

2 May 2019

FASHION COUNCIL GERMANY AND BIKINI BERLIN PRESENT SUSTAINABLE FASHION BY ASPIRING GERMAN TALENTS

From 2-15 May 2019, the Fashion Council Germany and concept mall BIKINI BERLIN are presenting two up-and-coming brands from the German Sustain Concept in a joint pop-up shop: Often & Phyllyda. The two German newcomers, who both focus on sustainable fashion, are showing their latest collections in a pop-up box on the ground floor of BIKINI BERLIN. For a total of two weeks, fashion enthusiasts can browse and buy the clean-cut menswear collection by Often and feminine swimwear by Phyllyda.

As a special thank you, the first 100 visitors will receive a 45% discount off items by Phyllyda or a 20% discount off items by Often.

"We are incredibly proud that pieces by aspiring designers from the "German Sustain Concept" initiative by the Fashion Council Germany, of which we are an exclusive partner, are now available to buy in a pop-up shop here at BIKINI BERLIN. Promoting young talents and sustainable concepts is an integral part of our mission." – Antje Leinemann, Managing Director of Bikini Berlin

2 – 15 May 2019 | Monday to Saturday, 10:00 am – 8:00 pm | Pop-up box at BIKINI BERLIN

Budapester Str. 38-50, 10787 Berlin | Ground floor

The designer: Often



Exclusive, sustainable menswear is the focus of Ashley Marc Hovelle, founder and creative director of Often. The philosophy behind the brand: mindful consumerism, moderate production and conscious design. A long lifespan of the garments is therefore guaranteed. Hovelle's aim is to support ecological farming from seed to source, ensuring that the cotton is grown naturally without pesticides or harmful substances and that mainly rainwater is used. He works with GOTS-certified factories and aims to reduce water consumption, instead using natural dyes and environmentally friendly production techniques. The collections are produced in Portugal and Germany and regular visits are paid to the factories to ensure that the best eco-conscious choices are made.

©Ashley Marc Hovelle

The designer: Phylyda



Phylyda is all about fashion-forward, unique swimwear that adapts perfectly to the individual shapes and silhouettes of every woman. Designer Lydia Maurer attaches particularly great importance to aesthetically-driven designs that celebrate the nuances and diversity of the female figure. Here, too, the priority is on sustainable production under fair working conditions: all items are made at factories in Italy and Portugal that guarantee regulated and well-paid jobs. And also when it comes to the fabrics, it is important to Lydia Maurer not to bring the environment, the health of the wearers or the people involved in the supply chain in contact with any harmful substances. All materials are certified in accordance with Öko-Tex.

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German Sustain Concept & Fashion Council Germany

German Sustain Concept (GSC)

Since the beginning of 2019, the German Sustain Concept (GSC) has been pursuing the goal of promoting young talent and sustainable commitment. The mentoring programme was initiated by the FCG and its partners BIKINI BERLIN, showroom.de and Neonyt, the ethical fashion tradeshow by Messe Frankfurt.

Over a period of 24 months, four young talents with a focus on sustainable design will receive support in the disciplines of sourcing, distribution, marketing and business. During this time, the winners will participate in a comprehensive coaching programme made up of various stages. The concept is the successor to the Sustain programme previously offered by the Berlin Senate.

The two-year mentoring programme is therefore aimed at helping the participants to help themselves to achieve long-term success on the market. In addition to the coaching, the winners will also be offered interesting presentation opportunities.



Fashion Council Germany (FCG)

Founded in 2015 on the initiative of national industry experts in Berlin, FCG advocates German fashion design as a cultural and economic asset and promotes emerging designers from Germany. In addition to supporting young talent, it focuses also on education, sustainability and fashion technology. Against this backdrop, the council engages in extensive lobbying in politics, business and culture, tries to ensure visibility and emphasises the global relevance of German fashion design locally and abroad.

BIKINI BERLIN

Beyond the hustle and bustle of Kurfürstendamm, at BIKINI BERLIN you can buy tasteful products, enjoy international culinary delights with views of the neighbouring Berlin Zoo and mingle with like-minded people at cool events. The area around the Bahnhof Zoo train station has been restored to its former glory and is setting the pace in Berlin – nowhere else in the city are so many new and exciting spaces popping up. And right in the middle of it all is BIKINI BERLIN: a concept shopping mall, the 25hours Hotel and the Zoo Palast cinema with architecture that is steeped in history. www.bikiniberlin.de.

FOR FURTHER INFORMATION, PLEASE CONTACT

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