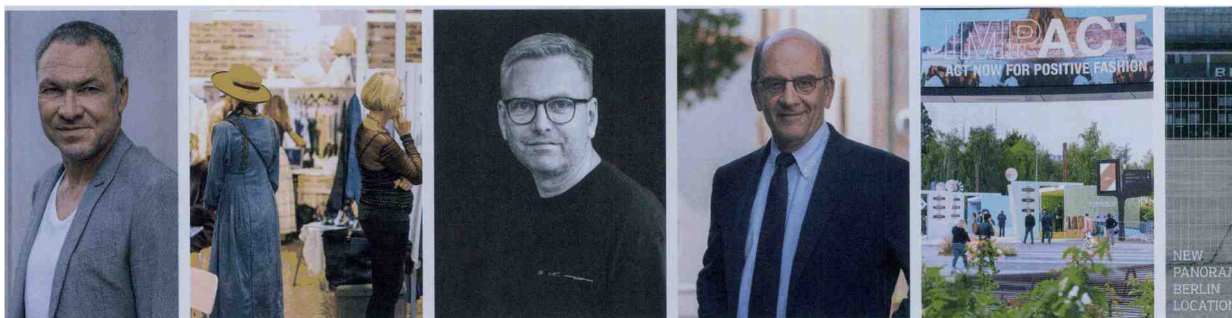




SHOW & PRESERVE

CAN A TRADE SHOW HELP SAVE THE PLANET? YES, IN MANY WAYS. IMPACTING AS LEAST AS POSSIBLE IS A DUTY FOR EVERYONE—EVEN MORE FOR TRADE SHOWS AND FASHION WEEKS—FROM CUTTING WASTE TO BUILDING BOOTHS AND PROMOTING SUSTAINABLE COLLECTIONS. SI ASKED THE MAJOR TRADE EVENTS HOW THEY TRY TO MAKE THE FASHION WORLD A BETTER PLACE.

Text **Maria Cristina Pavarini + SI Team**



VISITORS AT DESIGNERS & AGENTS

JÖRG WICHMANN,
PANORAMA BERLIN

RAFFAELLO NAPOLEONE,
PITTI UOMO

IMPACT AREA AT
WHO'S NEXT, PARIS

EVERY BREATH YOU TAKE Not every show is the same. Some are trying to become more virtuous and others are already there. "Neonyt show happening in Berlin is entirely based on the concept of sustainability. It is characterized by a resource-conserving type of fair construction and takes care to produce as little waste as possible, while it recycles residual material produced. It only offers sustainable fashion and every company showcasing there undergoes a written sustainability check. 70% of the collection pieces on show must fulfill the show's high standard sustainability criteria," explains Olaf Schmidt, VP of textiles and textile technology, Messe Frankfurt/Neonyt.

In September 2019 Who's Next, the 30-year-old Paris show, launched Impact, four days of meeting new people, sharing ideas, experiences and commitment around the sustainability field. "With almost 120 partners involved, including Galeries Lafayette and Isko, with more than 100 speakers and nearly 11,000 visitors, this first edition was a success," says Frederic Maus, general director, WSN.

The Designers & Agents US show is considered a pioneer as it launched green initiatives 10 years ago. "D&A continues promoting sustainable practices," says Ed Mandelbaum, president, Designers & Agents. "It identifies and supports ecologically minded brands through its different 'Green' categories initiatives either incorporating sustainable practices in their products or involved with ecologically sensitive practices."

A CHANGE OF MENTALITY

Other aspects through which shows are transforming their action involve logistics, catering and other practical matters. Changing approach and avoiding the use of plastic and hard-to-recycle materials is what many shows do.

Stopping using plastic badges and working through apps and digital devices offers a great alternative. Among those who did it is Panorama Berlin. "A year ago, we switched the registration and ticketing to digital, avoiding a significant amount of plastic waste. The entire process around our show, from the preliminary to the follow-up, is constantly being optimized with regard to sustainability," says its CEO Jörg Wichmann.

