

next vision

Bright Green Fashion

next vision: bright green fashion is a collaborative project organized by the Creative Forum Copenhagen and the Berlin-based designers' network CREATE Berlin. The purpose of the project is to build an international creative network, to share knowledge in the fields of sustainable practises, fashion design and new potential markets.

To fill the project with life, five young & talented designers from each city were asked to take an active part in the project. The overall aim of their participation is to engage in next generation design thinking and to encourage a greater awareness of ways of approaching sustainability in the fashion industry.

After a workshop in Berlin in May 2009, the Danish and Berlin designers will again, during the Copenhagen Design Week, be exchanging their ideas and experiences in lectures, workshops and roundtable discussions - in line with their fashion presentation at the Copenhagen Town Hall's Ballroom in a joint fashion show and on the Copenhagen Show How Exhibition.

Greeting



The Lord Mayor of Copenhagen
Mrs. Ritt Bjerregaard.

I am pleased that two European cities can build a so-called fashion bridge. A bridge where designers and creative minds can grow and learn from each others culture and design background.

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The creative industries are important for the future development of our city. Therefore it is crucial that we support the creative industries which can give an artistic push to the city life. One way of supporting them is by generating international cooperation like 'Next vision Bright Green Fashion project'. The innovative project is a great opportunity for the designers. It is not only a possibility to become more internationally oriented but also an opportunity to focus on one of the most important issues of our time - namely sustainability.

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Copenhagen can learn a lot from Berlin. The Danish market is around 5 million people, whereas the German market is around 80 million people. Still German designers have a strong tendency to look on foreign markets. This is a necessary approach for surviving in a more and more globalised world. This, combined with the fact that Copenhagen is among the five most interesting cities for fashion in Europe, is what makes this project cooperation with Berlin so interesting and fruitful for both our cities.

.....

Yours sincerely,
Ritt Bjerregaard

A handwritten signature in black ink, appearing to read 'Ritt Bjerregaard', written in a cursive style.



Greeting



The Governing Mayor of Berlin,
Klaus Wowereit.

Design and sustainability call for the union of outer and inner beauty. In this sphere, there are no limits to the imagination of creative professionals active in the field. Evidence of a commitment to this new movement towards “green” design is found in BerliNordik, a project set up by the CREATE BERLIN network that supports exchanges between Berlin and Copenhagen designers who have committed themselves to fashion produced in an ecological and socially responsible manner.

In the past several years, Berlin has emerged as a fashion metropolis, while at the same time, design “Made in Berlin” has become its own cutting-edge brand. Such productive conditions provide the ideal basis from which to connect Berlin fashion to other creative cities, and especially to encourage a creative exchange with Copenhagen and the Öresund region. In the period since German reunification and the enlargement of the EU, in particular, the opportunities presented to Berlin have begun to stretch out in all geographic and thematic directions – especially to the nation’s northern neighbors.

In light of these encouraging circumstances, I am happy to support the joint Berlin-Copenhagen “next vision: bright green fashion” project, and I hope it attracts the active participation of many creative professionals and a wealth of inspiring exchanges for all.

Yours sincerely,
Klaus Wowereit

A handwritten signature in black ink, reading 'Klaus Wowereit'. The signature is written in a cursive, flowing style with a large initial 'K'.



Kreativt Forum

CREATIVE FORUM – for a strong creative metropolis

Creative Forum is an independent think tank established by the City of Copenhagen in 2008. It consists of representatives from different creative sectors in Copenhagen: cultural and creative industries (both established and new companies), artists with strong entrepreneurship and project experience, fiery souls and leaders of different cultural projects, analytical institutes and educational institutes as well as the three mayors: Lord Mayor Ritt Bjerregaard, Mayor of Technical and Environmental Affairs Klaus Bondam and the Mayor of Culture and Leisure Pia Allerslev. Creative Forum's main task is to give recommendations to the City of Copenhagen which will contribute to strengthening the overall framework conditions for the creative industries. The strengthening of the creative industries is primarily focused on positively affecting the possibilities of generating development and strong business competences for the artists and creatives in Copenhagen both on short and long term basis. The recommendations are based on the forum's vision for the creative Copenhagen. The vision focuses on creating increased professionalism, growth, knowledge and turnover in the creative industries. This way the creative industries can deliver strong creative products and processes for the citizens, the city's companies and thus contribute essentially to the development of Copenhagen as an international creative metropolis. Copenhagen must be a creative, dynamic city for all citizens, users, companies and tourists.

