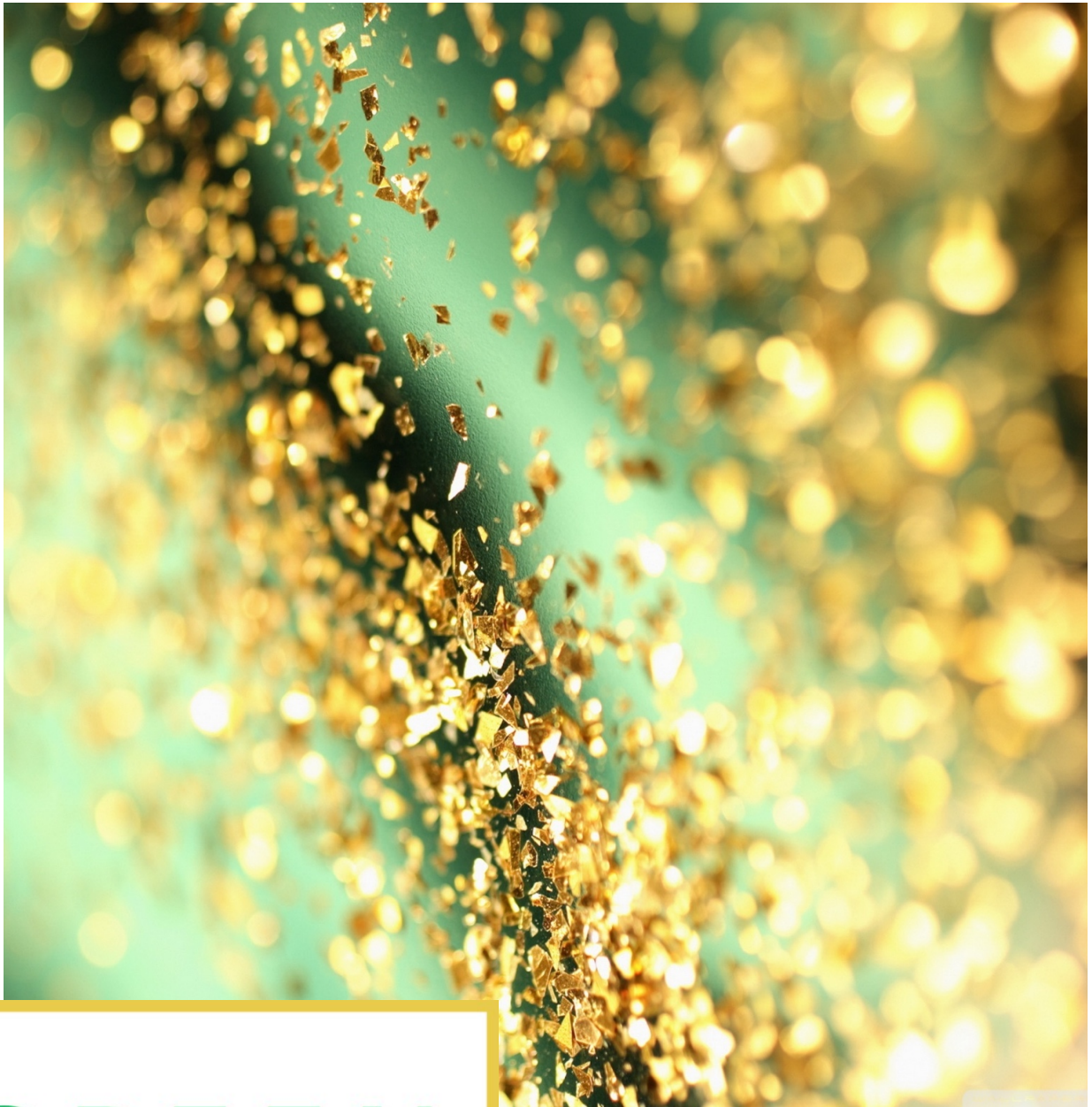


**GD MAJOR**  
ENTERTAINMENT  
**presents**



**GREEN**  
**FASHION**  
**WEEK**

**PRESS KIT**

Edition	4 <sup>th</sup>
Date	29 November 2016
Place	Milan, Italy
Prepared by	GD Major Entertainment

# TABLE OF CONTENTS

<b>1</b>	<b>The Organisation .....</b>	<b>4</b>
1.1	The Team .....	4
1.2	Vision and Mission.....	5
<b>2</b>	<b>PARTNERSHIPS.....</b>	<b>6</b>
2.1	GD Major Entertainment .....	6
2.2	United Nations.....	6
2.3	Allcot Group .....	7
2.4	The Westin Palace Milan.....	7
2.5	Cotril .....	7
2.6	GFW friends.....	8
<b>3</b>	<b>GFW Press Conference .....</b>	<b>11</b>
<b>4</b>	<b>Press Releases .....</b>	<b>12</b>
4.1	Green Fashion Week Press Release 1.....	12
4.2	Green Fashion Week Press Release 2.....	13
4.3	Green Fashion Week Press Release 3.....	15
4.4	Green Fashion Week Comunicato Stampa 1 .....	20
4.5	Green Fashion Week Comunicato Stampa 2 .....	21
4.6	Green Fashion Week Comunicato Stampa 3 .....	23
4.7	The Westin Palace Milan Press Release.....	29
4.8	The Westin Palace Milan Comunicato Stampa .....	30
4.9	Cotril Press Release .....	31
4.10	Cotril Comunicato Stampa .....	32
4.11	Bonaveri Press Release .....	33

<b>4.12</b>	<b>Bonaveri Comunicato Stampa .....</b>	<b>38</b>
<b>4.13</b>	<b>All Around Press Release .....</b>	<b>42</b>
<b>4.14</b>	<b>Orange Fiber Press Release .....</b>	<b>43</b>
<b>4.15</b>	<b>Ratti Press Release .....</b>	<b>47</b>
<b>4.16</b>	<b>Ratti Comunicato Stampa .....</b>	<b>48</b>
<b>5</b>	<b>The Designers.....</b>	<b>49</b>
<b>5.1</b>	<b>Elsien Gringhuis.....</b>	<b>50</b>
<b>5.2</b>	<b>Krie Design .....</b>	<b>52</b>
<b>5.3</b>	<b>Silvia Giovanardi.....</b>	<b>54</b>
<b>5.4</b>	<b>Victoria Ladefoged .....</b>	<b>55</b>
<b>5.5</b>	<b>Royal Blush .....</b>	<b>57</b>
<b>5.6</b>	<b>Nelly Rose.....</b>	<b>58</b>
<b>5.7</b>	<b>Daniela Masias.....</b>	<b>60</b>
<b>6</b>	<b>Contact details.....</b>	<b>62</b>

# 1 THE ORGANISATION

## 1.1 The Team

NAME	RESPONSIBILITIES
Guido Dolci	GD MAJOR President
Elke Dolci	Event Organizer
Mikel Dolci	Press Officer and Event Organizer
Elisa Dolci	GFW Ambassadors and Model
Luca Molinari	GFW Director
Francesco Rota	Music Director
Francesco Delloro	Artistic Director
Rachele Cantaluppi	Event Organizer
Juul Oz	Social Media Marketing
Daria Bashkareva	Press Officer
Daniela Christiansson	GFW Ambassador



## 1.2 Vision and Mission

### **Vision**

To raise awareness, promote, and set a path for sustainable and responsible fashion, which should ultimately lead the preservation of the planet for the next generations.

### **Mission**

To become the biggest reference point for sustainable fashion consumers, by giving young employees the opportunity to create a series of events that are focused on changing the public's opinion of what sustainable fashion really is and consequently change the way fashion is made and enjoyed.

## 2 PARTNERSHIPS

### 2.1 GD Major Entertainment

GD Major is the main sponsor of GFW. This multiservice fashion company is present in 14 locations around the world such as New York, Milan, Miami, Munich and Amsterdam.

Some of GD Major youngest operators, have gotten the Company's Board of Directors approval to create the Entertainment Division: an incubator of fashion, sustainability, movie and music productions.

The Green Fashion Week is the way for GD Major Entertainment to promote its initiatives conceived and created by its young operators.

Additionally, GD Major Entertainment will try to sensitize public opinion about sustainability and to present at last but not at least the first movie entirely produced (music included) by GD Major Entertainment Team.

<http://www.majorgd.com/>

### 2.2 United Nations

United Nations aims to develop sustainability and "green solutions" as the new engine of growth. Particularly, the UN Framework Convention on Climate Change (UNFCCC) works to promote resource efficiency and sustainable consumptions. GD MAJOR follows the UN's guidelines for a Climate Neutral Event, which entails the measurement, reduction and offsetting of the carbon emissions generated during the whole event. The more we engage in this important initiative, the more we can help and be part of the global solution.

<http://climateneutralnow.org/Pages/Home.aspx>

## 2.3 Allcot Group

Allcot supports GD MAJOR's sustainability efforts by offering environmental and sustainable services. They develop sustainable energy programs and create innovative solutions for carbon offsets. In addition, a sustainability report is released by Luca Molinari and approved by the Allcot Group after every Green Fashion Week, in order to record the carbon emissions and the necessary offsets.

<http://www.allcot.com/>

## 2.4 The Westin Palace Milan

The Westin Palace Milan has facilitated the organization of the event by reducing part of the hotel costs.

The eco-sustainable hotel The Westin Palace Milan is committed to continuously revising its processes in order to adopt more environmentally friendly methods of providing its guests with the best possible service. In addition, for each night the guests decide to "Make A Green Choice" and decline housekeeping, they are awarded with a gift voucher or Starwood Preferred Guest Starpoints, as this conserves water, electricity, gas and chemicals.

<http://www.westinpalacemilan.it/>

## 2.5 Cotril

As a technical sponsor for the 4<sup>th</sup> edition of the Green Fashion Week, COTRIL offered their eco-sustainable cosmetics, which have been used during the shows, shootings and presentations.

COTRIL's natural make-up line NATURIL will be launched at the end of November 2016. This line offers safe and toxin-free make-up that is based on 100% certified biological Argan Oil, which is soothing, moisturising and nourishing. The Ecocert logo certifies the use of ingredients derived from renewable resources, manufactured by environmental friendly processes. Additionally, NATURIL is produced in Italy and assures recyclable packaging.

- "NATURAL MAKE UP BEAUTY EXPERIENCE"

<http://www.cotril.it/>

## 2.6 GFW friends

The organization would like to express gratitude to the following companies that are in collaboration and/or have offered their services for the 4<sup>th</sup> edition of the Green Fashion Week in Milan;

### **Plant for Planet**

This non-profit organization is a global movement, dedicated to raising awareness for the importance of reforestation projects and initiatives.

<https://www.plant-for-the-planet.org>

### **California Green Press**

California Green Press is a printing company that focuses on eco-friendly printing. The organization has presented the GFW with the sustainably printed PWC stock business Cards.

