



ethical fashion show

PARIS 2011

Carrousel du Louvre

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FINAL REPORT



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>> 30 % more visitors at the September 2011 show

2,717 visitors, from the French and international trade on the first days and the general public, mostly from the greater Paris area, on the last Sunday of the show, attended the eighth session of the Ethical Fashion Show. The show brought together some 85 designers and international firms from Thursday, 1st to Sunday, 4th September and recorded a 30% increase in visitors. The meeting point for creative and innovative fashion has demonstrated its maturity and its benchmark position in the sector. The Carrousel du Louvre was a successful choice as the location for the Ethical Fashion Show. This success is the fruit of excellent organisation, sustained public relations and support from personalities like Gabriella Cortese, creator of the Antik Batik label and sponsor of the show: "It seems a good idea to support the Ethical Fashion Show which champions the same values as Antik Batik: respect for human values, the driving force behind our work for over 20 years."

The general public, which has followed the show since it was founded, attended in large numbers on Sunday and was able to make the most of various activities (knitting workshops or the talk on recycling). Visitors also enjoyed the "market" that was set up on Sunday, where some ten designers, such as Makabu with its unique embroidered pieces, Emilie Roche and her marvellous jewellery in crocheted beads or Yola Sawka and her tabi sock designs, were selling their collections to individuals.

Julianna Fadal, a fashion student at the Paris branch of the Parsons School said: "*I came because I appreciate clothes that make sense. I would like to create my own label and present it at the Ethical Fashion Show.*"



>> The exhibitions

The exhibitions held by French and international fashion schools fascinated the general public.

The Duperré School presented pieces in hand-made lace from the three designers, Eléonore Lespets, Laetitia Séverac and Léa Verdeguer.

The Japanese Kimono College ODA put on a demonstration of its students' talent with the theme of the duality between tradition/modernity, sustainable development and expertise.

Their work concentrated primarily on the fabrics and form of the kimono, at times hieratic as a ceremonial robe or inspired by manga, hand-painted in indigo-blue cotton.

When it came to the Fashion Institute of Technology from New-York, it exhibited knitwear that was very avant-garde with regard to shapes and workmanship.



>> A range both diverse and international

Clothing professionals, interior decorators and interior designers attending the exhibition appreciated the ranges that were well-segmented in the four sectors: **Nature by Nature** for collections of organic materials, **Re-life** for brands using recycled materials, **Precious Skills** for specialist expertise and **Made with Love** for brands that are investing in social development projects. At the present time, the range of products from ethical designers equals that of traditional fashion.

The whole range of lines is presented at the show: basic ready-to-wear with good added value in the materials, mid-range, designer and high-end.

Basic ready-to-wear offers a wide choice like the models from the Indian labels Auro (predominantly lounge wear) or Bio Garments (a line of casual wear: T-shirts, sweaters) and Masala Tee and its eye-catching collection.

The mid-range which is always the line most sought-after by shops and consumers was well represented, with labels such as - l'Herbe Rouge, a French label, whose line of jeans in organic Italian cotton, stone-washed lightly using enzymes, tops in Tencel and knitwear are must-haves for quality fashion at very competitive prices - Tiksy, a Peruvian label for feminine ready-to-wear, providing extra special materials with its dresses, shawls and accessories made in alpaca .

Children's collections, one of the most successful markets for traditional and ethical fashion, have the wind in their sails where designers are concerned.

Conscients, a label that has just been launched, offering a complete line in Peruvian pima cotton (a very soft cotton) with water-based silk-screen prints, and Lili&Clyde, with its collection of fun basics, are labels

to watch out for. Koukouli from Peru offers a classic line with beautiful alpaca. Cheerful designs in organic cotton, in loud colours and the vivid designs from Masala Tee provide a quirky note.

Many children's labels stem from the requirements and wishes of new mothers who are unable to find the articles they want for their babies on the market, as Nathalie Phan Than, designer at Lili&Clyde, tells us: "*When I had my baby, it was really difficult to find practical, organic clothes. Having trained as a designer, this made me want to launch my own label.*"

The **high-end** is given a boost with designers like Miwako Yanagisawa and her line of kawai-trendy jewellery in precious stones, mounted on white gold or platinum, or the Ashimbai label from the Republic of Kirgistan with its designs in silk and its hand-embroidered pieces.

Also of note is the flourishing of new fashion designers who integrate the idea of ethics and sustainable development in their creative processes. They are no longer justifying their position in the ethical sector - it is now taken for granted and ethics become an added value like any other. Jux, the young Dutch label and its creative, playful fashion, Linda Mai Phung and her classy collection, Zanaa and its line of accessories in vibrant colours, Doreen Mashika and her very feminine designs or the Malaysian label Ultra are good illustrations of this trend. Linda Lwanga, designer at Zanaa, explains "*When I created my label, it seemed logical that it should be ethical and eco-friendly since fashion is an important medium that can make a huge contribution to protecting the environment and in respect for mankind.*"



Accessories, one of the major lines at the show, are developing well with some very feminine products like the jewellery from Ombre Claire (a new and unconventional interpretation of the skills and designs from Tuareg jewellery) or the bags from the Tunisian brand Olympe. Lovely scarves were shown in hand-woven silk in refreshing designs from Soeries de Mékong.