KREATIVT
FORUM

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BerliNordik

Create Berlin

CREATE BERLIN – an initiative by and for Berlin Designers.

CREATE BERLIN is the network of the Berlin designers, representing the creative power and diversity of the Berlin design scene. We bring together energies and ideas and provide creative talents with opportunities to realise their visions. CREATE BERLIN curates and organizes exhibitions, showrooms and topic-driven input evenings, is an enabler for creative minds with ideas and project suggestions and also represents the over 100 members during events inside Germany and abroad. Board and members alike are committed to establishing Berlin as the key location for creative industries and as the UNESCO City of Design. As an example of best practice by CREATE BERLIN the project BerliNordik should be named – initiated and executed by our members Inpolis and Esmod/Fashion Patrons. It is designed as a project series hosted by CREATE BERLIN that is set travel to four Nordic capitals as a series of single bilateral cooperation projects to set up strong and sustainable international networks. In each city we focus one strong aspect: creative exchange. BerliNordik will bring designers from Berlin and the respective Nordic capital together in workshops and panels, in shows and exhibitions on sustainable products, modes of production and corporate social responsibility. The project series of BerliNordik starts in 2009 in Copenhagen, where we co-operate with the Creative Forum Copenhagen with its tremendous support. During the next years we will move on to Helsinki, Stockholm, Oslo and Berlin.

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Barbara í Gongini

Information

Where and when did you start your career? 2005

What's the best thing about being a designer? To be able to influence new identity codex's for the future

What's the most challenging part of being a designer? To constantly be on the verge of time within art and fashion

Inspiration

Where do you get your inspiration from? From nature and culture

Could you imagine a life without fashion? No ... it would be rather greyish

What is your biggest fashion dream? To be constantly awake and on the verge, to be able to adjust and re new my self continuously, as a designer

What do you want to express with your work? New ways with in the field

What would you like to do to make the world a greener place? To be responsible

One thing you could never live without, is? A green and blue planet

Next vision

Why are you part of this project? I would like to do a massive impact in this issues, and implement a responsible way of workmanship within fashion and life as such

What is your personal advantage of the project? That I am in "for hand" already, and have found some ways of dealing within this personal concept of responsibility within fashion

Why do you wish to go green now? Because it is due time And I found a way to approach this big issue



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Esther Perbandt

Information

Where and when did you start your career? Career when I was thirteen, the label esther perbandt in 2003

What's the best thing about being a designer? To give birth to thousands of little babies which have all the right and power to exist and live and be loved or loughed at

What's the most challenging part of being a designer? To manage to achieve the same speed in realising your ideas as they come to your mind. Not an easy thing!!!

Inspiration

Where do you get your inspiration from? From the people I observe, from my heart, from the process of working with other people

Could you imagine a life without fashion? Yes... mh... ok, maybe not

What is your biggest fashion dream? Creating is dreaming. So... which one shall I choose?

What do you want to express with your work? Creativity and strength down to earth

What would you like to do to make the world a greener place? Convince people to do the first little step. Doesn't matter if this step is to buy pieces of my sustainable capsule collection or to start thinking differently

One thing you could never work without, is? My assistant Monika

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Why are you part of this project? I think I was very open and sensitive concerning this subject

What is your personal advantage of the project? The project opened politely the gateway into this garden. Before I stood desperate and with a shrug in front of the locked door and didn't know how

Why do you wish to go green now? I am not going green. I stay black like I always did, but my new black is slow!



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perbandt

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Photo: Sebastian Stottele, Model: Madlen Wilk/Seeds, Make-up/Styling: Konstanze Krischer

Jean-Phillip Dyeremose

Information

Where and when did you start your career? 2007, Copenhagen Denmark

What's the best thing about being a designer? The freedom, and creating

What's the most challenging part of being a designer? To sometimes stop

Inspiration

Where do you get your inspiration from? Animation movies, the streets, and sex themes

Could you imagine a life without fashion? Never

What is your biggest fashion dream? To keep doing, what I do best

What do you want to express with your work? Feelings

What would you like to do to make the world a greener place? Make greener clothes

One thing you could never live without, is? Love and friends

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Why are you part of this project? To learn more about sustainable fashion

What is your personal advantage of the project? Hear what others do, and get contacts

Why do you wish to go green now? The world needs it



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Julia Knüpfer

Information

Where and when did you start your career? I studied fashion design until last year in Berlin and since then hit the road to my own project
What's the best thing about being a designer? After work your brain-child is a tangible reality
What's the most challenging part of being a designer? The gap between the image in your head and what is feasible

