

FUTURE OF FASHION

SUSTAINABILITY IN ACTION – EMPLOYABILITY IN FOCUS – GLOBAL EDUCATION IN REALITY



INTRODUCTION

The World Design Capital Future of Fashion event will bring together fashion educators, designers, brands and industry players, working towards a common goal; creating a more sustainable future for the fashion industry. Supported by the European Union funded Sustainable Fashion Employability Skills (SFES) project, the ENHANCE Alliance of Universities of Technology and the Center of Innovation of Valencia City, Las Naves, this event will offer a platform for creation, experimentation and knowledge exchange for creating sustainability around 6 designated fashion industry pillars; Raw Materials; Design; Supply Chain; Production; Retail, Consumption and Waste; Emissions and Biodiversity.

Following on from the climate summit COP 26 which took place in Glasgow in November 2021, the fashion industry is taking up the mantel and confronting the challenges head on. Internationally renowned keynote speakers will share their vision of their sustainable fashion stories and journeys; roundtable discussions will enable the exchange of sustainable knowledge and expertise and practical workshops will empower students and citizens to start their own journey towards sustainable fashion knowledge and decisions.

A particular focus will be the employability skills and new educational formats which universities and companies should champion and incorporate to ensure that the young generation are awakened and engaged with global sustainability concepts within their educational programmes and that employment opportunities are there for them to take up.

The Future of Fashion will be the global platform for a meeting of minds, best practice and expertise around sustainability in the fashion industry and will resonate for years to come as the signature event in this area.

To mark this event and to ensure its legacy for the City of Valencia and beyond, industries will sign up to the “Sustainable Employability skills” pledge where they will ensure that sustainable criteria is taken into account and written into their job profile descriptions.



