

Circular Economy “in Vogue” at Helsinki Fashion Week – Circle Economy

Description



As part of Circle Economy’s ambition to place circularity on an international stage and bring the topic to a wider audience, we are proud to announce our official partnership with Helsinki Fashion Week. Helsinki Fashion Week is the world’s first Fashion Week aiming to be 100% sustainable and is taking a ground-breaking stance by putting the circular economy front and center. Circle Economy is thrilled to become an official knowledge and content partner to this progressive platform. Circle Economy will support Helsinki Fashion Week in presenting the topic of circularity to a wider fashion audience. This year’s event, that takes place from the 20-25th July, rests on the twin pillars of the circular economy and sustainability. 30 brands, who are all integrating environmental and social sustainability at their core with garments crafted from recycled materials or natural and reusable fabrics, will be brought together in a celebration of all things circular. Pick of the bunch is The New Normal project, a closed loop fashion collection produced in collaboration with WFF and the Infinited Fibre Company. Since an estimated 80% of a product’s environmental and economic impact is determined at the design stage, empowering designers to make the right decisions, and rewarding those who are already are, will undoubtedly accelerate the industry’s transition to a sustainable and circular economy. Helsinki

Fashion Week are clearly focused on and dedicated to creating a more circular and sustainable fashion industry through cross-industry partnerships. If you want to hear more about their commitment to the cause, their [Advantage podcast series](#) offers insightful discussions on the challenges and rewards of implementing circularity within the industry and everyday life. **Learn more about our work within textiles here:** [cta link="https://www.circle-economy.com/textiles/"]Circle Textiles[/cta]. NFW collaborates and consults several organisations, enterprises, research institutes and other industry events on the themes of circular economy and sustainability.

Read the full article at: www.circle-economy.com

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