

Helsinki Fashion Week continues its pioneering approach on promoting sustainability by becoming first to apply EcoVillage-concept on fashion week platform.

Imagine a world where everything is based on circular economy and sustainable values. A world that is connecting and co-creating between various industries.

The annual Helsinki Fashion Week takes place on 20–25 of July 2018 in Helsinki, Finland showcasing 30 sustainable fashion brands in venues build on recycled and re-usable natural materials.

Besides giving a platform for trendsetters in clean fashion, the five-day fashion week sets to inspire urban development and cultural interaction by re-evaluating the way we consume, adapt and co-exist with our surroundings in the fashion landscape of the future.

Hence, this year's Helsinki Fashion Week is aiming to zero-waste approach by partnering with Global Networks such as architectural and robotics corporations and sustainable laboratories and universities giving the event an area a form of co-created utopia-like reality.

By showcasing the latest developments and innovation in technology, electronic transportation, mobility and robotics, the event offers a unique experiences by questioning the nature of being, existence, and reality in the evolving world and the fashion industry.

With sustainability becoming more of a norm than a trend among consumers, we – as individuals – come to expect certain things from companies and brands. However, like with all trends and social change, along with the sustainability boom we become vulnerable to its negative side effects. It's not always easy to know which labels speak the truth when brands don't always seem to know, or care themselves what's sustainable and what's not on the long run, when the industry is rushing to meet the new needs of the consumers.

What we often forget is that sustainability is so much more than recycling our plastics, buying organic and limiting our spending. Sustainability stretches across actions, perspectives, industries and disciplines, being actually the crown for all things we consume and enjoy rather than the added plus or a tap on the shoulder.

At Helsinki Fashion Week, we aim to follow this principle to our core. Sustainability and transparency are the center values in all aspects of our production. By basing our practices and working-methods on hard-data and persistent research, we are able to stand 100% behind our words and actions.

Similarly, all brands and designers, who are selected to Helsinki Fashion Week, should fulfill provided criteria to be considered as part of the official calendar. We do not accept brands and designers with non-sustainable or unethical productions and collections.

We want to contribute to the fashion revolution by creating the change from inside the industry, which is why besides organizing the only eco-driven fashion week for professionals and consumers, we also lecture in leading Universities and fashion events to challenge designers and the whole industry to think sustainable and most of all, understand it.

To fully support what we manifest, we created the 2018 EcoVillage concept, following the principles of circular- and sharing economies as far as possible. Through this approach we aim to minimize our ecological footprint to illustrate the possibilities that fashion industry has to become sustainable. People will not only need clothes, but they will always want them for self- and cultural-expression. As we can't stop the production, we must change the practices to ensure a clean future for the all of us.

Nordic Fashion Week Ry is a not-for-profit organization working on development of the finnish fashion industry and global sustainability approach to fashion.

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