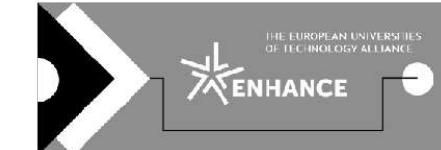
INTRODUCTION

GLOBAL REACH OVER 300 000 STUDENTS
AND 85 000 STUDENTS IN VALENCIA

SUPPORTED BY



Co-funded by the
Erasmus+ Programme
of the European Union



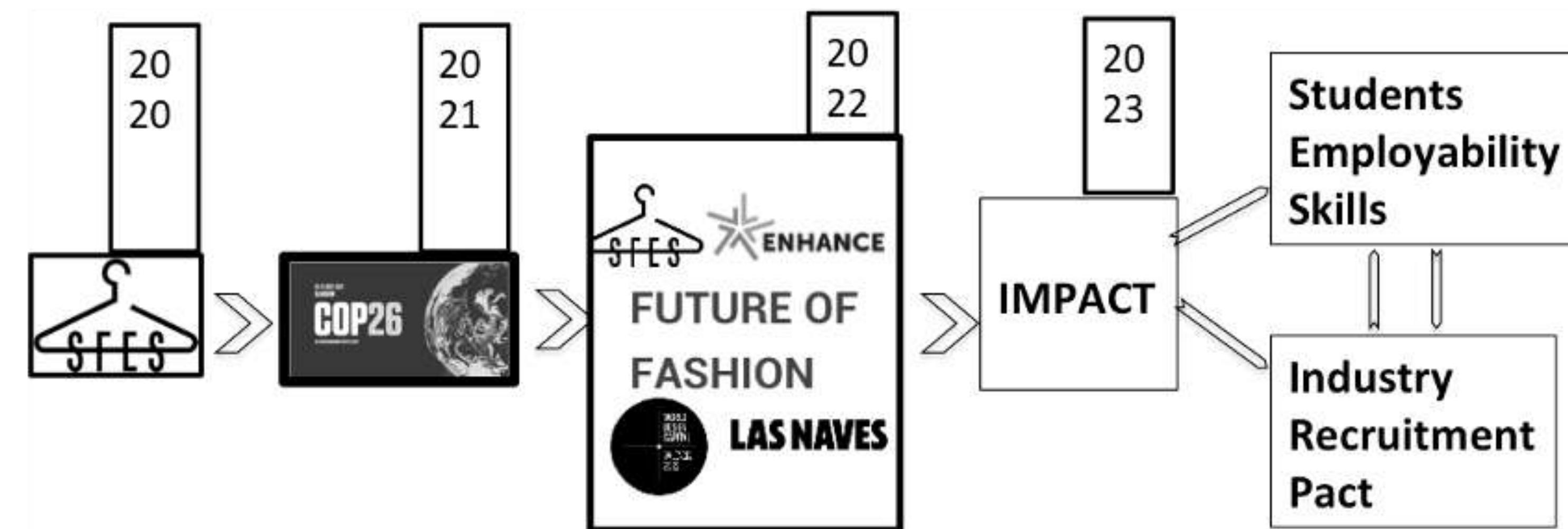
IN COLLABORATION WITH



LAS NAVES



TIMELINE



OBJECTIVES

INCREASE AWARENESS OF SUSTAINABLE FASHION ISSUES ACROSS PRODUCT LIFECYCLE

KNOWLEDGE EXCHANGE AND BEST PRACTICE

OFFER SUSTAINABLE SOLUTIONS TO TACKLE GLOBAL ISSUES IN FASHION

INSPIRE TRANSFORMATIVE INITIATIVES TO ACHIEVE SUSTAINABLE ECONOMIC AND EDUCATIONAL GOALS.

CREATE OPPORTUNITIES FOR GLOBAL DISCUSSION, ENGAGEMENT AND COLLABORATION.

MAKE SUSTAINABILITY A REALITY FOR EMPLOYMENT CRITERIA IN THE FASHION INDUSTRY

VERTEBRATION OF DESIGN, INDUSTRY AND NEW GENERATION

STRONG NETWORK BUILDING FOR DATABASE CREATION OF SUSTAINABLE MANUFACTURERS AND SOURCING MATERIALS



LAS NAVES & LA MUTANT

Las Naves, the center of social and urban innovation in the city of Valencia. An entity of the local public sector attached to the Delegation of Innovation and Knowledge Management of the Valencia City Council.

Las Naves promote urban and social innovation by putting people at the center of our actions and we directly or indirectly improve the quality of life of people in the city of Valencia in a way that is not known or is not implemented in practice.

Their projects strengthen the economic and social structures of the territory, working in the knowledge economy from innovation.

In Las Naves is being deployed the Missions València 2030 initiative. A new and pioneering innovation governance model aimed at city missions that improve the lives of citizens. Innovation missions that aspire to achieve a healthier, sustainable, shared and entrepreneurial city.

Workshop capacity: 2 spaces of 40-50 pax each

La Mutant is a project with a vocation for public service and universal accessibility. In a city immersed in full creative growth, full of public, private and civic projects and initiatives with a cultural denominator, the space completes a scenic offer, which, on the one hand, adapts to the creative evolution of the new exhibition languages and that at the same time it serves a diversity of audiences that demand a clear commitment to risk from the administration.

Auditorium capacity: 220 pax

**5-6 OCTOBER
2022**

WORKSHOPS

SUSTAINABLE PRODUCTION METHOD

GO LOCAL - CREATING SUSTAINABLE EMPLOYMENT

EDUCATING FOR THE FUTURE

RAW MATERIALS/ DESIGN PRODUCTION/ TRANSFORMATION SUPPLY CHAIN

RESURGENCE OF THE HISTORICAL FIBRES

CHANGING CONSUMER ATTITUDE, BUYING HABITS AND DISPOSAL

How to recognize, use and transform the new materials of the future in textiles.

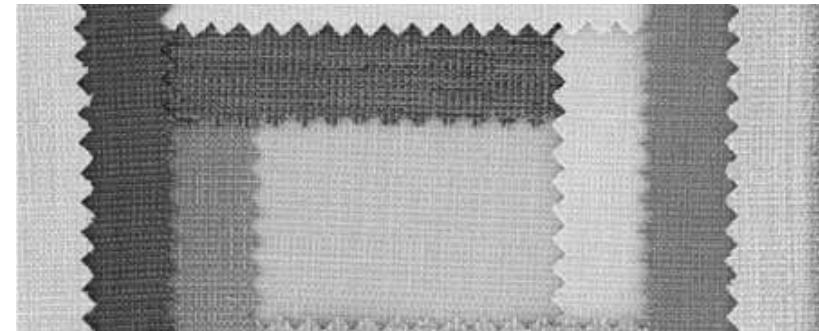
The circular economy in action

How to measure the environmental impact - what does it mean for the consumer, for business? What is ideal and what is possible?
Is the carbon footprint important?