<http://www.californiagreenpress.com>

### **Label Impressions Inc.**

Label Impressions Inc. in California provided the GFW stickers, printed on Fiberstone material composed of 80% limestone and 20% HDP plastic, which is all 100% recyclable.

<http://www.labelimpressions.com>

### **De Balk**

The company 'De Balk' from Kees Renkema in the Netherlands sponsored the wooden VIP passes for the GFW. The VIP passes are printed on PEFC certified wood, birch plywood from Finland where sustainable forest management is the standard.

<http://www.houtenkaart.nl>

## **Yvonne Duncan**

Yvonne Duncan supported the Green Fashion Week in creating art work which has been used for the GFW stickers.

[https://www.instagram.com/yvonne\\_van\\_ewijk/](https://www.instagram.com/yvonne_van_ewijk/)

## **Grin**

Grin produces and distributes original ecological gadgets and innovative accessories.

[www.grin.bio](http://www.grin.bio)

## **Models**

A special thanks to the Major Models who have participated in the Green Fashion Week!

Alberta Mazzi  
 Alice Taticchi  
 Beatrice Marchetti  
 Elisa Dolci  
 Francesca Sofia  
 Martina Bulgheroni  
 Silvia Cataldi  
 Silvia Paoli  
 Sofia Parisotto  
 Tosca Grasso  
 Veronica Faverzani  
 Ilaria Dolar  
 Fernanda Lessa  
 Daniela Christiansson  
 Ilaria Vigna  
 Raquel Lima  
 Karoline Egelund  
 Barbara Vavrova  
 Polina Malinovskaya  
 Federico Nanni  
 Filippo Cremaschi  
 Johannes Hasler

Marco Bellotti  
Simone Ravanelli  
Alessandro Polastri  
Cristian Marcello  
Emanuele Pifferi



## 3 GFW PRESS CONFERENCE

Mediator: Luca Molinari

<b>Green Fashion Week</b>
Founder and President of GD Major Entertainment - Guido Dolci
<b>Ministero dell'Ambiente</b>
Fiamma Valentino - Roberta Ianna
<b>Plant-for-the-Planet</b>
Carlo e Cateriana Pauletti
<b>Cotril</b>
Elisa Bergamaschi
<b>Allcot</b>
Daniela Christiansson
<b>United Nations</b>
Lindita Xhaferi-Salihu
<b>Orange Fiber</b>
CMO - Enrica Arena
<b>Ratti</b>
Represented by: Luca Molinari
<b>Silvia Giovanardi</b>
Sustainable textile expert
<b>Bonaveri</b>
Elena Pascolini

## 4 PRESS RELEASES

### 4.1 Green Fashion Week Press Release 1

#### Green Fashion Week Milan 2016

*Milan, 8th November 2016* - The Green Fashion Week (GFW), a week of sustainable fashion, announces the launch of the 4<sup>th</sup> edition in a series to be staged in Milan from 25 to 28 November. The Italian release is the result of the successful organization of the previous editions in Dubai and Abu-Dhabi, United Arab Emirates. The GFW is an event that aims to make the public aware of the importance of sustainability in all areas, particularly fashion and textile industries.

A sequence of events is to take place from 25 to 28 November. The press entry will be open from 26 to 27 November, when two grand fashion shows will be held featuring a line-up of international designers. The designers will promote the message of sustainability through their collections, which they created using environmentally friendly materials and methods of production, fulfilling ethical standards. The showcased sustainable collections will prove that environmentally conscious fashion does not have to compromise on glamour and style.

The GFW intends to be a reference point both for fashion industry insiders and responsible citizens. Every aspect of the initiative will be sustainability-oriented in order to prove the climate neutrality of the event. A sustainability report will be released in collaboration with its partners: The United Nations and the Allcot Group. Moreover, the unavoidable emissions of the GFW will be offset by funding reforestation projects in the Amazon forest.

The GFW is already laying the groundwork for the next edition in Los Angeles in March 2017, as both the interest and support gained by this initiative allows the organization to promote the message of sustainability in the fashion industry even further. – *Sustainability should be priority in order to protect and preserve the planet for future generations.*

## 4.2 Green Fashion Week Press Release 2

### The event: GREEN FASHION WEEK - MILAN 2016

*The sustainable side of fashion*

Milan, 23 November 2016

From **25 to 28 November 2016**, Green Fashion Week (GFW) will be showcasing sustainable fashion in Milan: four days of fashion shows, events, shootings and meetings for those who consider fashion an instrument aimed at spreading public awareness about sustainability.

GFW, following the success achieved at previous editions in Dubai and Abu-Dhabi, announces the launch of the 4<sup>th</sup> edition and has chosen Milan as a stage of excellence.

Paying particular attention to convergence of creativity and sensitivity, this edition intends to promote discussions about sustainability using **the concept of innovation**, through green fashion shows, food and live performances.

More than five hundred international guests will attend. Representatives of institutions, designers, students of fashion schools and journalists will participate in the event, which is meant to be a meeting point for both designers and fashion insiders approaching the world of sustainable fashion.

The idea of the *Green Fashion Week* was created by a team of young people who, thanks to the support and trust of international organization GD MAJOR, decided to create a GD MAJOR Entertainment division and to breathe life into this innovative and ambitious project.

"We wanted to give a clear direction opting for collections that unite style and sustainability because today, more than ever, designers have to deal with the reality, not only industrial, but environmental and social reality" affirms the GFW and UN Ambassador.

From this idea springs the mantra of the event: *"The sustainable side of fashion"*, an unambiguous message which induces solid designers and verdant students of fashion schools to face the reality without giving up on

style and creativity.

From **25 to 28 November** different events will frame the GFW, while for only two days, **26 and 27 November**, there will be a free entrance for VIP and journalists.

On **Saturday 26 November** at **4:00 p.m.** at The Westin Palace Hotel Milan (Piazza della Repubblica 20, Milan) the press conference will be held, with the participation of the UN, Allcot, Ministry of Environment, CEO of international companies and journalists from 20 countries.

During these four days dedicated to fashion and sustainability shows of the following designers will be staged:

Silvia Giovanardi - Italy

Elsien Gringhuis - The Netherlands

Victoria Lagefode - Denmark

Jana Keller - Switzerland

Kristina Burja - Croatia

Nelly Rose - The UK

Daniela Masias - Peru

The showcased sustainable collections will prove that environmentally conscious fashion does not have to compromise on glamour and style.

Every aspect of the initiative will be sustainability-oriented in order to prove the climate neutrality of the event. A sustainability report and calculation of the CO<sub>2</sub> emissions offset will be released in collaboration with GFW partners: The United Nations and the Allcot Group. Moreover, the unavoidable emissions of the GFW will be offset by funding reforestation projects in different parts of the world.

In this edition Cotril, a hair beauty company engaged in environmental sustainability projects, is a technical sponsor of the GFW, along with The Westin Palace Milan, which has facilitated the organization of the event by

reducing part of the hotel costs. The hotel has regained the *Green Key* certification, in order to ensure an eco-friendly environment to its guests, who play an active part in the environment.

Furthermore, companies like All Around, Relco, Bonaveri and Ratti, along with other sustainable companies, have provided the GFW with some of their products to support sustainability.

The GFW is already laying the groundwork for the next edition in Los Angeles in March 2017, as both the interest and support gained by this initiative allows the organization to promote the message of sustainability in the fashion industry even further. – *Sustainability should be priority in order to protect and preserve the planet for future generations.*

### 4.3 Green Fashion Week Press Release 3

29 November 2016

Press Release *after event*: **Green Fashion Week - Milan 2016**

*The sustainable side of fashion.*

When future generations judge those  
who came before them on  
environmental issues, they may  
conclude "they didn't know": let us not  
go down in history as the generations  
who knew, but didn't care.

Mikhail Gorbaciov

The 4<sup>th</sup> edition of **Green Fashion Week** concluded yesterday. From 25 to 28 November 2016, Milan showcased fashion shows, parties, photo shoots and workshops all in the spirit of sustainability.

Through fashion, beauty and entertainment, the youthful and determined GFW team intended to spread public awareness about the importance and the infinite potential of sustainable fashion. Sustainability is a topic dear to our hearts and this week has shown the outcome of the tireless efforts of our passionate team.

The results were both inspiring and encouraging. Many influential figures have given their support and have joined the initiative.

The Italian Environment Minister Gian Luca Galletti in support of GFW declared:

“Sustainability is today, but it will be even more significant in the future as a driving force of the economic system. Its transverse nature among the production sectors leads it to be a significant element of a new way of doing business and creating added value. This speech is definitely worth to the Italian fashion industry, winning from an historical point of view and known around the world for its high quality standards”.

One of the greatest marketing experts, the award-winning world’s greatest manager, **Olivier François, Head of Fiat Brand and Chief Marketing Officer FCA** (Fiat & Chrysler) wrote to GFW:

“Building a bridge between creativity and social responsibility is a visionary idea! I wish you good luck for the Green Fashion Week, a unique event that represents the best of the Italian inventiveness! I am so sorry that I’ll not be in Italy on Sunday, but my heart goes out with you!”

The Honourable Michela Brambilla by the Chamber of Deputies underlined her agreement to the event:

“I am pleased to express my agreement to “Green Fashion Week”, by wishing every success to this laudable initiative hosted in Milan. Beauty and elegance haven’t nothing to do with the suffering of animals or the environmental pollution. It is quite the opposite. It’s time that fashion industry overall recognises that.”

Alessandro Antonio Giusti, Consulate of the Principality of Monaco:

“We often take for granted our Planet, without reflecting about the implications that every single act can have on the entire ecosystem. With pleasure, I support Green Fashion Week”.

**William Baldwin**, famous **Hollywood actor**, who was unable to attend in person this time, wrote:



"I can't make dates work with the film shooting schedule in Mexico.

Thanks for the invite! Thanks for thinking of me!

I would love to participate at some point in the future... perhaps next year when you're in Beverly Hills. That's right down the road from me in Santa Barbara.

Peace, love & happiness... "

The UN Representative, **Lindita Xhaferi**, who attended the Press Conference, added:

"We need to take action on every level! Here is where fashion comes to play. Fashion accounts for 10% of global carbon emission that is second to oil in term of pollution. Well, fashion is part of the problem but it can also be for sure a part of the solution."

Jim Hoffman, A+E networks TV New York USA, supports us affirming:

"I am sincerely disappointed that we cannot attend this yrs Green Fashion week. Not only are the Dolci's dear to our hearts the health of our environment is paramount to us all and we are passionate to help you. We are sincerely grateful you have undertaken the cause by bringing awareness to an industry that most people do not realize the negative impact it has on the environment.

Please count us in on being an active participant in next yrs event.

All the best success and enjoyment with Green Fashion Week Milan."

