

**ETHICAL
FASHION
SHOW**

**CITÉ DE LA MODE
ET DU DESIGN
34 QUAI D'AUSTERLITZ
75013 PARIS
WWW.ETHICALFASHIONSHOW.COM**

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ETHICAL FASHION SHOW



2010
Année européenne
de lutte contre
la pauvreté
et l'exclusion sociale

messe frankfurt

faire reculer
la pauvreté
c'est faire
avancer
la société

2010 Edition

A meeting place for people and ideas
Docks en Seine - Cité de la Mode et du Design
from 25th to 28th September 2010

For its seventh edition, the Ethical Fashion Show®, the salon for ethical fashion dedicated to both professionals and the public alike, **is expecting over 3000 visitors and 100 exhibitors.** Over the years, this event has become a highlight of the calendar, **a real platform to exchange views and meet like-minded people.**

Preview :
Tasha de Vasconcelos, a top-level sponsor !



Photo : DR

For the first time ever, the ambassador of the European Year 2010 for Combating Poverty and Social Exclusion will be present at the Ethical Fashion Show® on September 25th. Through her different humanitarian actions, Tasha de Vasconcelos has found her true vocation, and thanks to her madonna-like face she is known by the entire world. **Supermodel, actress and muse for the most prestigious brands, Tasha de Vasconcelos** was

born in Beira, Mozambique, a country torn apart at the time by civil war. She left Africa and moved to Portugal before later making her home in Canada. She very quickly turned to humanitarian action and is excellent in her role as **ambassador for UNICEF** and for the **Pasteur Institute**. She carries out different special missions on behalf of the **Mandela Children's Fund** and works in Mozambique with **UNAIDS** as a « **Special Campaigner** » for even younger children. **In 2006 she founded AMOR (World Aid to Comfort Orphans)**, a humanitarian association that helps orphans and pregnant women on the African continent.

Under the High Patronage of the Directorate General of Social Cohesion, the body responsible for piloting strategy for **the European Year for Combating Poverty and Social Exclusion in France**, this caring woman who shares the values of the Ethical Fashion Show® has granted us the honour of her presence and her outlook on this up and coming type of fashion, driven as it is by respect for man and his environment.

A salon where you can discover ethical fashion brands in prêt-à-porter, sportswear, couture adult and child creations

This Parisian rendezvous, specifically dedicated to the universe of ethical fashion, is above all a meeting place for professionals and designers. 100 exhibitors come from all over the world, have chosen the Ethical Fashion Show® to showcase their know-how and present their new collections.

Preview some of the designers who will be exhibiting at the 2010 edition:

Veja www.veja.fr

Les Fées de Bengale www.lesfeesdebengale.fr

Article 23 www.article-23.com

Ombre Claire www.ombre-claire.blogspot.com

Cruselita www.cruselita.com

Ethos www.ethosparis.com

Andes Made www.andes-made.com

Deux Filles en fil www.deuxfillesenfil.fr

A&K classics www.aandkclassics.com

Jux www.studiojux.com

Terra Plana www.terraplana.com

La queue du chat www.laqueueduchat.com

La Tribbu www.la-tribbu.com

Naty Muñoz www.natymunoz.com

Anardo et Skyum www.anardo-skyum.com

Jenny Duarte www.jennyduarteperu.com



Photo : Véronique Pêcheux

Some very promising young designers make their appearance in 2010. We can already confirm:

Shi Fu Mi www.shifumi-collections.com

Linda Mai Phung www.lindamaiiphung.com

Maurice et Moi www.mauriceetmoi.com

Elfer Castro www.elfercastro.com

Brin Sauvage www.brinsauvage.com

Susan Wagner www.susanwagnerlima.com

Floro www.lepolofloro.com



Photo : © Shi Fu Mi

A reduced price pass for professionals can be downloaded at:

<http://www.infosalons.fr/ethical2010/default.asp>

A salon where you can exchange ideas, discover and imagine tomorrow's fashions

Between glamorous rendezvous by the catwalks, fun workshops, photo exhibitions and round tables orchestrated by the greatest specialists in the field, the Ethical Fashion Show® 2010 is the showcase for new trends from international ethical brands. A rich and varied programme that will enable everyone to understand and imagine tomorrow's fashion.