The new fabrics, sustainable fabrics *ie PINATEX - the pineapple which becomes faux leather. MYCELIUM - Fabric created from fungi non-toxic, waterproof and fire-resistant
How to recognize, use and transform the new materials of the future in textiles.

The re-newed interest in heritage fibres such as flax, linen and hemp – a resurgence of the traditional craftsmanship to handle them.

Looking at ways to extend knowledge, re-establish longevity and quality for purchasing decision, examining impulsivity in buying and looking at end of life solutions for fashion and clothing.



COMMUNICATING SUSTAINABILITY

UX/UI DESIGN & PRODUCTION DESIGN

SHAPING THE INDUSTRY

AI AND AUGMENTED REALITY

BRANDING/ MARKETING/ COMMUNICATIONS CONSUMPTION AND WASTE

SUSTAINABLE SOLUTION FOR THE FUTURE

What role do the universities and schools of design have in the creation of sustainability champions for the future of the fashion industry?

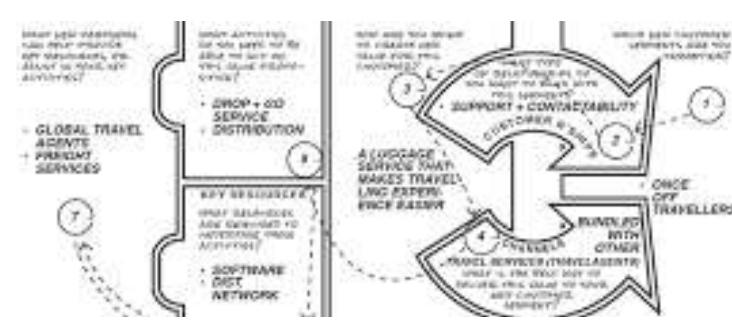
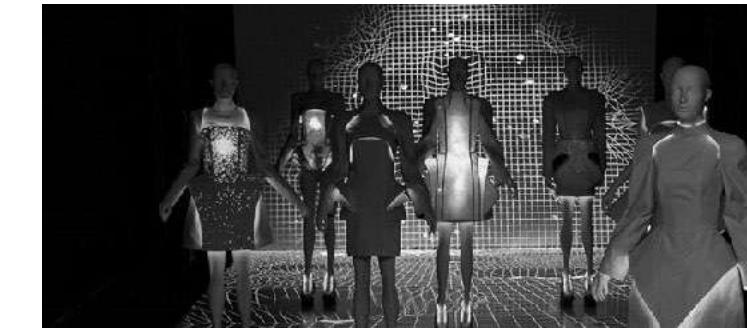
Getting into the user's mindset is integral to the role, as is both user testing and prototyping. In short, they are responsible for ensuring the product is as optimized as possible for the user.

Artificial intelligence can also encourage sustainability in the fashion industry. With the right data analytics tools, designers can reduce the number of returns and minimizing overproduction.

Logistics and Movement of goods. Artificial Intelligence and augmented reality for transparency in supply chain.

How are the sustainable brands focussing their branding, accessing their consumers and communicating with the ethical and savvy new Millennial consumer.

What will we be talking about next year- where are the next innovations and solutions coming from- what is the blue sky thinking?



FOCUS POINTS

GAMING & FASHION



Blockchain technology will kindle collaborations between two industries that have seemed far away from each other in recent years: fashion and gaming. Fashion brands have started working with games.

For example, League of Legends partnered with Louis Vuitton to create prestige skins for the World Championship Finals, Burberry created skins with their signature tartan for China's most popular game, Honor of Kings, and Marc Jacobs has created outfits for Animal Crossing.

COMMUNICATING SUSTAINABILITY



We examine understandings of fashion sustainability, terminology and supply chain management to identify opportunity for disruption from which new value creation can be implemented.

