

## PRESS RELEASE, 10th November 2011

### Third Anniversary of Ethical Sourcing for Fashion Trade Show



*SOURCE Expo, the only fashion industry trade show dedicated to ethical sourcing and manufacture was held on 17<sup>th</sup>-18<sup>th</sup> October 2011 at Sadler's Wells, London EC1.*

The **Ethical Fashion SOURCE Expo**, is the only fashion industry trade show dedicated to suppliers of ethical, eco and fair trade fabrics, components and manufacturing. Launched in 2009, the Expo takes place annually in London; this year brought together over sixty exhibitors including more inspirational suppliers than ever before.

Exhibitors at the event ranged from pioneering suppliers from all over the world including Assisi Garments- who work with handicapped and economically disadvantaged women in India to produce fair trade and organic garments and Mayamiko – fashion and homewear manufactured in Malawi by underprivileged women in their own production unit. Cutting edge designers who showcased their latest collections included Eva Cammarata – fair trade, organic womenswear collections and MIA – a Scottish upcycled clothing label that combines recycled materials with traditional Malawian textiles. There were also a variety of support organisations exhibiting such as Environmental Justice Foundation, World Fair Trade Foundation and Textile Exchange.

Shari Keller from Mehera Shaw – a production service that uses natural and organic fabrics and are working with traditional printing techniques commented, *"I'm really impressed with the dedication of the organisers and vision to connect people and build bridges not just for sustainable products but for a sustainable way of working with people. Really excellent job, thank you for your commitment to this"*.

This year saw the successful launch of the **SOURCE Consultancy Couch**, a chance to connect with experts and other visitors around burning issues. The **SOURCE Cinema** proved popular amongst visitors, a chance to watch EFF's past Excellence Leadership Training sessions on sustainable sourcing, business, marketing and sales. The **SOURCE Bar** also offered 'chill out zones' where visitors were able to connect with each other. *"Each conversation seems to open a door in a new direction"* commented Christine Gent from Fairly Covered.

2011's SOURCE Expo saw a **comprehensive seminar programme**, with an impressive line-up of **over 30 industry speakers**, providing insightful advice on fashion and sustainability. Brianne Bysted – Commercial Manager of Caipora said *"Simply Fantastic! Inspiring to the soul! My heart was warmed with all the amazing people I met and with the wonderful seminars"*. 2011's annual panel debate focused on the future of fashion sourcing; an intensive discussion amongst six foremost experts chaired by Derek Binns – Founder and Managing Director of DBL Consulting. Panellists included Summer Rayne Oakes – Co-Founder of Source4Style, Julia Hawkins – Media Relations and Communications Manager of Ethical Trading Initiative, Simon Ferrigno - Freelance consultant, researcher and writer on cotton and sustainability, Clara Vuletic – Sustainable textile designer and writer of Textile Environmental Design, Jackie Andrew-Udall – Founder Sustainable Fashion Strategies and Director – ZeroDegree Thinktank and Vicky Murray – Forum for the Future.

The **SOURCE Expo** attracted a wide range of global visitors and saw over 500 industry professionals including designers, buyers from both the mainstream and ethical retail sector, press and independent brands. Representatives from Burberry, Tesco, ASOS, Vivienne Westwood, H&M, Whistles, Net-A-Porter and Oxfam were present, alongside many other leading brands.

For the first time the event introduced **INNOVATION in Supply Awards**, celebrating innovation and sustainable supply and production. This year's winners included Aura Herbal, winner of *Textile Innovation*, NV London Calcutta, winner of *Production Innovation* and *Textile* winners Lisa Hawthorn and Josie Bineham. The Design Pavilion also awarded a space to this year's *Innovation in Design and Sourcing* winner – ULTRA. Event partner Green Lens Studios hosted a unique portable studio on the ground floor, with models photographed in the latest collections by the Designer Pavilion exhibitors.

EFF are looking forward to next year's **SOURCE Expo** following the huge positive response from both exhibitors and visitors.

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## **Notes to editors:**

For further information and highlights on the **SOURCE Expo**: <http://www.ethicalfashionforum.com/source-expo>

For further details on exhibitors: [http://source.ethicalfashionforum.com/assets-uploaded/documents/SOURCE Expo Event brochure 2011.pdf](http://source.ethicalfashionforum.com/assets-uploaded/documents/SOURCE_Expo_Event_brochure_2011.pdf)

## **About Ethical Fashion Forum (EFF)**

EFF, organiser of the Expo, is the not for profit industry body dedicated to a sustainable future for fashion. The EFF is the world's largest and most established network of fashion professionals dedicated to sustainability, bringing together over 5,500 members and a dedicated network of over 12,000 fashion professionals in more than 100 countries. The mission of the Ethical Fashion Forum 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.

## **About the INNOVATION Awards**

The INNOVATION Awards give official recognition and support to emerging designers and businesses in the ethical fashion arena. The judging panel is composed of some of the foremost important leaders and experts in the fashion industry including: Dolly Jones (VOGUE.COM Editor), Nin Castle (Goodone), Courtney Blackman (Forward PR), Orsola De Castro (From Somewhere and Estethica Curator), Debra Hepburn (Young British Designers), Diana Verde Nieto (PostiveLuxury.com), Katy Davis (Womenwear's Account Manager at Pure London) and Alina Rätsep (SIX Magazine).

[<http://www.ethicalfashionforum.com/innovation/innovation-uk-winners-2011>]

## **For further information or high resolution images, please contact:**

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Towards a Sustainable Future for Fashion

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