



Helsinki Fashion Week announces its official partnership with VOI – the leading European micro mobility company for the Spring Summer 2020 event edition.

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For this season, the Nordic company VOI teams up with Helsinki Fashion Week as the exclusive provider of micromobility solutions during the four-day event from the 19th to the 22nd of July 2019. VOI's electric scooters will be used as transportation for staff and visitors to move between different venues.

Through the partnership, Helsinki Fashion Week and VOI aim to raise awareness and interest towards future mobility and motivate to change people's behaviors in short distance transportation. The collaboration represents both parties' vision of moving towards the adoption of e-scooter sharing in Europe in order to reduce pollution and improve living environment with an emphasis on the sharing information and responsibility of users while using shared commodities. "When we see VOI, we picture a young, dynamic and conscious lifestyle that the new generation is embracing. During the event, VOI provides our guests and team members with an experience of urban commute that is not only convenient, fun and fashionable but also environmental-friendly." - said Amelia Nguyen, Head of Programme at Helsinki Fashion Week.

With the slogan "Ride the future", VOI expresses their vision of minimizing air pollution and relieving traffic in urban metropolis by offering an innovative and playful alternative to cars, buses and taxis that is clean, efficient, cost-effective with zero emission. Currently available in 20 European cities, VOI are under an expansion plan to 150 cities and towns across the continent.

Using their distinctive Scandinavian approach, VOI works closely and partners with local authorities and transport providers to improve traffic network and adapt to varied regulations across countries' future landscape. The company collaborates with politicians and decision-makers through open and transparent communication to ensure efficient and mutually-beneficial execution. "The future is not that far away, we welcome collaboration dialogue and we believe that together we can make it happen!" - said Kristina Hunter Nilsson, Head of PR of VOI Technology.

In 2018, Helsinki Fashion Week successfully piloted the EcoVillage concept – a working model of a sustainable society where every element is based on the circular economy ideology. In the EcoVillage, electricity was produced by solar panels, food was made from industry waste, water was directly filtered from the Baltic sea and people were driving electric vehicles. The launch received tremendous support and recognition from local and international press, partners and industry professionals as The Independent mentioned HFW as "The Most Progressive Fashion Event".

Press Contacts

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