The workshop will be divided into groups of: design and storytelling; materials (producers, natural/manmade and recycling potential); construction (and finishing applications); retailing and communications; and end of life/new life.

In developing a timeline of understandings, the outcomes will enable sustainable fashion brands, retailers and marketers to create campaigns and communications that can educate and reassure consumers that their fashion practice aligns with preferences for sustainability.

PROPOSED SPEAKERS

CHRISTINA DEAN



Christina Dean, Redress & the R-Collective
Christina Dean is a sustainable fashion advocate who Founded NGO Redress, with its mission to reduce waste in the fashion industry, in 2007 in Hong Kong, and who Founded The R Collective, the award-winning social impact business rescuing, reusing and recycling fashion's waste since 2017. Christina is an award-winning journalist, having written opinion pieces for CNN Style, Huffington Post and China Daily, as is widely quoted in VOGUEs, BBC, New York Times, Forbes and Bloomberg Business Week. She co-hosts the docu-series, Frontline Fashion; co-authored 'Dress [with] Sense', and her TEDx 'You are What You Wear' talk is widely viewed. Christina has received numerous recognitions, including by UK Vogue as one of the UK's 'Top 30 Inspirational Women' and by Asia Tatler as one of Asia's Most Influential. She splits her time between Hong Kong and London.



ORSOLA DE CASTRO

Orsola de Castro, Fashion Revolution
Orsola de Castro (born in Rome in 1966) is a pioneer and an internationally recognized opinion leader in sustainable fashion. The daughter of a Venetian artist, she took part in her first group exhibitions of etchings and drawings in Rome and Venice aged 15. In 1986-87, she had 5 solo shows in Italy sponsored by Letraset Italia, using their famous Pantone felt-tips and presenting her illustrations and reclaimed vintage hats. In 1997 she started From Somewhere, a revolutionary label that was the first to address the issue of pre-consumer waste and reproducibility in recycling for the fashion industry. From Somewhere collaborations include upcycled collections for Jigsaw, Robe Di Kappa, Tesco and Speedo. Orsola is a Practitioner in Residence at MA fashion and Visiting Fellow at Central Saint Martin's and a regular lecturer for many universities including the Chelsea College of Art and Design, Nottingham Trent and Falmouth University as well as guest speaker at Royal College of Art and Central Saint Martins. Orsola is also a key note speaker at various sustainable fashion events and summits in the UK and internationally, including IHT Luxury Summit in London in 2010.



OMOYEMI AKERELE

Omoyemi Akerele, Founder Lagos Fashion Week
Experienced textile and apparel business development expert with a proven history of working in Africa's fashion industry with a key focus on Nigeria. Highly skilled in fashion business development strategy, establishing apparel and textile industry connections, project management and direction, industry advocacy, marketing strategy, and creative direction. Strong arts and design professional with a LLM in International Economic Law from University of Warwick and training from Aston Hayes Consulting.

DIANA VERDE NIETO



Diana Verde Nieto
Diana Verde Nieto is the co-founder of Positive Luxury, a company that helps brands adapt to the new sustainability economy. We support our clients with expert advice, industry analysis and independent certification, keeping them at the forefront of the world's rapid transition towards a sustainable future.
The Butterfly Mark, is the luxury industry-leading certification that highlights luxury businesses with a positive impact on nature and society. Diana is a pioneer in sustainability and a globally recognised figure in the field, having been trained by Al Gore at the Alliance of Climate Protection and subsequently being honoured by the World Economic Forum as a Young Global Leader in 2011, also serving as a board member for the World Economic Forum Young Global Leader community.



KERRY BANNIGAN

Kerry Bannigan is a social entrepreneur, advocate and advisor pioneering global fashion and media initiatives to accelerate transformative action for social, economic and environmental change. Founder of the Conscious Fashion Campaign, in collaboration with the United Nations Office for Partnerships, engaging leading global industry events, initiatives and activations to facilitate collective action towards the achievement of the Sustainable Development Goals. She is a founding member of the SDG Media Zone in partnership with the United Nations Department of Global Communications and the PVBLIC Foundation. Since 2016, the SDG Media Zone has been one of the main features of the United Nations General Assembly high-level week, bringing together UN Member States, advocates, world leaders and media to highlight solutions in support of the Sustainable Development Goals. Bannigan has co-produced 18 SDG Media Zones across USA, Italy, Morocco, Germany, Portugal, France and Spain including at COP22, COP23 and G7 Environment under the auspices of the Italian G7 Presidency.



