
CLEAN & UNIQUE

Small sized fashion labels and fashion designers
for a social and environmental responsible fashion production

Conclusions Meeting 2-4-2009, theme PASSION

Agenda:

Andrea Wiegman, www.secondsight.nl/
Marina Toeters, www.by-wire.net/
Denise van der Linden, www.smilesuperstore.nl/
Short Movie van Annouk Post, YOI/ Hiphonest (scroll down on page <http://hiphonest.com/blog/?cat=59>)

Talkshow with Kalpona Akter from Bangladesh, Mariette Hoitink of www.htnk.nl and Sophie Koers of www.fairwear.nl.

Pitches with jury: David Uijl, coach at the Chambre of Commerce in Utrecht; Roy Spit manager at micro-credit service www.gredits.nl; Paul Verheij from investor 'Sugar Dad' foundation (www.suikeroom.nl), and Joke Bom, from webshop www.watMooi.nl.

Day presentation: the lovely ms. Cindy Pielstroom.

What is Clean & Unique?

It is an Elsewear project especially for small fashion companies and designers. In a row of 5 meetings with the themes People, Planet, Profit and Promotion, this Passion meeting at the 2nd of April 2009 was the fifth and last. It was a sort of wrap up of previous meetings and a boost to make your company green and successful.

As a side effect of this project, some serious entrepreneurs and designers formed the Association (www.cleanunique.org); a fashion collective to make unique fashion in a responsible and green way.

Andrea Wiegman presentation

Andrea is a trend publisher and took us on an interesting journey of how the world and its paradigms, values and mentalities are changing.

To drop some keywords in random order: Love, Genuine, Storytelling, Attention, Immateriality, Time for questions, Abundance, Recycling, Cradle to cradle, Networking, Dreams, Repairing, Saving, Leasing. The world is open and demands your PASSION.



Talkshow: Kalpona Akter

At the age of 12 Kalpona started to work in a garment factory for 3 euro's a month. From the day that one NGO informed her about her labor rights, she started to climb out of the situation. Today she herself is director of an organization to empower factory women, and currently traveling across Europe to tell her story.

Key question was how to improve the situation for Bangladesh factory workers doing mass production. According to Kalpona, boycotting Bangladesh textile would be catastrophic. In Kalpona's view, it would help a lot when consumers raise their voice towards clothing companies.

Pitches:

About 7 small companies pitched. The jury decided to part the encouragement prize in two, for the winners: Cathalijne Huis in 't Veld from www.Tag-Accessories.com. She gently presented her concept, showed one of her great pieces, the eco-fair trade-banana-fiber-body-wrap, and clearly put her request to find more selling points. Other winner www.MerunishaMoonilal.com brightly explained that her fair company is doing well, specially her publicity is growing strong and she is consequently looking for a certain investment to raise her production and sales.

Another interesting pitch came from the fashion photograph, publicity and sales agency Fair 4 All, www.fair4all.nl. They offer their services to boost small fair fashion labels.

Clean & Unique is supported by:

