

Press release

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Jump into the future!

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FASHIONSUSTAINBERLIN focusing on shoes, trainers, leather and leather production

Not just a trade conference, but the most important meeting point for pioneering fashion and sustainable innovation: with the slogan “Jump into the future”, the second FASHIONSUSTAINBERLIN Conference on Tuesday 3 July 2018 will be devoted wholly to the subject of shoes, trainers, leather and leather production. Following the conference’s successful premiere in January, brands, developers, innovators, producers, researchers and industry experts will be showing at the coming Fashion Week how ecological textile technologies are changing business in shoes, trainers and leather. Sustainable materials, intelligent processes and applied industrial innovations: the participants can expect a day full of insights, to be rounded off by an inspiring keynote address by Bandana Tewari, editor-at-large of Vogue India and contributor to The Business of Fashion. On Day Two #FASHIONTECHBERLIN, a sister conference organised by the Premium Group, will shift the focus to the digital transformation of the fashion industry.



Photo: FashionSustainBerlin / Messe Frankfurt Exhibition GmbH / Tse Kao

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Shoes have become an established part of many fashion brands and represent a growing sector in the global fashion and textile industry. Thanks to their complex construction and apparently unlimited potential

for combining different components and materials, many brands and manufacturers are driving innovations to the next stage in their supply chains. When it comes to disruptive technologies and automated production in particular, the shoe industry is taking a pioneering role. Mass customisation, launched early, is followed now by the introduction of local and batch-sized one-off production. To sum up: there is in this sector more than enough inspiration to devote a whole event to this subject.

Following the welcome by Olaf Schmidt, Vice President Textiles and Textile Technologies from the host Messe Frankfurt, Thimo Schwenzfeier, Show Director of the Berlin Ethical Fashion Show and Greenshowroom and Head of Marketing Communication for Messe Frankfurt's textile fairs, Michael Stracke, chief business-development officer of FASHIONTECHBERLIN, and the chairman Ian Welsh (Innovation Forum), the conference will be opened at 10.30 a.m. with a keynote speech, "Passion is key — fashion's inner quest" by Bandana Tewari (Vogue India and Business of Fashion). The well-known Indian journalist will be saying how urgent it is to change from demonstrative consumption to an era of responsible consumption.

From bags made of recycled rhubarb leather, to shoes made of broken-up refugee boats, to prototyping 3D printed soles – on the following Pitch'n'Panel discussion from 10.50 onwards Anne-Christin Bansleben (Deepmello), Desmond Ko (LiteHide), Olivier Grammont (Recyc Leather), Anna Hantelmann (FormLabs) and Vera Günther (Mimycri) will be discussing the latest innovations in materials and processes.

From 11.20 a.m., three supply-chain case studies will be giving an insight into sustainable and innovative sourcing options. In a talk entitled "Upcycling the Ocean", Carolina Alvarez (Ecoalf) will be explaining how the Spanish company obtains high-quality polyamide yarn from ocean waste and makes it into such items as robust shoes. Josefin Liljeqvist (Josefin Liljeqvist), in her talk "Leather transparency 'cow to shoe'", will be describing how a transparent leather value-added chain can be put into place. And Sebastian Kopp (Veja, Centre Commercial) will talk about "scaling sustainability" in the context of the leather industry and alternative materials.

Shoes made of fungi, circular systems, cloud-based platforms for more transparent supply chains – the two succeeding Pitch'n'Panels from 12.10 midday will concentrate on two subjects: "Footwear innovation", with Sebastian Kopp (Veja, Centre Commercial), Noel Klein-Reesink (Ekn Footwear), Sebastian Thies (Nat-2), Galahad Clark (Vivo Barefoot), Henning Siedentopp (Melawear), and "Digital innovation to increase supply-chain transparency", with Dennis Hoenig-Ohnsorg (Zalando SE), Ina Budde (Circular.Fashion), Laureen van Breen (WikiRate) and Christoph Wiesen (Sustainabill). During the ensuing lunch break all interested trade visitors will be able to register in the conference's Media Lounge for a "speed date" with the three start-ups.

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Next, in a discussion entitled “Money is the key”, André Meyer (GLS Gemeinschaftsbank eG) will be talking with Henning Siedentopp (Melawear), William Allbright (MyMarini) and Michael Oehler (Trippen) about what is clearly a key subject in the industry: the difficulty which a fashion business with high sustainability standards has in obtaining credit. From 2.15 there will follow two further supply-chain case studies: Manfred Junkert (HDS/L, CADS) will speak about joint enterprises and standards in the industry, and Pailak Mzikian (I:Collect) about the long journey to a scalable industrial footwear-recycling process.

Do joint cross-industry ventures play the key role in leaps of innovation? And what translation work must be undertaken to exhaust the possibilities of new partnership models? These and other questions will be explored from 2.40 p.m. under the title “Collaboration is key” by Pailak Mzikian (I:Collect), Rüdiger Fox (Sympatex), Patrick Mainguené (Ector, Insoft SAS) and Dieuwertje Nelissen (Enviu).

At 3.00 p.m. will follow a video summary of the Thinkaton, the interdisciplinary design-thinking workshop already starting on the day before the conference, which this season will be supplying three industrial challenges for six teams of experts.

The final panel discussion will be devoted to the question: “What’s next for international fashion business?” Under the chairmanship of Kristina Schulze (Step, Schuhkurier), Dr Jürgen Janssen (Sustainable Textiles Alliance), Heike Hess (International Association for the Natural Textiles Industry), Noel Klein-Reesink (Ekn Footwear), Sandra Capponi (Good on You) and Stephanie Klotz (C&A Foundation) will discuss the various aspects of sustainability in the shoe and leather industry and provide moreover a general perspective on the trends and developments of the coming season.

From 3.35 p.m. the conference will be rounded off by “Networking & Bubbles”, which will offer a relaxed ambience for a fruitful exchange of ideas. Following the FASHIONSUSTAIN Conference, from 4.00 p.m. at the 8ELFINLE by Textilwirtschaft and Sportswear International, football fans will be able to follow the round of sixteen of the Football World Cup. From 6.00 to 9.00 p.m. Messe Frankfurt invites trade visitors to the “Nightshift”, an evening event for a relaxed exchange of ideas with the labels exhibiting at the Berlin Ethical Fashion Show and Greenshowroom taking place at the same time. The “Greenshowroom Selected” fashion show will be transmitted live to the Kraftwerk from 7.00 p.m. and can be viewed on the conference floor.

Videos, photos and further information:

www.fashionsustain.messefrankfurt.com
www.facebook.com/FashionSustain
www.instagram.com/Fashionsustain.berlin/
www.twitter.com/fashion_sustain

www.greenshowroom.com
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www.ethicalfashionshowberlin.com
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Further details to Messe Frankfurt's global textile fairs: 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 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 | www.congressfrankfurt.de | www.festhalle.de

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