

#ConsciousFashionista Fashion Show: Showcasing ethical, local and organic fashion

Zurich, Suíça



Martina Fink
Year Founded:
2013

Organization type:

hybrid
Project Stage:
Start-Up

Budget:
\$1,000 - \$10,000

Website:
<https://www.changemakers.com/www.martinafink.com/events/conscious-fashionista%20...>

Twitter:
<http://twitter.com/martinabyop>

Facebook:
<http://facebook.com/martinabyop>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

We help consumers decide consciously about the fashion they buy and wear. At our fashion shows, we present clothes that are produced by local startups and brands that produce their fashion consciously. This includes organic fabrics, fair trade and ethical ways of doing business with their producers.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if everyone chose their clothes consciously and we as consumers would actually be able to support all the workers worldwide who actually produce our second skin?

About Project

Problem: What problem is this project trying to address?

It is very difficult for consumers to find ethical and organic clothes in the stores, because most big brands don't produce ethically. There is no store that sells all the organic brands and labels that we have in Europe. Every label has their website and you can order online, but there is no actual place to see the clothes and fabrics. Also, it is quite difficult to find ethical brands, you have to do a lot of googling or get recommendations.

Solution: What is the proposed solution? Please be specific!

With our fashion show, we want to showcase different labels and startups that produce their clothes consciously. They produce jeans, shirts, dress shirt, dresses, casual clothes etc. basically all you need. Through the fashion show, consumers discover new brands and become aware about the production of their clothes. It's all about raising awareness and showing the consumers that there IS another way of fashion - with slow fashion brands that produce locally in Europe and have affordable prices as well.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

As a consumer, you watch the show and get inspired because you see beautiful clothes and you get to know new labels. This way, you can go shopping consciously next time you need something new.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

Our first fashion shows took place last week and this week (November 2015). They were both very successful as people enjoyed the show and the clothes and we're sure some of them will take conscious decisions next time they buy something.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

We believe that these shows could be organized in bigger margins, with more brands and reaching over 300 people in one show. We live in a city (Zurich) with a lot of financial opportunities and people here do care about what they wear and about fair trade and sustainability. Therefore, we will organize events like this on a regular basis, once or twice a year.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

People who come to the show pay an entry fee. Sponsors and labels pay to be part of the show and showcase their clothes.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

I don't know anyone who organizes fashion shows with different labels from Switzerland / Germany to raise consumer awareness.

Team

Founding Story

We were part of student / graduate fairs where we usually had a presentation about how to dress and makeup appropriately for work and business life. We wanted to find a way to show them our ideas even more "hands-on" and decided to organize a fashion show. We wanted it to be different to any other show, so we started looking for labels and brands that produce locally and ethically. The response from them was great - most of them wanted to support and be part of it! This is how we got 7 different labels with completely different types of clothes for our shows!

Team

My friend Silvia Borisch (silviaborisch.com) is style and image coach, expert in everything that has to do with clothes, colors, styles, business workwear. Myself, Martina Fink (martinafink.com), I help people design more conscious lifestyles, which also includes the choice of food, makeup, beauty products and of course, clothes. I am the main organizer of the shows, where Silvia is mostly responsible for the content of it.

File attachments:

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 [_dsc4180.jpg](#)

 [_dsc4321.jpg](#)

Value Chain: Where does your work fit into the apparel value chain? [check all that apply]

Consumption.

Your Role: What is your relationship to the apparel industry? [check all that apply]

Advocate/Organizer, Consumer, Retail Representative - Specialty Store.

Target Population: What stakeholder groups do you engage or empower in your work? [check all that apply]

Brands, Consumers, Designers, Retailers - Specialty Store, Women, Youth.

● Intervention Focus: What are you trying to achieve / influence? [check all that apply]

Conscious Consumerism.

Lever for Change: Select up to 3 ways your work is helping to transform the industry.

Organizing, Media.

Is your project targeted at solving any of the following key barriers?

Consumers Aren't Motivated to Care: Neither Compelling Reasons Nor Easy Means to Change Consumption Habits.

Does your project utilize any of the innovative design principles below?

Transform the Chain into a Web: Link Unlikely Sectors that Open New Pathways to Sustainability.

Innovation Inspiration: When you first conceived of your project, did you think of it as applicable to the apparel industry?

yes

If you answered "no" to the previous question, which industry was your project originally aimed at transforming?

● Replicating in the Apparel Industry: If your project didn't initially target the apparel industry, how are you specifically tailoring it to do so now?

Are you nurturing or inspiring others to be changemakers? If so, how?

Absolutely! Every consumer is eventually a change maker!

● Tell us about the partnerships that enhance your approach. How have you collaborated with others in the industry to increase your impact?

Source URL: <https://www.changemakers.com/fabricofchange/entries/consciousfashionista-fashion-show>