

# A NEW JOURNEY TO EXPERIENCE FASHION

WHERE THE DESIGNERS BECOME ACTORS



GREEN  
FASHION  
WEEK





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# A NEW JOURNEY TO EXPERIENCE FASHION

A movie set where designers become actors in an exclusive sustainable adventure, from unbridled luxury to uncontaminated nature.



Green Fashion Week is an appointment with sustainable fashion aimed at reconciling sustainability with the fashion industry, ethics and responsibility with beauty, luxury and comfort with style and elegance.



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# ROAD TRIP GREEN CATWALKS MOVIE SET







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## GREEN FASHION WEEK



Sponsored by the Ministry of Environment in collaboration with UNFCCC and organized by GD Major and by the non-profit FSA (Fashion Service Association). Green Fashion Week aims to raise public awareness on the issues of sustainability and promote the path that the fashion industry has to follow to meet the goals signed by 193 ONU's member states with the 2030 agenda for sustainable development.

GFW intends to be a reference point both for fashion industry insiders and for anyone who embraces the cause.

The Initiative involves stylists and International Companies that want to promote the concept of sustainability through their collections and products, made with sustainable materials and production processes sustainable from an environmental, social and economic point of view. These collections are proof that environmentally sustainable fashion does not have to compromise style and elegance. Green Fashion Week since its first edition has chosen companies that wanted to give a clear direction, opting for collections that unite style, elegance and excellence in the field of luxury using sustainable materials.



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GFW is particularly committed to combining the quality of its products with a deep warning for sustainability, this means not only the adoption of strategies and production processes that have a minimal environmental impact, but also, perhaps more importantly, the research of new materials and innovative solutions that improve the fashion industry competitiveness.

This venture's aim fits perfectly into the issues of the Agenda 2030, an ambitious plan undersigned by the countries in 2015 to promote economic prosperity, social development and environmental protection on a global scale, and of its 17 sustainable development goals (SDGs), which, along with their 169 target, aim to tackle the obstacles to sustainable development, such as inequality, the unsustainable production and consumption systems, inadequate and lack of dignified occupations infrastructure.

The SDGs are becoming today a reference increasingly important for many businesses.

Some companies are anchoring these common goals to their medium to long-term strategies. These objectives affect all countries and all individuals: no one is excluded, nor must be left behind to bring the world on a sustainable path.

GFW is a non-profit international initiative, that aims to promote the development of sustainable fashion, by giving designers the opportunity to showcase their collections. The previous editions were held in Abu-Dhabi and Dubai. This years 5th edition was held in Los Angeles and Las Vegas In November 2017, the sixth edition will take place in Rome, to mark the Italian spirit and its presence in the international fashion scene and in January 2017 the Antarctic event, where nature will be the undisputed protagonist.

In the last edition held in Milan on the 26-27 November 2016, the Ministry of Environment spoke at the press conference presenting many initiatives to promote sustainable models of production and consumption carried in collaboration with Italian leading companies in the textile and fashion sectors, unique for excellence and style, but also responsible for a significant consumption of water and energy.

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





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added value. This strategy is significantly important to the Italian Fashion industry, both from a historical point of view and also known around the world for its high quality standards”.

GFW has also joined the Carbon Neutral Now program promoted by the UN Secretariat in the fight against Climate Change, ensuring the compensation of greenhouse gases generated by the realization of events, by funding reforestation projects in the Amazon rainforest.



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## PRESS RELEASE



Green Fashion Week concluded its 5th edition April 7th 2017 in Los Angeles and Las Vegas and with the support and confidence of its international network, GD Major was able to accomplish this edition of The sustainable side of fashion, which aimed to compel the public to learn more about sustainable fashion and emphasize that sustainability does not sacrifice luxury nor style.

This edition wanted to promote a new perception of sustainability through its innovative concept of fashion.