Inspiration

Where do you get your inspiration from? From every outer influence that awakes interest
Could you imagine a life without fashion? Not really, fashion evolved in parallel to our world history so its not separably from art and culture
What is your biggest fashion dream? No flying or self-contained but memorable and strong collections
What do you want to express with your work? My personal view on the „zeitgeist“
What would you like to do to make the world a greener place? Let everyone travel through time to 2050
One thing you could never live without, is? If its about physical properties: brown bread

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Why are you part of this project? It came in the right place at the right time
What is your personal advantage of the project? A new audience and a new platform for my creative work
Why do you wish to go green now? I'm aware that this is the necessary direction for the future



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watermelon**

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Photo: Frauke Fischer, Model: Josefin Herrmann, Seeds, Make-up/Styling: Manuela Kopp

Magdalena Schaffrin

Information

Where and when did you start your career? Berlin, 2005 with my university degree

What's the best thing about being a designer? Doing a fulfilling job and being free in creating new projects

What's the most challenging part of being a designer? Not to work too much

Inspiration

Where do you get your inspiration from? From lovely fabrics, stories, photography and art, talks with my friends

Could you imagine a life without fashion? Yes

What is your biggest fashion dream? That all clothing will be eco and that this is nothing special anymore

What do you want to express with your work? Understatement - I do clothing for people, who like to dress themselves and keep their own expression and personality

What would you like to do to make the world a greener place? Tear down all atomic power plants and replace them with solar energy plants

One thing you could never live without, is? Happiness

Next vision

Why are you part of this project? For the exchange and networking

What is your personal advantage of the project? Meeting all the great people working in this project! And having a great fashion show in August in Copenhagen



*magdalena schaffrin

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Photo: Mischa Heintze, Make-up: Ines Schult

Tarané Hooock

Information

Where and when did you start your career? At the moment I am founding my own label in Berlin after working for AF Vandevorst in Antwerp 2008/09 and graduating at ESMOD Berlin in summer 2008

What's the best thing about being a designer? To create dreams, emotions and realities

What's the most challenging part of being a designer? To develop interfaces between different worlds and realities

Inspiration

Where do you get your inspiration from? From dreams, emotions and realities

Could you imagine a life without fashion? Could you imagine fashion without life?

What is your biggest fashion dream? Fashion is about dreams

What do you want to express with your work? All I got

What would you like to do to make the world a greener place? I am interested in sustainability of design; to combine the transient (fashion) and the permanent (values of life)

One thing you could never live without, is? Culture

Next vision

Why are you part of this project? The concepts I developed often dealt with different aspects of sustainability

What is your personal advantage of the project? To learn and debate about various aspects of sustainability



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Photo: Frauke Fischer, Model: Josefin Herrmann, Seeds, Make-up/Styling: Manuela Kopp

Trine Wackerhausen

Information

Where and when did you start your career? 2007 I joined Copenhagen Fashion Week first time

What's the best thing about being a designer? Working with beauty in an artistic way

What's the most challenging part of being a designer? Waiting patiently and confidently for the creative breakthrough when sketching a new collection

Inspiration

Where do you get your inspiration from? People, music, a feeling, a story, could be anything

Could you imagine a life without fashion? Yes, but I would miss it!

What is your biggest fashion dream? An international breakthrough

What do you want to express with your work? I want to express my universe and idea of aesthetics

What would you like to do to make the world a greener place? Integrate green thinking in my private life as well as my business

One thing you could never live without, is? Jens! My ever so lovely boyfriend

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Why are you part of this project? To see how far it is possible to integrate green thinking in my business without compromising on the design

What is your personal advantage of the project? I've been even more aware of how I behave in my private life to cause the least impact on the environment - feels good!

Why do you wish to go green now? I can see that I am already doing it by working with some suppliers and choosing certain fabrics, that was not hard, so I'll keep on the same track



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Photo: www.caspersejersen.com, Hair: Marianne Jensen, Make-up: Trine Skjødt

Vibe Harsløf

Information

Where and when did you start your career? In Copenhagen in 91 as an intern at Jane Kønig

What's the best thing about being a designer? Turning ideas into actual pieces

What's the most challenging part of being a designer? All the administration

Inspiration

Where do you get your inspiration from? Everywhere and nowhere specific

Could you imagine a life without fashion? Never thought about it - probably not

What would you like to do to make the world a greener place? To be more aware of working processes

