

Driving Sustainability

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VOLKSWAGEN GROUP FORUM



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THE AMERICAN WOMEN'S CLUB OF BERLIN

Open to women of all nationalities who embrace the American spirit!

Founded in 1931, the American Women's Club of Berlin (AWC Berlin) is a social network with a charitable calling. AWC Berlin provides a forum for women to share information and experiences, meet new friends and engage in community and recreational activities that are both inspirational and entertaining, all while helping and empowering others along the way.

<http://www.awcberlin.org/>



Driving Sustainability

a fashion show
for charity

October 12, 2017 at 1900
DRIVE. Volkswagen Group Forum
Friedrichstraße 84, 10117 Berlin

Designer: Layla De Mue, Photographer: Lisa Lankes

18.30 Experience Fashion Tech and Art

Designers:

Layla De Mue
Lina Wassong
Malina Sebastian

19.20 Opening

Speakers:

My-Linh Kunst, President, American Women's Club of Berlin
Olga Johnston-Antonova, Founder, Circular Fashion Russia

19.30 Fashion Show

Young Designers

Speaker: Anita Heiberg, Lecturer, MA Sustainability in Fashion

Designers:

Ana-Melissa Ortuño de León – Denim Footprint
Chen Wen Ting – Sekundär
Hong Yu - Design with Life

Alternative Consumption

Speaker: Thekla Wilkening, Managing Director, Kleiderel

Clothes Sharing Platform: Kleiderel

20.50 Fashion Revolution

20.45 Closing

Melissa Dreier, Women's Wear Daily Fashion Journalist, Founding member of the German Fashion Council
Call To Action: My-Linh Kunst & Olga Johnston-Antonova

Sustainable Luxury

Designers:

Malina Sebastian
Layla De Mue
13 Dresses
Rahel Guiragossian

Fashion Forward

Speaker: Marte Hentschel, CEO, Sourcebook.eu

Designers:

Farrah Floyd
Fade Out Label
Wilfried Pletzinger

Music by Judy Mai and the band | www.judymai.com | [Instagram: @mizzjudymai](https://www.instagram.com/mizzjudymai)

Shoes by Trippen

Speakers



Melissa Drier is the German correspondent for fashion trade bible, Women's Wear Daily. A fashion and cultural journalist of more than 40 years standing, the born and bred New Yorker traded the Big Apple for Berlin in 1985. It's a move she has never regretted.

Marte Hentschel is a garment production & supply chain maven with a broad network and 10+ years of experience in the fashion and textile industries. Founder & CEO of the digital sourcing platform sourcebook.eu, Lecturer & Consultant at the intersection of sustainability & technological innovation.



Thekla Wilkening is the Co-Founder and Managing Director of Kleiderei, a lending library for clothing. It can be vintage or a designer cooperation, the idea is to mix and match to avoid boredom in your closet or buys you regret later. Understanding that fashion has to do with the idea of reinventing yourself, Kleiderei is the fun and yet 100% sustainable alternative to fast fashion.

Anita Heiberg is a sustainable fashion designer originally from Vancouver, Canada. She has over 10 years of experience as a designer and pattern cutter for her own eponymous label, numerous independent designers worldwide and most recently, also as founder of the crowdsourced sustainable fashion design platform - 13Dresses.com. She is Lead Lecturer in Sustainable Design and Interim Program Director of the MA Sustainability in Fashion program.



Olga Johnston-Antonova is a sustainable and circular fashion consultant. Her mission is "to make fashion sustainable and sustainability fashionable". Founder of Circular Fashion Russia, an educational and consultancy platform for fashion designers, producers and consumers in Russia and CIS, Olga launched an academic program on sustainable design and circularity at the University of Technology and Design in Moscow, the first Russian language course on the topic of sustainable fashion. She is a speaker and a curator of creative and engaging formats promoting sustainability to wide audiences.



Designers

Chen Wen-Ting

tatianacheninberlin.tumblr.com | Instagram: [@tatiana_chen](https://www.instagram.com/tatiana_chen)

The collection is designed to have several lifecycles, inspired by the circular concept of Daoism; this is achieved through changeable embroidery design and reconstruction of old garments, made from 100% recycled PET material, the concept, called Compassionate Redesign promotes traditional Taiwanese craftsmanship.

