



Financial Times kalder Copenhagen Fashion Week for verdens mest grønne modeuge

Financial Times hylder Copenhagen Fashion Week og Danish Fashion Institute for bæredygtige initiativer på modeugen, og kalder den for verdens mest grønne modeuge.

Når modeugen skydes i gang i dag, er det med store roser fra Financial Times.

Vanessa Friedman, moderedaktør på Financial Times, skriver:

"They are the greenest fashion week around. Now, I know London FW has a section of their exhibit entitled Estethica that showcases eco design, and Stella McCartney shows in Paris, and so on, but as far as I know no other fashion week has put its eggs in the green basket like Copenhagen".

Hun forklarer, at initiativerne kommer i forlængelse af Danish Fashion Institutes store fokus på bæredygtighed og CSR, særligt i forbindelse med Copenhagen Fashion Summit, som finder sted i Operaen i København hvert andet år.

"All of this follows their decision to host the first Copenhagen Fashion Summit, focused on sustainability back in 2009 (full disclosure: I spoke at that one). This has become a biennial event, in part because the Scandinavian countries decided, quite consciously, that their point of difference would be to "take the lead on social and environmental issues."

Link: http://blogs.ft.com/material-world/2013/08/06/a-surprise-solution-to-the-fashion-week-problem-the-copenhagen-case-study/#_=_

Copenhagen Fashion Summit finder næste gang sted den 23.-24. april 2014.

For mere information:

Cecilie Thorsmark, kommunikationschef, Danish Fashion Institute
cecilie@danishfashioninstitute.dk / 26252001