

so critical so fashion

Milan | 20th - 22th September 2013

SO CRITICAL SO FASHION **ETHICAL FASHION COMES BACK IN MILAN**

So critical so fashion comes back in Milan after the great success of 2012 edition; it is **the first Italian event** which is totally dedicated to **critical, ethical and independent fashion** and it is organized by **Terre di mezzo Eventi**. The event will take place in Frigoriferi Milanesi, a prestigious location of Milan, and it will host 60 brands, **from Friday 20th until Sunday 22nd September** .

Brands are craftsmanship and design excellences from national and international panorama and they will present to general public their A/W 2013 collections and a preview of S/S 2014 collections.

so critical so fashion arrived at its fourth edition and **confirmed to be the key event for ethical fashion during Milan Fashion Week**. High-quality products, with a strong ethical and aesthetical content, will be shown to people during **three days of events, meetings and workshops**.

Eco-friendly designers and artisans are key players of the event: their collections follow the principle of ethical, social and environmental responsibility without renouncing to beauty, innovation and trends.

2013 edition will focus on **the preciousness of biological and natural materials, but also on innovation techniques and recycling traditions**, as well as **upcycling and creative reuse**.

The *fil rouge* of 2013 edition will be **craftsmanship attention and promotion, and creativity**, which is the quintessential of made in Italy. In this very perspective, the event will show to consumers items and accessories telling them the background of their creator and proposing successful and competitive projects in a growing market.

so critical so fashion has proved to be the concrete example that a different fashion concept is possible; an event beyond the schemes of Milan Fashion Week that changes the point of view: a new enhancement of the concept of fashion highlighting values and ethics, as well as the importance of workers and consumer's health without omitting beauty, attention to details and innovation.

Furthermore, throughout the duration of the exhibition, visitors can take part to **workshops** to undergo their manual skill, such as **creating or customizing accessories and items of clothing**, but they could also attend to **artists performances, taste a good biological food and listening**

TERRE **DI MEZZO**
EVENTI

Press Office so critical so fashion

Nicoletta Martino – ufficiostampa@criticalfashion.it

349/3691857 - 02/89409670

TERRE DI MEZZO EVENTI
Via Calatafimi 10, 20122 Milano

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to live music and dj-set.

The event will also host occasions of meeting for insiders, fashion experts, institutions and people who want to exchange ideas on critical fashion in Milan and abroad.

A professional shooting will be available to public this year too: visitors will be able to wear an item chosen among those who are on show and to have a personalized make-up session, realized with natural and biological cosmetics.

Shows and interactive activities won't lack, so that visitors will be able to know at best the universe of ethical fashion, in order to make a critical and reasoned choice of purchase.

As proven, so critical so fashion has become home ground for a new concept of Made in Italy and presents a high-value added fashion, joining ethic and aesthetic, beauty and respect, quality and innovation.

SO CRITICAL SO FASHION - 4TH EDITION

20-22 September 2013

Frigoriferi Milanesi

Via Piranesi, 10 Milan

The location is reachable by city rail link (Porta Vittoria stop) and bus lines 27, 73,90 ,91, 93 and 45

Opening:

Friday 20th: from 11am to 3pm, journalists and insiders only by invitation.

from 3pm to 10pm, admission free and open to public

Saturday 21st: from 10am to 10pm

Sunday 22nd: from 10am to 8pm

www.criticalfashion.it - info@criticalfashion.it

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