13 Dresses

13Dresses.com | Instagram: [@13Dresses](https://www.instagram.com/13Dresses)

Crowdsourced design platform for sustainable fashion. Utilizing cooperative design as a way to reconnect and rebuild the relationships between people and their clothes.

Fade Out Label

fadeoutlabel.com | Instagram [@fadeoutlabel](https://www.instagram.com/fadeoutlabel)

Unisex clothing and accessories made from deconstructed vintage using handcraft methods, celebrating responsible recycling of materials and innovative designs.

Farrah Floyd

farrahfloyd.com | Instagram: [@farrah_floyd](https://www.instagram.com/farrah_floyd)

Womenswear designed using a zero waste pattern making system, certified, sustainable materials, produced in Europe.

Layla De Mue

laylademue.com | Instagram: [@laylademue](https://www.instagram.com/laylademue)

Exploring symbiosis between music, fashion and science, the designer creates innovative fashion tech collections as well as luxurious women's ready-to-wear and elegant accessories using certified materials and up cycling techniques.

Lina Wassong

linawassong.com | Instagram: [@wassonglina](https://www.instagram.com/wassonglina)

Focusing on combining design and technology the designer uses fashion to showcase the aesthetic and emotional side of tech, creating intelligent and interactive pieces.

Malina Sebastian

malina-sebastian.com | Instagram: [@malinawomenswear](https://www.instagram.com/malinawomenswear)

Nature inspired elegant sustainable women's ready-to-wear timeless designs celebrate innovative up cycling techniques and use of organic materials; a separate avant garde line is a showcase of museum quality sculptural futuristic fashion designs.

Ana-Melissa Ortuño de León

denimfootprint.com

Using sustainable strategies: design for longevity, circularity, repair and resource saving, all garments are created of 100% certified organic cotton denim and recycled denim.

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ongcreative.com

The fashion designer, Hong Yu follows cradle to cradle philosophy, using 100% biodegradable materials, minimum waste design patterns, fabric scraps repurposed by laser cutting and embroidery, as well as innovative 'living dyes', natural pigments produced by micro-organisms.

Rahel Guiragossian

notjustalabel.com/designer/rahel-guiragossian | Instagram: [@rahelguiragossian](https://www.instagram.com/rahelguiragossian)

Creating sustainable luxury, the brand is in the process of developing a biodegradable sequins textile and producing zero waste collections with art printed directly onto fabrics.

Wilfried Pletzinger

w-pletzinger.com | Instagram: [@pletzinger](https://www.instagram.com/pletzinger)

The fashion designer upcycles sportswear apparel, developing one of a kind original designs, sophisticated, wearable and unique, giving a new form and a new life to the existing materials.

SHOES

Trippen

trippen-shoes.com | Instagram: [@trippen.official](https://www.instagram.com/trippen.official)

Offering a wide variety of modern designs, Trippen has been producing sustainable women's and men's footwear since early 1990s, guided by environmental friendliness and social responsibility.

Thank you to our Contributors

Models

Angelique, Aurora, Ayanna, Bernd, Bijou, Cynthia, Iga, Janna, Julia, Kaia, Katharina, Kristina, Olivier, Paul, Selena, Svea, Vico, and special guest star **Anna Hiltrop**

Hair Artists

MU Berlin

Make-Up Artists

Anneline Black, Evelina Ozola, Jasmine Garcia, Sarah Goschin, Nike Nitz

Pop*Zirkus

Gabriela Gottschalk

Photographers

Kama Heil, Ewa Rydzewsky, Christine McKay, Dean Barucija, Tobias Nikolajew, Andre C. Hercher

Videographer

Dominic Packulat

DRIVE. Volkswagen Group Forum

Cornelia Schneider, Frank Clobes, Petra Kirchheim, Bella Sahin

Creative Collaborators

Anita Heiberg and volunteer "dressers"

AWC Volunteers

Creative director Olga Johnston-Antonova, project manager My-Linh Kunst, models coordinator Silvia Malo, publicity & press and volunteers coordinator Molly Brown, graphic designers Agata Gaertner and Susanne Ollmann, and volunteer ushers.