One thing you could never live without, is? Apart from the obvious such as friends and family, i could not live without being creative

Next vision

Why are you part of this project? I am excited about being a part of making fashion greener in a stylish way

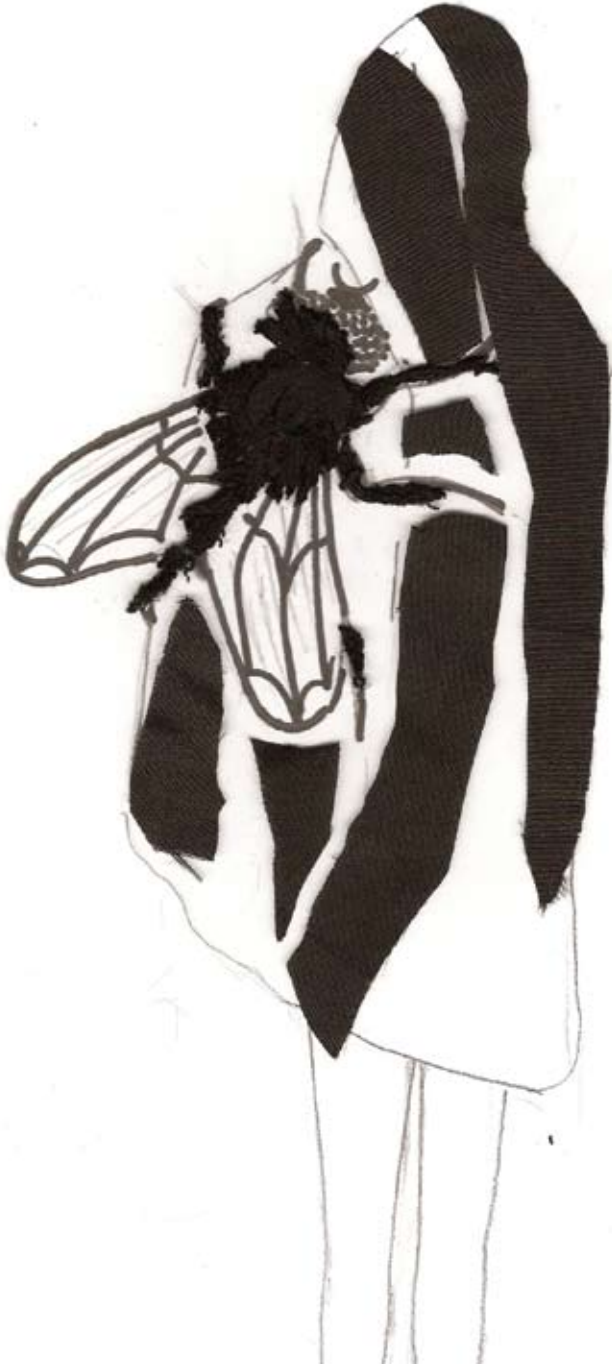
Why do you wish to go green now? The sooner the better



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Viltsbøl de Arce

Information

Where and when did you start your career? Copenhagen 2002, right after graduation

What's the best thing about being a designer? Creating something which is almost immediately put to use

What's the most challenging part of being a designer? Getting the commercial and the artistic to function together and support each other

Inspiration

Where do you get your inspiration from? Anything worth studying
Could you imagine a life without fashion? Clothing is what we have chosen to express our creativity, so it would be a pity if fashion disappeared, but we would probably just find another outlet

What is your biggest fashion dream? We prefer to base our dreams on creativity not fashion, as the latter is per definition ephemeral

What do you want to express with your work? Beauty, experimentation, freedom and quality

What would you like to do to make the world a greener place? Consume less but better

One thing you could never live without, is? Inspiration

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Why are you part of this project? We are curious - and this is finally a project that puts sustainability in focus without neglecting our main goal, which is fashion and design

What is your personal advantage of the project? Being able to use this new network to get information easily. Instead of one person researching every aspect of sustainability, we are many that can add our bits of knowledge for the common good

Why do you wish to go green now? It has always been in our consciousness, so it is only natural to take it a step further into our work



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Friederike von Wedel-Parlow

Information

Where and when did you start your career? Berlin 2000 – but this collection now is a brandnew start

What's the best thing about being a designer? Seeing the world with other eyes

What's the most challenging part of being a designer? To find the right questions and ideally the right answers to them

Inspiration

Where do you get your inspiration from? From observing my surroundings, from good talks, in books or movies – it's all melting in a process open for the result that is coming up

Could you imagine a life without fashion? Yes, but what a sad vision...

