No borders education
Sustainability in action
Employability in focus

FUTURE OF FASHION

A project by:

WORLD DESIGN CAPITAL VALENCIA 2022 · UPV · ENHANCE · SFES · GCU Glasgow Caledonian University

AJUNTAMENT DE VALÈNCIA · LAS NAVES · LA MUTANT espai d'arts vives · FUNDACIÓ DEL DISSENY Comunitat Valenciana

With the support of:

Embassy of Sweden Madrid · Jeanologia

5-6 OCTOBER 2022
Las Naves & La Mutant

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What is Future of Fashion?

Within the framework of World Design Capital Valencia 2022, the city hosts the first edition of Future of Fashion (FoF 2022), an international think tank on the transformation of the fashion industries.
The first sustainable fashion congress in Valencia takes place on October 5 and 6 at Las Naves and La Mutant, with the participation of leading figures of international stature and marks a milestone for the future of the industry with the signing of the Pact for Sustainable Fashion, ready to revolutionize the world of work and employability in an industry that is dangerously close to ethical bases.
Future of Fashion is a meeting point for fashion educators, designers, brands and leading industry players working towards a common goal: to create a more sustainable future in the fashion industry. In this way, the first ever edition of this event will unite in the World Design Capital Valencia 2022 forces that bid for the circular economy, employability and new teaching methods to position the city of Valencia as a breeding ground for innovation in fashion, and place it on the map of education and progress within the field of design.
Through two days of activities, presentations and workshops, Future of Fashion is established as a platform for the creation, experimentation and exchange of knowledge around the transformation of the fashion industries based on 6 main themes: raw materials; design; supply chain; production; consumption and waste; emissions and biodiversity.
Future of Fashion is a project organized by World Design Capital Valencia 2022 in collaboration with the Valencia Polytechnic University, Sustainable Fashion Employability Skills (SFES, funded by the European Union), ENHANCE Alliance of Universities of Technology, Las Naves (Innovation Center of the Valencia City Council) and La Mutant; and has the support of the Swedish Embassy in Spain and Jeanologia.
SFES aims to turn sustainability into a great opportunity for the student community, in order to facilitate their incorporation into the labor market. One of the purposes of holding this event lies in receiving training in the skills that the industry needs to facilitate this transition towards more sustainable production and consumption in the fashion sector.
As part of the official program of World Design Capital Valencia 2022, the scope of the FoF 2022 congress extends to the entire city through a program of satellite events scattered around Valencia, aimed at students, the general public and leading business figures in the industry.

Objetives

01

Increase awareness of sustainable fashion issues across the product life cycle.

02

Knowledge exchange and best practice.

03

Offer sustainable solutions to tackle global issues in fashion.

04

Inspire transformative initiatives to achieve sustainable economic and educational goals.

05

Create opportunities for global discussion, engagement and collaboration.

06

Make sustainability a reality for employment criteria in the fashion industry.

07

Vertebration of design, industry and new generation.

08

Strong network building for database creation of sustainable manufacturers and sourcing materials.

Keynotes

Following on from the climate summit COP 26 which took place in Glasgow in November 2021, the fashion industry is taking up the mantle and confronting the challenges head on.
Witness to this is Future of Fashion 2022, conceived as a summit for debate and reflection that gives internationally renowned speakers the opportunity to share their experiences and success stories. Christopher Raeburn, British designer known for his eco-fashion proposal and finalist for the Sustainability Award 2023 at Copenhagen Fashion Week, is part of the lineup of keynote speakers along with Christina Dean, founder of the sustainable fashion firm The R Collective and Redress, an environmental NGO founded to reduce waste in the fashion industry. The agenda also includes the participation of Christiane Dolva and Maria Bested from the H&M Foundation (in collaboration with the Swedish Embassy in Spain) and Núria Llobregat, director of the Internationalization Area and head of the ENHANCE project at the UPV.