In a spectacular Spring landscape in California and Nevada from March 31st to April 7th 2017 an array of events took place, such as, fashion shows, parties, photo shoots, look-books, live performances, road trips, film screenings and Hollywood style movie sets which concluded with a meeting at City Hall with Lauren Meister Mayor of West Hollywood.





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A journey filled with exclusive locations such as the Beverly Hills Villa of Wayne Kao, where the first runway show initiated, continuing onto the uncontaminated landscapes of the Death Valley National Park with its rangers, giving the Green Fashion Week guests a vivid opportunity to experience the excitement of a true expedition.

During the week of sustainable fashion, GD Major Entertainment produced, directed and filmed a documentary film of its own event and what happened behind the scenes of the green fashion industry, where the designers were the sole protagonists of this film production.

From the beginning Jeff Garner (Prophetik), who has already had the occasion to work with the director James Francis Cameron, to the enthusiastic designers and new-actresses such as Kristina Burja (Krie Design), Honorata Ruszczynska (Orushka) and Kristen Luong (Kromagnon) did not hesitate to play the part. The event at the Hollywood Villa was inaugurated by the eco-luxury brand "Prophetik" by Jeff Garner, where he showcased his latest collection "Nevermore" SS17 worn by the GD Major models. The show was accompanied by the talented musicians Erik Chapman-Cellist, Analiza Ching-Violinist and by the brilliant singer Bridget O'Shanessy.



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Hollywood celebrities such as Kelly King, Maggie Grace and Kelly Rutherford attended the event along with media, bloggers and international journalists with the support of the UNFCCC and The Environment Ministry.

Green Fashion Week then began its road trip towards the picturesque setting of Amargosa Valley where at the historic Amargosa Opera House Theater guests had the opportunity to attend the première of the film “Il paese che non c'è- Hunters”, presented by the main sponsor GD Major.

The adventure continued the next day in Death Valley Natural Park, a nature reserve between California and Nevada proceeding to the second hottest place in the world, Badwater Basin and Furnace Creek, sites of stunning shootings, videos and fashion shows.

The true protagonists of this journey were Prophetik, Orushka, Krie Design, Auria, Kromagnon and Lovia that make sustainability the foundation of their brand.

Green Fashion Week then travelled to Las Vegas, known as the capital of shopping, entertainment and unbridled luxury to prove that eco-sustainable fashion should not compromise luxury and style.

This journey concluded at Sandy Valley, at the historic Kingston Ranch, described by visitors as “an oasis in the desert”, a “paradise for animals” and as having a “spiritual connection with nature”. The owner, Mr. Albert Marquis, a prominent lawyer in Las Vegas, philanthropist and nature lover as well as the director of the Nevada Childhood Cancer Foundation, gave his important contribution reciting an important part in the documentary film.

Every aspect of this initiative is completely environmentally sustainable, offsetting the environmental impact. This is why the UN and Allcot (multinational CSR), partners of Green Fashion Week will support the organizations environmental certification process and, based on the results of the emissions of CO2, GFW contributes to the reforestation projects in the Amazon.



## DESIGNERS



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

Romantic visual artist, pioneer, and unconventional designer Jeff Garner and his sustainable, eco label Prophetik are on a path of transformation, leading the evolution of fashion and changing our perception of luxury.

The uniqueness of Prophetik begins with the artist himself. Garner's vivacity and his commitment to creating distinctive, sustainable, eco-friendly fashion is a reflection of his environment. Born in the Civil War town of Franklin, Tennessee, and raised on a horse farm, Garner grew with a connectedness to nature and a peaceful understanding of the world.



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The Prophetik label's genesis came once Jeff made the decision to combine his love for his surroundings with his artistic desires.

Prophetik is established in the United States and is fast becoming the label synonymous with fashion-led ethical design in the United Kingdom with widespread praise from both ethical and mainstream fashion media.

The brand source sustainable fabrics meaning natural unbleached fibers of flax, hemp, silk, peace silk, seaweed, cactus silk, hand loomed Dupioni Silk and Chiffon, etc. The dyes are plant and earth based, produced using leaves, bark, plants, and roots sourced from local community garden and farms. This allow the brand to create beautiful gradients of natural color without the harmful chemicals.