What is your biggest fashion dream? Well. There are lots of dreams to dream...

What do you want to express with your work? Beauty is an inner mindset/feeling; Clothes can support the expression of that beauty by the well-being they give, by comfort and quality

What would you like to do to make the world a greener place? Doing less in any sense and think about it before acting

One thing you could never live without, is? Love: it's the reason to keep it all going

Next vision

Why are you part of this project? It's a great place for discussion and exchange amongst a group of designers

What is your personal advantage of the project? I use the project to try out something different from what I did before

Why do you wish to go green now? At the moment I am at a point now, where I am looking for more concentration, reduction and the essence of what I am up to – green fashion might be an answer



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Photo: Özgür Albayrak, Model: Anne Meister, Make-up: Christina Roth, Styling: Alessandra Coico



Wonderful Copenhagen, Photo by Bruuns Bazar



Photo: Morten Bjarnhof

City of Copenhagen

Copenhagen - Designed for life

Copenhagen is a leading city when it comes to offering its residents and visitors the highest life quality. The city leaves most other cities behind because of its development in architecture, design, fashion and gourmet food.

Copenhagen wishes to become an international creative metropolis with optimal conditions for creative business. Therefore the City of Copenhagen has initiated a strengthening of the creative industries. Copenhagen's creative industries spans from design, film, music and fashion to computer game development and theatre productions. In order for Copenhagen to develop as a creative metropolis, it is necessary to ensure a constantly lively and vibrant atmosphere where creative businesses can develop.

Today, fashion has become a selling point for Copenhagen, a city that is striving to position itself on the creative world map. In its capacity as a platform for the fashion industry, Copenhagen occupies the leading position in Northern Europe today but has aspirations of becoming the world's fifth fashion capital after Paris, London, New York and Milan.



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Photo: Lundgaard & Tranberg

Copenhagen Design Week

COPENHAGEN DESIGN WEEK: 27 AUGUST - 6 SEPTEMBER

For more than a week, Copenhagen will be a buzz with activities and events revolving around design, as the first international design week unfolds from the 27 August. Copenhagen Design Week presents design that matters for society and the environment through a series of exhibitions, seminars and events.

Highlights include: INDEX, the world's largest prize for design that improves life; IT'S A SMALL WORLD, a major exhibition that explores 'new craftsmanship' in design, craft and architecture; COPENHAGEN SHOWHOW, a showcase of sustainable design; and NEXT VISION BRIGHT GREEN FASHION, a collaboration between Berlin and Copenhagen in which new talents present sustainable fashion trends.

Together these events tell a story about where design is today and where it's going - making Copenhagen Design Week the essential event for a changing world.



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Dansk Fashion & Textile

The professional organisation Dansk Fashion & Textile is constantly launching different CSR initiatives.

The activities are conceived with the purpose of easing the way for the companies of the sector to make their own contribution to CSR related projects. Our activities are e.g.:

FashionAid, which is a concept bringing the industry and fund raising, aid and charity related events together and has e.g. established a co-operation with Danish Red Cross, where our member companies donate surplus and error productions of Danish fashion wear.

FairFashion code of conduct, (CoC) which is specifically tailored for the textile and clothing industry. The CoC includes the 10 principals of UN Global Compact and our additional 3 concerning animals, charity and monitoring and evaluation.

We are also involved in comprehensive and leading projects concerning **Practical CSR** and **Child Labour in Bangladesh**. For more information visit: www.danskmodeogtextil.dk and www.fashionaid.dk

**DANSK
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Fair Fashion **Fashion Aid**



Danish Fashion Institute

Nordic Initiative Clean and Ethical (NICE) is a joint Nordic project with the main purpose of motivating and assisting companies in integrating sustainability and social responsibility in their business processes and practices for the better of society. The project is initiated by the Nordic fashion organisations – namely Danish Fashion Institute, Helsinki Design Week, Icelandic Fashion Council, Oslo Fashion Week, and Swedish Fashion Council. NICE is an educational process, making knowledge, network and information available for the Nordic fashion industry. NICE will contribute to the educational process by offering the industry an all-inclusive CSR package including knowledge, recommendations, tools and step-by-step guidelines based on research, extensive experience and innovative solutions.