**Guido Dolci, President of GD Major Entertainment**, main sponsor of the initiative, during the Press Conference, declared:

"Our purpose is to inform the public through media and journalists, in order to persuade the fashion industries to change, at least in part, their production processes, paying particular attention to the protection of ecosystems. Believe me, it's not easy! For a lot of industries, it's only a matter of wanting, a lot of journalists do not show any interest, most politics and celebrities have answered "Yes, but...", "we will see...", "it's all fake", "we don't have time", "how much do you pay us?", "What do I get out of it?" and

not least... "That sucks!".

This is not acceptable!

To these insipid, uncaring and opportunistic replies, we answer with the 4<sup>th</sup> edition of Green Fashion Week and also with the next appointment with the 5<sup>th</sup> edition, that will take place in Los Angeles in march 2017.

Help us to spread the message of sustainability, green, development, sustainable renewal, among people and public opinion.

Dear journalist, the only donation we ask you, is your pen".

This declaration gave rise to the mantra of the event: "*The sustainable side of fashion*". It is an unambiguous message that encourages designers and aspiring fashion students alike to face reality without abandoning style and creativity.

From **25 to 28 November** various events provided the framework for GFW.

On **Friday 25 November**, photo-shoots took place in front of the sweeping background of the Vertical Forest's skyscrapers. Moreover, a private meeting between CEO's and CMO's of both corporate and independent enterprises was organized. The meeting created a healthy dialogue on the development of sustainable fashion and *green* marketing.

On **Saturday 26 November** at **4:00 p.m.** at The Westin Palace Hotel Milan (Piazza della Repubblica 20, Milan) a press conference was held. Among the participants were members of the UN, Allcot, the Ministry of Environment, CEOs of international companies and journalists from over 20 countries.

On **Saturday 26 November**, from **8:00 p.m. to 11:00 p.m.**, at the lavish Belvedere, Palazzo Pirelli's 31<sup>st</sup> floor, the Green Party took place. There was a DJ set, live photo shoots and fashion shows of the international designers Daniela Masias and Nelly Rose. Continuing the night's entertainment, guests were treated to live jazz, deep house DJs, dancers and comics.

On **Sunday 27 November**, from **7:00 p.m. to 21:30 p.m.**, a **Fashion Show** took place at **The Westin Palace Milan**, with guest of honour top model Fernanda Lessa. Accompanied by a harps duo, a string quartet, a horn

quintet and a DJ Set, the following international stylists showcased their collections:

Silvia Giovanardi - Italy

Elsien Gringhuis - The Netherlands

Victoria Lagefode - Denmark

Jana Keller - Switzerland

Kristina Burja - Croatia

Nelly Rose - The UK

Daniela Masiais - Peru

All of these designers showcased entirely sustainable collections, proving that environmentally conscious fashion does not have to compromise glamour and style.

On **Monday 28 November**, photo-shoots took place in beautiful Italian greenhouses. In addition to this, buyers had the opportunity to meet different designers.

Every aspect of the initiative was centred around sustainability in order to prove the climate neutrality of the event. A sustainability report and calculation of the [CO<sub>2</sub> emissions](#) offset will be released in collaboration with GFW partners: The United Nations and the Allcot Group. Moreover, the unavoidable emissions of GFW will be offset by funding reforestation projects in different parts of the world.

In this edition Cotril, a hair beauty company frequently engaged in environmental sustainability projects, was a technical sponsor of GFW. The Westin Palace Milan, another one of the sponsors, facilitated the organization of the event by reducing part of the hotel costs. The hotel has regained the *Green Key* certification, in order to ensure an eco-friendly environment to its guests, who play an active part in the environment.

Furthermore, companies like All Around, Relco, Bonaveri and Ratti, along with other sustainable companies, have provided the GFW with some of

their products to support sustainability.

The GFW is already laying the groundwork for the next edition in Los Angeles in March 2017. The ever increasing interest and support gained by this initiative allows the organization to continue to promote the message of sustainability in the fashion industry even further. – *Sustainability should be priority in order to protect and preserve the planet for future generations.*

If you want to attend to the next edition in Los Angeles in March 2017, please write an e-mail to [greenfw@majormodels.it](mailto:greenfw@majormodels.it).

## **4.4 Green Fashion Week Comunicato Stampa 1**

Green Fashion Week Milan 2016

Milano, 8 Novembre 2016 - Green Fashion Week (GFW), la settimana della moda ecosostenibile, annuncia il lancio della quarta edizione che si terrà a Milano dal 25 al 28 Novembre. L'edizione italiana è il risultato del successo riscosso dalle precedenti edizioni a Dubai e ad Abu-Dhabi.

GFW è un evento no-profit finalizzato a sensibilizzare l'opinione pubblica circa l'importanza della sostenibilità, a partire dal mondo della moda.

Dal 25 al 28 Novembre diversi eventi caratterizzeranno la GFW, la quale sarà aperta ai giornalisti nei giorni di sabato 26 e domenica 27, con due grandi eventi aventi come protagonisti stilisti internazionali. Gli stilisti promuoveranno il concetto di sostenibilità attraverso le loro collezioni, realizzate con materiali e processi produttivi sostenibili sia da un punto di vista ambientale che sociale. Tali collezioni sono la prova di come la moda ecosostenibile non debba scendere a compromessi con lo stile e l'eleganza.

GFW intende essere un punto di riferimento sui temi moda e sostenibilità, sia per gli esperti del settore che per chiunque abbracci la causa.

Ogni aspetto dell'iniziativa sarà orientato alla sostenibilità, al fine di minimizzare e compensare l'impatto ambientale. A tal fine, i partner UN ed Allcot supporteranno GFW nel processo di certificazione ambientale e compensazione delle emissioni di CO2. Inoltre, le emissioni che non

potranno essere evitate, saranno compensate mediante il finanziamento di progetti di riforestazione nella Foresta Amazzonica.

GFW sta ponendo le basi per la prossima edizione a Los Angeles, nel Marzo 2017. Infatti, l'interesse suscitato da questa edizione così come il sostegno ricevuto, permetteranno all'organizzazione di incrementare gli sforzi e promuovere ulteriormente il concetto di sostenibilità nell'industria della moda, e non solo. - *La sostenibilità dovrebbe essere una priorità per tutti, al fine di proteggere e preservare il nostro pianeta per le generazioni future.*

## 4.5 Green Fashion Week Comunicato Stampa 2

Milano, 23 novembre 2016

### L'evento: GREEN FASHION WEEK - MILANO 2016

*The sustainable side of fashion.*

A **Milano**, dal **25** al **28 Novembre 2016**, appuntamento con la **moda sostenibile**: quattro giorni di sfilate, eventi, shooting ed incontri per chi, come noi, considera la moda uno strumento finalizzato alla sensibilizzazione dell'opinione pubblica sul tema della **sostenibilità**.

*Green Fashion Week* (GFW) dopo il successo riscosso dalle precedenti edizioni a Dubai e ad Abu-Dhabi annuncia il lancio della quarta edizione e ha scelto Milano come palcoscenico d'eccellenza.

Con una particolare attenzione alla convergenza tra creatività e sensibilità, questa edizione intende promuovere, tramite un **concept innovativo** la riflessione sulla sostenibilità, attraverso sfilate green, food e live performance.

Oltre cinquecento invitati internazionali, in rappresentanza di istituzioni, stilisti, scuole di moda, giornali e riviste, parteciperanno a questo evento, che si prefigge l'obiettivo di diventare un punto di riferimento per i creativi e per le aziende della *fashion industry*, che si avvicinano al mondo dell'ecosostenibilità.

*Green Fashion Week* nasce da un'idea di un team giovane, che grazie al supporto e alla fiducia del network internazionale GD MAJOR, ha deciso di creare la divisione GD MAJOR Entertainment e dare vita a questo progetto innovativo ed ambizioso.

"Abbiamo voluto dare un indirizzo preciso optando per linee che uniscono stile e sostenibilità, in quanto oggi più che mai l'arte degli stilisti deve fare i conti con le realtà non solo industriali ma anche ambientali e sociali" afferma l'ambasciatrice di GFW e dell'ONU.

Da questa idea scaturisce il mantra dell'evento: *"The sustainable side of fashion"*, messaggio inequivocabile che spinge stilisti tutti e giovani creativi di scuole di moda a confrontarsi con la realtà senza rinunciare a stile e creatività.

Dal **25 al 28 Novembre** diversi eventi caratterizzeranno la GFW, la quale sarà aperta ad un **pubblico esclusivo di giornalisti e VIP** nei soli due giorni di **sabato 26 e domenica 27**.

**Sabato 26 Novembre** p.v. alle **ore 16:00** presso l'Hotel The Westin Palace Milan (piazza della Repubblica 20, Milano) si terrà la **conferenza stampa**, con la partecipazione dell'ONU, di Allcot, del Ministero dell'Ambiente, di CEO di multinazionali e di giornalisti di venti nazionalità differenti.

Nei quattro giorni dedicati alla moda e sostenibilità, si terranno le sfilate dei seguenti stilisti:

Silvia Giovanardi - Italia  
Elsien Gringhuis - Olanda  
Victoria Ladefoged - Danimarca  
Jana Keller - Svizzera  
Kristina Burja - Croazia  
Nelly Rose - Regno Unito  
Daniela Masias - Studente NABA - Peru

Gli stilisti daranno prova di come la moda "sostenibile" non debba scendere



a compromessi con lo stile e l'eleganza.

Ogni aspetto dell'iniziativa sarà orientato alla sostenibilità, al fine di minimizzare e compensare l'impatto ambientale. A tal fine, i partner UN ed Allcot (multinazionale RSI) supporteranno GFW nel processo di certificazione ambientale e compensazione delle emissioni di CO<sub>2</sub>. Inoltre, le emissioni che non potranno essere evitate, saranno compensate mediante il finanziamento di progetti di riforestazione.

In questa edizione, Cotril, azienda *hairbeauty* da sempre impegnata in progetti di ecosostenibilità, è stata sponsor tecnico di *Green Fashion Week* insieme a The Westin Palace Milan, che ha facilitato l'organizzazione dell'evento riducendo in parte i costi alberghieri. L'hotel milanese ha ottenuto nuovamente la certificazione *Green Key* al fine di garantire agli ospiti di soggiornare in un ambiente eco-compatibile rendendoli parte attiva nel contributo verso l'ambiente. Inoltre, le aziende All Around, Relco, Bonaveri e Ratti con altre imprese ecosostenibili hanno fornito alcuni dei loro prodotti a supporto della sostenibilità.