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KEYNOTES

OPENING

05/10 | 09:30-10:00h | La Mutant

The opening session of the congress welcomes the attendees and participants by the institutions and entities driving the event and is attended by Teppo Tauriainen, Ambassador of Sweden in Spain; Enrique Silla Ceo and founder of Jeanologia; Maite Ibañez, Councilor for Education, Cultural Action, Youth and Cooperation and Migration of the City of Valencia; José E. Capilla Romá, Rector of the Polytechnic University of Valencia.
The opening of Future of Fashion includes the remote intervention of the Swedish politician Alice Bah Kuhnke.

Alice Bah Kuhnke

Member of the European Parliament



Alice Bah Kuhnke, born 1971 in Malmö, Sweden, is a Member of European Parliament for the Swedish Green Party and Vice-Chair of the Greens/European Free Alliance. She has co-chaired the parliamentary working group on the EU Green Deal, has led the EP Greens' efforts on the EU Strategy for Sustainable and Circular Textiles, and frequently speaks about the need for a more sustainable textile industry. She previously served as Minister of Culture and Democracy in the Government of Sweden from 2014 to 2019, was Director General for the Swedish Agency for Youth and Civil Society, Director General for Fairtrade Sweden, Sustainability Director for the engineering company AFRY, and co-founded the think tank Sektor3 aimed at strengthening civil society. Alice Bah Kuhnke began her career as a reporter for two major Swedish TV-networks and has been a public figure in Sweden for 30 years, with a strong commitment to sustainability issues, democracy, civil society and the creative industries.

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European Universities: Boosting SMART Learning

05/10 | 10:00-10:30h | La Mutant

Nuria Llobregat

International Affairs Director UPV,
Core Officer ENHANCE Alliance

Nuria Llobregat is the International Affairs Director at the Universitat Politècnica de València (UPV) and Core Officer of the ENHANCE Alliance. She has received the 2022 Ph.D. UPV extraordinary award for her Dissertation: STEM Subjects face the Haptic Generation: the iScholar. Her current research areas are education and haptic technology, including SMART learning, disruptive technologies, Engineering Education, and new learning immersive spaces driven by Haptic Interactions She also maintains an important line of activity in managing and improving university education supported by international projects and research. Since 2015 she has taken part as a researcher in five European projects (ERASMUS+) and participated in more than five innovative educational experiences as a Member of the Group of Innovative Methodologies for Engineering education GRIM4E (UPV) and ACUMA Research Center (UPV).



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Transforming the industry for a people and planet positive fashion future

05/10 | 13:30-14:00h | La Mutant

Christiane Dolva

H&M Foundation (by Embassy of Sweden)



Christiane Dolva is Strategy lead at the H&M Foundation. She is responsible for setting the strategic direction of the Planet Positive initiative, which includes Accelerating Innovation, Impatient research and partnerships, all with the ambition of transforming the textile industry into a positive future for the planet. She has extensive experience in the field of sustainability and in recent years has advised companies in various industries. Her passion is to accelerate meaningful change, establish effective industry connections and devise innovative sustainability solutions for brands and manufacturers.

Maria Bystedt

H&M Foundation (by Embassy of Sweden)



Maria Bystedt joined the H&M Foundation at its inception in 2013, where she is Strategy Lead and is responsible for setting the strategic direction for the pillar Inclusive Societies, including the Saamuhika Shakti programme. This collective impact initiative aims to improve the quality of life for waste pickers in Bengaluru, India, by shifting the balance of power and addressing deep-rooted social problems through co-creation, mentorship, and equity building. Through a powerful ecosystem of partners, it aims to remove the barriers that keep waste pickers in poverty and build resilient systemic change. With 20 years' experience in the development sector, Maria has previously worked within several international development organizations such as the Swedish UN Association and the Swedish International Development Cooperation Agency.

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From Polluter to Pioneer

05/10 | 17:30-18:00h | La Mutant

Christina Dean

Founder/CEO The R Collective, Founder/Chair Redress

Christina Dean is the sustainable fashion advocate who founded the NGO Redress, whose mission is to reduce waste in the fashion industry, and which organizes the world's largest sustainable fashion design competition, The Redress Design Award. She also founded The R Collective, the award-winning social impact business that rescues, reuses and recycles luxury fashion waste. Dean is widely quoted in leading media, from CNN Style, VOGUE, BBC, New York Times, Forbes and Bloomberg Business Week and more. She co-authored 'Dress [with] Sense'; co-hosts the award-winning docu-series, 'Frontline Fashion'; and her TEDxHKBU talk 'You are What You Wear' talk has over half a million views on YouTube. Her accolades include UK Vogue's 'Top 30 Inspirational Women' and she is on Asia Tatler's The Impact List as one most influential individuals defining the future of Asia.