For more information see www.nordicfashionassociation.com

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INDEX

INDEX: 2009 is Denmark's biennial summit of Design to Improve Life, with the world's largest prize for design (500,000 euros) going to five designs from a 54-nation field of 725 initial entries, many relating to sustainability and climate issues. INDEX: Design to Improve Life, is Copenhagen's internationally acclaimed champion of the humanist traditions of Danish design, translated to a modern mission in socially beneficial design on a global scale. An exhibition of 72 finalist designs opens 21 August in Kongens Nytorv (King's Square). The weekend of 28-29 August is a busy mix of invitational seminars, soirees and the black-tie award ceremony for the coveted award. INDEX: names its prize winners in five categories of Design to Improve Life - Body, Home, Work, Playful Learning, and Community.

With HRH the Crown Prince of Denmark as royal patron and a major voting push for the People's Choice Award, DesignToImproveLife.dk arrives as Denmark's INDEX: to a better world.

■ **INDEX**
■ **DESIGN**
TO IMPROVE
LIFE

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Federal Foreign Office

Today, it is no longer possible to divvy up the world according to the paradigms of the 20th century. Our current era of globalization has led to an erosion of what we thought were the absolute constants of foreign policy. Indeed, we are increasingly forced to conclude that the “traditional” elements of foreign policy are no longer sufficient to achieve the goal of creating and achieving long-term policy. This applies in particular to global themes such as the fight against climate change and the protection of our natural resources.

And yet, with the help of cultural exchanges, international cooperative projects and global creative networks, we believe we can create the basis for fruitful, sustainable and long-term partnerships.

Our cultural work is designed to engender cooperative projects that inspire a dialogue that focuses on how our world might look in the future. The partnerships that result from our work help to pave the way for further exchanges in the fields of politics, business and culture.

Our support for this joint bilateral project is designed to solidify the idea of sustainability. It is also geared towards the long-term promotion of a dialogue between the partner countries.



**Federal Republic
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be Berlin – the city's marketing campaign



the place to be
for fashion.



be open, be free, be berlin.
www.be.berlin.de

.....
Berlin – city of fashion.

Berlin's look is entirely unique. The same can be said for its fashion scene, which is also as diverse as the city itself. Fashion in Berlin is just as much street as catwalk, and just as much grunge as glamour. Scores of exciting designers, labels and events help to create a clear-cut fashion statement: Berlin is the rising star in the fashion universe.

To find out more, visit
www.fashion-week-berlin.com

**BERLIN
FASHION
WEEK**

.....
be  Berlin



Berlin Tourism Marketing

Berlin – Germany’s favourite city breaks destination

Berlin determines what’s hot. Whether museums or galleries, dining or entertainment, music or fashion, Germany’s capital is a place where new trends are set. The legendary nightlife, the attractive and unusual shopping opportunities, but also the unique history shaped by changes and upheavals, are attracting more and more guests from Germany and abroad. The mix of modern and historic architecture, the atmosphere of a creative capital and, last but not least, Europe’s most modern array of hotels, have made Berlin into one of the most sought-after city break destinations worldwide. And the German capital offers value for money.

Berlin Tourismus Marketing GmbH is your partner for all tourism related information. Find out everything you need to know about Berlin from the comfort of your home: Accommodation and ticket bookings, customized offers and tips for events, sights and activities.



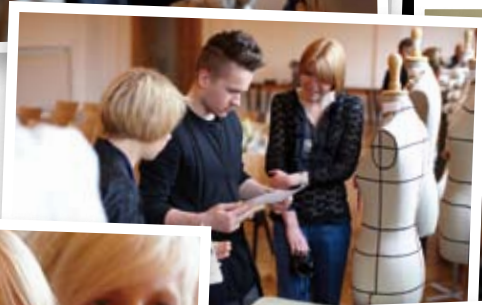
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www.visitBerlin.de



View on our next vision: bright green fashion kick-off workshop

The kick-off event of next vision: bright green fashion took place from May 4th - May 6th 2009 at Berlins ESMOD Fashion school Germany. The programme was rich: experts and trainers on sustainability in fashion design shared their knowledge with our designers, lively discussions with fashion experts from Fashion Patrons GmbH, Creative Forum Copenhagen, journalists and representatives from Berlins creative scene took place whereas a press lunch lifted the event on an official level.

But in the forefront of the workshop stood our designers, who generated an enjoyably creative atmosphere while working hard but collectively, sharing their knowledge and experiences openly - and who finally found an individual approach to their new collection containing outfits designed in a 'Bright Green' manner.



