

class

CREATIVITY, LIFESTYLE AND SUSTAINABLE SYNERGY

Newsletter No. 5

...the new and better way to do business

CLASS is the space where textiles, fashion, home, design and everything about a new contemporary lifestyle meets

- innovations • sustainability • new markets • creativity
- clean technologies • product collections • eco-lux appeal

For further information contact info@c-l-a-s-s.org

CLASS is the innovative & unique platform that makes business balancing creativity & innovation with realism & responsibility.

...a better solution for you, your company & your business too.

CLASS wowed the 'NICE' crowd at the Copenhagen 2009 Fashion Summit

CLASS showed some of the world's most influential fashionistas that sustainable fabrics can be inspiring and a viable business solution at a stunning catwalk show staged at the Copenhagen Opera House on December 9th. In a pioneering initiative spearheaded by the Nordic Fashion Association (NFA), this collaboration coincided with the COP15 UN Climate Change Conference.

CLASS supplied a host of new and truly innovative textiles available from around the world from three main textile categories including: **recycled and repurposed** textiles, **organics and naturals** and a range of **innovative renewable fabrics**. Twenty designers from each country represented by **NICE** presented two concepts each. The winning designer of a subsequent catwalk competition Saara Lepokorpi from Finland was announced and was awarded 50.000 DK donated by H&M and presented by HRH Crown Princess Mary of Denmark. Over 500 delegates were in attendance. **AVEDA** provided the hair and make up for the show and models by **ELITE**.

To view the catwalk event click on <http://www.fashionsummit.tv>

On the same day (December 9th), a special installation of 27 fabrics was exhibited at the Copenhagen Opera House. These were divided into **3 different ISLANDS** consisting of 9 fabrics each, reflecting the 3CLASS lifestyle and fabric categories mentioned above. Together, these materials demonstrated a meaningful expression of the unique synergy between creativity, innovation and the environment that combined to make beautiful, highly innovative and sometimes high performance fabrics designed for today's fashion, but now with that extra dimension and value: responsibility. The exhibition also showed special design/lifestyle items made with eco-sustainable materials: bags made with



HRH Crown Princess Mary of Denmark and Ann-Sophie Johansson of H&M present award to Saara Lepokorpi

recycled seat belts by Italian designer Paolo Ferrari and two motorbike helmets, one covered in a naturally farmed mother-of-pearl product branded Superlativa™ for the Italian company Fashion Helmet, and the other, tailored in a luxurious velvet from Molteni Tessuti, made from Ingeo™ biofibre.

After the Fashion Summit the exhibition was installed in one of the City Hall Square Pavilions, in the heart of the Danish capital, and was open to the public on December 10th, from 12.00 pm to 8.00 pm.

NICE is a Nordic partnership initiative whose overall objective is to lead the fashion industry towards a stronger approach to responsible, ethical, and sustainable fashion, with the main purpose being to motivate and assist fashion companies in integrating sustainability and social responsibility as part of their business processes and practices, echoing a clear **CLASS** mission statement, making the partnership distinctly relevant for our partners' business and consumers interests worldwide.

NICE is an educational project and process created for and in collaboration with the Nordic Fashion Industry, and includes a number of projects and partners across the Nordic countries.

The **NICE** Fashion Summit attracted approximately 600 participants from across the fashion industry, as well as other



creative industries, politicians, CSR experts, international media and celebrities supporting a sustainable and socially responsible fashion industry. Thought provoking presentations were made by Julie Gilhart of Barneys New York, Vanessa Friedman from the Financial Times, Laurent Claquin for the PPR Group, Christian Kemp-Griffin from Edun, Ros Harvey from Better Work, Marjorie Yang, CEO of Esquel, Manuel Baigorri from Levi Strauss and Peder Michael Pruzan-Jorgensen of BSR on the Ten year **NICE** Work Plan.

To complete the eco-story at this event, thanks to a unique collaboration with **NatureWorks**, the producer of **Ingeo™** (a new bio-material derived from plants instead of oil), **CLASS** was able to supply catering accessories such as dishes, glasses, cutlery, coffee cups as well as an eco-floor covering and some eco-pens.

Please see the full list of **CLASS** partners and designers who participated in the **NICE** Fashion Summit competition.

Class jersey and woven fabrics, leathers and product suppliers

Fabrics and Leathers:

BERBRAND SRL – buttons
BORGINI JERSEY SPA
BOSELLI E. & C. SPA
CAMILLETEX TEXTILES SPA
CARDATO REGENERATED CO2
NEUTRAL
CONCERIA TRE EFFE SRL
EUROMAGLIA SRL
FA-MA JERSEY SPA
FANTASIE TRICOT SRL
FIDERTESSILE SPA
FRIZZA SPA
FILPUCCI SPA
ITALDENIM SPA
LANIFICIO ZIGNONE SPA
LEI TSU SRL TORCITURA
L.C.T. SRL
MARIO BOSELLI HOLDING SPA
MOLTENI TESSUTI SRL
OLIMPIAS SPA PIOBESI
OLIMPIAS SPA PORDENONE
TESSITURA PERTILE SNC
PONTETORTO SPA
POZZI ELECTA SPA
SERIKOS COLLEZIONI&TESSILI SRL

Products in exhibition:

959® BY PAOLO FERRARI – BAGS
FASHION HELMET – MOTORBIKE
HELMET

FASHION SUMMIT
DECEMBER 9 2009
THE COPENHAGEN OPERA HOUSE DENMARK

NICE Fashion Summit: designers

Denmark: David Andersen / Louise Amstrup / Stine Goya / Trine Wackerhausen
Finland: Anu Salonen / Naoto Niidome / Saara Lepokorpi / Tiia Vanhatapio
Iceland: Bóas Kristjánsson / Gudmundur Hallgrímsson / Eygló Margrét Lárusdóttir / Rebekka Jonsdóttir
Norway: Ann Kristin Dahle / Fam Irvoll / Kristoffer Kongshaug / Solveig Elton Jacobsen
Sweden: Ana Hernandez / Anna Bonnevier / Karin Säby / Maxjenny