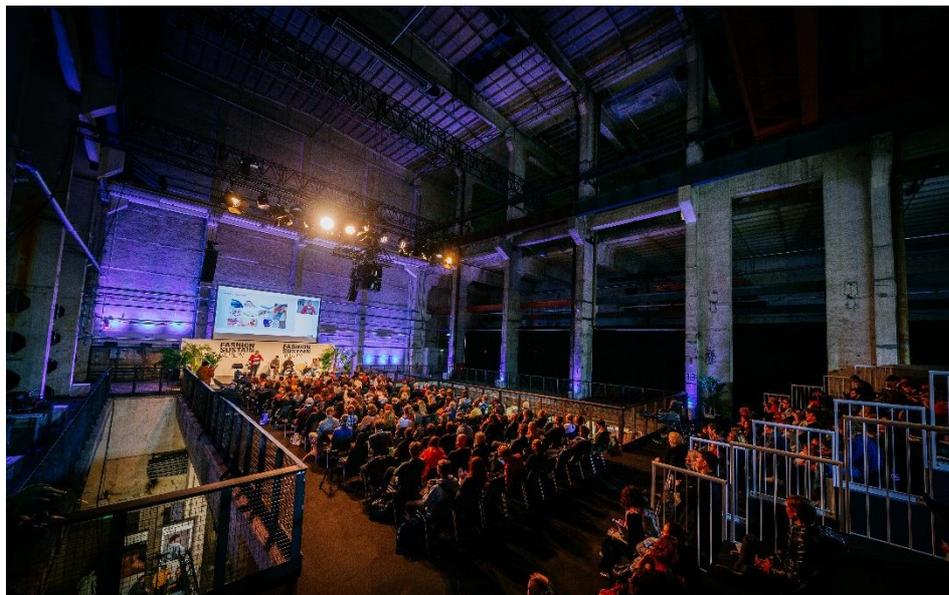


Photo: Messe Frankfurt Exhibition GmbH

### **Nightshift and Fashion Show with live screening**

From 7pm on Tuesday 3 July, the curated fashion show will bring together the most outstanding styles from the Greenshowroom and Ethical Fashion Show Berlin exhibitors, under the title 'Greenshowroom Selected'. The fashion show will take place for the first time within the

Messe Frankfurt Exhibition GmbH  
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framework of the Mercedes-Benz Fashion Week MBFW format, launched in January, in the Ewerk Berlin event location. The 'Greenshowroom Selected' show will also be transmitted live to screens in the Kraftwerk Berlin. From 6pm to 9pm on the same evening, Messe Frankfurt will be inviting trade visitors to 'Nightshift' in the Kraftwerk, the evening event for informal discussions with exhibiting labels, the 'Ginger Party' sponsored by Lanius and Weleda, and an after-show cocktail event following the fashion show. From 4pm, football fans will also be able to follow the last sixteen in the World Cup at Treffpunkt by Sportswear International and Textilwirtschaft.

### **The FashionSustain and Fashiontech conference duo**

The conference duo, FashionSustain and Fashiontech, will enter its second round on 3 and 4 July. On Tuesday, FashionSustain will bring experts and forward thinkers in the field of shoes, sneakers, footwear and sustainable leather onto the podium, under the banner 'Jump into the Future'. The keynote speech will be held by Bandana Tewari (Vogue India and Business of Fashion). Speakers will include, among others: Veja, the GLS Bank, I:CO and the C&A Foundation. On the following day, Fashiontech's focus will be on digital solutions for e-commerce, retail, and digital marketing in the fashion world. The Thinkathon for both events will kick off on the day before FashionSustain in the Radialsystem venue, with interdisciplinary teams working for two days on concrete issues in the industry.

### **Transparent supply chains and traditional handicraft techniques**

From 10am on Tuesday 3 July, designer Ines Rust from the Cologne denim label Dawn, together with Linda Mai Phung from Dawn's supplier Evolution3 in Vietnam, will be giving a cinematic insight into local manufacturing. In a press conference at 2.30pm on the same day, the FairWearFoundation will present for the first time the results of their independent checks on their member companies for the last five years. The findings will provide an insight into the development of fashion, sport and outdoor brands as they move towards a fair supply chain. In the subsequent discussion, member companies, such as Kings of Indigo and Iriedaily will provide deeper insights. Transparent supply chains will also be the subject of the lecture by Dr Rossitza Krueger of Fairtrade International from 3.30pm.

From 4.30pm on 3 July, Dr Norbert Taubken from the Good Textiles Foundation will be explaining how a sustainable fashion industry can be supported by investment in local communities. The Good Textiles Foundation has developed an approach that ensures companies have reliable access to fair-trade cotton, by putting the emphasis on fair cooperation with local communities. The Fab Talks with Abury from 6pm on Wednesday 4 July will also focus on the connection between fashion and traditional handicraft techniques.

### **High fashion from Ethiopia and Sri Lanka**

Textile designs from African and Asian countries, manufactured by local producers using traditional craft techniques, are increasingly conquering international markets, whether in capsule collections in collaboration with big fashion labels or as high fashion accessories in Europe's major

fashion houses. From 11am on Thursday 5 July, entrepreneurs Sara Abera, founder of the Ethiopian manufacturer Muya, and Linda Speldewinde, founder of the Sri Lankan design association, will be speaking on the opportunities for the local economy associated with this, as part of the 'FashionImpact' session. The discussion afterwards with Fashion Africa 254, the Ethiopian programme for sustainable textiles, the Association for International Cooperation (*Gesellschaft für Internationale Zusammenarbeit - GIZ*), and Meron Addis Ababa Leather Bags, will focus on the fashion industry around Addis Ababa (Ethiopia).

### **Bloggers and influencers will be showcasing collections**

The meeting point for the online fashion community is the 'Prepeek powered by Fashion Changers' event, where individual looks will be put together from exhibiting labels' collection pieces. These will be captured on the spot by professional photographers and shared by bloggers and influencers on their social media channels. At the last show in January 2018, more than 300 disseminators visited the networking event, 100 outfits were photo shot, seven videos were individually produced, and 400 contributions were posted on social media.

### **'Spitze Nadel' Award Ceremony**

The development-policy network INKOTA and the cum razione society for information and technology will be awarding the SPITZE NADEL special prize for the third time to particularly effective campaigns that draw attention to irregularities in the textile, shoe and leather industry and stand up for human rights in the workplace. The official award ceremony will take place in the Kraftwerk from 6.30pm on Tuesday 3 July. From 5.30pm, the initiators will invite visitors to discussions about fairly produced shoe fashions.

### **Press releases & images:**

[www.greenshowroom.com](http://www.greenshowroom.com) / [www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)

### **On the internet:**

[www.facebook.com/greenshowroom](https://www.facebook.com/greenshowroom)

[www.facebook.com/ethicalfashionshowberlin](https://www.facebook.com/ethicalfashionshowberlin)

[www.youtube.com/greenshowroom](https://www.youtube.com/greenshowroom)

[www.youtube.com/EFSBerlin](https://www.youtube.com/EFSBerlin)

[www.instagram.com/greenshowroom](https://www.instagram.com/greenshowroom)

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### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Greenshowroom & Ethical Fashion Show  
Berlin

Berlin, 3 to 5 July, 2018