# THE NEW NORDIC VISION

Nordic Fashion is more thank you think.

KOLI FORUM 2019 - KEYNOTE

Evelyn Mora

www.evelynmora.com

Acne Studios, Sweden

Aalto International, Finland

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Aalto International, Finland

# Helsinki Fashion Week

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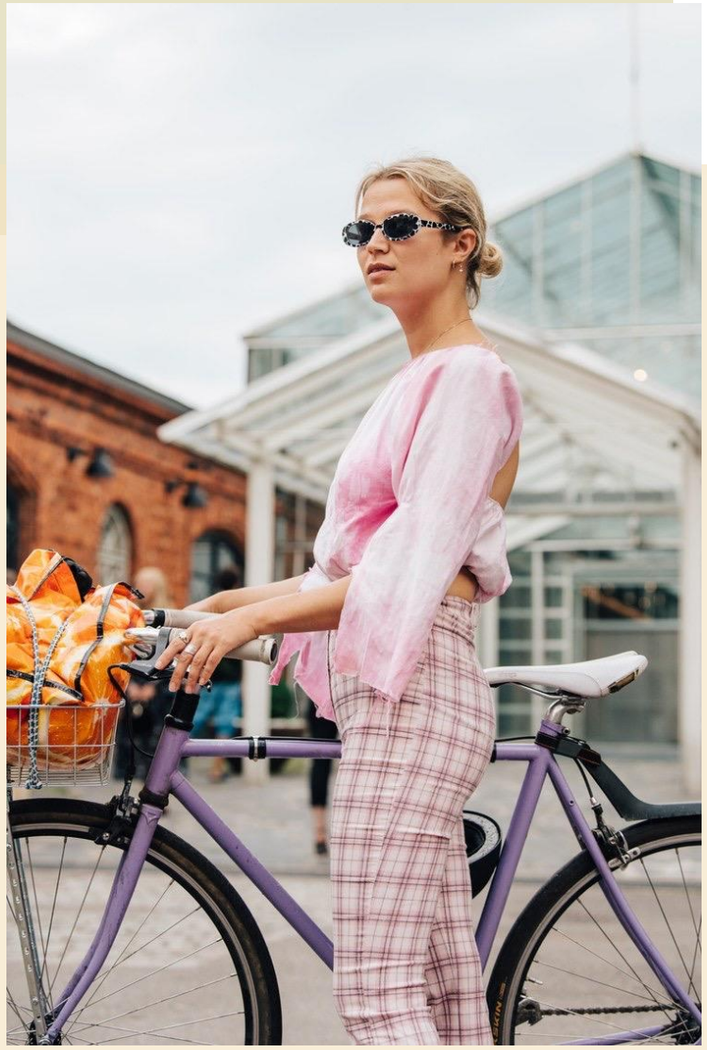

服饰VOGUE
与
美容

# 地球上最可持续发展的时尚周——赫尔辛基时装周

这个夏天，已经是这些世界上最具可持续性的时尚品牌连续第五年在赫尔辛基时装周上走秀了。

SUSTAINABILITY

## Welcome to the Green Team

Sustainable designers like Patrick McDowell, Ka Wa Key, Bleu Chose, A.BCH and more are changing old ways and carving a sustainable future.

BY KALEY ROSHITSH

**Fashion is preparing** for a more sustainable future, and the recent runway shows, trade exhibitions and consumer conversations are capturing the transition in real-time.

The latest collections in Paris revealed "offbeat earthy sobriety," as in the case with Dior and climate-themed end-of-days oil spills at Marine Serre, while in Milan, "A New Awareness" spotlighted sustainability in a multiday exhibition during fashion week. And the latest edition of the White Milano trade show confirmed sustainable themes.

The fashion industry is showing strides, and many of those steps are being taken by still-nascent sustainable labels, building a circular future from the ground up.

Cutting down on waste and cutting up previous collections, many designers are exploring upcycling and repurposing in their collections, as is the case with Patrick McDowell, Bleu Chose and Maggie Marilyn. Meanwhile, labels such as A.BCH are leading with thoughtful design principles hoping to later implement a system for garment recovery and recycling. Hoping to reduce their carbon footprints, young brands are partnering with organizations such as One Tree Planted in reforestation efforts, as Shopyte has done.

