



curriculum vitae

Magdalena Schaffrin
*27.04.1979, Stuttgart

founding of a showroom, specialised in high-end green lifestyle products 2009
GREENshowroom with my partner: Jana Keller
www.green-showroom.net

fashion show at Cosma Shiva Hagens new bar in Hamburg
presentation and sale at Galeries LaFayette
exhibition during the fashionweek Berlin in the showroom "The Offer"
co - founding of the design network "The Offer"

founding the brand *magdalena schaffrin 2007
www.magdalenaschaffrin.com

work experiences: freelance work in the area of fashion graphics in the sportswear section//
design assistance at Frank Leder, Berlin // traineeship at H&M, Stockholm

studies: Burg Giebichenstein Halle // Danmarks Designskole, Copenhagen //
graduated at the University of Arts Berlin 2005

motivation

My decision to create a green collection was clear from the first thought of founding my own brand. I think it is self-evident, at least for me, that there is not really another way of creating products in the world, how it looks today. But being consequent is not always easy, for ecological fabrics are at first more expensive and harder to get, which gives restrictions to the design of the collection. Lots of questions raise too, you haven't thought about before, as a designer, such as: is this specific chemical ecofriendly or not? Is it allowed under the restrictions of a certificate? Is ÖkoTex100 really ecological? (no!) To meet other designers and professionals from the green fashion scene, gives me the possibility to learn more about green fashion, to share my knowledge, to strenghten the green fashion scene and to evolve new ideas. I believe in networking, it often generates good energy and new ideas in all directions: design, views, collaborations.

I wish to consolidate and enlarge my knowledge about green fabrics and to open my understanding of green fashion. It would be interesting if a team worked collection emerged from the project Next Generation Bright Green.