

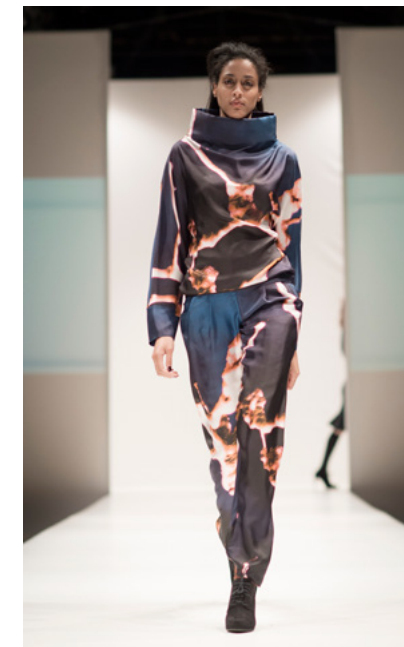
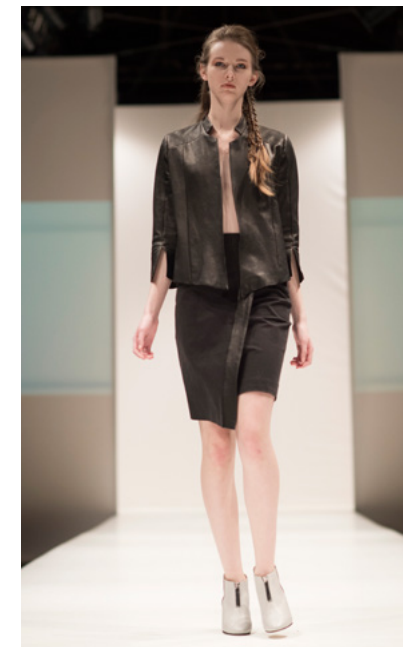
GREENSHOWROOM & ETHICAL FASHION SHOW BERLIN

While the market of ecologically and ethically fair fashion is expanding constantly, the GREENSHOWROOM and ETHICAL FASHION SHOW BERLIN combined their trade fairs at one location, the Postbahnhof, and therewith created a special atmosphere for eco-fashion to prove its credibility and style.

Although some of the almost 100 exhibitors were obviously in the eco fashion business and had the clear intention of displaying that fact in their design, most of the collections were very fashionable. Some brands, such as LANIUS from Cologne, were even hard to recognize as "eco fashion". The old cliché of "eco-fashion looking eco" is obviously outdated. What is always a great aspects to the GREENSHOWROOM and the ETHICAL FASHION SHOW BERLIN is that the great variety of styles is displayed: next to sustainable sportswear from London and backpacks straight from the skating range there are also silk dresses and wool coats. "BOXX" (SILKBOXX/WALKBOXX) are the perfect example of the well working combination of opposites: light, feminine dresses alongside heavy coats – and all of it completely eco-friendly.

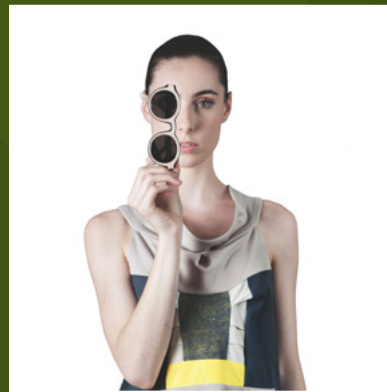
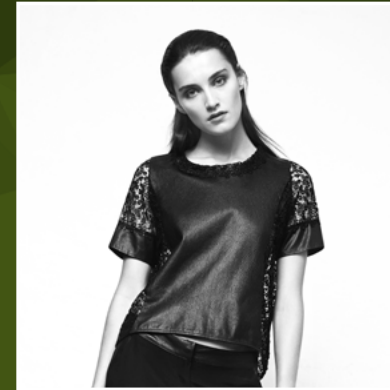
The "Salonshow" was yet again a chance and platform for eco fashion to prove the diversity and modern look of ethically and socially fair produced clothes. At the catwalk more than 70 outfits were presented by 24 designers like DEEPMELLO, ESMOD BERLIN International University of Art for Fashion, FARRAH FLOYD, WALKBOXX/SILKBOXX and many more. The looks were very modern and stylish and yet again proved, how fashionable eco-design actually is. Between denim, studs, fringes and transparency there was a look for every preference – edgy, classy, feminine, business-chic; another proof for the great variety of sustainable fashion. We are already excited to see how much more green fashion will develop and what is expecting us at next season's show.

SALONSHOW:





photos JULIAN MARTINI



Read the Interviews with BOXX,
DEEPMELLO, FARRAH FLOYD,
FORMAT, GOODSOCIETY, KANCHA
and L'HERBE ROUGE in our SUPERIOR
DIGITAL January 2015 issue

