

Milan – 27th september / 2nd october 2010

so critical so fashion

From aesthetics to aesthetic: A week of cool, green, fair, independent fashion

so critical so fashion taking place in Milan **from the 27th september to the 2nd october**, will bring together fashion and “ethical consumerism” to create a new lifestyle. This event, **organized by Terre di mezzo Eventi** in cooperation with Isola della Moda, will star **brand new fashion brands, independent designers**, social responsible and environmental friendly enterprises, working to **conjugate trends and innovation**.

In fashion, like in many other sectors, there is an increasingly widespread attitude among consumers towards buying “critical” therefore making a choice not simply in terms of aesthetics, styles and trends, but also considering the ethical standards of dresses and accessories: kind of fabric, environmental impact of production and distribution, working conditions, sustainable innovation, local roots linked to ancient traditions, etc.

Clothing thus becomes more and more a symbolic and cultural value: from homologation and symbol of consumerism to sign of identity, tastes and values attached to the surrounding environment.

Ethical fashion therefore appears as the summary of several diverse interests. First of all, the **right of consumers to know the nature of the product they are buying and wearing**; but also the **interest of business in capturing and increasing demand of fair, environmentally-friendly products**, made with respect of labour rights and perhaps linked to development projects and social cooperation.

so critical so fashion will host a big collective **display area**, where 30 designers will show their Fall/Winter collection, and a **show-room** exposing the forthcoming Spring/Summer collection of each brand. So Critical so Fashion will also feature **seminars** to improve knowledge and encourage networking of talents and ideas, but also **workshops** to learn auto-production and artistic techniques.

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