Similar is LA Men's Show's experience. "We have always been careful when it comes to the environment. We do not use plastic badges since they are one-time use; instead we use wristbands or bracelets," LA Men's Show director Sannia Shahid explains. Tranoi also switched to using fabric bracelets for exhibitors and encouraged visitors to download their badge through smartphone. It also focuses on printing less paper maps and makes people use some special tablets providing all the necessary information. Other shows such as California Market Center, instead, adopted a new credential button for both attendees and exhibitors that is recyclable and reusable, while replacing old plastic ones. It also found ways to reuse signage and reduce printing as it aims to reach a digital directory by 2020, as explained by CMC's manager, buyer and community relations, Matthew Mathiasen. LA Men's believes in the importance to also create a sustainable though easy and enjoyable experience for its attendees. "We do our best to do so with keeping our environment in mind. Technology plays a big part in this; we can communicate digitally which leads to less signage, flyers and amount of used paper."



“We are working on several fronts. Starting with the exhibitions’ settings and productions [...] while reducing the use of paper and other consumables.”

—Raffaello Napoleone, Pitti Uomo



JANET WONG, CABANA/CAPSULE

ARND HINRICH KAPPE, ILM

FREDERIC MAUS, WHO'S NEXT

SHARIFA MURDOCK, LIBERTY

BORIS PROVOST, TRANOÏ

Also Pitti Uomo has taken some steps recently. “We are working on several fronts. Starting with the exhibitions’ settings and productions, where our partners and we pay great attention to the reuse and recycling of production materials, up to the services offered to our visitors, which are becoming increasingly digital-oriented, while reducing the use of paper and other consumables,” says Raffaello Napoleone, CEO, Pitti Immagine. Premium and Seek have evolved significantly, too. “The production of our events has changed completely. We try to avoid plastic. Only deco-elements that are sustainable will be used. We offer brands the opportunity to warehouse their booth until next season so they can simply rebuild it then. This might mean storage costs for us but that is worth it,” says Anita Tillmann, managing partner, Premium Group.

WHEN LOGISTICS GET STRATEGIC

Many shows, when building their locations don't forget that, while looking interesting, inspiring and appealing, also make sure to act responsibly. Premium and Seek not only try to avoid the use of plastic as much as possible, but also recycle furniture for next seasons and use plastic-free supply for catering.

Panorama is also keen on the use of recyclable and sustainable systems and in the catering sector it also pays attention to biodegradable goods,” says Wichmann. Janet Wong, co-founder of Cabana/Capsule, explains: “Since the launch of our shows, Cabana/Capsule uses a molo paper furniture for the wall system in efforts to conserve and reuse them to avoid multiple waste. In July 2019 we also worked for no single use plastic used at the show. There was no use of plastic water bottles, utensils or straws and plates were made from fallen palm leaves, not palm leaves that were taken down just for the purpose of a plate.”

Similarly, Liberty Fairs believes in the importance to reuse furniture, while supporting local economy: “Liberty Fairs uses a molo paper furniture for the wall system in efforts to be conserved and reused. Our fixture units are made in the USA to support local production,” says Sharifa Murdock, co-founder, Liberty Fairs. Other shows such as ILM Offenbach act sustainably while helping socially. “The huge banners from our entrance area are recycled to bags we handout to our visitors; the recycling company is an organization which offers working opportunities for

handicapped people. We separate our waste even more carefully than we did it in the past, we have committed a new caterer, who has to reduce his plastic consumption show after show with the aim to work absolutely plastic-free til the end of 2020,” says CEO Arnd Hinrich Kappe.

“By stopping using carpets and plastic and opting for recycled materials and only rented furniture, we have taken the first step towards eco-friendly living,” adds Frederic Maus, Who's Next. “In this context, fighting against global warming we collaborate with Reforest'Action and over the weekend of the show, 2,241 trees were planted to compensate for the carbon emissions generated by our visitors travelling to the show.”