GFW sta ponendo le basi per la prossima edizione a Beverly Hills (LA) nel Marzo 2017. Infatti, l'interesse suscitato da questa nostra iniziativa così come il sostegno ricevuto, permetteranno all'organizzazione di incrementare gli sforzi e promuovere ulteriormente il concetto di sostenibilità nell'industria della moda, e non solo. - *La sostenibilità dovrebbe essere una priorità per tutti, al fine di proteggere e preservare il nostro pianeta per le generazioni future.*

## 4.6 Green Fashion Week Comunicato Stampa 3

29 Novembre 2016

### **Comunicato Stampa post evento: Green Fashion Week**

*The sustainable side of fashion.*

Quando le generazioni future giudicheranno coloro  
che sono venuti prima di loro sulle questioni  
ambientali, potranno arrivare alla conclusione che

questi “non sapevano”, accertiamoci di non passare alla storia come la generazione che sapeva ma non si è preoccupata.

Mikhail Gorbaciov

Ieri si è conclusa la IV edizione di **Green Fashion Week**. Nella cornice autunnale di **Milano** dal **25 al 28 novembre 2016** si sono susseguite sfilate, party, shooting e workshop all’insegna del green.

Attraverso la moda, la bellezza e il divertimento, il giovane e determinato team di Green Fashion Week ha voluto sensibilizzare il pubblico su una tematica molto sentita ed attuale: la **sostenibilità**.

Tante le personalità che hanno aderito all’iniziativa.

**Il Ministro dell’Ambiente Gian Luca Galletti** a supporto di Green Fashion Week ha dichiarato:

“La sostenibilità è oggi, ma lo sarà sempre più in futuro, elemento trainante del sistema economico. La sua trasversalità tra i settori produttivi lo porta ad essere elemento qualificante di un nuovo modo di fare impresa e di generare valore. Questo discorso non può che valere per un settore italiano storicamente vincente e unico al mondo per qualità, come è la moda. ”

Uno dei più grandi uomini di marketing, pluripremiato miglior manager del mondo, **Olivier Francois, Head of Fiat Brand e Chief Marketing Officer FCA** (Fiat & Chrysler) ha scritto:

“Creare un ponte tra creatività e responsabilità sociale è un’idea visionaria! Augurissimi per la Green Fashion Week, un evento unico che rappresenta il meglio dell’inventiva italiana! Mi spiace non essere in Italia domenica ma sarò con voi col cuore. ”

L’Onorevole Michela Brambilla dalla Camera dei Deputati ha sottolineato la sua adesione all’evento:

“Ho il piacere di comunicarvi la mia adesione a “Green Fashion week”, augurando a questa lodevole iniziativa, quest’anno ospitata a Milano, tutto il successo che merita. Bellezza ed eleganza non hanno nulla a che vedere con la sofferenza degli animali o l’inquinamento dell’ambiente. Anzi, è il

contrario. E sarebbe ora che l'industria della moda nel suo complesso ne prenda atto. "

Alessandro Antonio Giusti, Console del Principato di Monaco:

"Spesso tendiamo a dare per scontato il nostro pianeta, senza riflettere sulle ripercussioni che ogni singolo gesto può avere sull'intero ecosistema.

Con piacere desidero supportare Green Fashion Week."

**William Baldwin, famoso attore di Hollywood**, non potendo partecipare personalmente a questa edizione milanese, ha scritto:

"I can't make dates work with the film shooting schedule in Mexico.

Thanks for the invite!! Thanks for thinking of me!!

I would love to participate at some point in the future... perhaps next year when you're in Beverly Hills. That's right down the road from me in Santa Barbara.

Peace, love & happiness... "

La **Rappresentante dell'ONU, Lindita Xhaferi**, presente alla conferenza stampa, ha aggiunto:

"We need to take action on every level! Here is where fashion comes to play. Fashion accounts for 10% of global carbon emission that is second to oil in term of pollution. Well, fashion is part of the problem but it can also be for sure a part of the solution."

Jim Hoffman, A+E networks TV New York USA, ci supporta affermando:

"I am sincerely disappointed that we cannot attend this yrs Green Fashion week. Not only are the Dolci's dear to our hearts the health of our environment is paramount to us all and we are passionate to help you. We are sincerely grateful you have undertaken the cause by bringing awareness to an industry that most people do not realize the negative impact it has on the environment.

Please count us in on being an active participant in next yrs event.

All the best success and enjoyment with Green Fashion Week Milan."

**Guido Dolci, Presidente di GD Major Entertainment** e sponsor principale dell'iniziativa, è intervenuto così durante la conferenza stampa:

"Il nostro scopo è di informare l'opinione pubblica ed erudirla attraverso i media ed i giornalisti che partecipano e parteciperanno ai nostri eventi, affinché si spinga le industrie a cambiare, almeno in parte, i processi industriali per la realizzazione dei loro prodotti, ponendo alla base una seria attenzione all'ecosistema.

Credeteci, non è facile! Per molte industrie è solo una questione di voglia, molti giornalisti non mostrano il benché minimo interesse, politici e celebrities, hanno per la maggior parte risposto "sì vabbè", "ah, vedremo", "è tutto finto", "non abbiamo tempo", "quanto ci paghi", "cosa ci guadagniamo" e non ultimo "che palle".

Non è accettabile!

Noi a queste risposte insulse, menefreghiste e opportuniste, rispondiamo con la IV edizione della Green Fashion Week ed anche con il prossimo appuntamento con la V, che si terrà a Los Angeles a marzo 2017

Aiutateci a divulgare il messaggio di sostenibilità, di green, di sviluppo, di rinnovamento sostenibile, fra le masse e l'opinione pubblica.

Caro giornalista, l'unica donazione che ti chiediamo è la tua penna."

Da questa idea scaturisce il mantra dell'evento: *"The sustainable side of fashion"*, messaggio inequivocabile che spinge tutti gli stilisti e i giovani creativi di scuole di moda a confrontarsi con la realtà senza rinunciare a stile e creatività.

Dal **25 al 28 Novembre 2016** diversi eventi hanno caratterizzato la GFW:

**Venerdì 25 Novembre** si sono svolti shooting fotografici nella splendida cornice dei grattacieli del Bosco Verticale e meeting privati tra CEO's e CMO's di grandi, medie e piccole aziende che si sono confrontati sul tema della sostenibilità e sulle modalità di promozione e sensibilizzazione.

**Sabato 26 Novembre** alle **ore 16:00** presso l'Hotel The Westin Palace Milan (piazza della Repubblica 20, Milano) si è tenuta la **Conferenza Stampa** con la partecipazione dell'ONU, di Allcot, del Ministero dell'Ambiente, di CEO di multinazionali e di giornalisti di venti nazionalità differenti.

**Sabato 26 Novembre**, dalle ore 20:00 alle ore 23:00, presso il panoramico e suggestivo Belvedere, al 31° piano del Palazzo Pirelli, si è tenuto l'esclusivo Green Party, con DJ set, shooting fotografico live, sfilate delle stiliste internazionali Daniela Masias e Nelly Rose e altri quattro show nello show, tra musicisti Jazz, performer deep house, ballerine e comici.

**Domenica 27 Novembre**, dalle ore 19:00 alle ore 21:30, si sono tenuti i **Fashion Show** presso la **sala "Giardino/Colonne"** di **The Westin Palace Milan**, con Fernanda Lessa ad aprire le sfilate.

Avvolti dalle note classiche del duo d'arpe, del quartetto d'archi e del quintetto di fiati e supportati dal DJ set hanno presentato le proprie collezioni i seguenti stilisti internazionali:

Silvia Giovanardi - Italia  
Elsien Gringhuis - Olanda  
Victoria Ladefoged - Danimarca  
Jana Keller - Svizzera  
Kristina Burja - Croazia  
Nelly Rose - Regno Unito  
Daniela Masiais - Perù

Gli stilisti hanno dato prova di come la moda "sostenibile" non debba scendere a compromessi per quanto riguarda stile ed eleganza.

**Lunedì 28 Novembre**, sono stati organizzati shooting e video presso diverse greenhouses milanesi. Inoltre, i buyers hanno avuto l'occasione di incontrare diversi stilisti di Green Fashion Week.

Ogni aspetto dell'iniziativa è stato orientato alla sostenibilità al fine di minimizzare e compensare l'impatto ambientale. A tal fine, i partner UN ed Allcot (multinazionale RSI) supporteranno GFW nel processo di certificazione ambientale e compensazione delle emissioni di CO<sub>2</sub>. Inoltre, le emissioni che non è stato possibile evitare saranno compensate mediante il

finanziamento di progetti di riforestazione.

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La sostenibilità dovrebbe essere una priorità per tutti, al fine di proteggere e preservare il nostro pianeta per le generazioni future.



## 4.7 The Westin Palace Milan Press Release



A historic luxury hotel in Milan traditionally preferred by high society for social events & private celebrations, The Westin Palace Milan since years represents an elegant and sophisticated meeting point for local and international travellers. The 5 star hotel is conveniently located in an up and coming and well connected area of Milan thanks to good access to all the main transportation links, features 227 rooms, 30 of which are suites, many conference spaces, a fitness centre, The Lounge lobby bar and the fine dining PanEVO restaurant.

The eco-sustainable hotel The Westin Palace Milan is committed to continuously revising its processes in order to adopt more environmentally friendly methods of providing its guests with the best possible service.

The Westin Palace, Milan is proudly featuring the green initiative **Make A Green Choice** by allowing guests the option to conserve water, electricity, gas and chemicals. As part of the program, the hotel offers a 5€ voucher at PanEVO Restaurant or 500 Starwood Preferred Guest Starpoints® awarded at checkout for each night a guest declines housekeeping (except day of departure).

Conserving water, energy and other resources is rewarding for guests and great for the environment: it takes an average of 30 gallons of water to wash the sheets and towels in a guestroom. Expanded to doing that every day for a full year, that's enough water to fill the average family swimming pool

### Save water



182.6 liters of water is 787 cups, enough for 1 person to drink almost 2 cups per day for a year.

### Save electricity



0.19 KW per hour That's enough to run an Energy Star-rated laptop for 10 hours.

### Save natural gas



26,376 KJ. Energy to heat a 37 sq. meter room at 21°C for 4 hours - when it's 12°C outside.

The hotel has been awarded with the **Green Key** certification that stands for the promise to its guests that by opting to stay with the Green Key establishment, they are helping to make a difference on an environmental level. The high environmental standards expected of these hotels are maintained through rigorous documentation and frequent audits. Green Key is eligible for hotels, hostels, small accommodations, campsites, restaurants and attractions.



For more information please visit [www.greenkey.global](http://www.greenkey.global)

The Westin Palace Milan promotes the **Press Reader** tool in order to reduce the waste of paper during guests' stay. They could get all-you-can-read magazines and newspapers to keep informed, entertained and inspired every day using their digital devices connected to the hotel free Wi-Fi.



For more information please visit [www.about.pressreader.com](http://www.about.pressreader.com)

## 4.8 The Westin Palace Milan Comunicato Stampa



The Westin Palace Milan è tra le mete predilette per eventi mondani e celebrazioni private. L'albergo 5 stelle vanta una pratica ubicazione, in una zona ben collegata e di passaggio di Milano, con facile accesso a tutti i mezzi di trasporto. L'albergo offre ai suoi ospiti 227 camere di cui 30 suite, numerosi spazi meeting, un fitness center, The Lounge lobby bar e lo speciale e raffinato ristorante PanEVO.

