

so critical so fashion

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FASHION + BEAUTY

In Milan, 30 Green Designers will Show Spring 2011 Collections at Collective Fashion Week Event

by Emma Grady, New York, NY on 09. 5.10

FASHION & BEAUTY



Credit: Marilisa Cosello/Terre di mezzo Eventi

While I am gearing up to cover [Fashion Week](#) here in New York, other cities are prepping for the debut of spring/summer 2011 collections: In Milan, Terre di mezzo Eventi and [Isola della Moda](#) have organized a green fashion event, called "[So Critical, So Fashion.](#)" which is geared towards "ethical consumerism," that will highlight the work of fashion brands, independent designers, and socially- and environmentally-responsible enterprises that are working to spur innovation in the field of green fashion. The event will coincide with [Milan Fashion Week](#) and is part fashion showcase and part learning seminar. Click through for details:

Organizers behind the six-day event observe a widespread attitude among consumers of placing ethical standards above seasonal trends or popular styles:

Clothing becomes more and more a symbolic and cultural value, from homology and a symbol of consumerism to a sign of identity, taste, and value attached to the surrounding environment.

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Credit: Marilisa Cosello/Terre di mezzo Eventi

"So Critical, So Fashion" will host a collective display of 30 designers fall/winter 2010 collections and a showroom debuting their spring/summer 2011 collections; seminars will highlight the top talents and ideas, and learning workshops will demonstrate and educate attendees on artistic techniques and forms of production.



Materials for workshops. Credit: Marilisa Cosello/Terre di mezzo Eventi

The fashion festivities will aim at educating consumers on the nature of the products they buy and wear and increasing businesses' demand for fair trade products, made through social cooperation and respect to labor rights. It all takes place at [ArtGate 22 - Via Alserio, 22](#), Milan, Italy, from September 27-October 2. Visit [Critical Fashion](#) for more or for general queries contact [info\[at\]criticalfashion\[dot\]it](mailto:info[at]criticalfashion[dot]it).

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