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Growing a Responsible Fashion Design Company through Craft, Creativity and Community

06/10 | 13:00-13:30h | La Mutant

Christopher Raeburn

Founder of RÆBURN

Christopher Raeburn is a prestigious British fashion designer, founder of his eponymous brand with a focus on responsible and intelligent design for a global audience. The RÆMADE ethos in particular has pioneered the reworking of surplus fabrics and garments to create distinctive, functional and purposeful pieces. This transgressive approach, with an unusual balance of concept, accessibility and portability, he applies to men's fashion, women's fashion and accessory design. The essence of his firm is also shaped by alliances and collaborations of responsible practices with brands such as Timberland, Moncler, The North Face, Umbro, Rapha or Aesop, among others. It has been recognized with some of the most relevant awards in the sector and this year has been one of the three finalists for the Copenhagen Fashion Week Sustainability Award 2023.



The textile transformation, Jeans successful case - Jeanologia

06/10 | 16:00-17:00h | Las Naves

Fernando Cardona

Head of Brain Box at Jeanologia

Fernando Cardona is a chemical-textile engineer from the Polytechnic University of Valencia. Since 2008 he has been the head of the Brain Box department at Jeanologia, a consulting department in charge of optimizing more efficient finishing processes for garments, training clients and developing collections from which technology and creativity come together to create technically sustainable fashion. He leads a multicultural team of more than 20 people of 10 different nationalities who provide services around the world, and this year he has completed 20 years working at Jeanologia as a garment finishing technician and developing sustainable solutions for laundries and brands around the world. From Jeanologia, Fernando works so that the sustainable technology developed by the Spanish company is not only a sustainable production method, but also a design tool for designers and denim heads from all over the world.



Workshops

Round tables and practical workshops complete the FoF 2022 agenda at Las Naves and La Mutant and allow students, professionals and the general public to start their own journey towards making conscious decisions about sustainable fashion.

Building Dynamic Capabilities for Sustainable Fashion Retail: the Case of Spanish Fashion Brands

05/10 | 11:00-12:00h | La Mutant

This workshop aims to highlight the role of sustainable innovation in a fashion retail context through the lens of dynamic capabilities (DCs). The presence of DCs within firms is argued to be instrumental to firms' abilities to implement sustainable and circular fashion practices, since it is concerned with how businesses respond to rapidly changing environments through sensing and shaping opportunities and threats, seizing opportunities, and reconfiguring their resource bases. Spanish fashion firms possess a profound strategic agility, highly entrepreneurial management teams who create added value through the harnessing of new technologies and retail formats and product innovations to educate and engage consumers on sustainability issues. This workshop will present some of these firms as case studies.

Louise McBride

Programme Leader de MSc International Fashion Marketing en la Glasgow Caledonian University



Teresa Pérez del Castillo

Academic Coordinator of the Diploma in Communication and Fashion Management at Universidad Villanueva (Madrid).



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The evolution of the Metaverse in luxury fashion and the role Blockchain has in its development; implications for sustainability

05/10 | 12:00-13:00h | La Mutant

Blockchain technology lies at the heart of a brand's ability to demonstrate provenance and a range of sustainability claims and certifications, which help to make luxury and fashion more sustainable. This workshop will look at Blockchain technology within the particular context of the luxury fashion brands. It will also cover private and public Blockchains and their uses. The benefits of a decentralized, widely distributed and immutable system of recording data (ledger), provide clear applications for the sectors. These include the ability to document transactions in a supply chain, provide evidence of provenance of raw materials and manufactured products along with transparency to consumers. All this helps reinforce trust in luxury and fashion brands' claims around sustainability and also provides a tool to combat counterfeiting. The technology also supports other commercial applications including non-fungible tokens (NFT's); as part of this we will explore the use of Smart Contracts.