Saturday 25th September / 5pm > 11pm: Professional and Press Day

Fashion show and Inaugural Cocktail Party

> **5pm:** Inauguration of the salon and opening of the showrooms

> **6pm-11pm:** Haute Couture fashion show and inaugural cocktail party in the presence of Tasha de Vasconcelos

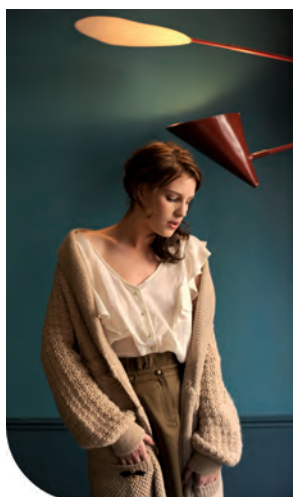
Sunday 26th September / 10am > 7pm: Open to the Public

There will be two round tables this day organised by the Directorate General for Social Cohesion, covering the following themes:

- > Fashion as a driver for social integration
- > Fashion as a way to create bonds and social cohesion

There will be interactive events throughout the day:

- > Workshops on customisation led by **Mademoiselle Chance**
- > Workshops on weaving plastic, led by the **Les Filles du Facteur** (The Milkman's Daughters)
- > Knitting teas in partnership with the **French Knitting Group** – they will all vie with one another in originality



Photos : Julien Caídos, Anastasia Drozd, Gladys, Daniel B.

Monday 27th September / 9.30am > 6.30pm:

Professional and Press Day

The day will be punctuated by fashion shows and **prize-giving ceremonies**:

- > The Ethical Fashion Enterprise prize, sponsored by La Redoute
- > The Ethical Fashion Show prize
- > The Sublime Magazine prize

There will be **two round tables** where facilitators will examine **the compatibility between new textile technologies and the sustainable management** and use of **vegetable dyes**:

- > A challenge for vegetable colours: Presentation of vegetable dyes, their history, first-hand experiences of players in this field and answers to consumers' questions.
 - > Is textile innovation unequivocally compatible with the principles of sustainable management?
- Both round tables will take place in French and in English.*

Three international fashion shows will be staged during the day:

- > **Antukal** and **Alpaca Samka**: ethics 'made in Chile'
- > Ethical Fashion in Peru including the presentation of collections by **Naty Muñoz, Gleny Castro, Anardo et Skyum, Vela Vera, Jenny Duarte**
- > **Grassroots**: ethics 'made in India'

Tuesday 28th September / 9.30am > 6.00pm:

Professional and Press Day

Two round tables where specialists will exchange ideas and thoughts on the following topics: **How can meaningfulness and economic reality be reconciled?** What criteria should be used to define the concept of ethical or more ethical fashion? What about **applied ethics in the industrial sector** ?

- > What are the economic barriers to developing a more ethical and ecological fashion industry? In partnership with Ecocert.
- > How to succeed in ethical fashion.

Both round tables will take place in French and in English.

Green fashion **seminar** : Jana Keller, freelance journalist and CSR consultant, will talk about the **new trends in Green Fashion** : How big is the **eco fashion market today**? Who are **the future prospects** of this segment ?

Various events will take place throughout the day:

- > **Nature will reveal herself and show us that she can also be a work of art:**

In particular, via Hans Silvester's photo exhibition on the theme of nature's clothes and the unusual showcases of Anni Rapinoja, of Hafsteinn Juliusson, of Tara Bath Mooney and of Woolly Pocket

- > **Universal Love will present its collection of accessories** from the whole world, made by cooperatives for the aid and development of the know-how and techniques that are specific to different cultures.

- > **Bleu vert will be running an Organic Beauty Zone.**

And lots of other surprises as well... !!!



What you should know

European Year 2010 for Combating Poverty and Social Exclusion

European Year 2010 aims to raise awareness of poverty and social exclusion as well as to renew the political commitment of EU member States to combat poverty and social exclusion. Activities are being organised across the 27 member States, as well as in Iceland and Norway. To find out more, visit the site of the European Year for Combating Poverty and Social Exclusion: www.2010againstpoverity.eu

Practical Information



PROGRAMME:

A detailed programme of the workshops and the round tables can be found online at:

www.ethicalfashionshow.com

PRESS ACCESS:

Press accreditations for the salon: sign up online at the website.

ACCESS FOR THE GENERAL PUBLIC: on Sunday 26th September

Tickets can be purchased at the salon. Tarif: 10 Euros /7 Euros (reduced tariff for students and jobseekers)

ACCESS FOR PROFESSIONALS: on 25th, 27th and 28th September

For a reduced-price pass, go to: <http://www.infosalons.fr/ethical2010/default.asp>

Contacts

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Under the High Patronage of the Directorate General for Social Cohesion