While the long heralded fashion capitals are putting greater emphasis on sustainable fashion, there are entire shows dedicated to sustainability. Helsinki Fashion Week is one that aims to buoy interest.

**Helsinki Fashion Week Rising in the Ranks**

At Helsinki Fashion Week, designers Patrick McDowell, Young n Sang, Ka Wa Key, Bleu Chose, A.BCH, Burlesque Tsunami, Anna Ruohonen and many others premiered their latest collections.

"I think the biggest challenges right now to a more sustainable future is a lack of action and greenwashing," said Evelyn Mora, consultant and founder of Helsinki Fashion Week, who also cites initial risk and investment as obstacles for greater action.

Mora, in between speaking on panels and organizing the upcoming symposiums for HFW, anticipates the upcoming Circular Fashion Summit in Paris, along with the publishing of her first book, "The Trouble Maker," next year, which will detail her trail-blazing sustainability efforts.

Like many with an appetite for sustainable fashion, Mora has her eyes peeled for fashion weeks to better showcase sustainable brands – and not just on the runway – she calls for deep dives into production processes to see what makes them truly "green."

**Patrick McDowell: Trash to Treasure**

All fabrics from London-based label Patrick McDowell are sourced from

Clothing is made in England and also up for rental from the Higher studio in London, which partners with emerging brands such as Congregation, Martina Spetlova, Mitski, Ovelia Transtoto, Ode to Odd, Patrick McDowell and Phoebe English.

A Central Saint Martins graduate, McDowell debuted his label in 2018 at London Fashion Week. It was founded on "a devotion to rethinking systems, not just fabrics." His latest collection was inspired by his father's firefighting career and his mother's five sisters who "put out the metaphorical fires in our daily lives," according to the designer. One of the statements in his "Fire-fighting Aunties" collection includes a Swarovski-bedazzled firefighter hat.

The designer is no stranger to collaborations and recently partnered with shopping app Depop and Selfridges to run an upcycling workshop in store – turning trash to treasure, and calling for system change.

McDowell also sourced eco-down insulation from Thermore, sustainably sourced yarn from Wool And the Gang and heritage fabrics from AW Hainsworth for his latest collection.

**Ka Wa Key: To Dye For**

Ka Wa Key gets its name from one of the designers, and while "Ka Wa" means "flourished family" in Cantonese, the brand is much more than a name. It is what the design duo, Ka Wa and Jarno Jussi, call a "romantic dream" that anyone can participate in.

Its men's spring 2020 collection features airy tie-dye pieces that Ka Wa Key creates with the aid of a printing factory using Zero-D technology with clean and efficient dry dye without the usage of water, solvents, heavy metals or mordents.

"As a brand, we are investing more and more in sustainable design practices," a company spokesman said, while also pointing to the designers' own day-to-day personal behaviors: "Small baby steps usually will lead to bigger steps and even leaps."

When asked what would make the fashion industry more sustainable, the reply was: "Don't make rubbish." The label prioritizes ethical and sustainable fashion using traceable recycled materials such as recycled wool and polyester as well as renewable materials (Tencel, EcoVero, viscose, organic cotton).

**Unravelau: One Step at a Time**

Dutch sustainable clothing brand Unravelau also exclusively uses organic and recycled materials. Founded in 2017 by Laura Meijering, the brand is based in Utrecht, Netherlands.

"We try to generate the least possible waste when creating a garment by using zero-waste patterns and reusing the waste we do generate [like threads] in other garments. Even the tags on the garments are made of recycled paper and printed with environmentally friendly ink," Meijering told WWD.

**Bleu Chose: Upcycled and Accredited**

Founded at the end of 2018 in Paris by designer Méryl Flambert, Bleu Chose reimagines deadstock materials and only uses GOTS-certified textiles and Oeko-Tex-certified textile dyes, a certification that ensures no harmful substances exist for the consumer or the environment. Curbing surplus, the brand produces a limited run of its collections.

The latest collection poses a utopian fantasy whereby two contrasting muses, Angela Davis and Marie Antoinette, join

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# 'It's finding something new in the old': how fashion can confront the climate crisis

Sustainable style can help spread an important message, say panelists at London fashion week after a weekend of protests

**Ellie Violet Bramley**

Mon 16 Sep 2019 18.21 BST

The climate crisis was on the agenda again at London fashion week on Monday, with sustainability experts and activists taking part in a symposium at the Finnish Institute focusing on creativity and sustainability. It was in keeping with fashion week so far, which has seen Extinction Rebellion activists stage a "die-in" and swarm the Victoria Beckham show, one of the week's highest-profile events, hoping to force the industry to take the climate emergency seriously.

