



GREEN Vision

Intro

Is sustainability, tradition and awareness combinable with design, zeitgeist and luxury? **GREEN** is the first showroom offering a symbiosis of these – a platform for sustainable innovative design in the upper middle to upper class section. From women's wear, accessories to Gourmet food, this young platform surprises its visitors with international artists, living with one vision; **GREEN** is the only way!

History

The founders of the **GREENshowroom**, Magdalena Schaffrin, with the label of the same name, and Jana Keller, with RoyalBLUSH, both felt wrongly placed in general fairs. While Schaffrin exhibited at „Eco-Fairs“, Keller gained an international repertoire in the High-Fashion-Fairs. With Green Fairs the vision was shared, but the distinct collection didn't fit in the picture between yoga clothes and bio cotton bags. In the high-end section the fashionable aspects were liked, but understanding of the sustainable materials and politically correct manufacturing standards was lacking. A new platform was needed... **GREEN** was born!

Concept

The **GREENshowroom** takes place annually during the summer season in Berlin, and Paris during the Fashion Weeks, further events in other metropolises are in planning. With a selection of international designers, Schaffrin and Keller start in July (1-4.07.2009) in Berlin and in October (1-4.10.2009) in Paris.

In an astonishing atmosphere, 15-20 Brands will be exhibiting, selected under strict guidelines concerning their **GREENness** (ecological and/or ethical aspects) and zeitgeist of their collections. In the coming seasons the showroom will grow healthily, according to the development of the GREEN high-end scene, until it reaches a size of 50-100 designers. The participating labels offer a choice of womens- and menswear, handbags, jewellery, beauty products as well as gourmet. According to the research of the founders, there are currently only 90 brands worldwide working with the same vision. What's new about **GREENshowroom's** concept, besides the combination of sustainability with luxury, is the use of already existing furnishing, there are no new resources needed.

Detailed concept

GREENshowroom is opening the season in Berlin with an unusual and innovative concept, parallel to the fashion fairs thekey.to, Premium, Bread&Butter and the Mercedes Benz Fashionweek; and closes the season beginning of October with the 2nd session in Paris. Rather than presenting themselves in huge halls, Schaffrin and Keller decided for a celebration in a personal atmosphere. "The event is intended to be attractive and refreshing for our visitors, and the work as buyer or press representative made as pleasurable as possible!" This is why one of the most prestigious hotels in Berlin, the Adlon Kempinski, next

to the famous Brandenburger Tor was chosen for **GREENshowroom!** The exhibition is spread over several suites, turning our visitors into explorers, who can expect a wonderful insight into the hotel rooms. The participating labels present their designs, not only on racks, but in open light flooded cupboards; accessories on beds & tables; with jewellery & beauty products in the luxurious bathrooms. The restrooms become changing cabins while conversations and business talk is held in the 'livingroom' area. Additionally a coffee lounge for our exhibitors and buyers to recover will be at their disposal.

The whole event's intention is to be open and welcoming, inviting visitors to discover every corner of the rooms. The highlight of these four exciting days is the vernissage with salon show in the Hotel's Ballroom where during live classical music, two dancers will use and present one product from each label for their performance. The 4th and last day will be our public day, open to people wishing to inform themselves about news in the green high-end section. The designers are welcome to sell their products/prototypes on this day.

GREENshowroom takes annually part in the summer season, taking the idea of 'slow wear' by its word. Stress and the fast moving fashion industry doesn't fit with sustainability and quality.

GREENshowroom sets a sign for the future by supporting a global season.

Global season means launching one collection per year, orderable throughout the whole year, yet customized according to the clients needs: During winter or in the colder regions of the world, the collection is available in warmer materials and different colours. Not to be under pressure releasing 2-10 collections in the year, gives the designer the opportunity to work more profoundly and carefully on their collection, promoting higher quality and creativity. With this perspective, unnecessary sales and hectic fair marathons will soon belong to the past. A global season for a global world – GREEN is the only way!

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