Tim Jackson

Director of The British School of Fashion



Circular Fashion & Beauty

05/10 | 15:30-16:30h | La Mutant

In this workshop award winning case study author and Editor-in-Chief of Bloomsbury Fashion Business Case Studies Professor Natascha Radclyffe-Thomas will highlight the issues surrounding this increasing area of concern for consumers and brands alike as well as introduce innovations in circular fashion and beauty. Participants will learn about the latest innovations in materials and processes to understand the whole product journey from manufacture to disposal and how one innovative beauty brand – Kohl Kreatives – is applying the principles of circularity and creating the world's first beauty brushes made from rice husks. It also allows participants to expand their knowledge of the current legislation covering plastic use and of the UN SDGs.

Natascha Radclyffe-Thomas

Marketing and Sustainable Business Professor at British School of Fashion



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WORKSHOPS

New fibers and material solutions for sustainability

05/10 | 16:30-17:30h | La Mutant

A workshop offered by the Swedish School of Textiles, part of the University of Borås, in collaboration with the Embassy of Sweden in Spain. The school was founded in 1866 and currently has around 900 students from all over the world in seven undergraduate and seven master's programs. Research at the center focuses on sustainability, closely analyzing consumer behavior, global markets and aspects such as recycling and reuse. The Swedish School of Textiles shares a building with the prestigious Swedish Textile Museum, the Fashion Incubator and the Fashion Gallery.

Nawar Kadi

Group leader for Advanced Textile Structures at the University of Borås



Mikael Skrifvars

Professor and researcher at the Resource Recovery Research area at the University of Borås



Educate under the paradigm of sustainability and non-normative body morphotypes.

06/10 | 11:00-12:00h | Las Naves

The "H2.0" proposal presents an experimental collaboration project in denim with the textile company EVLOX, through a non-regulatory learning and service training program, formulated from the action of improvised modeling, and social dissemination. of two open fronts within the fashion industry. On the one hand, there is talk of textile sustainability and its problem with the water footprint, and the other section of social denunciation, the problem of industrial sizing.

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Alicia Bonillo

Research professor in Fashion Design in the Schools of Art and Superior in Design of the Valencia Region



WORKSHOPS

Sustainable Assessment and Fashion Brand Ratings

06/10 | 11:00-12:00h | La Mutant

It is increasingly difficult for the fashion sector to respond to the damage it causes to the environment. One form of response is the provision of sustainable brand ratings published by organizations such as The Ethical Consumer who base their ratings on politics, company ethos and product sustainability. In this workshop we will examine the evaluation criteria and purpose of such rating systems and assess to whose benefit are these rating systems? For the benefit of brand marketing? or to support consumer purchase intention?

Ruth Marciniak

Programme Leader de MSc Fashion and Lifestyle Marketing en la Glasgow Caledonian University



Cara Connell

Programme Leader for BA (Hons) International Fashion Branding en la Glasgow Caledonian University



Fashion Retail Marketing – authenticating sustainability practice

06/10 | 12:00-13:00h | La Mutant

The topicality of sustainability with societal discourse has been noted by the fashion industry, and is often acknowledged in marketing to respond to growing concern for the climate crisis. Yet, the United Nations identifies that the fashion industry is the second largest polluting industry globally. The workshop will examine understandings of fashion sustainability, terminology and supply chain management through a consumer lens, to identify opportunities for disruptive models from which new value creation can be implemented. The workshop will be divided into groups of: design and storytelling; materials; construction; retailing and communications; and end of life/new life. In developing a timeline of understandings, the outcomes will enable sustainable fashion brands, retailers and marketers to create campaigns and communications that can educate and reassure consumers that their fashion practice aligns with preferences for sustainability.

Elaine Ritch

Reader in Fashion, Marketing and Sustainability at Glasgow Caledonian University



WORKSHOPS

A new way of communicating: Measuring sustainability through charismatic actions in the fashion industry

06/10 | 15:00-16:00h | La Mutant

Communication is identified as one of the most relevant opportunities to increase the value of sustainability in the Fashion industry. The experience accumulated in fields that have much more experience, such as Ecology have been used. In this way, the concept of “flagship or charismatic species” has been implemented in the Fashion sector. The goal is to provide value to consumer decisions related to environmental sustainability. For this workshop, we focus on the moment in which the user decides whether to keep a garment or decide to replace it with a new one. The workshop will use a tool to help decide the level of sustainability and impact of each decision adopted by the consumer. Prolonging the life of our garments is one of the best strategies to guarantee the future of future generations.