STELLA MC CARTNEY

One of the industry's leading female designers, Stella McCartney has turned her British take on modern femininity and tailoring into a global brand. As a lifelong vegetarian, McCartney does not use any leather or fur in her designs.

After a 17-year partnership with Kering, which owned a 50-percent stake in the label, in 2018 both parties confirmed the split, allowing McCartney to acquire full control of the company.

SPONSOR BENEFITS

	UN+speaker host	UN+speaker or workshop host	Networking host
1.- COMMUNICATION			
Sponsor Mention Press Release	x	x	x
Press Kit Sponsor in Press Dossier	x	x	x
News events Newsletter Congress	x	x	x
News events Web Future of Fashion	x	x	x
RRSS Future of Fashion news events	x	x	x
Communication about company in Pact signature, pact presentation in EU	x	x	x
	x	x	
2.- VISIBILITY			
Logo Panel Sponsors at Web Future of Fashion	x	x	x
Logo Panel Sponsors Newsletter	x	x	x
Congress Web Banner			x
Banner in Congress Newsletter			x
Logo Signage & Enclosure Totems	x	x	x
Welcome Desk Logo	x	x	x
3.- DELIVERABLES			
Tote Bag Logo Sponsor	x	x	x
Contents in Tote Bag	x	x	x
Various seat deliveries	x	x	x
4.- ACCREDITATION			
Logo / Graphic on digital accreditations			x
5.- SCENERY			
Logo / Graphic at Plenary Table	x	x	x
Logo / Graphic Projection / Screen	x	x	x
6.- CONTENT			
Speaker 1 day / 2	x		
Video Spot Start Sessions 1 day / 2	x		
Conference Theme Presentation 1 day /	x		
Workshop presentation	x	x	
Hosting cocktail networking			x
Hosting closing event			x
7.- BUSINESS			
Assistant Contacts	x	x	
University network contacts	x	x	

**UN PACT+SPEAKER HOST + WORKSHOP HOST
(5.000€ + RELATED HOSTING PACKS FOR
PROFESSORS AND KEYNOTE)**

As a partner of speaker AND workshop you will form part of the pact which will be presented in the European Union in 2023 as part of the Sustainable Employment Skills Forum.

Your company will become a host (in coordination with World Design Capital Valencia 2022) of one of the top participating speakers, and will have to cover the hosting package required by the designer/professional. This is an optimum chance to be hosting a game changing personality of the fashion industry in the city of Valencia and during an official World Design Capital event.

You will also become a host a workshop and present sustainable work skills to the students, establishing a close relationship with them.

The workshop material, set-up and lecturing fee is by charge of the company becoming a sponsor.

This package also includes communication about the company and workshop to the university network involved, reaching more than 300.000 international students plus 85.000 students from Valencia, specializing in fashion, textile, engineering and digital careers and education.

**UN PACT+SPEAKER HOST OR KEYNOTE HOST
(7.500€ + RELATED HOSTING PACKS FOR
PROFESSORS AND KEYNOTE)**

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NETWORKING HOST (10.000€)

Networking host partner of Future of Fashion appear in all visible supports during the 2 day conference.

You will be given the opportunity to host a networking cocktail of its choice for 120 attendees on one of the 2 days or the closing event.

You will have total protagonism one of the 2 days in sense of visibility in all common areas and communication package.

*The use of the logo, brand, trade name, hashtags, labels, abbreviations or acronyms in reference to World Design Capital Valencia 2022 (València World Capital of Design 2022) by the sponsor in any type of communication that can be made, in any format, language or medium. In these communications, only express mention may be made of their specific participation in the event "Future of Fashion", understanding that this is the activity that is effectively integrated into the official program of World Design Capital Valencia 2022 (València World Capital of the Disseny 2022), and not the company or its trademark.

WILL YOU JOIN US?