The Westin Palace Milan è molto attento alle problematiche ambientali ed alla sostenibilità, cercando sempre di migliorare i propri processi ed adottando metodi più rispettosi dell'ambiente garantendo il miglior servizio possibile.

Grazie al programma **Make a Green Choice** gli ospiti possono scegliere una esperienza sostenibile, ricevendo un credito di 5€ da utilizzare presso il ristorante PanEVO o in alternativa un bonus di 500 Starpoints SPG® per ogni notte in cui rinunceranno ai servizi di pulizia in camera (ad eccezione del giorno di partenza).

Risparmiare acqua, energia ed altre risorse fa sentire bene gli ospiti ed è importante per l'ambiente. Basta pensare che per lavare la biancheria di una stanza vengono utilizzati 130 litri d'acqua, se lo si moltiplica per tutti i giorni dell'anno per ogni camera dell'hotel la quantità di acqua risparmiata è enorme.

### Risparmio idrico



182,6 litri di acqua equivalgono a 787 bicchieri, abbastanza per dissetare una persona con almeno due bicchieri ogni giorno, per un anno intero.

### Risparmio energetico



0,19 KW per ogni ora sono sufficienti per alimentare, senza pause, un laptop Star-Rated per dieci ore.

### Risparmio gas



26,376 KJ. Abbastanza per riscaldare una camera di 37 metri quadri a 21 gradi, per 4 ore, con 12 gradi all'esterno.

The Westin Palace Milan ha ricevuto la certificazione **Green Key** che si propone di fornire la garanzia agli ospiti di poter soggiornare in un ambiente eco-compatibile e li rende parte attiva nel processo di salvaguardia dell'ambiente. La certificazione può essere acquisita da hotel, ostelli, piccole attività ricettive e ristoranti che soddisfino i requisiti necessari attraverso rigorosa documentazione delle attività in tal senso.



Per maggiori informazioni [www.greenkey.global](http://www.greenkey.global)

The Westin Palace Milan promuove inoltre lo strumento **Press Reader** per ridurre gli sprechi di carta durante ogni soggiorno. Gli ospiti potranno avere accesso a tutti i magazine e quotidiani in versione digitale sui loro device collegati alla rete Wi-Fi dell'hotel per restare sempre informati riguardo le principali notizie nel mondo.



Per maggiori informazioni [www.about.pressreader.com](http://www.about.pressreader.com)

## 4.9 Cotril Press Release

# COTRIL

## **COTRIL FOR THE GREEN FASHION WEEK A constant support to a more sustainable beauty**

Following the success of the past editions held in Dubai and Abu-Dhabi, for the fourth edition, the Green Fashion Week chooses Milan as its next exclusive stage.

From 25th to 28th November, Milan hosts this important appointment with the sustainable fashion. These four days of runway shows, events, food, shootings, live performances and many others initiatives have only one goal: to improve the ecological sustainability while awakening the public opinion and awareness.

Cotril, which has always been in frontline in supporting sustainability, is a technical sponsor of this year GFW with and active participation on 26<sup>th</sup> and 27<sup>th</sup> November. On these days, the GFW is open to a selected audience of journalist and VIP which are granted with the participation to two great events involving both Italian and international stylists.

On Saturday 26<sup>th</sup> November, at 4 PM, a press conference is host at the Hotel Westin Palace of Milan. A representation of United Nation, the Italian Minister of the Enviroment, and CEO will be present together with journalist coming from more than 20 different countries in the world. In addition, the 'green' runway show scheduled on Sunday 27<sup>th</sup> November is all about showing how fashion can be sustainable without accepting any compromise neither with style or elegance.

Cotril believes in a cosmetic project that can sustain and promote beauty without reducing any commitment to protect the environment. Due to the importance of the show, Cotril provides a team of professional that only use the new products of the Naturil Argan Oil range, which are made exclusively with certified organic oils. These products are going to be used during the models' preparation before the press conference of Saturday 26<sup>th</sup> November and the runway shows on 27<sup>th</sup> November. Last but not least, a preview of the soon available capsule collection make up will be given to public.

Cotril is proud of its rigours policy of research and development which aims to guarantee a top quality and efficacy and a daily respect of men and Mother Earth.

## 4.10 Cotril Comunicato Stampa

# COTRIL

### **COTRIL PER LA GREEN FASHION WEEK A favore di una bellezza sempre più sostenibile**

Dopo il successo delle passate edizioni di Dubai e ad Abu-Dhabi, la Green Fashion Week sceglie Milano come palcoscenico d'eccellenza per la sua quarta edizione.

Dal 25 al 28 Novembre a Milano si rinnova, dunque, l'appuntamento con la moda sostenibile: quattro giorni di sfilate, eventi, food, shooting, live performance, ed incontri all'insegna dell'eco-sostenibilità, avendo come finalità ultima la sensibilizzazione dell'opinione pubblica.

Con una particolare attenzione alla convergenza tra creatività e sensibilità, questa edizione intende promuovere, tramite un concept innovativo la riflessione sulla sostenibilità, tematica molto attuale ma spesso mal interpretata.

Cotril, da sempre impegnata in progetti di eco-sostenibilità, sarà sponsor tecnico della GFW partecipando attivamente alle giornate del 26 e 27 novembre, durante le quali la GFW sarà aperta ad un pubblico esclusivo di giornalisti e VIP con due grandi eventi che prevedono la partecipazione di stilisti italiani ed internazionali.

Sabato 26 Novembre alle ore 16:00 presso l'Hotel Westin Palace di Milano si terrà la conferenza stampa, con la partecipazione dell'ONU, del ministero dell'Ambiente, di CEO di multinazionali e di giornalisti di venti nazionalità differenti, mentre il 27 novembre sfilerà la moda green con l'intento di provare come la moda "sostenibile" non debba necessariamente scendere a compromessi con lo stile e l'eleganza.

Cotril crede in un progetto cosmetico che sappia sostenere e promuovere la bellezza senza perdere di vista la tutela del mondo in cui viviamo. Per queste importanti giornate metterà a disposizione i propri professionisti che utilizzeranno i nuovi prodotti della linea Naturil Argan Oil, a base di olii biologici certificati, per la preparazione delle modelle per la conferenza stampa di sabato 26 e anche durante la sfilata di domenica 27 novembre. Per l'occasione verrà presentata anche una capsule collection make up che sarà disponibile prossimamente.

Cotril si mostra orgogliosa della propria politica di ricerca e sviluppo rigorosa, volta a garantire il massimo della qualità e dell'efficacia giorno dopo giorno, nel rispetto dell'uomo e dell'ambiente.

## 4.11 Bonaveri Press Release

# BONAVERI



### **Bonaveri presents the first biodegradable Mannequin**

*The Italian company has developed a bio-based polymer, comprised of 72% natural materials, and paint 100% made from natural substances to produce biodegradable mannequins*

The pursuit of quality has always been at the centre of Bonaveri's work.

There cannot exist quality without responsibility. With this in mind, in 2012, Bonaveri launched an ambitious research project dedicated to reducing its CO2 emissions and the environmental footprint.

With the collaboration of Polytechnic University of Milan, we conducted an analysis of the lifecycle of our mannequins, examining and measuring the impact of each stage of work: from

pre-production to industrial production, packing and shipping of products around the world.

Using this data we were able to define a strategy focused on those specific factors responsible for the largest environmental impact of our products: raw materials and lifecycle process.

And it was so that we embarked on the challenge to design and manufacture ***the first ever mannequin made from a renewable, biodegradable, natural source.***

With a mindful approach, we selected as partners some of the most innovative research centres specializing in materials for the development of Bio Polymers and a leading company in its industry for the production of natural paints. This synergetic effort created **BPlast**, a natural, biodegradable material derived from 72% sugar cane and **BPaint**, a 100% vegetable-based, sustainable, multi-pallet paint finish.

Although it has been a challenging journey filled with surprises, the experience has served us well as today we are completely confident and capable to offer our customers a product that is just as sustainable as it is aesthetically impeccable.

For Bonaveri, the word quality is synonymous with beauty, craftsmanship, customer service and environmental sustainability.

Already acknowledged as a leader in the field of high-end mannequins, with its **B Plast®** and **B Paint®** products, ***Bonaveri is now able to deliver a product that has undergone a full Life Cycle Analysis.***

The new mannequin is a totally innovative product: the body is made of **B Plast®**, a bio-based polymer consisting of 72% sugarcane derivative and finished with **B Paint®**: made solely of renewable, organic substances.

New mannequins in BPlast and BPaint have a reduced environmental impact compared to conventional mannequins made with petrochemical materials.

The primary benefits to the planet are as follows:

1. Reduction in CO2 emissions, greenhouse gases responsible for

global warming;

2. Sugar cane, unlike fossil material, is a renewable material, the use of which does not deplete environmental resources;

3. The biodegradability of the materials used in the mannequins makes them completely sustainable.

But the benefits do not end there as they directly affect the interests of fashion brands who use and therefore associate themselves to the philosophy behind these mannequins.

In fact, BPlast also helps to break down the carbon footprint of the companies that use it, therefore improving the buyer's environmental performance.

Replacing mannequins made from petrochemical materials with those in BPlast, **fashion brands have the opportunity to reduce their environmental footprint.**

A comparison between two mannequins clearly shows the quantitative value of the benefits generated by substituting non-biodegradable mannequins with mannequins made in BPlast.

Looking at the more relevant indicator as a cause of global warming - namely, the amount of CO<sub>2</sub> released into the environment for each mannequin produced- the data processed by the Polytechnic University of Milan quantifies the reduction of CO<sub>2</sub> emissions to be 25.72%.

Impact Category	Unit of Measure	Mannequin made from fossil sources	Mannequins made from BPlast	Percentage Difference
Global Warming GWP 100a	Kg CO <sub>2</sub> equivalent	205,366,4791	152,54337	- 25.72%
Data Source: Polytechnic University of Milan, DIS research group - Life Cycle Assessment of Bonaveri mannequins				

A reduction in emissions of this substance generally requires extremely arduous initiatives for companies that have to adopt emission reduction plans in accordance with agreements signed by the Members of the United Nations Conference on Climate



Change in Paris, known as COP 21.

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## TECHNICAL INFORMATION

### **B PLAST®**

Four years of research led to the selection and registration of a PLA biopolymer as the most appropriate material for manufacturing Bonaveri mannequins.

**B Plast®** is a bioplastic consisting of 72% sugarcane derivative. It has obtained 3-star OK BIOBASED certification from **Vinçotte** of Belgium.

Compared to commonly used petrochemical plastics, manufacturing mannequins in B Plast® makes it possible to reduce CO2 emissions significantly.

