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GLOBAL FASHION CONFERENCE

PRESS RELEASE

The ninth edition of the international Global Fashion Conference will be held ONLINE from Germany from 17-18 November. This multidisciplinary conference is unique in that it is based on the concept of a sectoral innovation system. This year's edition is organised in partnership with AMD - Akademie Mode & Design – belonging to the Fresenius University – with schools in five German cities offering undergraduate and postgraduate studies.

In the current post-pandemic context and with a war severely affecting Europe, this year is also proving to be a particularly difficult one for the Fashion industry. On March 30, 2022, the European Union defined a Strategy that aims to transform Fashion – one of the world's most highly polluting industries – into a sustainable industry where a circular economy is achieved.

Over the two days of the conference, with the title "Fashion sustainability: from dream to reality", four major areas will be debated: The ethics and aesthetics of sustainability, the new applications of Information Technology, the Policy and Legal Regulation of Fashion and the Financing of the transition to Sustainability.

Among the Guest Speakers the conference will include Kate Fletcher and Mathilda Tham, who published the "Earth Logic Fashion Action Research Plan" last year, as well as Heike Derwanz, from Austria, who argues that sustainability requires minimalism in social and cultural terms. On a political level, the German Federal Government Secretary for Environment, Nature, Nuclear Safety and Consumer Protection, Christiane Rohleder will address the most pressing concerns for Germany with particular emphasis on the energy issue. The European Union Strategy will be analysed by three researchers from the United Kingdom, Sara Cavagnero, Heidi Härkönen from Finland and Rebecca Cavalli from Italy.

Information Technologies will be under focus through the intervention of Christiane Luble, Head of the Fashion and Technology laboratory at the Academy of Fine Arts of Vienna, Austria, and who has been linked for several years to the Miramax laboratory at the University of Geneva. Also through a space inaugurated in this edition of the Global Fashion Conference: the Marketplace. This virtual space aims to allow all participants to experience the possibilities that the digital and, specifically, the Metaverse offer to the fashion sector. Several houses will host Fashion brands, Fashion Products, Thinkers and Organizations enabling interaction – with or without avatars – with digital fashion products and promoting experiences that lead to understanding and reflecting on how Fashion can truly transform itself into an industry that defends life on the planet while creating new opportunities for a more responsible production and consumption.

Theo Grassl from the German Fashion Council together with several financial institutions will discuss the instruments required to make this transition according to the Innovation Plan for Europe (COM (2002) 332 final) published on the 5th of July 2022.

Over one hundred works by researchers and innovative companies selected by the Scientific Committee will be presented, contributing to the creation and diffusion of state-of-the-art knowledge.

Awards will be attributed to the best research in Innovation and Sustainability by a jury formed by Henrietta Onwuegbuzie, Director of the Innovation and Entrepreneurship Program of Lagos Business School and the second African woman to be invited to lecture at Yale University, U.S.A., Patrícia Ferreira, CEO of Valérius Hub Innovation, and Kirsten Weng, Editor-in-Chief of German Vogue. The winners will be announced on 18 November.

Registration for this conference is open until the end of October and can only be done online at the conference website: www.gfc-conference.eu.

Media interested in participating must be accredited in accordance with the information available on the website (Press Room). Images are provided in the Press Room and may be used free of charge by the media.

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