

FOR IMMEDIATE RELEASE

**Prague, March 1st, 2019**

pr@wearme.fashion

**WEARME FASHION DESIGN PROGRAM**

**A program that meets the needs of fashion education institutions and the industrial textile world**

WEARME FASHION aims to contribute to the development of a sustainable fashion market by involving professionals from the fashion industry who bring their experiences and sustainable resources to support a future generation of designers. With this program, the creative community within local universities and fashion schools will be able to experience and practice fashion design according to sustainable principles, processes and resources. This privileged contact with the industrial world will support the education of a new generation of designers, those will provide unique knowledge and build a strong network of like-minded people.

WEARME FASHION is launching the WEARME FASHION Design Program as an integral part of a training program specifically developed for universities and fashion schools, which will take place over a semester.

The collaboration between manufacturers and fashion schools will highlight the importance of high-quality fabrics, heritage and innovation, with a positive outcome for the sustainable fashion market. Universities and fashion schools will also have the opportunity to visit the production facilities of selected manufacturers to experience the production of the textiles straight at the source.

Educational institutions taking part in the project will locally showcase the final designs developed during the semester program. In addition, they will organize a number of exhibitions and presentations aiming to connect the creative community with the general public in order to raise awareness, increasing knowledge about the sustainable fashion market on a local level.

Summer Semester 2018/19:

**Universities and Fashion Schools:**

1) **Studio of Fashion Design, Textile Department, Academy of Fine Arts and Design in Bratislava.**

Participants: 4 students, 2rd year of bachelor’s studies, 1 student 1st year of doctor’s studies

Head of the project: Mgr. art. Barbora Peuch ArtD. Assistant professor, Project assistance: Dipl. Des. Zuzana Šebeková ArtD.

Contact: [barborapeuch@yahoo.com](mailto:barborapeuch@yahoo.com)

2) **Fashion and Textile Design, Faculty of Art and Design, University of Jan Evangelista Purkyně in Ústí nad Labem, Czech Republic.**

Participants:one fom 1rd year of bachelor’s studies,one from 2rd year of bachelor’s studies and two from 1rd year of magister’s studiees

Head of Design class: MgA. Jan C. Löbl,

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**Manufacturers**

**Botto Giuseppe**

The company provides a variety of different knits and fabrics in which wool is the key element. To Botto Giuseppe, sustainability revolves around the whole process of sourcing, producing and dyeing the wool. In 2015, the company gave life to Naturalis Fibra, a project which aims to pursue a more sustainable way of sourcing the precious fiber. The raw material comes from sheep that haven’t been subjected to mulesing and are reared by the Australian company Congi, which acts also to avoid soil impoverishment and sources water for breeding and pasture directly from freshwater springs. Botto Giuseppe’s knit and fabric production occurs in facilities which use hydroelectric energy from the dam the company owns, and the company uses a cradle-to-cradle certified dyeing process. The results are premium quality fabrics made with respect for animals and the environment.

[www.bottogiuseppe.com](http://www.bottogiuseppe.com/)

**Trendytex**

Born in 2004 in Prato, one of the most important textile provinces in Italy, Trendytex is a company with knitwear in its soul. Over time, it developed a wider range of fabrics to meet the contemporary market demands, implementing sustainable options like recycled wool, recycled cotton and recycled polyester, especially for faux fur. Although Trendytex is a b2b company, working with clients ranging from fast fashion to luxury companies like Max Mara, Miroglio, Moncler or Barbara Leng, it is opening up to new possibilities such as working with individual designers.

[www.trendytex.com/](https://www.trendytex.com/)

**Organic Cotton Colours**

This company is specialized in organic cotton, naturally colored, which is grown according to biodynamic organic farming systems in complete harmony with the environment, using only animal traction and no artificial irrigation. The sustainable material naturally comes in a variety of shades such as ecru, brown and green and therefore needs no dyeing chemicals. Ethical practices are another key aspect for the Spanish company, which works with farmers in Brazil, carrying on its OCCGuarantee project. Cotton is grown by farmers, alternated with other crops for their own use. As a result, the whole family can subsist from their crops and make profits from the cotton.

[www.organiccottoncolours.com](http://www.organiccottoncolours.com/)

**Lampo by Ditta Giovanni Lanfranchi**

Lampo is among some of the most important international zipper producers and so far, it has worked with fashion brands like Chanel, Tod’s, and Stella McCartney, just to name a few. Though the company works with prestigious labels, a vertically integrated organizational structure allows it to work with small independent designers, too, providing them with a few customizable pieces. As for sustainability, all of Lampo’s products are certified by Oeko-Tex Standard 100, class I, the strictest standard, and the collections contain several items made with recycled polyester and organic cotton.

[www.lampo.eu](http://www.lampo.eu/)

**Exhibition of final garments can be experienced at:**

Semester exhibition of students works at [Academy of Fine Arts and Design in Bratislava](https://www.vsvu.sk/en/) – May 2019,

Semester exhibition of students works at [Faculty of Arts and Design in UJEP - Ústí nad Labem Czech republic](https://www.vsvu.sk/en/) – July 2019,

[FASHION LIVE! Bratislava](https://www.bratislavafashion.live/) - October 2019,

[UNIQUE FASHION WEEK HYPERLINK "http://www.kosicefashionweek.com/"Košice](http://www.kosicefashionweek.com/) – November 2019

  

  