### **B PAINT®.**

B Paint® is the first-ever biocompatible paint made solely from renewable organic substances.

B Paint® consists of 100% natural, raw materials. It does not contain any petroleum derivatives, not even in low concentrations. This product is a total innovation: it offers the same performance levels as petroleum-based paints while using only natural substances.

B Paint® contains:

- plant resins and oils;
- plant-based surfactants that do not contain phosphorous;
- 100% vegetable solvent obtained from orange peel using physical processes;
- cobalt-salt- and naphtha-free desiccants based on a new water technology.



## LIFE CYCLE ASSESSMENT

The **Politecnico di Milano** - Gruppo di Ricerca DIS - Design and system Innovation for Sustainability - Dipartimento DESIGN LeNS - the Learning Network of Sustainability - conducted a life cycle assessment of Bonaveri mannequins. The evaluation measured the mannequin's environmental footprint which helped the organisation to compile guidelines for reducing future lifecycle impact.

The research team coordinated by Professor **Carlo Vezzoli**, worked according to the **Life Cycle Assessment** (LCA | ISO series 14040, 14044, 14045, 14047, 14048, and 14049 standards) method that makes it possible to identify impact in relation to the phases and processes involved in the product's life-cycle.

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## ABOUT BONAVERI

Established in 1950, Bonaveri is the world's leading manufacturer of high quality mannequins.

The ability to combine manufacturing excellence with visionary research on form and shape has allowed Bonaveri to participate in and influence the birth, definition and growth of the fashion industry in Italy and around the world.

Bonaveri produces around 20 thousand mannequins a year; the two lines **Bonaveri Artistic Mannequins** and **Schläppi** cover the entire scope of this merchandise category.

The company is based at Renazzo di Cento (FE). The manufacturing facility combines craftsmanship with automation. A tour of the plant will take you to the laboratories that use sophisticated digital scanning techniques, and others dedicated to computerized studies of shapes and volume and then to the workshops where sculptors, working with clay, gesso and resins, complete the processes that lead to the finished mannequin.

This dual creative approach has a single goal: to develop equally

elegant and poetic expressive canons as it searches for the soul of the mannequin.

The company has representatives in New York, London, Paris, Dusseldorf, Amsterdam, Antwerp, Zurich, Athens, Singapore, Tokyo, Melbourne, Milan, Seoul, Hong Kong and Shanghai.

## **4.12 Bonaveri Comunicato Stampa**

# BONAVERI



### **Bonaveri presenta il primo manichino eco sostenibile**

L'azienda emiliana ha messo a punto un bio polimero che deriva dalla canna da zucchero e una vernice al 100% di origine naturale per produrre manichini con una materia prima naturale, da fonte rinnovabile e biodegradabile.

18 settembre 2016, Londra - Bonaveri ha scelto il Green Carpet Challenge 2016 - l'iniziativa creata da Livia Firth dedicata alla moda sostenibile - per

presentare al mondo il primo manichino eco sostenibile.

Una novità rivoluzionaria, per l'innovazione tecnologica che consente ora di produrre manichini in B Plast®, una plastica naturale che deriva al 72% dalla canna da zucchero, verniciati con B Paint®: la prima vernice naturale composta esclusivamente da sostanze organiche rinnovabili.

Già nota per essere leader del proprio settore nell'alto di gamma, con B Plast® e B Paint® Bonaveri modifica ora il senso stesso di ciò che può dirsi "sostenibile" - e non solo nel settore dei manichini.

Il nuovo eco manichino è stato presentato nell'ambito del Green Carpet Challenge, l'evento annuale ideato da Livia Firth per promuovere la moda sostenibile e mostrare che è possibile unire etica ed estetica.

In una serata speciale, in partnership con BAFTA - la British Academy of Film and Television Arts - e British Fashion Council che ha visto i manichini indossare dei meravigliosi abiti couture di William Vintage.

Bonaveri aveva avviato questo ambizioso progetto di ricerca nel 2012, quando chiese al Politecnico di Milano di realizzare la Life Cycle Assessment - l'analisi del ciclo di vita del manichino - per misurare l'impatto ambientale di ciascuna fase: dalla progettazione alla spedizione finale dei prodotti.

E' stata proprio questa capacità di analisi a indicare nella materia prima utilizzata la criticità maggiore e nel fine vita del manichino la vera rivoluzione da cogliere.

Lavorando con istituti di ricerca specializzati nei bio polimeri si è così arrivati a mettere a punto una bio plastica caratterizzata da un elevatissima percentuale di materia naturale (il 72%) che la rende una plastica naturale, da fonte rinnovabile e biodegradabile.

Al termine della propria vita il manichino in B Plast® biodegrada, rilasciando CO2 (la stessa che la canna da zucchero ha assorbito nella sua fase vegetativa) e acqua.

La Life Cycle Assessment condotta dal Politecnico di Milano ha provato che il B Plast ha un impatto ambientale ridotto rispetto ai tradizionali manichini in vetroresina e polistirene lungo tutto il ciclo di vita del manichino.

“E’ stato un percorso difficile e pieno di sorprese – afferma Andrea Bonaveri, CEO dell’azienda che guida assieme al fratello Guido - ma grazie a impegno e competenza siamo oggi in grado di offrire ai nostri clienti un prodotto egualmente sostenibile quanto esteticamente ineccepibile. La parola qualità per Bonaveri ha un solo significato: che si tratti di estetica, di manifattura, di servizio o di sostenibilità ambientale.

Perché le mode passano, ma la natura resta.”

Andrea Bonaveri

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## APPARATO TECNICO

### B Plast®

4 anni di ricerca hanno portato a selezionare e registrare un biopolimero in PLA come il materiale più adatto al processo produttivo dei manichini.

Il B Plast® è una bio plastica composta per il 72% di un derivato della canna da zucchero che ha ottenuto la certificazione OK BIOBASED 3 stelle dall’ente di certificazione Belga Vinçotte.

La produzione dei manichini in B Plast® consente di ridurre le emissioni di CO2 rispetto alle plastiche di origine petrolchimica comunemente impiegate.

### B Paint®.

B Paint® è la prima vernice biocompatibile composta esclusivamente da sostanze organiche rinnovabili.

B Paint® è composta al 100% da materie prime di origine naturale. Nella sua formulazione non è stato ammesso l’utilizzo di sostanze che provengano dal petrolio, neanche in basse concentrazioni. Ciò rappresenta un’innovazione assoluta per la possibilità di utilizzare vernici naturali con le stesse performance di qualità di quelle a base petrolchimica.

B Paint® contiene:

- resine ed oli di origine vegetale
- tensioattivi di origine vegetale che non contengono fosforo
- solvente di origine 100% vegetale ottenuto da bucce d'arancia con sistemi fisici
- essiccante privo di sali di Cobalto e nafta, basato su una nuova tecnologia in acqua.

## LIFE CYCLE ASSESSMENT

Il Politecnico di Milano - Gruppo di Ricerca DIS - Design and system Innovation for Sustainability - Dipartimento DESIGN LeNS - the Learning Network of Sustainability - ha condotto l'analisi del ciclo di vita dei manichini Bonaveri misurando dell'impronta ambientale dell'azienda per poi definire delle linee guida dedicate a ridurla progressivamente.

Il gruppo di ricerca coordinato dal Professor Carlo Vezzoli, ha operato seguendo la metodologia della Life Cycle Assessment (LCA | norme ISO della serie 14040, 14044, 14045, 14047, 14048, 14049) che permette di individuare i diversi impatti in relazione alle fasi e ai processi del ciclo di vita del prodotto.

## COMPANY PROFILE

Bonaveri nasce a Renazzo di Cento nel 1950, dedicandosi alla produzione di busti, sagome, figure per la vetrinistica. Oggi nel mondo, ovunque sia la moda di qualità - in un negozio, in un museo, in un set fotografico, in un allestimento scenografico - là si trovano i manichini Bonaveri.

L'aver saputo saldare la capacità manifatturiera con una ricerca visionaria del senso della forma, ha consentito all'azienda di influenzare la nascita, definizione e affermazione dell'industria della moda, italiana e mondiale. In quel momento magico nel quale si è delineato il concetto stesso di prêt-à-porter.

Oggi Bonaveri produce circa 20 mila manichini l'anno, divisi nelle linee Bonaveri Artistic Mannequins e Schläppi.

La sede è a Renazzo di Cento (FE), dove su di un'area di 40.000 mq si sviluppa uno stabile di 12 mila mq al centro di un parco verde di 10 mila mq.

La capillare struttura distributiva conta su uffici di rappresentanza a New York, Londra, Parigi, Dusseldorf, Amsterdam, Anversa, Zurigo, Atene, Singapore, Hong Kong, Tokyo, Shanghai e Melbourne.

Modernità, tecnologia, innovazione, passione artigianale... sono le caratteristiche che rendono il marchio Bonaveri sinonimo perfetto di manichino di qualità.

## 4.13 All Around Press Release



All Around delivers eco-friendly software solutions for the planet. All Around strives to build software that is good for the environment and good for your bottom line at the same time. We accomplish this by implementing innovative features that that allow users to minimize their reduce to a minimum the environmental impact.

All Around contributed in all software services solutions for the promotion and developing of the Green Fashion Week having the following sustainability standards:

### 100% Paperless Reporting

Paper is past. With All Around software solutions, paper printing is optional. All output can be viewed on screen and exported to worldwide standards including Adobe® PDF, Microsoft® Word, and Microsoft® Excel - even emailed - all without ever wasting a single branch. You won't just help the environment, you will also save money in paper, printing, storage, and disposal.

### Web based

You don't have to drive to information when information can come to you. Being paperless has other benefits - now you can work from anywhere, anytime, and still get your work done. All Around software is optimized for all platforms, including smartphones. It's not only sustainable, it's economical as well.

### Integrated Electronic Workflow

You don't need paper when your processes are electronic. All Around offers the industry solutions with integrated business process workflow automation that tracks and links all related information within the system. Now you save time and errors while helping save the planet.

Website: [www.allaroundsrl.com](http://www.allaroundsrl.com)

Email: [info@allaroundsrl.com](mailto:info@allaroundsrl.com)

## 4.14 Orange Fiber Press Release



Orange Fiber is an Italian company founded in 2014 by Adriana Santanocito and Enrica Arena that creates sustainable textiles for Fashion Industry from citrus juice by-products.

Following a collaboration with Politecnico di Milano University back in 2012, we developed a process to create a textile using the leftovers of citrus transformation industry, valuing just in Italy more than 1 million ton a year, that otherwise would have to be disposed.

We have patented and produced an innovative textile from citrus waste, thus working on establishing the product as a recognizable and added value

material, apt to be used for different textile blend. In 2014, on the occasion of Vogue Fashion Night Out, we have presented the first prototypes: a lace-like fabric blended with silk and another blend more similar to satin.