Bombardier ITINO



Bombardier REGINA

Bombardier Transportation

ECO 4 – the Climate Has never been Better for Designing Sustainable Trains. True to its stated goal of sustainable mobility, Bombardier, the global leader in rail technology, is committed to preserve the natural environment for future generations by minimizing the ecological impact of its industrial activities and products. Global climate change, depleted natural resources, and rising energy costs present major issues not just for our industry. So it is in full awareness of its responsibility to the environment that Bombardier Transportation prioritizes sustainability, cost-effectiveness and reliability. As an industry leader, Bombardier Transportation has always lived up to its claim – “The Climate is Right for Trains.” Now we are going a step further with BOMBARDIER ECO 4, a package combining new and proven products to help cut the energy consumption and minimize the carbon footprint of our trains. At the same time, the package delivers an enhanced total train performance.

Under the CLEAN (Catalyst based Low Emission ApplicatioN) concept, Bombardier Transportation has developed the lowest emission propulsion system for diesel-driven vehicles. A case in point is the new CLEAN diesel power pack in the 500kW class. This technology complies with the Stage III-B EU Emissions Guidelines that will actually not enter into force until 2012. In other words, these innovative products – that will enter into active service in 2009 aboard the new ITINO trains in Germany and Sweden – are years ahead of the relevant legal requirements. You could say we are giving nature a head-start.

BOMBARDIER

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◁ Sustainable Design ▷





hessnatur

While there have been apostles of the environmental movement for many years, few companies have devoted themselves to the protection of the planet and its people since the inception of the movement. hessnatur is one of those rare companies.

Founded 33 years ago by the European environmentalist Heinz Hess, the company creates organic and natural clothing. The design aesthetic of hessnatur mirrors the primarily organic fabrics that are grown and processed without harmful chemicals and toxins. A commitment to preserving the land, water and health of the people who produce and wear all hessnatur apparel reflects the essence of the brand: "clothes are more than what you wear, they're how you choose to live."

In 2007, the renowned designer Miguel Adrover became the Creative Director of hessnatur. Adrover views fashion as a medium for social messages. "A social message has always been necessary in my design. There is no more important message than taking care of nature and human beings. This is what hessnatur does. It is their essence - and mine."



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Dr. Hauschka Skin Care

For 40 years, Dr.Hauschka Skin Care has stood for pure, authentic natural cosmetics. The brand of WALA Heilmittel GmbH is strongly committed to sustainable business practices and supports the efforts of the fashion industry in particular towards achieving environmentally friendly and socially responsible production. As a result, Dr.Hauschka Skin Care is pleased to announce its support of the BerlINordik Road Show, which through a range of workshops, fashion shows and presentations highlights the creative potential and innovations of the participating cities of Copenhagen (designer workshop from 26 to 27 August) and Berlin (designer workshop from 4 to 6 May), with a focus on sustainable products, production and technology as well as corporate social responsibility. "All areas of our lives should be characterised by sustainability," says Katharina Hahlhege, member of the Management Board of WALA Heilmittel GmbH, where she is responsible for sales and marketing. "By supporting the fashion show organised by BerlINordik during the Copenhagen Design Week on 28 August with our products, we hope to send a signal that treating nature with respect is possible in business - whether it involves the fashion industry or the cosmetics field. We are pursuing the same goal." Dr.Hauschka has successfully worked with the fashion industry a number of times in recent years.

The German cosmetics brand made a splash at Bread & Butter Berlin and Barcelona, as well as through its co-operation with the Kaviar Gauche international fashion label, which led to the creation of the environmentally friendly Dr.Hauschka Cosmetic Bag in 2007.

Dr.Hauschka Skin Care

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Inpolis

INPOLIS initiator and executive partner of next vision: bright green fashion. Drawing on the talents of our “in:projectis” business field, INPOLIS was jointly responsible for initiating and launching the Berli-Nordik Roadshow and its “next vision: bright green fashion” project. Our core expertise in the creation and management of international networks and projects – particularly within the creative industries – guides our work as one of the main partners of this innovative and cross-border design project. Under the heading of “Professional Urban Services,” INPOLIS UCE GmbH provides integrated services and carries out innovative projects in the fields of urban planning and business development. We work together with places – such as cities, districts and regions – as well as with creative professionals, investors, project partners and fellow citizens to create custom-made strategies and solutions in the following three fields:

in:polis: Integrated strategies and solutions in urban planning, place branding and local business development. in:projectis: Professional project management focussing on creative industries and business development. in:places: Visitor programmes for foreign delegations, students and other professional and special-interest groups.

