

NEWSLETTER

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balticfashion.*eu*

BALTIC FASHION  BALTIC VISION

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WELCOME



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Dear Colleagues,

At the beginning of October, we travelled to Helsinki, the hometown of the prestigious Aalto University. At the School of Arts, Design and Architecture, our partner Kirsi Niinimäki welcomed us to the "Sustainable and Innovative Fashion Seminar" with international speakers and inspiring projects. At the end of October, we are going to host the Baltic Fashion Event with our Final Conference and Business Cooperation Event in Rostock. Both events are featured in our October newsletter edition. Enjoy!

Cordially,

Baltic Fashion EU
Communication and Information Office

P.S. Be in the loop of our ongoing activities and visit us on [our homepage](#), [Facebook](#) and [Twitter](#).



Kate Fletcher, Centre for Sustainable Fashion at London College of Fashion, at the "Sustainable & Innovative Fashion Seminar".
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**SUSTAINABLE & INNOVATIVE FASHION
SEMINAR IN HELSINKI—
ENGAGE WITH SUSTAINABLE THINKING**

From October 2 to 3, we had the privilege to hear some of the most acclaimed activists in the field of sustainable fashion speak about what is at the core of our project: to lead a more sustainable life, starting with fashion. Among the audience were textile and fashion students, companies and universities from the Baltic Sea Region, and of course the Baltic Fashion EU partners.

As keynote speaker, the British researcher, consultant and pioneer in fashion and sustainability, Kate Fletcher, introduced her project "Local Wisdom", which urges the consumer to use clothes in a resourceful and skilful way. This concept of usership is referred to as "the craft of use". One of Fletcher's messages is that we need to start reimagining what fashion could be outside of consumerism and to realize that sustainability is a social not a technological challenge.



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Also, our Baltic Fashion EU partners shared their recent work. Lisbeth Svengren Holm from The Swedish School of Textiles talked about corporate social responsibility of Swedish fashion brands with focus on communication of sustainability. Mari Krappala from Novia University introduced three performance artists demonstrating their take on social design. For the lead partner, Nicole Acksteiner gave a presentation on innovative and sustainable activities brought forth within Baltic Fashion EU.

Another highlight was the exhibition "Sustainable & Innovative Fashion" showcasing a variety of unique fashion designs. Baltic Fashion EU contributed selected pieces from the tradition and innovation workshop "Freest Fisher Carpet" and posters on Best Practices.

**BALTIC FASHION EVENT—
FINAL CONFERENCE AND BUSINESS COOPERATION
EVENT IN ROSTOCK**

You are a designer looking for leather manufacturers in the Baltic Sea Region? You are interested in learning about sustainable design practices? You want to find out what Baltic Fashion EU accomplished during the project? And you are looking for new business opportunities? If your answer to any one of these questions is 'Yes', then sign up for our Baltic Fashion Event on our [website](#) and join us on October 28 and 29 at Steigenberger Hotel Sonne in Rostock (Germany).

Anna Diedrichs, project manager for the Baltic Fashion Event, gave us a sneak peek into the event.

**What is the idea behind the event?**

We want to show what an active Baltic Fashion Network looks like, what we accomplished in the last three years, and the huge potential the BSR has to offer. The event brings people together to inspire one another.

Who is the target group of this event?

We target small and medium sized companies from the Baltic Sea Region. However, we do not only cater to those that are already well-established, but also to starting entrepreneurs.

What can visitors expect?

We have an impressive combination of speakers, exhibitors and presenters, which you can check out on our [Facebook](#) and [website](#). Visitors can meet a variety of very intriguing individuals representing diverse sections of the fashion industry, such as design, textile, IT, education, politics, marketing, different hand crafts and much more.

What are you looking forward to the most?

I am most excited about seeing people come together and talk and spark ideas and get excited about possible future projects together.

**INTRODUCING—
BALTIC FASHION EU PARTNERS**

Nicole Acksteiner is the project manager for the lead partner Kaiserbäder, Island of Usedom and represents the national contact point of Germany within Baltic Fashion EU.

Nicole studied International Administrative Management and majored in marketing. She has long-time experience in the field of event management and expanded her knowledge during extended stays in South Africa and Russia. Since 2008, she is the project manager for the Baltic Fashion Award, a renowned fashion competition with designers from the Baltic Sea Region on the German island of Usedom. In her work for Baltic Fashion EU, she develops ideas for the future of the Baltic Fashion Network.



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On the future of the network, Nicole states:

"The Baltic Fashion Network is a great opportunity to get in contact and to exchange knowledge and even business contacts in the fashion sector within the Baltic Sea Region. During the last years, the partners have developed numerous training programmes and studies and have collected information, which should sustain beyond the ending of the funded project. I am really looking forward to continuing our work with all partners in the future."

For more information and possible collaborations with the Baltic Fashion Network, please write to nicole.de@balticfashion.eu.