

## Press

18 January 2018

FashionSustain

Berlin, 17 January 2018

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neues Konferenzformat\_e

### **FASHIONSUSTAIN: conference for future-oriented fashions launched successfully**

#### **The première of the FASHIONSUSTAIN conference in Berlin exceeds the high expectations of the organisers, Messe Frankfurt**

The new conference devoted to responsible innovations in the world of fashions and textiles was held for the first time in Berlin's 'Kraftwerk' event centre on Wednesday, 17 January 2018. Embedded in the Greenshowroom and Ethical Fashion Show Berlin trade-fair duo, the combination of fairs and conference formed Europe's biggest platform for sustainable fashion.

Organised by Messe Frankfurt for the first time and held within the framework of the Berlin Fashion Week, FashionSustain focused on subjects such as innovative technologies, sustainable materials and processes, recycling concepts and examples of suitable industrial applications. FashionSustain is aimed not only at professionals from the fashion sector but also at a multi-disciplinary audience of specialists, and calls on them to enter into a critical dialogue about the future of the fashion sector. The event was attended by numerous visitors throughout the day.

"The successful symbiosis of fair and conference, of product and content, is a future-oriented format. The result is a room for interdisciplinary interaction with thought leaders and stakeholders from all different parts of the fashion and textile sector entering into a dialogue and generating mutual inspiration", says Olaf Schmidt, Vice President Textiles and Textile Technologies of Messe Frankfurt, explaining the innovative concept. "We were particularly pleased with the positive response from visitors. All lectures were very well attended, which confirms that the structure of the progressive programme is spot on", adds Schmidt.

It is in this context that the new collaboration between Messe Frankfurt and the Premium Group for the two conferences, FashionSustain and #Fashiontech, is to be seen. The latter, which focuses on technology and digitalisation, has also moved to the 'Kraftwerk' event centre, where it

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formed the overture on 16 January 2018 to a two-day content hub revolving around future-oriented, innovative subjects in the fashion and textile sector. Held on Wednesday, 17 January 2018, under the motto 'Run for Circularity', FashionSustain threw the spotlight on current developments and the potential of new technologies and circular processes for a more sustainable and efficient textile, fashion and sport industry in the future.

In her emotional and inspiring opening keynote lecture, environmental activist and film maker Alexandra Cousteau (Good Impact Foundation) emphasised the urgent need to ensure a better future for the coming generations. Subsequently, Ellen Karp, founder of Anerca International strategy and trend agency, offered insights into the new study prepared on behalf of the Oeko-Tex community and entitled 'The Key to Confidence: Consumers and Textile Sustainability — Attitudes, Changing Behaviours, and Outlooks'. These keynote lectures were followed by a series of first-class speakers from the textile and fashion sector on the FashionSustain stage. Representatives of companies such as Vaude, Adidas, Lenzing, DSM, Primaloft, Ecoalf, Pyua and Freudenberg discussed their latest projects and called for greater awareness in the use of resources and a transparent culture of trial and error.

Parallel to the FashionSustain conference, a two-day THINKATHON took an unconventional look at the 'fabric of the future'. Split into four teams, 28 international thought leaders and lateral thinkers from different scientific, business and creative sectors tackled two industry tasks set by the 'challenge hosts', Zalando and the Fashion Council Germany, and presented the results of their design-thought conclave in team pitches in the great auditorium during the evening of 17 January 2018. Their ideas ranged from 'UX focused holistic labelling systems', via 'supplier partnership programmes' to a 'curated exchange platform'.

### **Background: FashionSustain**

Leading fashion and textile companies are including more and more sustainable aspects in their corporate and assortment strategies. At the new FashionSustain conference during the Fashion Week Berlin, leading players from the fashion sector spotlight current potential for development and trends and enter into a future-oriented, interactive dialogue revolving around the question of how sustainable technologies are likely to change the athleisure, outdoor, sport and performance markets. The conference is embedded in two events – the Greenshowroom and Ethical Fashion Show Berlin – which form Europe's biggest platform for sustainable fashion. FashionSustain, Greenshowroom and the Ethical Fashion Show Berlin are organised by Messe Frankfurt, one of the world's biggest fair and exhibition companies.

### **Videos, photos and further information:**

[www.FashionSustain.messefrankfurt.com](http://www.FashionSustain.messefrankfurt.com)  
[www.facebook.com/FashionSustain](https://www.facebook.com/FashionSustain)  
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**[www.twitter.com/fashion\\_sustain](http://www.twitter.com/fashion_sustain)**

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

[www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)  
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[www.youtube.com/EFSBerlin](http://www.youtube.com/EFSBerlin)  
[www.instagram.com/ethicalfashionshowberlin](http://www.instagram.com/ethicalfashionshowberlin)

Information about the textile fairs of Messe Frankfurt around the world:  
[www.texpertise-network.com](http://www.texpertise-network.com)

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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 over 2,300 employees at some 30 locations, the company generates annual sales of around €647 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)