The BerliNordik project, which INPOLIS initiated in cooperation with the Berlin-based agency Fashion Patrons GmbH, is just one example of the company’s wide creative portfolio.

INPOLIS

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WHAT REALLY MATTERS IN GLOBAL FASHION BUSINESS.

Fashion Patrons

In Cooperation with In:projectis Fashion Patrons GmbH organizes BerliNordik , a roadshow through the Northern Countries, which is aimed at business development and exchange of experience.

.....

Fashion Patrons is a fashion agency, which assists, supports and advises young designers by providing a consistent all-round-service and a network platform, helping the designers to establish his or her business in the fashion world.

.....

Our professional team supports young aspiring designers with a pool of experience, continuously updated product- and marketing- knowledge as well as the intuition for upcoming trends.

.....

Therefore we can provide the perfect assistancy for creators, designers and all kinds of start-ups in the fashionbusiness.

.....

By organizing fashion shows with an international background, we create platforms to represent and exchange innovative ideas of designers from all parts of the world, thus initiating synergetic effects and intercultural exchange.

.....

It is our vision, to connect young designers internationally and to create a background for them to be successful in the business.



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Rosendahl Grafikdesign

Rosendahl Grafikdesign was established in 1998 by Anja Rosendahl and Lars Borngräber in Berlin. Since then we develop, realize and assist many different communication projects. In doing so we concentrate on the graphical creation - the design.

Method of operation: They say: You never get a second chance to make a first impression. This counts also for companies, assemblies or events. We develop a visual appearance for your product, project or service and assist you to the realization. From business cards to company booklets. If you need things beyond that such as advertisements you can still count on us.

We build teams that work quickly and efficiently on the way to find solutions for you. Explicit guidelines help sticking to time and budget plans. Creativity on its own is not enough. It's necessary to make it efficient. Summing up, our intention can be put in one formula: Clear, creative and calculable.

 Rosendahl Grafikdesign

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escape

The escape GmbH is a software development company. It strives to develop effective software solutions for communicating innovative ideas that make a strong impression with an emphasis on form and design and is actively involved in a broad range of digital media.

The company stands for a complete software development approach: It develops solutions that can be used multimedia-wise and technologically spinning various classes of business. These solutions – such as WEB, WAP, terminals, large projections and mobile end devices – are very durable, easy to use and sustainable.

The constant assessment of current developments in the hard and software industry combined with our expert knowledge of the specifications of each system environment allows us to optimally tailor our software for the targeted systems.

The company is located in Berlin, Vienna and Frankfurt / Main. In Berlin escape is involved with CREATE BERLIN, the network of designers out of Berlin. In doing so it supports Berlin as a creative location and as the UNESCO City of Design.



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COVER

The content of the danish fashion magazine Cover is envisaged as a kitchen at a private party. Out there where all the fun ends up in laughter and discussions far into the night. The "Cover girl" is one of those exciting,intelligent, cool women you always keep an eye on.

COVER

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Brigitte

What makes BRIGITTE so special? What distinguishes this magazine from all other women's magazines? The top priority for BRIGITTE's editorial staff is our readers. Women who read BRIGITTE have high standards. In every issue, the readers expect to find information that is not only entertaining and reliable, but also highly practical. These standards apply to our editorial departments on fashion and beauty, culture and social topics, as well as psychology.

BRIGITTE invites its readers to empathise with the feelings of others. The magazine also reminds women to pamper themselves now and then, while also inspiring readers to take the initiative – and to be assertive. BRIGITTE repeatedly meets these expectations in surprising and colourful ways. BRIGITTE's strengths include the largest editorial team among the German women's magazines, a reader's service that answers up to 500 requests per day, the biggest women's website in Germany, and more than 50 years of experience and tradition.

Brigitte

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Air Berlin

Air Berlin, founded in 1978, is Germany's second largest airline. 131 aircraft fly to more than 100 destinations worldwide covering international cities as well as holiday destinations. Within the route network Berlin is directly connected with the biggest cities throughout Scandinavia: Copenhagen, Gothenburg, Helsinki, Oslo and Stockholm.

The airline has already won several awards for its high standard of service. In 2008 alone, Air Berlin received more than 10 awards. Around 8,200 employees play a part in this success.

With an average age of just 4.6 years, Air Berlin has one of the newest fleets in Europe. The airline's modern aircraft are extremely fuel-efficient. Equipped with the latest technology such as winglets or special software helping to save fuel, the aircraft provide a lasting contribution to the reduction of aviation emissions.



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