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INDEPENDENT

# STOCKHOLM CANCELS FASHION WEEK TO EXPLORE MORE SUSTAINABLE OPTIONS

New strategy to be revealed later this year

Sarah Young | @sarah_j_young |

Tuesday 2 July 2019 10:44 |

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DAZED

# What would happen if we cancelled fashion week?

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FASHION / FASHION FEATURES

# Fashion Weeks Are Taking Steps, Big and Small, Toward Sustainability

Copenhagen, Helsinki and London fashion weeks aim to be the greenest of all.

By Fiona Ma
with contributions from Julieta Sabino
on April 22, 2019

Looks from Stine Goya during last year's Copenhagen Fashion Week. Courtesy Photo

LONDON — With crowds come waste and fashion weeks around the world are a big draw for local and international visitors. As a result, fashion weeks are working as hard as brands to go as green as possible, from event production to travel logistics.

Copenhagen Fashion Week has already pledged to become one of the most sustainable international fashion weeks. The newly appointed chief executive officer Cecilie Thorsmark has in her Thorsmark and her team are always looking to work with more sustainable partners. "We prefer to work with partners whose sustainability efforts are ambitious. We've been in situations where we've had to decline the opportunity to work with a specific supplier because we didn't share the same values in terms of sustainability," she said, pointing out that she hasn't seen any pushback since she brought forth her sustainability agenda, which was aimed at motivating the industry first.

The Nordics are already leaders in sustainability — with Helsinki Fashion Week also billing itself as green, but with a 360-degree sustainable experience.

One of the runway show locations at Helsinki Fashion Week 2018.
Vaude Valtteri

"Personally, I see sustainability as a general mind-set, not a certain kind of action or movement necessarily boxed in being a vegan or buying only vintage," said Evelyn Mora, founder of Helsinki Fashion Week.

Helsinki Fashion Week is held once a year, and in 2018, it created an eco-village: Electricity was powered by solar panels, sea water was purified through a circular process and turned

ESSENTIALIST
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# Fashion as an industry

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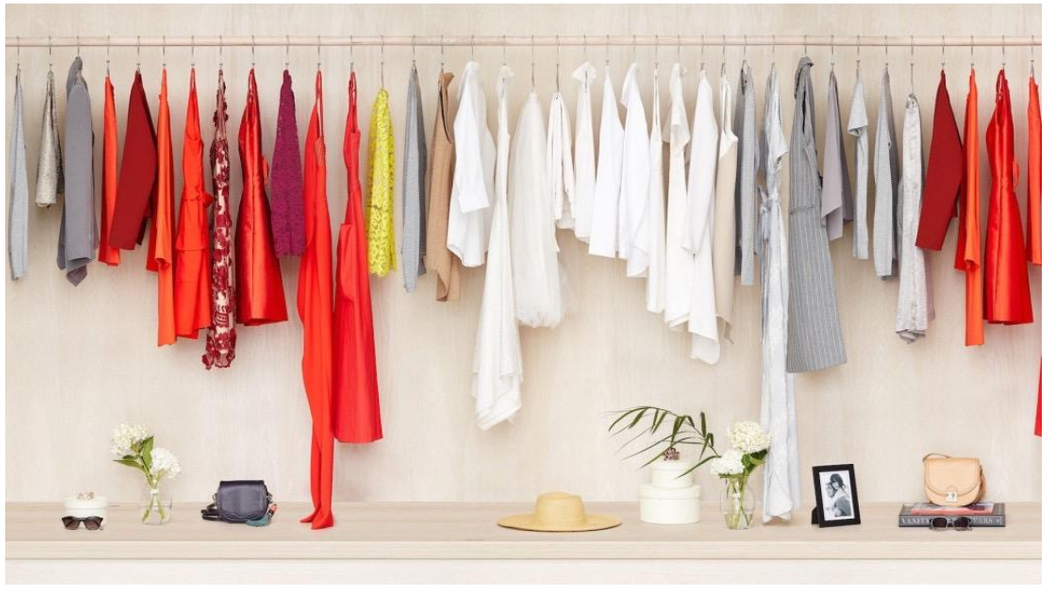