Recycling is particularly in evidence with designers of accessories, for example, the French label Deux filles en fil and the Va de Nuevo label from Costa Rica with their lines in recycled leather, beads made of recycled paper from BeadforLife or the bags made from recycled inner tubes from Marron Rouge (France).

The product lines for the Home and interior decoration are interesting with the clear-cut collections from Ndomo (Mali) or the designs from Nomade-chic, cushions covered in embroidery in shimmering colours or else the luxurious silk rugs from Karawan (France) and the silk articles from Rangustra (India).

Special mention goes to: - the line of luggage and accessories from Breezy Blue (Japan): uncluttered design, fresh prints with hand-made finishes - the delicate paper false eyelashes from Paperself - and the fabric designs in organic cotton from "Les Trouvailles d'Amandine".

Two groups of designers certainly left their mark on this show: the designers from Central Asia and the Peruvians.

The designers from Kirgistan and Tadjistan astounded visitors with their skills such as felt-working, embroidery and silks. Labels, such as Ashimbai with its luxurious collection in printed silk, Magic Felt and its timeless designs made of felt or else the collections of shoes and accessories from Tatiana Vorotnikova, introduced new and less typical products to buyers.

Peruvian designers, who are used to attending the exhibition, came bringing mostly alpaca products for clothing: Qaytu and Velavera presented beautiful pieces in baby alpaca for women. However, Peru also showed some wonderful accessories like those from Sil Joias Urbanas.



>> Well-considered buys and proposals for developing collections

The current economic uncertainty made itself felt in the quantities ordered. Buyers (ethical and conventional shops, department stores) were cautious when it came to buying. Jean Yves Gerday, a buyer from Caméléon Coquet, Brussels, states: “We have been working with the label Les Trouvailles d’Amandine for a year. Considering the sluggish economic situation, we are being very cautious when it comes to purchasing, even if we would like to expand our range of organic fabrics and jewellery.”

International buyers from the Netherlands, Germany, Italy, Spain, Austria, the United States, Canada and even Japan chose strong and bold collections while French buyers, who were in the majority, put their money on more commercial collections.

The talent and expertise are certainly to be found at the Ethical Fashion Show but some firms need to work on their collections again to make them accessible to trade buyers, since individual pieces or collections that are too striking may serve to curb purchases.

Another form of buying which is fairly common now at trade shows for clothing is becoming more obvious at the Ethical Fashion Show: the development of collections with a designer or using a particular skill. Many designers, such as Magic Felt, Tiksy or labels like Ndomo, have been approached by firms (to name Repetto for one) or department stores (Le Bon Marché) or else interior decorators to collaborate on the development of their collections.



>> Innovation at the heart of ethical fashion

Ethical fashion, well aware of the demanding nature and requirements of the market, is relying on innovation to win over buyers and to try out something new. Firms are no longer just content with perpetuating a skill or the talent of one designer but are counting on innovation.

And that can be felt just as much in design, like foldaway socks for baby suits from Conscients, which help motor skills and provide protection from the cold, as in the upstream offers like the custom organic fabrics from Les Trouvailles d'Amandine or else the development of plant-based dyes from flowers, in collaboration with botanists, for l'Île Marion or Loa Racine.

It is true that ethical fashion seems simple when you look at the products; however in order to transform paper into trendy jewellery, as at Beadforlife, innovation is supporting creativity.

The meeting on innovation, moderated by H  l  ne Sarfati, was very popular and demonstrated that innovation is a vital issue for ecology and in appealing to consumers.

The yarn manufacturer Lenzing, one of the most innovative companies in terms of creativity and sustainable development, supported designers with the Lenzing TENCEL  , Modal   competition, in which sixty international designers took part. The talented Japanese designer Ryota Shiga was the winner.



>> The Ethical Fashion Show prizes

The show also awarded prizes to its special favourites and singled out four talented designers.

Design Prize: Linda Mai Phung, the young Franco-Vietnamese designer who charmed the jury with a very successful collection, showing plenty of fluid silk in flamboyant colours: electric blue, violet won a gift of fabrics and 500 Euros donated by Masters of Linen.

Prize for Ethical Commitment: Doreen Mashika, the Tanzanian designer, presented a collection with exotic accents, imbued with a strong human value. She has won the chance to participate at the next Ethical Fashion Show.

Incentive prize: Burul Mambetova from Kirghistan touched the jury with her felt pieces made in one single piece.

Prize for Visual Design went to the designer Diana Gamboa who amazed spectators at the opening catwalk show with her majestic red paper origami creations. The Reflex Public group, which specialises in public relations and image for the luxury sector, has invited her to join one of their projects.

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