

NEWSLETTER

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balticfashion.*eu*

BALTIC FASHION  BALTIC VISION

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WELCOME



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Dear Colleagues,

In this issue, we present to you some of the highlights of the long-awaited Baltic Fashion Event, which took place from October 28th to 29th in Rostock. The two days were divided into a 'Final Conference' and a 'Business Cooperation Event' with an offer of 20 workshops, presentations and panel discussions. Altogether, the event united 80 participants from seven countries and more than 20 exhibitors from the Baltic Sea Region. On both days, exhibitors represented their businesses in a trade show and our partners showcased their accomplishments in an exhibition. At the event we also released our brochure *Baltic Fashion Innovations* which features impressive innovative activities conducted throughout our project.

Once again, we would like to thank everyone who attended the Baltic Fashion Event, gave a presentation, conducted a workshop and/or exhibited their work. Together, we showed how versatile the textile and clothing industry in the Baltic Sea Region is. And even though our project is coming to an end, this event showed once more that our network is not.

Cordially,

Baltic Fashion EU
Communication and Information Office

P.S. Contact us, if you would like to order copies of our *Baltic Fashion Innovations* brochure. Don't miss out on our activities and follow us on our homepage, Facebook and Twitter.

BALTIC FASHION EVENT— FINAL CONFERENCE

On October 28, the Baltic Fashion Event was formally kicked off with opening speeches by Dietmar Gutsche, director of tourism and lead partner Kaiserbäder Isle of Usedom, and Jochen Freese from the Ministry of Economy, Construction and Tourism of Mecklenburg-Vorpommern. Over the course of the day, visitors had the opportunity to walk through the exhibition, get to know Baltic producers with innovative business ideas, and find out what the Baltic Fashion EU partners have developed in the course of the funding period. The latter was part of the so called 'Final Conference', which was executed by s.Pro, a service agency supporting sustainable projects and project manager of Baltic Fashion EU, on behalf of the lead partner.

Angela Schultz-Zehden, founder of s.Pro, oversaw the Final Conference which was divided into three round-table discussions on the topics fashion innovations, business skills and support structures. Our partners introduced the audience to a range of topics such as Smart Textiles (The Swedish School of Textiles), Business Clinic (Novia University) and the Baltic Sea Region Action Plan (Baltic Fashion Federation). After each round table, the audience was invited to engage in discussions. The Final Conference was concluded with a panel discussion with a diverse circle of experts from the Baltic fashion industry, among them Illona Platonova (Ministry of Economy Latvia), Henrik Jansson (Incubator Borås), George Stoenchev (European Fashion Council) and Max Hogeforster (Hanse Parliament). Together they discussed the different challenges and opportunities the BSR-fashion sector bears.



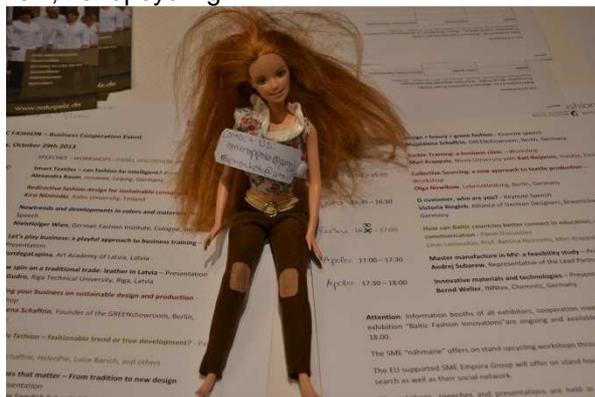
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All findings presented during the Final Conference are summarized in the *Baltic Fashion Findings*, a discussion paper edited by s.Pro.

BALTIC FASHION EVENT— BUSINESS COOPERATION EVENT

On the second day, the Business Cooperation Event offered speeches, presentations, panel discussions and workshops to anyone interested in fashion. The main focus was set on sustainability, trends, developments and business support. Acclaimed experts shared their knowledge: Magdalena Schaffrin (GREENshowroom), Niels Holger Wien (DMI/German Fashion Institute), Victoria Ringleb (Alliance of German Designers) and Alexandra Baum (novanex). While Schaffrin talked about sustainable design and production, Wien gave insight into next season's trends in materials and colours. Ringleb urged audience members, among them many producers, to strategically target customers and Baum introduced the specifics of smart textiles.

Moreover, our partners talked about new ways to enhance the consumer-producer relationship, to incorporate cultural tradition into modern design and to use Barbie dolls to brainstorm business ideas. Further exciting new business approaches were presented by Lebenskleidung, an organic textile agency offering collective sourcing, and Luise Barsch from the Upcycling Fashion Store, a concept store following the principles of turning pre- and post-consumer waste into something new, i.e. upcycling.



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Guided tours through the exhibition “Baltic Fashion Innovations” introduced visitors to projects such as Fashion Empowerment—a social design concept focusing on physically challenged consumers—, Trash To Trend—a workshop on how to manage local waste and turn it into fashion—and “From Idea to Money”—a role-play discussion game to generate innovative business ideas, which brought forth the green student label COPPICE within the framework of Baltic Fashion EU.

INTRODUCING— BALTIC FASHION EU PARTNERS

Mariliis Soobard represents our partner institution, the Estonian Academy of Arts, where she works both as a project manager and a lecturer. She holds an MA from the Tallinn University of Technology in Estonia, where she specialized in textile and garment techniques. Throughout her studies Mariliis interned at different businesses such as the AS Baltika Group, Estonia's largest apparel company.

In 2010, she founded Marimo Fashion. As creative director and designer of her own fashion label, Mariliis creates women's wear combining creativity, elegance and pure quality. The dresses, coats and scarves are handmade and unique items.



Copyright: Mariliis Soobard

For Baltic Fashion EU, Mariliis managed and supervised two workshops: Trash to Trend and Textiles for Public Spaces. Both activities are featured on our website and in our brochure *Baltic Fashion Innovations*, as they represent an innovative and indicative trend in the textile and clothing industry: upcycling.

At the Baltic Fashion Event, Mariliis participated as a project partner and a fashion designer as Marimo Fashion was an exhibitor at the event's trade show. “It was a nice event. The speakers were good and I also got new contacts and information, so it was successful for me,” Mariliis comments on the Baltic Fashion Event.

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