Esteban Galán Cubillo

Professor of Audiovisual Communication at the Valencia Polytechnic University



Lindsey Drylie Carey

Professor of Marketing at the Glasgow Caledonian University



Nadia Alonso López

Professor and researcher at the Valencia Polytechnic University



The textile transformation, Jeans successful case – Jeanologia

06/10 | 17:00-18:00h | Las Naves

The textile industry is poised to transform the way jeans are made.
This means eliminating 100% of jeans waste from fabric to final garment, minimizing water and chemical use to a near-zero goal. This workshop, offered by Jeanologia, will review how digital design can help the transformation of the industry. In fact, by introducing disruptive technologies and innovative software it is possible to transform the current production model into a sustainable one, with zero waste. The workshop will include a live Nano Laser experience to show how to customize garments.

Amor Cardona

Sustainable Textile Consultant at Jeanologia



Satellite

Future of Fashion will conquer the design capital of the world throughout October with its satellite program open to all companies, designers, universities and schools that want to participate with events, exhibitions, screenings and other activities. Private meetings and events are also planned for Spanish and Swedish companies, which will lead to the first negotiations towards a sustainable fashion future.

Sustainable fashion market

05/10 | 10:00-18:30h | Las Naves

During the Future of Fashion days, in parallel and side by side, different networking activities will take place in Las Naves with food trucks, ambient music and 6 Valencian sustainable fashion markets thanks to the participation of the group “Moda + Sostenible” and the firms: VORAMAR FAN PLASTIC, CO2 UPCYCLING, TEHUANA DESIGN, CACHE CROCHE, IKIMA DESIGN and UBEEFE. The collaborative team “Moda + Sostenible” works to create a space for meeting, reflection, analysis and coordination of the different actors in the sector.



Exhibitions

Traditional chain stitch embroidery

01/10 - 31/10 | Silk Museum of the College of Silk Art of València

From October 1st to 31st, the Silk Museum of the College of Silk Art of Valencia will open the doors to the world of traditional embroidery or chain stitch through an exhibition about one of the historical traditions of Valencian craftsmanship.

EXHIBITIONS

Fashion Forever. A more future friendly fashion and textile industry in the making

05/10- 13/10 | 10:00-20:00h | Ateneo Mercantil de València



During October 5-13, the Ateneo Mercantil of Valencia transforms into a venue where creativity and sustainability come together. Take a front row seat on the catwalk and discover some of Sweden's top fashion and textile industry pioneers and get a glimpse of what's to come. The exhibition also features a display of H&M's innovative new collection, The Innovation Circular Design Story and, through current IKEA designs, you will discover how to create your own sustainable home.

Spain and Sweden, Pioneer the Possible. The Future of Textile

18/10- 8/11 | Biblioteca de la Universitat Politècnica de València

From October 18 to November 8, the exhibition hall of the Library of the Polytechnic University of Valencia will host the exhibition "Spain and Sweden, Pioneer the Possible. The Future of Textile". A joint exhibition between Sweden and Spain about circularity and innovation for a sustainable fashion and textile industry.

Beyond the plastic wave

A partir de 06/10 | Las Naves

On October 6th, the exhibition "Beyond the plastic wave" will open at Las Naves, an immersive installation that sets out to inform us of the problems caused by pollution from plastic waste in our oceans and the Mediterranean Sea. Moreover, it serves to discourage the use of plastics and to encourage the manufacture of products based on recycled materials, promoting the circular economy.

Miniature collection of the great fashion icons

15/10 - 31/10 | L'Iber Museum, in the heart of Valencia

More than 100 miniatures of the great icons of national and international fashion are exhibited at the Museo L'Iber, in the heart of Valencia.

