

REWARDROBE



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Rewardrobe curate a selection of Italian Slow Fashion brands for Source Expo

Rewardrobe are the Slow Style Consultancy that works with both brands and consumers, facilitating a two-way direct communication for the promotion of sustainable fashion. They have been selected by the Ethical Fashion Forum to curate the Designer Pavilion for the 2011 edition of the Source Expo, the only international fashion industry trade show dedicated to ethical sourcing and the showcase of sustainable fashion brands. For this event, Rewardrobe curated the selection of brands to exhibit, and the dedicated trends area.

Drawing on her Italian origins and connections, Veronica Crespi, Director of Rewardrobe, also selected a collective of Italian labels, to represent the best of what the country nowadays offers in the ethical fashion field.

It is an eclectic mix, covering all approaches to sustainability:

Reale Slow Fashion - Reale aims to create everlasting items and limit waste. Reale uses natural dyes and nickel free metal details, and is committed to maximising fabric sustainability, using innovative fabrics from seacell to organic plush

Haikure - Haikure is a sustainable denim brand, traceable by means of the QR code placed on the label, which enables the eco-sustainability of each garment to be traced through every step of its production.

Riciclabo' - Riciclabo' is an Italian brand of upcycled ladieswear, created from second-hand clothes and textile production rejects. The collection incorporates refined tailoring and eco-sustainable fabrics.

Campeche - Campeche produce scarves dyed with certified GOTS vegetable dyes. Campeche use organic silk and cotton and other natural fibres such as wild silk, wool and linen.

NVK - Based on a Slow design philosophy, NVK is Made in Italy and uses sustainably sourced and eco fabrics. NVK garments can be worn, fastened and taken off in one simple move and are suitable for all sizes.

CeeBee - CeeBee uses recycled materials – like paper, plastic, rubber and textiles to create 'one of a kind' accessories in limited editions.

EOS - EOS is a brand that links respect for the environment with Italian artisanal skills. EOS produce mens and womenswear solely from eco fabrics: organic cotton, organic linen, hemp and bamboo.

Stefania Masotto Biomoda - Stefania Masotto Biomoda collections use only eco and organic materials, all certified ICEA and GOTS. Stefania Masotto's production is entirely based in Italy, thanks to the hands of local artisans.

The reason for this venture is that Rewardrobe believes in creating connections and establish international synergies, to enable brands to enhance their exposure and inclusion in events, in order to help them get established within the industry, and bring them to the attention of buyers and the public.

In this case, a group of exciting Italian brands is presented at this acclaimed platform – adding to the event's offer, and providing the chance for the brands to explore a new market.

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Notes to editors:

About Rewardrobe:

Rewardrobe are London's first Slow Style Consultancy.

We work with private clients to help them develop their personal style, and with brands to enhance their visibility and connections with the public.

At Rewardrobe, we are passionate about wardrobe solutions. We provide new space and functionality, and work with clients to define their personal image, according to their own lifestyle and personality. Plus, we will pass on invaluable advice on how to manage a sustainable wardrobe - combining all traditional styling services with the concept of Slow Fashion in a totally innovative approach. Where most people are still afraid of having to compromise on style to be more sustainable, Rewardrobe is there to show it is possible to be as trendy and fashionable as ever, while also buying and managing a wardrobe with a conscience.

Rewardrobe aims to be the point of contact between the growing market of sustainable fashion and the mainstream consumer. We work with brands to get them established in the marketplace, increase their exposure with press and with the public, expand internationally.

Rewardrobe's success lies with the personal relationships we establish with all our clients. We strive to include all of them in our already extensive network, to create multi-level synergies.

About Veronica Crespi:

Rewardrobe is the brainchild of Veronica Crespi, a Style and Fashion Consultant who has brought her quintessentially Italian flair to London.

With a past as a Trends Researcher and a background in Design and Styling acquired in Italy, Veronica understands colour, textiles and trends as well as retail – an all-round approach to fashion.

At Rewardrobe, Veronica offers all the services of a traditional Image Consultant: advice on colour, personal style, wardrobe organisation, suitable outfits for business or special occasions, personal shopping – as well as Style and Slow Fashion workshops for small groups. But she has also made Slow Fashion the focus of her work, advising clients on how to link sustainability with style.

After founding Rewardrobe in 2009, Veronica has become an established name within the ethical fashion community in London, starting numerous collaborations, like curating the Designer Pavilion for the Ethical Fashion Forum Source Expo, as well as liaising with international brands and developing the Up-Wardrobe project for the promotion of up-cycling in fashion.

As well as private clients, Veronica advises emerging sustainable brands to work on their exposure and inclusion in events, to help them get established within the industry, and bring them to the attention of buyers and the public.

Veronica is also a freelance fashion writer, and a public speaker on the subject of Slow Fashion.

About the Source Expo:

The SOURCE Expo – the only international trade show dedicated to ethical sourcing – returns to London after its huge success over the last two years. Held by the Ethical Fashion Forum (EFF), the industry body dedicated towards a sustainable future for fashion, the third edition takes place at a stunning new venue; Sadler's Wells Theatre. With ethical sourcing being more important than ever in the fashion industry, this two-day event - taking place from 17th to 18th October 2011 bringing together international manufacturers, suppliers and cooperatives working to high ethical standards - is not to be missed. Alongside the supplier showcase is the opportunity to attend an intensive programme of seminars and the Designer Pavilion, a showcase of some of the most innovative designers in the sustainable industry.

Presenting some of the best designers pioneering in sustainable sourcing alongside outstanding design – the Designer Pavilion also awards a space to this year's INNOVATION in Design and Sourcing Winner – ULTRA. This up and coming sustainable brand, looks beyond its use of material but also its application; instead of staying with the 'two seasons a year format' they have explored innovations such as 'ULTRA 10' - a ten piece modular-interchangeable wardrobe designed to dress a woman for a year.

Once again, EFF will be delivering comprehensive seminars - providing the exclusive chance not only to discover the latest innovation dedicated to sustainable fashion - but also spanning to discussions and debates on some of the most topical subjects, amongst some of the foremost experts in the field.

<http://www.ethicalfashionforum.com/source-expo>

About the Ethical Fashion Forum (EFF):

EFF, organiser of the SOURCE Expo, is the not for profit industry body dedicated to a sustainable future for fashion. The EFF represents the world's largest and most established network of fashion professionals dedicated to sustainability, bringing together over 5000 members and a dedicated network of over 12,000 fashion professionals in more than 100 countries. The mission of the EFF is to support and promote sustainable practices, facilitate collaboration, raise awareness and provide the tools and resources to make high ethical standards the norm, throughout the fashion sector.

Links to the brands:

www.reale-slowfashion.com

www.haikure.com

www.mycampeche.it

www.nvkdesign.it

www.ceebee.it

www.eosfashion.blogspot.com

www.stefaniamasotto.it

www.riciclabo.jimdo.com

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