# Fashion as a tool

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# Interdisciplinary collaboration

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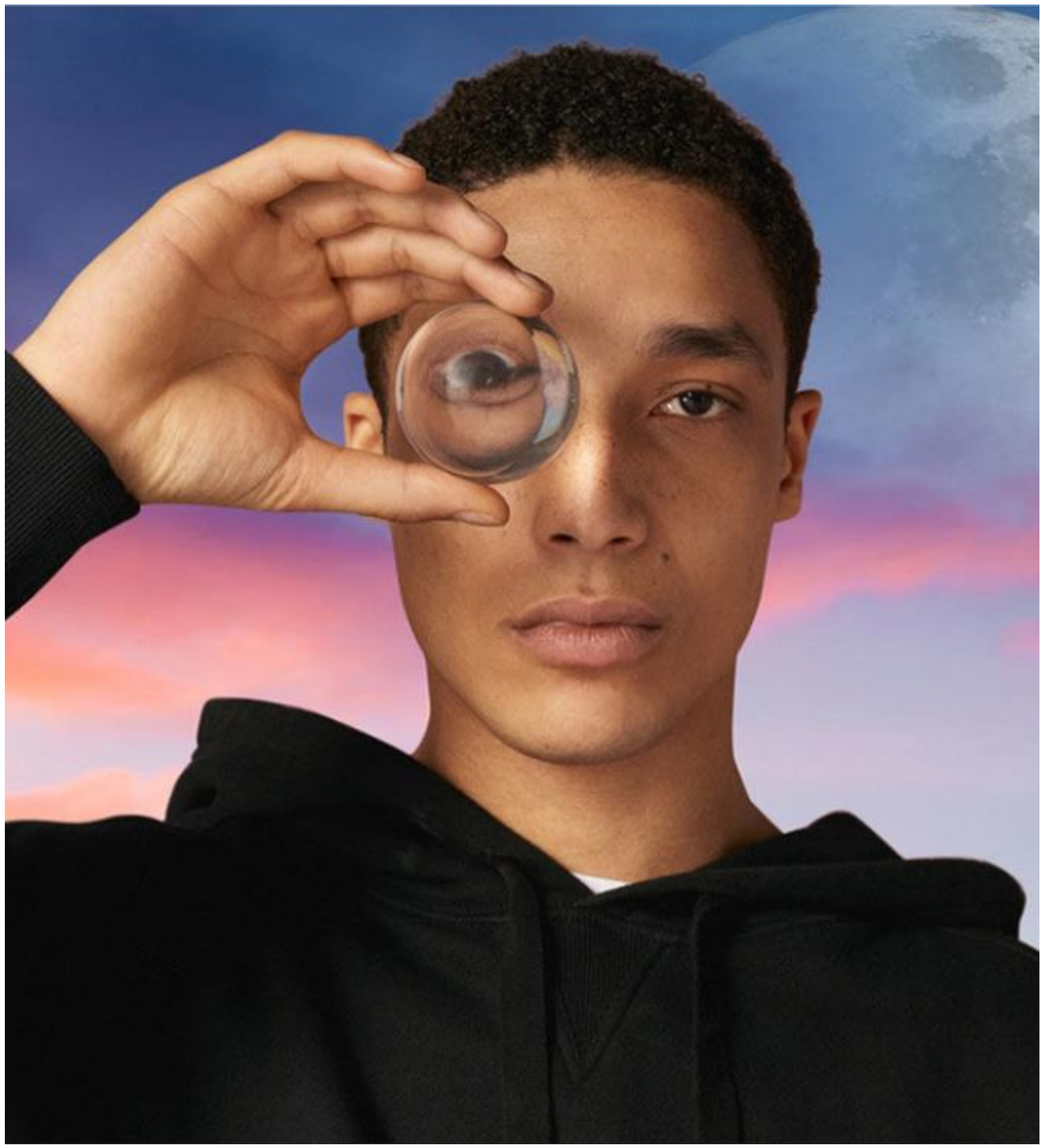

Nordic Countries
Collaboration possibilities
+

Nordic Citizens
Collaboration opportunities
+

International image

+

“made in the nordics”

Communications
+ Language and audience

# Branding
+

# Social Sustainability

+

Next Steps

+ Workshops, Action Seminars, Academic Events

Thank you!

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