The production is all made locally in Tennessee where Jeff Garner is 5th generation Tennessean using his local resources to create his vision.

In the ten years that Prophetik has been in existence, Garner's sustainable garments are stocked in high-end boutiques across the United States, including the distinguished Fred Segal in Santa Monica (a celebrity favorite), and Eco Age located in London, Japan and Switzerland.

With a focus on sustainability, the UK's fashion industry has welcomed Garner's diversity with open arms. Jeff Garner was named by the Smithsonian Museum as one of the top 40 artists under 40 and recognized in an exhibition at the Smithsonian Renwick Gallery in DC called "40 under 40: Craft Futures" Prophetik also showcased the Princess Grace Tribute Collection "A Dress to Change the World" at the Smithsonian's Renwick Gallery in DC being the first catwalk at that location in history including a horse out front with model which had to be cleared by the Secret Service due to the location next to the White House.

Garner has also designed for Gisele Bündchen, Miley Cyrus, Esperanza Spalding, Livia Firth, Suzy Amis Cameron, Amy Grant, Sheryl Crow, Jonas Brothers, Kings of Leon, Barry Manilow, Julia Styles, Cameron Diaz, etc many of whom have become supportive friends of Garner and and the sustainable mission of Prophetik.

Garner frequently speaks at universities on the subject of sustainability in fashion and lifestyle and consults with companies like Whole Foods, Southwest Airlines, etc.





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"Fashion uses more water than any industry other than agriculture. At least 8,000 chemicals are used to turn raw materials into textiles. Americans throw away 68 pounds of clothes on average each year, and we only buy 10 pounds of recycled clothes annually.

Clothing that ends up in landfills takes a very long time to decompose — about 6 months for a cotton sock, one year for a wool cap, 40–50 years for a leather belt and 50–80 years for a rubber boot.

According to the United States Environmental Protection Agency, 11.8 million tons of cloth, textiles and shoes are discarded in the United States each year, ending up in landfills or being incinerated.

Fashion is sold on beauty...the fabric...the color...the model...the sex. Little emphasis is placed on the manufacturing and composition of the garments. The pretty damsel enters a room and eyes focus. There is no voice or wit to take on the blindness of beauty. It is both a blessing and a curse. So how can beauty of this magical enticement lend a hand to decimating our lands and our bodies? The wool must be lifted from these eyes of adornment so wisdom can once more guide our ways to protect the very heart of our being both in nature and physical. There is no mistake in our universal truisms that something so beautiful can also be so deadly in its dazzling glory. Join me on a quest honoring this beautiful art form and creating a new way to sustain our dreams of tomorrow. " Jeff Garner





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# KRIÉ



[www.kriedesign.hr](http://www.kriedesign.hr)

Krie Design is a well-established Croatian fashion brand, founded by Kristina Burja in 2008. Being actively represented on the Croatian market Krie Design is well-known for its unique design in combination with specific model cuts, special handmade applications and their details.

Krie Design is also known for applying environmental responsible materials such as organic and recycled cotton, organic silk, and recycled polyester.

Krie Design core belief is that fashion can be at the same time ethical and affordable. During all phases of the process the brand tries to use sustainable materials and textiles, and continuously works to reduce waste and minimize the energy consumption.

It is all about taking on daily basis all the efforts required in order to have a sustainable development and raising awareness in the whole fashion industry. Sustainability for Krie not only means environment but people too. The clothings are manufactured in Croatia, where the brand created a development-focused working environment able to ensure a work-life balance for all the employees.



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The collections are limited editions, so 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 the brand values.

Krie Design's partners are mainly producers/factories from which the brand buys 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 the brand philosophy, which Krie Design is proud of.

