

NEWSLETTER

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balticfashion.eu
BALTIC FASHION  BALTIC VISION

Contact:

Communication and Information Office: Sylvia Acksteiner, Nina Lorenzen
sylvia.de@balticfashion.eu; nina.de@balticfashion.eu
Germany, Rungestr. 19, 10179 Berlin, +49 30 28 48 78 30

WELCOME



Dear Colleagues,

The finish line of the EU project „Baltic Fashion“ is within reach. For 2013, our 12 partners from 7 countries developed great projects which we would like to share with you.

In May, the EU partners attended the cooperation event “Innovations in Fashion and Textile Industries” in Riga, organized by our partner and the president of the Baltic Fashion Federation, Elena Strahova. In Riga, we presented EU project innovations, and the first database for production places in the Baltic Sea Region, “Production Places in the Fashion and Textile Industry.”

This newsletter gives you a glimpse of what went on in Riga and who is behind it.

Cordially,

Baltic Fashion EU
Information and Communication Office

P.S. For a more detailed look on our innovation projects and on our database, please visit our information portal www.balticfashion.eu.

For further updates on our current activities, follow us on www.facebook.com/BalticFashionEU and www.twitter.com/BalticFashionEU.



EXHIBITION— INNOVATIONS IN FASHION AND TEXTILE INDUSTRIES

With suitcases full of innovations, the Baltic Fashion EU partners travelled to Latvia’s capital Riga at the end of May. At Riga’s Art Academy of Latvia, we showcased a versatile range of innovative projects:

From „Smart Textiles“—intelligent materials—to „Zero Waste Fashion“—garment production without waste—to „Fashion Empowerment“—garments for handicapped people who are often marginalized from the mainstream fashion industry. The exhibition was an overall success and a wonderful opportunity to show our results.



Student from Art Academy of Latvia:
“It’s interesting to see the new solutions for dressing, it’s very good, I like it”.

Nadya Valeva, President of the European Fashion Council:

“I’m very excited because it’s my first exhibition about innovation in fashion and textile. It could be a good idea to implement it all over Europe”.

Marielis Soobard, Estonia:

“It’s a good opportunity to show other countries what we are doing in our EU project”.

**PRESS CONFERENCE—
INNOVATION AND PRODUCTION PLACES FOR
FASHION AND TEXTILE**

In Riga, Baltic Fashion EU launched a database for production services and presented selected project innovations that were realized within the EU project. The following partners presented their innovations:

Tuula Bergqvist (Novia University, Finland)—
Fashion Empowerment:

A design-for-all concept aimed to empower groups that are marginalized from fashion, as e.g. wheelchair users and other handicapped peoples.

Andrej Subarew (fashion designer, Germany)—
Innovation and Tradition: Freest Fisher Carpets:



Creating new design ideas out of the traditional Pomeranian Freest Fisher Carpets

Lena Berglin (Swedish School of Textiles, Borås)—
Smart Textiles and Wearable Technologies:

Analysis of the relation between research and commercial activities on the basis of smart textiles.

Mariliis Soobard (Estonian Academy of Arts, Tallinn)—Trash to Trend:

Turning textile leftovers into upcycled clothes

Kirsi Niinimäki (Aalto University School of Arts, Finland)—Sustainable Fashion:

Elimination of fabric waste in garment production through "Zero Waste Pattern Cutting" method

**INTRODUCING—
BALTIC FASHION EU PARTNERS**

Elena Stranova, is a certified fashion designer from Latvia.

As the president of the Baltic Fashion Federation (BFF), a non-profit organization aiming to develop and promote Baltic fashion, she has organized Riga Fashion Week, the Latvian Style and Fashion Awards, and numerous workshops since 2004.



In her work for the Baltic Fashion EU Project, Elena developed the Baltic Sea Region Action Plan.

Moreover, Elena is a regular jury member of the annual Baltic Fashion Award on the island of Usedom (Germany).

Together with her BFF team, Elena put together the Riga Innovation Event. For two days, professionals from the fashion industry joined roundtables, presentations, a fashion show, a press conference and an exhibition opening—all in the name of innovation.

NEXT EVENTS

Gdynia, 12 -13 July, 2013

Business Cooperation Event

A meeting of designers and producers from the Baltic Sea Region. With panel discussions, workshops, showroom and fashion show.

Information and application to:

Gdynia Design Centre

Anna Karcz

Email: a.karcz@gci.gdynia.pl

Phone: +48 50808451

Berlin, 2 – 5 July, 2013

Mercedes-Benz Fashion Week Berlin

Fashion enthusiasts, buyers, trade experts and the media interact at shows and award ceremonies, collect information at fashion trade shows and attend exhibitions and off-site events.

www.fashion-week-berlin.com