

GENEVA ECOCHIC FASHION SHOW

21 January 2010

DESIGNER QUOTES

Annie Greenabelle

"Everyone involved in Annie Greenabelle is very proud to be a part of EcoChic Geneva 2010. In everything we do, we strive to change public perception about the desirability of ethical and sustainable fashion, and believe that with EcoChic showcasing the best of ethical ready-to-wear and couture designs this will really show the world the best of what the ethical fashion market has to offer. We hope that you can see that we've taken care to produce all of our clothes in the most responsible way possible, and we hope that you love the end result as much as we do."

Rachel Jones, Co-owner and Designer

Alexandre Herchcovitch

"The Eco Chic Geneva event is part of an essential movement which prioritises actions that create conditions for a better future. My participation is not only about showing how it is possible to build beautiful fashion images with sustainable fabrics, but it is also my concern about how fashion can be part of huge and necessary re-education for our Planet's health."

Anggy Haif

"First I would like to congratulate UNCTAD and Green2greener on increasing the profile of natural fibres, as it is so important in view of the current situation. Participating in this event is a great privilege because it allows me to be an actor in a new area, that of eco-couture. These clothes are not only pleasant to wear but they also respect the environment. When I started in fashion, my objective was to go back to ancestral values that were in harmony with nature, so the EcoChic project is closely akin to me."

Bora Aksu

"Fashion is a tool and a language that enable us to communicate without using words. It's a unique and international language. I believe that being part of this EcoChic project stretches the limits of my ability to communicate at a much deeper level. I truly hope that by creating this couture dress with such depth in the sense of its fabric and its hidden beauty will raise the awareness about sustainability in high-end fashion, which is so needed."

Eco Boudoir

"For me real luxury is wrapping yourself in the softest most sumptuous materials to be had in the full knowledge that nothing and no-one is harmed as a consequence. I believe that more and more people feel this way, which is why I set up Eco-Boudoir."

Jenny White

A woman's hands are shown holding a large green leaf with several water droplets on its surface. The background is a soft, out-of-focus image of a woman's face and hair, creating a serene and natural atmosphere.

Edun

“EDUN is very pleased to be part of the Ecochic event in Geneva, taking place in January 2010. It is extremely important that these types of events take place to raise the profile of sustainable fashion and promote its growth in the developing world. Fashion can be a valuable means to help countries out of poverty, not only through trade, but also by raising awareness. EDUN would like to thank UNCTAD and Green2greener for their support and efforts.”

Christian Kemp-Griffin, Chief Executive Officer, Edun

Elena Garcia

“We are very excited to be taking part in such an international event. At Elena Garcia Eco-Couture, we feel that we need to communicate the sustainability message with every opportunity. This particular event presents an incredible platform from which to speak and show our work. We believe in making a difference not only to the fashion industry but to the way we run our businesses, whatever they may be.”

Evgeni Petkov

“Eco-couture is definitely both a local and global issue. Paris has always been my inspiration, but as a designer who is also committed to finding new inroads on the Bulgarian fashion scene, eco-fashion is perhaps the design bridge that I have been looking for. Designing with natural fibres and eco-friendly materials allows me to source sustainably within my homeland, while also creating high fashion inspired by the cultures of everywhere.”

Jose Castro

“I am really proud to take part in this event as, in my opinion, fashion has to be the most direct reflection of what is happening in our world. More than ever, we have to be aware that if we don't make efforts to recycle and preserve our environment, nobody will do it for us. Every little act is important and changes have to start now. Events like EcoChic Geneva allow us to see that everybody has to be concerned with these topics, including fashion. The biggest mountains are made of grains of sand.”

Juan Pablo Martinez

“The world knows about Colombia and its people from the news they hear on a regular basis. But Colombia is more than that. Through my work with Artesanías de Colombia, I have had the chance to create and sell various handmade items from fibers provided by native biodiversity whilst recovering folk art. This new project allows me to further expand business opportunities for my company at the same time as helping rural communities bridge the gap between local and international markets. This allows them to develop sustainable livelihoods, while diverting them from farming illegal crops.”

Juan Pablo Martinez



Lalesso

"It is so encouraging to see the world opening its eyes to the perfect vessel that is fashion, as a means to contribute to the struggles of poverty in developing countries. It is an honour to be part of this event and we hope that more consumers continue to explore the options within sustainable fashion because the talent in this ever-increasing arena is certainly to be watched. We look forward to seeing the day when we are not type cast as a sustainable fashion brand but simply a fashion brand like everybody else who have all adopted a conscious mind set in some form or other."

Olivia Kennaway

MIA

"It is a great honour that MIA by Mia Nisbet has been given the opportunity to show at such a great event. The design concept of the MIA range is ethical fashion that unites two cultures and is sustainable and designed to be wearable. I aim to address several accepts of ethical fashion: recycling, creating sustainable livelihoods for tailors in Malawi, training and sharing skills. With the media spotlight on Malawi again, I hope that the recycling message will find a global audience."

Nixxi

"We are excited to be a part of EcoChic Geneva, and to have the opportunity to showcase our designs on an international stage amongst so many amazing and innovative eco-fashion designers from around the world."

Jada-lee, Nixxi

Oliver Tolentino

"In the Philippines, we have been working with eco-friendly fabrics made from pineapple and abaca leaves and banana tree bark for hundreds of years. I'm extremely proud as a Filipino and a designer to introduce my native piña fabric to EcoChic Geneva. Living in the tropics with pretty colourful flowers and beaches, it was born into us to create beautiful things from what Nature gives us. Being 'green' has always been fashionable in the Philippines."

Peter Ingwersen

"NOIR has carved out a niche, showing that corporate social responsibility can be embodied by sexy designs. BLLACK NOIR allows for a more price conscious alternative supporting sustainable developments in the Third World. At the EcoChic Geneva event, I hope to showcase that ethical designs are as sexy and sophisticated as conventional fashion but add a heart"

Peter Ingwersen, the founder of NOIR.



Redley Exantus

“Being part of EcoChic Geneva has introduced sustainable fashion to me. I plan on using the organic fabric that I have used to make my garment in my future collections and working with the producers of that fabric. I have long wanted to provide sustainable fashions and I am excited at the idea of participating in an event that raises awareness of the environmental and social issues of our modern times. For me, it is not a trend but a lifestyle that I feel works for my label and my clients.”

Selphie Bong

“Eco means Recycle, Reuse, and Renew. It's simple. Fashion is always in cycle, but Mother Earth wont give back to us, unless we look after her.”

Ziad Ghanem

“Eco-fashion has yet to completely shake-off its hippy hemp roots and I would like to prove that using recycled and eco-friendly methods does not mean you have to compromise on design and quality.”

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