

Julia Knüpfer

Originally the 26-year old, Berlin based designer Julia Knüpfer studied psychology at the Freie Universität Berlin, yet soon discovered her true passion for designing clothes. She studied fashion design at Esmod Berlin for three years and gained experience by working for Wunderkind.

After graduating in 2008, her organic collection was nominated for The Fashion Designer Award by createurope and in January 2009, she won the Designer For Tomorrow Award at the Mercedes Benz Fashion Week in Berlin.

She took part in several panels about sustainability and ethical fashion during Deutsche Woche in St. Petersburg in 2008 and most recently, the Berlin Days ,09 at the New Museum in New York.

Julia is currently setting up her own label, **ica watermelon**, where her collections will be based on the aspects of sustainability, using organic material and focusing on traditional handicraft process.



„I learned a lot about the problems of conventional production in the fashion industry and having that knowledge changed my personal view on fashion, dramatically. This project gives me the chance to get a professional insight on the topic of sustainable fashion design. Especially the cooperation with other designers and the Copenhagen Design Week as a platform for presentation sound very interesting and inspiring.“