



Press Release  
January 2020

## HELSINKI FASHION WEEK 2020 **Designer-in-Residence Concept**

15 international sustainable designers will be selected to take part in our Designer Residency Programme 20th to 26th of July 2020 which will launch Helsinki Fashion Week 27th of July to 1st of August 2020 the fashion week setting will be once again inspired by the EcoVillage concept.

During the residency, designers will collaborate and work together and focus on transparency, collaboration, and will reuse materials to create their entire collections. The residency will be filmed and live-streamed every day with a global broadcasting company.

Helsinki Fashion Week will turn the Designer Residency concept into an Interactive game-like process creating results that cannot be planned fully or foreseen at the start of the design process. Using technology implemented in real life to communicate with the mainstream in real-time, creating a new co-creative web that enables conscious collaboration and change.

Communication is a two-way street and by sharing insights and information by engaging with the community through cyberspace and the documentary series, we create experiences and access to embrace diverse ways of doing, sharing, knowing and learning about sustainability.

To scale our vision and impact across industries, we will be partnering with experts from a range of disciplines, including science, technology, and innovation.

“ Fashion as a business touches all of our lives, its time to give the voice to the mainstream and listen. This season we will include the general public into the creation process where we the designers use their values as their compass to co-create, showcase and inspire the change. No filters, no facades, only collaboration and transparency.” - Evelyn Mora, Founder of Helsinki Fashion Week.

In collaboration with Alvar Aalto Foundation, the venue of the Residency will be Studio Aalto, located in Helsinki Finland.

The Designer Residency 20.07. - 26.07.2020  
Helsinki Fashion Week 6th edition 27.07 - 01.08.2020  
in Helsinki, Finland

For more information please contact us:  
[contact@nordicfashionweekgroup.com](mailto:contact@nordicfashionweekgroup.com)

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