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

Krie Design philosophy is to create unique street-smart fashion that can be worn throughout the year, using eco-friendly and comfortable materials with the ability of multi functional styling and easily to maintain. Krie Design is designed for individual styling preferences – a brand that fashion lovers from all around the world want to gain. The flexible apparel line is best for distinct needs, designs and individual preferences for different target groups. There is no age limit – equally desirable by teenagers, business women and ladies who age with style.

Krie Design is regularly featured in Croatian fashion editorials and worn on private- and red carpet events. Through the years Krie Design successfully collaborated with many international business partners on various promotions and limited edition collections.

The brand carries a ready to wear and accessories line exclusively available at the stores in the city of Zagreb, Dubrovnik, Zadar and in Salzburg, Austria.

Krie Design previously showcased on March 2016 at the Abu Dhabi Fashion Sustainability Experience (GFW third edition) and on November 2016 at the Green Fashion Week fourth edition in Milan.

Krie Design vision is to expand on regional and foreign markets as well as developing a men and children's line.

# orushka



[www.orushka.pl](http://www.orushka.pl)

Orushka is a Polish fashion brand founded by Honorata Ruszczynska.

"It is my work, passion, sense of life, a way of self-realization, the way to achieve fulfillment. Orushka was born with me and it was the biological necessity to create. It fills me all day and absorbs one hundred percent. I feel good with it.

That's my DNA. Ever since I can remember, I always did clothes; not parted with scissors, in the children's sweater always had a plugged several needles. As a little girl I knew the addresses of all the tailors in the area and regularly visited them asking for fabric remnants that were for me a priceless treasure. The process of my learning was multidimensional. I learned to invent clothes, I built them own design and learned to rely upon them to life, experimenting with all possible and impossible methods (even cooked)." – Honorata





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Honorata graduated from School of design and fashion styling with honors and immediately received a proposal for part-time lecturers. During this time she founded the company, and she gained wider and wider group of customers.

The design realized by Honorata received the WIPO international patent.

The brand works with a lot of stylists, photographers, musicians, other artists.

The clothes were used in many editorials; in the musical productions, including for Ray Wilson, Goska Banka, Bitchcraft.

Honorata also created outfits for celebrities such as Natalia Siwiec, Ola Ciupa and Mary Góralczyk.

The new collection SYMBIOSIS is inspired by the culture of American Indians.

The life of these people, so in accordance with the laws of nature, has always aroused the designer admiration.

Respecting all the changes that carries with it nature, consisting of a tribute to it- all this ideas forces you to think deeper about the methods and purposes of our lives.

The natural course of things was an attempt to pay homage to this wonderful population, creating a collection made entirely from natural, organic fabrics. Infact the brand used organic cotton, hemp, linen, silk, ecocashmere and yarn, derived from organic farms.

The entire collection is sewn in the brand studio.

The collection has been commissioned and contracted by the Belgian ecobrand - In Level 5 - but the line designed for the boutique will be more casual.

Asset of the collection are hand-made sweaters, made of organic, ecological or recycled yarns.

Actually the most innovative achievement is a ecological fur which do not come from animals but it is not synthetic also. Innovation in this case is gain with the use of natural, organic materials, which are able to recreate the structures, looking like fur.



[www.auria-london.com](http://www.auria-london.com)

#### FROM THE SEA, FOR THE SEA

AURIA is a name that is fast becoming the go to for sustainable and stylish swimwear. The brand was founded by Diana Auria after studying at Central St Martins and going on to specialise in lingerie and swimwear design at London College of Fashion.

All AURIA swimwear is designed and developed in London and made in England. The swimwear is made using ECONYL ®; a sustainable nylon made quite fittingly from recycled fishing nets and other waste.

Being one of the first to use this fibre lead the brand on to debut their SS13 collection at London Fashion Week as part of the ethical showroom 'Estethica'. Following this, the brand were awarded 'Highly Commended' at the Sustainable City





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Awards 2013 as the best Sustainable Fashion Designer, supported by The British Fashion Council.

Since launching in 2013, the brand has been part of some amazing sustainable projects. AURIA was chosen as one of Selfridges 'Bright New Things', where AURIA were given a window display in their Oxford street store for 3 months.

