

Press

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Greenshowroom & Ethical Fashion Show Berlin

Berlin, 16 to 18 January 2018

Lilliffer Seiler
Tel. +49 69 75 75-6738
lilliffer.seiler@messefrankfurt.com
www.messefrankfurt.com
www.greenshowroom.com /
www.ethicalfashionshowberlin.com
greenshowroom_ethicalfashionshowberli
n_programme_eng

Berlin Fashion Week: Future of fashion at Kraftwerk Berlin

Anyone who wants to find out more about innovation and sustainability, technology and digitalisation in fashion at the upcoming Berlin Fashion Week simply won't be able to miss out the Kraftwerk Berlin.

With the extensive supporting programme of Greenshowroom and the Ethical Fashion Show Berlin, the new Messe Frankfurt FashionSustain conference and the Premium Group's Fashiontech, the Kraftwerk will be the hotspot for the future themes of fashion and a diverse mix of trade fairs, conferences, discussion panels, blogger events, a thinkaton and fashion shows from 16 to 18 January.



Information and networking on sustainability and innovation in fashion: the Ethical Fashion Show Berlin and Greenshowroom at the Kraftwerk

Vegan alternatives for leather and a circular economy

Starting at 10 a.m., the Wednesday of the trade fair will be dedicated to sustainability. First of all, Lydia Wiesnet from IVN will talk about sustainability quality seals as a tool for the textile industry. Then Lina Pfeifer from GOTS will discuss the question of how sustainability can be

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

influenced. From 1 p.m., Johanna Fuoß from the animal welfare organisation PETA will talk about plants, fungi and cell cultures as vegan alternatives to leather, followed by Inna Budde and Mario Malzacher from circular.fashion talking about circular systems in fashion. Audits will be discussed by Dorothee Wirz of Fairtrade Deutschland and Anne Neumann of Femnet from 3 p.m. From 5 p.m. Ingrid Oomen from Woolmark, Michael Wolf of AEG and designer Tim Labenda will discuss the following question: “Care labels – how much care for our planet lies behind the symbols?” The lectures will be rounded off on Thursday at 11 a.m. with the Fashion Changers' talk entitled: “From consumer to prosumer: What power do customers have?”

Highlight “Nightshift” with fashion shows

On the Wednesday of the trade fair, the Kraftwerk will open its doors for an exclusive evening event from 6 p.m. onwards. Greenshowroom and the Ethical Fashion Show Berlin will remain open until 9 p.m., providing trade visitors with more time to inform themselves and place orders in a relaxed atmosphere. The highlight of the Nightshift will be the fashion shows of both fairs. The Salonshow and Ethical Fashion on Stage will be merged for the first time to create a joint show. In cooperation with Claudia Hofmann from the Fashion Council Germany and with a modified concept, the fashion show will present the collections of the exhibiting labels in surprising looks and showcase them for the media. Graciela Huam, Lanius, Rhumaa, Sanikai and Wunderwerk are among those who will be present.



Highlight on the Wednesday of the trade fair: the catwalk show on the upper floor of the Kraftwerk

New: Conference duo FashionSustain and Fashiontech

On the upper floor of the Kraftwerk, trade visitors can look forward to the première of FashionSustain – Messe Frankfurt's new conference – on 17 January from 10 a.m. onwards. Under the motto “Run for Circularity”, international speakers from the fashion and sportswear industry will discuss innovative sustainable materials, processing and circularity concepts for athleisure, fashion, outdoor and sport. The keynote speaker

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is the filmmaker and environmental activist Alexandra Cousteau.

With the Premium Group's #Fashiontech conference, the digital future of fashion with talks, best cases, stage stories and practical master classes will be also presented for the first time at the Kraftwerk on the day before. Parallel to both events, the two-day open Showcase will present exclusive smart fashion designs. Participants in the two-day thinkaton of the #Fashiontech and FashionSustain will also present their ideas for sustainable innovations in fashion on the Wednesday of the trade fair.

prePEEK: Influencers showcase their favourite pieces

The photoshoot event in cooperation with the Fashion Changers and initiated by Kleiderei brings the exhibiting labels from both fairs into contact with bloggers and influencers. In a creative atmosphere, bloggers will be able to try out the labels' collection pieces, style them and turn them into photo series and videos in their social media channels. Last time, around 200 bloggers encountered 26 labels over two days and showcased around 100 outfits.

You can find the complete programme at:

www.greenshowroom.com/programm and
www.ethicalfashionshowberlin.com/programm

Videos, photos and other information:

www.greenshowroom.com / www.ethicalfashionshowberlin.com
www.facebook.com/greenshowroom
www.facebook.com/ethicalfashionshowberlin
www.youtube.com/greenshowroom
www.youtube.com/EFSBerlin
www.instagram.com/greenshowroom
www.instagram.com/ethicalfashionshowberlin

Information about global textile trade fairs by Messe Frankfurt:

www.texpertise-network.com

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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). * preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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