

Special nomination

Sustainable Fashion



LALAPETE project (funded by the European Union, the Russian Federation and the Republic of Finland in the framework of South-East Finland-Russia CBC 2014-2020 Programme) in partnership with Sobaka.ru magazine is proud to present the special nomination “Sustainable fashion” in the framework of the annual contest “New names in fashion 2021”.

The global apparel market is valued at 3 trillion dollars, and accounts for 2 percent of the world’s Gross Domestic Product. But at the same time the fashion industry is one of the most pollution intensive industries in the world – the fashion industry contributes 10% of global greenhouse gas emissions (more emissions than France, Germany and UK combined). Nearly 20% of global waste is

produced by the fashion industry. Annually consumers throw away over 30 kilograms of shoes and clothing per person, but up to 95% of the textiles can be recycled.

As there is a global demand for sustainable and eco-friendly life style more and more designers all over the world started to shift to sustainable fashion practices. Sustainability becomes a competitive advantage, and all in all we are coming up to a sustainable fashion revolution. Global brands such as Burberry, Gucci, Versace, Adidas, H&M started to develop apparel from recycled materials and promote sustainable fashion principles.

The special nomination is aimed to promote the future of the industry - sustainable and circular fashion. The products should be made from waste/recycled materials, sustainable garments or using other sustainable/circular economy principles.

We are looking for future leaders to bring the fashion world to sustainability and circular economy. To participate in the competition, you need to have a ready collection of clothing or accessories and a look-book.

Why to apply?

- Promote your brand
- Get published in SOBAKA.RU magazine and showcase your collection
- Participate and present the collections on the leading fashion events and installations
- Network with industry experts
- Become the front runner of the circular fashion and make the world cleaner and better

Who can apply?

We invite the designers from Russia (St. Petersburg and Leningrad region) and Finland to apply for a special nomination “Sustainable Fashion” in the framework of the annual contest “New names in fashion 2021”.

How to apply?

To apply please fill-in the form below and upload description and photos of the collection (7-20 photos).

<https://forms.gle/F8G1SUP4g2FSQwj2A>

What are the deadlines?

- **March 1, 2021**
You can apply for competition up to March 1, 2020 using the link stated above.
- **March 10-20, 2021**
Publication of the competition results
- **April 2021**
Fashion show or installation of finalists works depending on the COVID-19 epidemic situation.

Contact information

The special nomination “Sustainable Fashion” was initiated by LALAPETE project (funded by the European Union, the Russian Federation and the Republic of Finland in the framework of South-East Finland-Russia CBC 2014-2020 Programme). The project is executed by the following consortium – City of Lappeenranta, City of Lahti, State company “Mineral” and St. Petersburg Foundation for Small and Medium-sized Enterprise Development.

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