Fashion Hackathon Designing solutions for the future of fashion

07/10 | 10:00-14:00h | Centro Oficial de Estudios Superiores Barreira A+D



Students, opinion leaders, companies, consumers and the public interested in the sector will meet at the facilities of the Centro Oficial de Estudios Superiores Barreira A+D to design solutions to the problems of the future of fashion. Experts and talent united in a collaborative experience based on design thinking that, during this “Hackathon express”, will seek solutions to the problems of the fashion of the future that will expose great experts in the sector.

Innovative solutions for a sustainable fashion and textile industry

25/10 | Exhibition Hall of the Valencia Polytechnic University

The Exhibition Hall of the Polytechnic University of Valencia will host, on October 25th, the seminar “Innovative solutions for a sustainable fashion and textile industry”, organized by Valencia Polytechnic University, Aitex, Ateval and Embassy of Sweden in Spain.

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Pact for sustainable fashion

“Sustainable Employability Skills”

Future of Fashion intends to resonate over the next few years as a milestone in its field thanks to the signing of the first Pact for Sustainable Fashion, designed to revolutionize the world of work and employability in a sector that is dangerously close to ethical foundations. Sustainable fashion is not only made up of ecological fashion, but also of fair fashion, to which two other focuses are added: economic and educational.
The main goal of the agreement is to mobilize and encourage private and public companies in the fashion industry to adopt concrete measures to improve and renew the skills of their workforces in order to implement sustainability in their products and processes.
The fashion industry is the largest source of employment of all the creative industries, as such, understanding entrepreneurship and employability in this sector means that companies can be better prepared for the challenges posed by this transforming ecosystem. In this way, the first edition of this event will bring together in the World Design Capital Valencia 2022-year forces, that are pushing for the circular economy, employability and new teaching methods, to highlight the city for fashion innovation, of education and progress within the field of design. Therefore the Pact for Sustainable Fashion calls on companies to incorporate staff with the skills and competencies needed to improve their sustainability in design, marketing, supply chain, production and disposal processes.
Skills policies and actions are shared by companies, workers, educational institutions and public decision-makers. The adherence of these agents to the Pact for Sustainable Fashion will contribute to making the upgrading of skills and the re-skilling of workers in line with sustainable development goals a reality.
The 2022 Sustainable Fashion Pact signatories will present their commitment at the Future of Fashion 2023 event. Each signatory will unveil key performance indicators (KPIs) to measure the positive impact of their sustainable actions on their organization and immediate environment.

→ SIGN UP

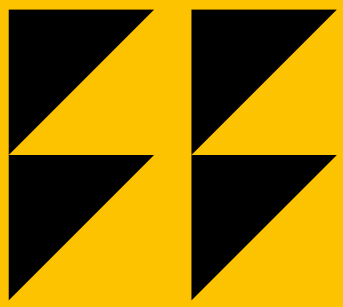
Las Naves & La Mutant

LAS NAVES

Las Naves is the center of social and urban innovation of the city of Valencia. A public entity that depends on the Delegation for Innovation and Knowledge Management at the Valencia City Council and promotes urban and social innovation by putting people at the center of their actions.
Las Naves contributes to strengthening the economic and social structures of the territory, working in the knowledge economy from an innovative perspective. In parallel, it deploys the Missions València 2030 initiative, a pioneering governance model aimed at city missions that improve the lives of citizens. Innovation missions that aspire to achieve a healthier, sustainable, communal, and entrepreneurial city.
www.lasnaves.com

LA MUTANT

The City Council of Valencia, through the Department of Cultural Action, manages this stage located on Joan Verdeguer Street. Valencian artists and international proposals, with the common denominator of new stage languages, have become the engine of a new cultural stage in the Valencian neighborhood of Grau. La Mutant aims to operate as a space for reflection, experimentation, dialogue and stimulus for creative citizenship.
La Mutant is a project with a vocation for public service and universal accessibility. In a city immersed in full creative space, full of public, private and civic projects and initiatives with cultural denominator, the space comes to complete a scenic offer, which, on the one hand, adapts to the creative evolution of the new exhibition languages and at the same time meets a diversity of audiences that demand the administration a clear commitment to risk.
www.lamutant.com



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