



UNITED FASHION SHOWROOM

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UNITED FASHION SHOWROOM

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FASHION TO LAST GOES VIRTUAL

United Fashion, which enables young fashion companies to travel and share their experiences across Europe, is featuring 30 European designers' new collections on the virtual platform Le New Black during Paris Fashion Week. Fashion has taken a different (technological) turn since the pandemic prevented industry professionals and buyers from traveling. With this latest reality, the Belgian partners MAD and Flanders DC are joining forces to mentor young entrepreneurs via a digital — mainly first — sales experience.

This sustainable and customizable virtual experience is an extension of the wider ambition to introduce a range of socially conscious brands, designed to last and produced in Europe, to international stores. From March to July 2021, the 30 selected European brands will present their latest collection on the platform supported by two international agents, guiding them through the new conventions of virtual buying.

By partnering the European-funded United Fashion programme, which helps upcoming brands access new markets and consumer insights throughout Europe, Belgium is closing the showroom experience, following Berlin, Riga, Skopje, Lille and Lisbon, and welcoming 30 designers.

As the project's lead partner, MAD is ending the four-year journey around Europe by celebrating the fashion industry's conscious shift with the UNITED FASHION FESTIVAL, held in the MAD building from April 1 to May 30, 2021. It imagines and initiates a different future for fashion in which both industry and consumers are hungry for less and better.

Through the recent and archived work of 40 designers, artists and researchers with diverse experiences and backgrounds, the festival is presenting:

— the exhibition entitled “United Fashion – Hungry for less? Hungry for better?”.

— an international design studio's research and creative work leading to the sustainable collection “DailyMenu”.

— a serie of talks and workshops on the power of fashion to delight and to confront with the understanding of wearing clothes.

ABOUT UNITED FASHION

The United Fashion project is carried out by a cluster of 7 European fashion support associations from 6 different countries, promoting entrepreneurial creativity and innovation to enhance business relationships for Europe's fashion designers. Via a cross-border cooperation set up in France, Germany, the Baltic region, Macedonia, Portugal and Belgium, international designer showrooms enable fashion professionals to access onsite market knowledge and new development opportunities by meeting local buyers, producers, journalists and consumers. United Fashion addresses the need for fashion creatives across Europe to be more business minded, without limiting their creativity.

A collaboration between:

MAD, Fashion Council Germany, FlandersDC, Baltic Fashion Federation, Maisons de Mode, ModaLisboa and Fashion Weekend Skopje.

Co-funded by the Creative Europe program of the European Union.

www.united-fashion.eu
@unitedfashioneu

MAD, HOME OF CREATORS

MAD is an expertise platform and unique showcase to promote Brussels's fashion and design sectors. By focusing on innovation, sustainability and diversity, MAD encourages and supports creative initiatives in and around the city. Through multiple mentoring programmes, we guide startups and entrepreneurs along their business development. Located in the heart of Brussels, Europe's capital, this is a place where people share their network and knowledge.

MAD is more than fashion and design. It's about the future of fashion and design. About innovation and participation. About sustainability, creativity and making an impact. About collaboration and engagement. About doing business differently.

www.mad.brussels
@madhomeofcreators



Flanders DC promotes, supports, and connects the Flemish creative industries. It is the linked pin for the creative industries in Flanders, Belgium.

www.flandersdc.be
@flandersdcforfashion

UNITED FASHION SHOWROOM

WWW.UNITED-FASHION.EU

MAD, HOME OF
CREATORS

MODALISBOA
LISBOAFASHIONWEEK


MAISONS DE MODE
LA CRÉATION, POUR TOUJOURS

FLANDERS
DC

 **BALTIC
FASHION
FEDERATION**


**FASHION
COUNCIL
GERMANY**

**FASHION
WEEKEND
SKOPJE**

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 **Union Européenne**
Evropský společenství / European Union
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Europese Raad voor Regionale Ontwikkeling

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