Most recently AURIA has collaborated with tech giant Sony for an upcycling campaign. Diana created a 'H.ear capsule travel collection' from discarded headphone wires, which included beach sliders, beach bag and passport holder.

Diana is also a proud ambassador of sustainability within the fashion industry and has given talks on the topic at the Royal Society of Arts and been a guest lecturer at universities across the UK.

AURIA has been featured in Vogue, Elle and Grazia and many more publications through their own core lines and collaborations with popular London designers Silver Spoon Attire and Ashley Williams.

The brand has been worn by Dua Lipa, Rihanna and many more.

AURIA aims to keep their values strong with fresh, vibrant and contemporary swimwear design, all the while maintaining integrity and putting environmental and social responsibility.





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# KROMAGNON



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

Kristen Luong graduated from the prestigious Menswear Design program at the Fashion Institute of Technology where her final collection won second place and was showcased at The Museum at FIT.

Kristen interned for Zac Posen where her work was featured with his collection at Paris Fashion Week. Kristen also worked as a patternmaker for Derek Lam where her work for the Derek Lam Collection was sold worldwide in Barneys and other stores. Kristen subsequently launched her own line, KROMAGNON.

KROMAGNON is a sustainable and eco-friendly high street label featuring both menswear and womenswear.

KROMAGNON's mission is to prove that sustainable and eco-friendly clothing can be trendy, fashionable and amazing.

The brand debuted on the runway at New York Fashion Week in February of 2016 and has subsequently shown at Seattle Eco Fashion Week in November 2016.



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ENTERTAINMENT



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The brand sources earth friendly materials that are renewable, organic, natural and biodegradable. Most of the fabrics used by the brand are hemp blends with other sustainable fibers such as tencel, peace silks, organic cotton, and recycled water bottles (PET).

The yarns used for sweaters are natural yarn made from virgin wool that have not been dyed or treated with harsh chemicals.

KROMAGNON works with global artisans for hand crafted fabrics and prints that use only natural or low impact dyes. Some of the prints are done with bleach in a color reductive process while others use natural dyes and pigments such as indigo, rubia, and copper to create luminous color effects.

The brand prefers to use buttons and trims that are made of cotton, paper, corozo nut, wood, coconut, and other biodegradable materials.

KROMAGNON employs minimum-waste manufacturing by repurposing their scraps into hangtags and hopefully in the near future felted into batting for insulation in their winter coats and jackets.

The clothes are ethically and locally produced in New York City.







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LOVIA



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

Lovia is a Nordic brand that makes high-quality bags and jewelry from exclusive, sustainable materials such as Nordic elk leather, salmon skin and excess furniture leather.

Lovia thinks that a Sustainable fashion signifies durable designs, sustainable materials and producing the products as near as possible with the respect for nature and human rights.

Transparency is the brand's way to develop a supply chain towards more and more world-friendly manners of production.

To be fully transparent, Lovia has created a unique DNA concept that links each product with a profile that reveals the whole production chain behind it.



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For example; when browsing the product on the webstore, one can scroll down and find the information of who made the product and where the materials come from.

Each Lovia product is a micro-universe. They carry along people, values and decisions carefully thought through. All of these are encoded in the Product DNA, an individual web profile that reveals the history of the piece you are holding; the makers and the origins of the materials it is made of. As a holder of Lovia bag you will always know what you carry.

Lovia's clothes and jewelry are produced in Helsinki, Finland. Bags are manufactured in a small leather bag factory in Milan, Italy. The brand uses recycled and excess materials such as Finnsheep and fish leather from food production.





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“Eco sustainable and eco-friendly have to work together without depleting our natural resources. We have to work towards assuring that the natural resources we consume today will not affect our future generations without compromising luxury, style and comfort. As individuals, we have to be responsible for our daily actions and the apparel industry has to commit to develop and sustain a production method that is eco-sustainable.”

*Guido Dolci*

President of GD Major





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