

# NEWSLETTER

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# **baltic**fashion.*eu*

BALTIC FASHION  BALTIC VISION

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**WELCOME**

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Dear Colleagues,

September is *the* month of fashion. In the industry all eyes are set on the fall collections, and fashion magazines are putting their thickest editions on the newsstands—the long awaited September issue. Over the summer, the Baltic Fashion partners have also worked intensely to prepare an exciting fashion fall. A lot of energy and heart was put into our “Baltic Fashion Innovations”, a print brochure dedicated to innovative activities which were brought to life during the project (publication date: October 28<sup>th</sup>). In our very own September issue, we give you an exclusive sneak peek into the innovative work of our partners from the Art Academy of Latvia who founded a student label named COPPICE. Moreover, we would like to introduce the upcoming “Sustainable & Innovative Fashion Seminar” hosted by our Finnish partners at Aalto University, and one of the organizers, Kirsi Niinimäki.

Cordially,

Baltic Fashion EU  
Information and Communication Office

P.S. Get the latest news on our activities on our information portal [www.balticfashion.eu](http://www.balticfashion.eu), on Facebook [www.facebook.com/BalticFashionEU](http://www.facebook.com/BalticFashionEU) and Twitter [www.twitter.com/BalticFashionEU](http://www.twitter.com/BalticFashionEU). If you are interested in our “Baltic Fashion Innovations”, please contact us.

**COPPICE—  
A QUALITY LABEL FOR INNOVATIVE  
FASHION**

The brand COPPICE was created within the framework of the project Baltic Fashion by the Art Academy of Latvia as a support measure for students. It stands for bright and innovative design, a green and contemporary approach as well as for conceptual creative expression. All clothing lines of COPPICE are made in Latvia and are displayed at Pavilions, a fashion and lifestyle concept store located in Riga.

The brand pursues the idea of making advanced student work accessible to the public and of connecting designers with producers. Māra Binde



Designer: Lasma Simsons  
Copyright: Tom Norde

from the Art Academy of Latvia defines the label's role as twofold:

„COPPICE is a starting platform for young and promising Latvian fashion designers, who are willing to and can prove their talent. COPPICE is also a patron and mediator of communication between designers and the industry,

which is a very crucial point in Latvia nowadays.”

**COPPICE**

Find out more about COPPICE and talk to its founders at the Business Cooperation Event from October 28<sup>th</sup> to 29<sup>th</sup> in Rostock, Germany!

Register here:

[www.balticfashion.eu/FI/47/activities/18/business\\_cooperation\\_event\\_rostock.html](http://www.balticfashion.eu/FI/47/activities/18/business_cooperation_event_rostock.html)

## SUSTAINABLE & INNOVATIVE FASHION SEMINAR— AN INTERNATIONAL EVENT IN HELSINKI

From October 2<sup>nd</sup> to 3<sup>rd</sup>, the international who is who of the world of sustainable fashion is going to be in Helsinki. Finland's capital is the home of Aalto University, School of Arts, Design and Architecture, the host of the "Sustainable & Innovative Fashion Seminar". Highly renowned speakers will present their views on sustainable fashion, among them Cosette Armstrong (Oklahoma State University, USA), Anika Kozlowski (Ryerson University, Canada) and Kate Fletcher (London College of Fashion, UK). As one of the most famous activists in the field of slow fashion, Fletcher is going to lead a one-day seminar presenting her sustainable projects.

We spoke to Kirsi Niinimäki, one of the organizers of the event.

What is the idea behind the seminar?

Kirsi Niinimäki:

The basic idea is to open up new views into the field of sustainable fashion and to present the newest research information in this field. Moreover, some best practices examples will be shown in an exhibition, which is divided into 3 sections: sustainable and innovative fashion, the Baltic Fashion Network and innovative textile and fashion research.

Who is the target group of this event?

Kirsi Niinimäki:

The target audience is designers, companies, students, teachers and researchers. It is a broad and mixed audience. We are expecting about 100 participants.

What are you looking forward to the most?

Kirsi Niinimäki:

I am awaiting a vivid discussion and critical comments which generate new knowledge, understanding and new arising opportunities in this field. Also building a solid and international network is the most important aspect at this kind of event.

For the complete list of speakers and the invitation, go to:

[www.balticfashion.eu/DE/55/events/60/sustainable\\_fashion.html](http://www.balticfashion.eu/DE/55/events/60/sustainable_fashion.html)

## INTRODUCING— BALTIC FASHION EU PARTNERS

Kirsi Niinimäki is a textile designer, teacher, and researcher from Aalto University in Finland.

Since 2008, Kirsi has been at Aalto University, where she currently works as a post doctoral researcher and teaches the Master's program "Creative Sustainability".

As an expert in sustainable fashion, her dissertation dealt with the same topic: "From Disposable to Sustainable: The Complex Interplay between Design and Consumption of Textiles and Clothing" was published in 2011 at Aalto University. Before her academic career, Niinimäki worked as an industrial textile designer at the company Finlayson.

In her commitment for Baltic Fashion EU, Kirsi organized a workshop on 'Zero Waste Pattern Cutting' (ZWCP), a design method eliminating waste. The results were documented on a blog, exhibited in Riga and are next to be seen in Helsinki and Rostock.



Copyright: Kirsi Niinimäki

At the "Sustainable & Innovative Fashion Seminar", Kirsi is going to talk about fashion strategies in terms of sustainable consumption.

On her motivation to partner with Baltic Fashion EU, Kirsi Niinimäki states:

"Our motivation was to strengthen and establish new connections in the field of fashion design. Strong alliances and networking are needed to succeed in the future. Also, collaboration between education, industry and business and further between research and practice is the most influential way to create future design and business competences in the fashion field."

More information: [www.arts.aalto.fi/en/](http://www.arts.aalto.fi/en/)

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