We have registered the trademark and established partners through the supply chain in the yarning and textile industry. On December 2015 we have opened our first pilot plant to enjoy savings in product logistic and to produce the material for our first order. We have tested the process converting and abandoned production line in a citrus transformation plant and we have produced new prototypes.

The first part of our process takes place in Sicily, where citrus cellulose apt to be spinned is extracted, then our raw material is sent to our Spanish spinner partner and finally it comes back to Italy (precisely in Como), where another partner transforms it in our exclusive textile.

Within the first months of 2017 we expect to start the commercial distribution of our textiles, to satisfy the orders of Fashion brands who have tested and selected our prototypes for their collections.

The prototypes produced are very similar to silk, with a soft, drapery, light feel. They can be colored and printed as traditional textiles (inkjet printing and natural colors included).

Our solution, to extract a raw material from an industrial by-product, not rival to food, offers the opportunity to satisfy the increasing need of cellulose for textile thus preserving natural resources - either by not disposing an industrial waste and not using natural resources. Compared to existing man-made fibers from cellulose, either from wood or from hemp and bamboo, our fiber does not require dedicated yields alternative to food consumption or dwelling on natural resources, but reuses a waste thus saving land, water, fertilizers and environmental pollution.

While proving the market viability of our textile, we will complete the process of research and development, optimize the costs of production and start replicating the plant in Italy and abroad. With Orange Fiber we want to establish ourselves as the first Italian mover in the segment of sustainable fabrics through a "green" production of cellulosic textiles from renewable sources and to create a highly recognizable textile brand for its commitment



toward environmental protection and transparency.

#### The company

The company, founded in February 2014, is composed by 5 members: Adriana Santanocito, CEO & founding partner, specializes in innovative textile design, Enrica Arena, marketing and communication specialist & founding partner, Francesco Virlinzi and Antonio Perdichizzi, entrepreneurs; Corrado Blandini, lawyer. Four collaborators complete the team: an industrial chemist, a textile process expert, a financial and management advisor and a social media specialist.

We have a headquarter in Catania (Sicily) with offices and the pilot plant placed within a citrus juice extraction facility in Caltagirone, another HQ in Rovereto (Trentino), within Progetto Manifattura with other business functions.

<http://www.orangefiber.it/>

#### Funding & Awards

So far we have raised more than 300.000 € in a mix of public (Granted funding on the operational program FESR 2007-2013 of the Provincia Autonoma di Trento and the support of European Regional Development Fund; admitted for funding Smart&Start, Invitalia - Ministero Sviluppo Economico) and private business angels.

We have recently been awarded 150.000 € as the winner of Global Change Award - H&M Foundation. Global Change Award is the innovation challenge initiated by H&M Foundation in 2015 with the aim to find disruptive ideas that can help to protect the earth's natural resources by closing the loop for fashion and the project has been selected as one of the five winners by the expert jury on over 2,700 projects coming from 112 different countries.

Among past awards:

EY Entrepreneurial Winning Women EU Class of 2016 - Ernst & Young Global Limited. Premio Nazionale per l'Innovazione "Premio dei Premi" 2016 - Repubblica Italiana. ELLE Impact2 for Women 2016 Italia - ELLE,

Comptoir de l'Innovation, Gruppo Intesa San Paolo. Premio Innovazione dell'anno 2015 - ADI Associazione per il Disegno Industriale. ITMA Future Materials Awards 2015 - (Finalist) ITMA Ideas 4 Change Award 2015 - UNECE Ginevra. Changemakers for EXPO 2015 - Telecom Italia, EXPO 2015, Make a Cube. Alimenta2Talent 2013 - Comune di Milano, Parco Tecnologico Padano.

For further informations visit [www.orangefiber.it/eng](http://www.orangefiber.it/eng).

## 4.15 Ratti Press Release

# RATTI



### RATTI'S CONTRIBUTION TO PLANET EARTH

Everything we save on Planet Ratti remains on Planet Earth.

We have installed solar panels and other energy-efficient systems. We recycle heat from exhaust fumes and waste water. We are continually upgrading our production departments. We constantly monitor the use of chemical products. We are reducing all sources of consumptions.

We leave Planet Earth with more energy, more water, more air, more natural resources.

These are only some aspects of our path towards sustainable growth.

Every single person in Planet Ratti is conscious every day of respecting our Planet Earth.

Sustainability is the responsibility we feel towards ourselves, towards people we are working with, towards our clients, towards the world in which we operate and live, and towards our future.



Ratti is a company certified for Social Responsibility and Environmental Management System

## 4.16 Ratti Comunicato Stampa

# RATTI



### IL CONTRIBUTO RATTI AL PIANETA TERRA

**Tutto quello che risparmiamo nel Pianeta Ratti  
rimane nel Pianeta Terra.**

Abbiamo installato un impianto fotovoltaico e impianti a maggiore efficienza energetica. Recuperiamo calore da fumi ed acque. Riqualifichiamo i reparti produttivi. Controlliamo i prodotti chimici. Riduciamo i consumi. E al Pianeta Terra lasciamo più energia, più acqua, più aria, più risorse naturali.

Questi sono solo alcuni aspetti del nostro percorso di crescita sostenibile.

Ogni singola persona all'interno del Pianta Ratti è quotidianamente sensibilizzata ad avere rispetto per il Pianeta Terra.

Sostenibilità è la responsabilità che sentiamo per noi stessi, per le persone con cui lavoriamo, per i nostri clienti, per il mondo in cui operiamo e viviamo, per il nostro futuro.



Ratti è un'azienda certificata per la Responsabilità Sociale d'Impresa e la Sostenibilità Ambientale.

## 5 THE DESIGNERS

With regards to the designer criteria, the outfits can comply with the following aspects:

- Made out of recycled or regenerated raw materials.
- The use of sustainable fabrics.
- Long lasting and high quality products.
- Reduced waste and scrap volumes during the production process.
- Adaptation of new manufacturing processes that control and reduce energy, water, and use of natural resources.
- Adaptation of waste solutions at the end of the lifecycle.
- Packaging with minimum impact on environment.
- Fair workplace conditions.
- Locally produced and handmade produced
- Toxin free dying procedures

## 5.1 Elsien Gringhuis



### FORWARD FASHION

Studio Elsien Gringhuis is a high-end, sustainable label, founded in 2009, with a focus on the essence of clothing. Timeless, clean, chic and minimalistic, with innovative details. High end products with quality in cuts, fabrics and finish.

We no longer create completely new collections every season but design a basic collection which we call "Books". These books will be complemented regularly by a number of styles, so-called "Chapters". The individual items remain as long as the fabrics continue to be available. We follow our own rhythm.

### SUSTAINABILITY

We work with the highest quality of mostly natural fibres. Approximately 80% of our materials are certified with GOTS, Oekotex or at least fair-trade.

### SUPPORTING TRADITIONAL SKILLS

All items are produced in our own studio in The Netherlands by Elsien herself and with help of skilled tailors, who were trained by Elsien. This way we support (local) craftsmanship that in many ways is about to be forgotten and stimulate economic growth of the local community.

### EXCELLENT WORKING CONDITIONS

All tailors get fair pay for their work. The working relationship with the co-workers is close, transparent and open and Elsien knows them all personally.

## REDUCING WASTE TO THE MAX

Elsien focuses on highly innovative patterns, reducing waste to the max.

All items are produced, on demand, not before you order them. Which also saves the environment from overproduction.

## LOW CARBON FOOTPRINT

By doing all her production in Holland, and sourcing her materials as close to home as possible, we save a lot of travel miles and carbon emissions in the production process.

### Collections

During the Greenfashion week in Milaan we will present a mix of old and new collections.

We will show outfits from 'spirit of the sky' collection, the Books and the latest capsule collection 'Blendscapes'. In all collections we work with 'nature' direct or indirect. But it's always part of our philosophy and designs.

### Spirit from the sky

This collection was made in collaboration with print designer Alik van der Kruijs.

Her project 'made by rain' was combined with our designs and resulted in the collection 'spirit from the sky'. Some prints are literally made by rain.

### More information:

[www.elsiengringhuis.com](http://www.elsiengringhuis.com) / <http://www.alikivanderkruijs.com/>

### Books

This is our main collection. We no longer work with seasonal collections, but we have an ongoing collection which we bundle in BOOKS.

These books will be complemented regularly by a number of styles, so-called "Chapters". The individual items remain as long as the fabrics continue to be available. We follow our own rhythm.

To stimulate local craftsmanship, we produce 100% in the Netherlands.

## Blendscapes

The prints of the garments are an abstraction of the landscapes of the Dutch Island Schiermonnikoog. She incorporated photographer Tse Kao's photographs of the islander landscapes into five different garments as prints. By photographing the garments in the exact same landscapes, they created 'BLENDSCAPES'.

'BLENDSCAPES' was created as part of Wad & Design Symposium, Schiermonnikoog, The Netherlands.

More information:

[www.elsiengringhuis.com](http://www.elsiengringhuis.com) / [www.casadekaophotography.com/blendscapes](http://www.casadekaophotography.com/blendscapes)

## 5.2 Krie Design

# KRIÉ

Krie Design is well known Croatian fashion lady brand founded by Kristina Burja in 2008. Being actively present on Croatian market it is well known for its unique design combining specific model cuts, handmade applications and details. Krie Design is also Green Fashion Week designer. Organised by GD MAJOR, the Green Fashion Week is a week of sustainable fashion patronized by the United Nations, aimed at promoting the use of environmentally friendly materials and social responsible methods of productions in the Fashion Industry, the second largest polluter in the world. We participated this spring on the Abu Dhabi Fashion Sustainability Experience whose autumn edition will be next month in Milan, Italy.



Brand philosophy is to make unique street smart pieces that can be worn throughout the year, using soft and comfortable fabrics easy to maintain and multifunctional styling. Krie design clothes is made for individual styling preference - something shoppers all around the world want to gain. Its' flexible line of apparel is best for distinct needs, designs and individual preferences of different target groups. There are no age limits - equally desirable by teenagers, business woman and ladies that age with style.

The brand portfolio consists of different items - stylish t-shirts and tunics, trousers sweatshirts, dresses and skirts, jackets, coats, beach wear and accessory line. Premium line is marked by designer denim, leather pieces and signature gowns. Krie Design is regularly features in Croatian fashion editorials and worn by numerous celebrities - singers, actresses, models, both privately and on Red Carpet events.

Through the years Krie Design has successfully cooperated with many international business partners on various promotions and limited edition collections. Some of them are P&G, DM, Philip Morris (Marlboro).

The brand carries pret - a - porter clothing and accessories line exclusively available in brand store in city centre of Zagreb and presents its collections on fashion events.

Krie Design core belief is that fashion can be at the same time ethical and affordable. During all phases of our process we try to use sustainable materials and textiles, and continuously work to reduce waste and minimize the energy consumption. As materials play the key role in our brand sustainability, we opt for organic cotton, recycled cotton, organic silk, recycled polyester & polyamide. It is all about taking on daily basis all the efforts required in order to have a sustainable development and a raising awareness in the whole fashion industry. Sustainability for Krie not only means environment but people too. Our clothing is manufactured in Croatia, where we created a development-focused working environment able to ensure a work-life balance for all our employees.

As our collections are of limited editions, when talking about number of items being produced, waste is minimum to none. Only when items are sold out new ordered is being manufactured in house & in cooperation with third

party suppliers that share our values. Our partners are mainly producers/factories from which we buy leftover fabrics (too low quantities, balk materials, defaults or defects in fabric itself etc), that would otherwise go to waste. This principle of production requires more innovations, higher creativity and more working hours for dressmaking but it is part of our brand philosophy, which KRIE DESIGN is proud of.

Two years ago, in cooperation with our marketing team, a seasonal action was initiated under the name of G(K')reen fashion heart, inviting our clients to bring old paper & PET waste (bottles) to our store. Paper & PET waste is replaced for discount on collection items and delivered further on, by us, to appropriate waste disposal sites.

Website: <http://www.kriedesign.hr>

### 5.3 Silvia Giovanardi



SILVIA GIOVANARDI

Hi, my name is Silvia Giovanardi, I created my own Fashion Brand and I'm reaching you to see if you would like to take part in my fashion revolution.

Yes, a revolution, because SILVIA GIOVANARDI doesn't intend to represent a mere brand, but an actual lifestyle. Think of it as a complete *modus vivendi* that promotes the reconversion of the concept of fashion to its original significance, through the celebration of the precious natural environment we as humans are lucky to live in.

HONEYMOON 1 is the collection that I'd like to present to you: it's my transcription of Japan into fashion, it's my own take of the fascinating strength, the silent majesty and inebriating charm of the Land of the Rising Sun, which I got to experience during my honeymoon, hence the name. HONEYMOON 1 is Japan seen through the eyes of a woman in love.

The entire creation process of the collection was performed in observance of the key traits that shape my style, which are:

- Use of organic fabrics and natural dyes

- Hand painted pieces
- Everything truly Made in Italy
- Social engagement
- Attention to tracking and transparency (GOT Certified Chain)
- Production of timeless and genderless clothes
- Promotion of a whole Modus Vivendi (An attitude that includes fashion, food, photography and art)

Check out my HONEYMOON 1 lookbook

here: <http://silviagiovanardi.com/silviagiovanardi.com-lookbookhoneymoon1.pdf>

HONEYMOON 1 PLUS <http://www.silviagiovanardi.com/silviagiovanardi-lookbook-honeymoon1-plus.pdf>

If you're interested in sharing and promoting my "*Beautyable Modus Vivendi*", don't hesitate to contact me, I'll be glad to work with you: establishing a successful collaboration, together we can catalyze a paradigm shift in the fashion world

Hoping to hear from you I send you my best regards,

Silvia Giovanardi

[www.silviagiovanardi.com](http://www.silviagiovanardi.com)

## 5.4 Victoria Ladefoged

A.M. VICTORIA - VICTORIA LADEFOGED

Since 2009, Victoria has been working with recycled fabrics in her company A.M.Victoria. Here she uses recycled materials from the laundry service De Forenede Dampvaskerier such as discarded waiter's aprons, dish towels and hospital sheets. Fashion design made in Denmark with skill and knowledge.

I work with recycled fabrics within my company A.M.Victoria. I try to maintain a constant focus on details and high quality clothes. I have a real passion for the long-lasting fashion and good craftsmanship. All of my products are hand-made and tailored in our studio and shop in Copenhagen. Items are

made in a limited edition with gives me a freedom to try out new ideas. I love to be playful with my designs and make unique pieces along with the more wearable ones. My inspiration often comes from uniforms, kimonos, workwear and menswear. But also from the fabrics themselves.

Sustainability is a serious issue, but it does not always have to be presented that way. I started working on this collection, because it was possible for me to get a constant flow of discarded fabrics. I love making clothes out of them, because they are a bit worn and soft but still very strong. You can tell they had a life before. I also like the provocation of using items from the kitchen and hospital industry and turning them in to highfashion.

**A long life** for a garment is sustainability. The fabrics I use are made to last for many washes and years of use in the industry. I have many limitations in my fabrics, therefore I have to find new ways of making them look exciting. For this collection I have been dying fabrics and sewing them

together as stripes. It feels like a luxurious fabric, just using 50 apron strings and a duvet cover.

### **Victoria Ladefoged**

b. 1976, Danish designer

Victoria Ladefoged has a BA in fashion from the Kolding School of Design from 1999 and an MA in Women's Fashion from the Royal College of Art in London from 2001. She is also trained as a men's tailor. Victoria Ladefoged owns the store Sort Slips Hvidt Slips (Black tie white tie) in the heart of Copenhagen.

## 5.5 Royal Blush



True to Gandhi's credo, Jana Keller creates, not only with her brand ROYAL BLUSH, awareness for 'Positive Luxury' for just over a decade. She founded the brand 'ROYAL BLUSH - Lifestyle with a conscience' in 2006, with the aim to inspire people through her design for [sustainability](#) and to establish these values also in the upscale segment.

Meanwhile Keller's leather accessories are available worldwide and ROYAL BLUSH is carried by stars like Jessica Alba, Daphne Zuniga & Amber Sakai to name a few. For the 10th anniversary Jana Keller expanded her brand by a womanswear line, which delights through 'minimal design', letting the exceptional materials speak for themselves.

In order to generate attention for her own label and other like-minded brands in the upscale segment, Jana Keller founded in 2009 together with the designer Magdalena Schaffrin the B2B exhibition platform '[Greenshowroom Berlin](#)'.

What began as a visionary concept gained, with Keller as 'creative director' of the company, over the span of just three years, international recognition in the fashion world: The terms eco and fair were given with the Greenshowroom in the Hotel Adlon Kempinski their own place in the luxury segment. 2011 the by the two women successfully run fair, was sold to the 'Messe Frankfurt'. Until 2014 Keller continued on behalf of Messe Frankfurt as creative director' and then left at her own request, remaining Ambassador for Greenshowroom.

The designer and entrepreneur has received several national and international awards for her designs and commitment. In 2010 she was selected by the fashion magazine SI Style to the 'TOP 30 GREEN WOMEN', 2013 nominated for Generation Future' by Swisscanto and 2015 awarded with the WHO IS WHO' in Basel, Switzerland.

Website: <http://www.royalblushbyjk.com>

## 5.6 Nelly Rose



NELLY ROSE is a Fashion Textile designer, ethical campaigner and global collaborator based in London.

A strong love of color, application of textile craft and distinctive illustrative abstract print style defines both her work and call for positive sustainable change.

She aims to prove that you can create beautiful fashion whilst eliminating exploitation and without compromising on quality.

The end result is a preservation and support of artisan communities, culture and creativity enabling the medium of fashion to be used for positive change.

Collection

The collection Nelly will be presenting at Green Fashion Week is titled 'HANDS UP' with the focus being on hand painted up-cycled garments.

The collection also features custom batik pieces created during her residency with Dian Pelangi and Odette Steele for the CO-IDENTITY Collection. These were created ethically in Indonesia working with artisan communities. The jewellery is sponsored and provided by the amazing Finchittida Finch - a jewellery brand which clears land and mines in Laos.

The collection is accessorized by Finchittida Finch ; Finchittida is a brand that explores culture diversity through fashion & design, specializing in statement jewellery. Founded by Lao-British twin sisters Tida & Lisa; they are on a mission to empower others through their trailblazing approach to fashion, starting with their homeland of Laos.

Their motto =

Your purchase helps to clear bombs in Laos:

1 PIECE OF JEWELLERY = 1M<sup>2</sup> OF LAND SAFE\*

"I'm mostly interested in the stories behind fashion. I'm really passionate about preventing dehumanisation in the fashion production and honouring traditional crafts"

"I am always thinking about sustainability issues and choice - it's a human responsibility to look after one another and the planet"

A paragraph on Batik process:

"There was no way I could have been so skilled. They have passed it down from generation to generation. I would never try to match that. But what I hope that we did; is a creative exchange. We used Batik in different ways, as oppose to really tiny ornate designs, and instead of the traditional way, I painted on it with a paintbrush, we kind of used it as an art medium as well. We all sat down together and explored what we could do. So, we did Batik and different drying methods. We learned how the silk was spun in silk factories. I also wrote with the Batik. I did typography with the batik tjanting tools. It was a real mix of technique with design"

WWW.NELLY-ROSE.COM



INSTAGRAM: NELLYROSELONDON

Twitter/Blog: @loudsaidnelly

Designer Talks: <http://www.imprint-mag.com/nelly-rose>



## 5.7 Daniela Masias

danehli

Daniela Masias (danehli) is a young fashion designer born in Lima, Peru, where she grew up fascinated by the aesthetic elements involved in the creation of a garment and by the way in which the human figure can be modified by clothes.

After three years of university studies in the *Nuova Accademia di Belle Arti* (NABA), she graduated the English-language BA with first-class honours in 2016. She is currently pursuing a career in fashion with a sustainable focus, in respect for people and the environment.

*Im (perfect Soul) utions* is the capsule collection shown in this edition of the



*Green Fashion Week*. It was created as a graduate thesis supporting the importance of driving the fashion industry towards a more ethical path, developing conscious brands and educating consumers about the power of their purchasing choices.

The inspiration for the collection was the Japanese philosophy of *wabi sabi*, which sees beauty in imperfection and impermanence. It considers the past history of an object as part of its unique value, and appreciates the fact that everything is in constant change – thus the raw hems.

This concept has been translated to the collection by the use of all natural materials in their simple, unobtrusive, un-dyed beauty. The designs feature asymmetry, textured surfaces and simplicity – opposing to the polished magnificence of the current market.

The collection was made in a slow-fashion manner from start to end, from the concept to the final product. The hemp, peace-silk and ramie fabrics were sourced from certified producers and the sewing and embroidery were made with full attention to detail. Moreover, the delicate buttons were a gift to the designer and carry a personal value, adding to the aim of creating fashion with a meaning.

The overall purpose of Danehli's career is highlighted with these three looks: a collection with a wider purpose, with a strong research and concept behind it. Environmentally-conscious fashion that can provide an ethical value to an aesthetic element of creativity and functionality; because for something to be beautiful, it must not only be visually appealing, but also good in its nature and intention.

Daniela Masias is currently based in Milan, and her work can be followed through her website and *Instagram* account:

[www.danehli.com](http://www.danehli.com) [www.instagram.com/danehli](https://www.instagram.com/danehli)

## 6 CONTACT DETAILS

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Twitter: <https://twitter.com/MajorGFW>

Youtube:

<https://www.youtube.com/playlist?list=PLXWKZvwxvOpv7rTzicY2WcxFdyBWmydAJ>

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