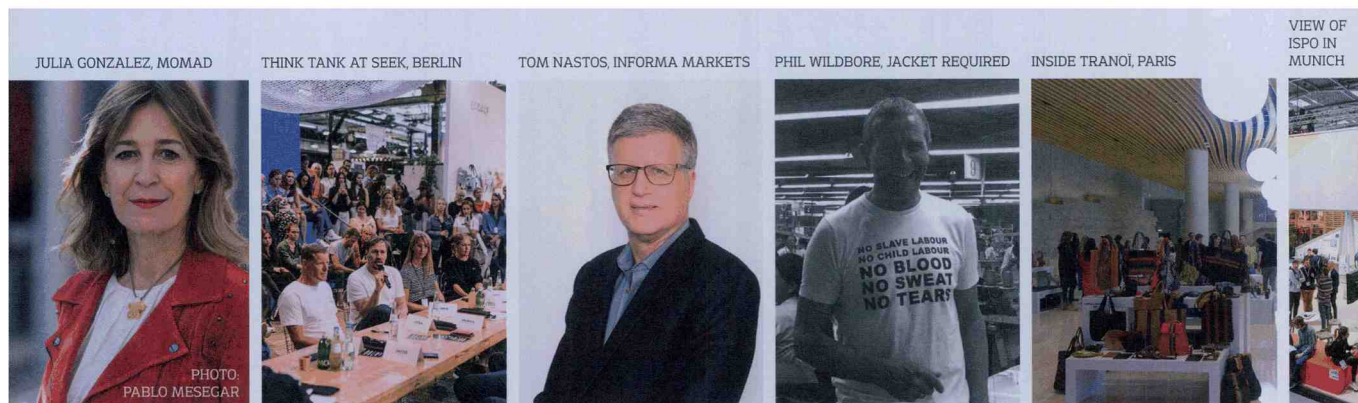
ALL THE RIGHT MOVES

Transportation also plays a key role when shows happen. “We know there is always more to do and we have the will to improve on this topic,” explains Boris Provost, president, Tranoï. “For 2020 we are now looking for green shuttles and started in September using heavy trucks instead of 20 cubic meter vans to limit the numerous back and forth from our warehouse to the show venues.” >



“This season, we have appointed a Sustainable Ambassador [...] to spearhead the growth of the show’s sustainable offer.”

—Adam Gough, Jacket Required



Moving to a more central location as Panorama did helped reducing significantly travel distances of visitors within the city. Though also using shuttle buses as Panorama, Premium/Seek help to reduce pollution and traffic.

LA Men’s, instead, partners up with hotels in Downtown LA for discounted rates for its attendees. For many years, Pitti also has been guaranteeing buyers and visitors a shuttle bus service that connects Florence’s main parking hubs to the Fortezza Da Basso and to the locations where the main events take place in the city. Milan’s White Tradeshaw wants to introduce electric cars for the next editions in 2020, while Cabana used electric golf carts for shuttling retailers at its Miami show.

Similar actions are taken in Spain: “Ifema has just installed 34 charging points for electric and hybrid cars in our trade fair complex, courtesy of Iberdrola. We use electric cars for maintenance personnel, and our buses run on biodiesel. Starting from January 2020, the supply of certified electrical energy from 100% renewable sources will begin. In December we have received certifications like ISO 14001 for environmental management, ISO 20121 for

event sustainability management and ISO 50001 for energy management,” explains Julia Gonzalez, director of Momad in Madrid and additional Ifema shows.

HOW CATERING MAKES A DIFFERENCE

Catering also shows how fast-forward minded a show can be. Neonyt only works with bio caterers and bio-drink suppliers, uses little plastic and non returnable packaging.

LA Men’s hosts food and drinks vendors on the show floor that provide vegan options. Though it also makes sure to donate the leftovers post event and recycle properly. Liberty Fairs partnered with Boxed Water to avoid the use of plastic water bottles for its first show. At Tranoï specific partnerships were started as it partnered with Araku, a certified organic and biodynamic coffee plantation, and also offers beer bottled in recycled aluminum bottles thanks to a partnership with Heineken.

WHEN PARTNERSHIPS WIN

Also legacies and partnerships can help interest insiders about good causes. In 2018, Pure London introduced The Power of One Campaign. “Driven by scientific facts,

harnessing our values, and delivering a commitment for change, this campaign will focus on the most relevant critical issues impacting our industries,” explains Gloria Sandrucci, event director, Pure London.

“It is designed to provide easy to adopt business-focused actions for change to create a powerful engagement opportunity kick-starting for 2020.” The show collaborates with activists, ambassadors and change-makers including Katharine Hamnett.

Similarly, Jacket Required in London involves personalities that can bring attention to its initiatives. “This season, we have appointed a Sustainable Ambassador—Phil Wildbore, a pioneer in sustainability and ethical fashion since the ’80s for his first conscious brand Road and later Monkee Genes—to spearhead the growth of the show’s sustainable offer,” explains Adam Gough, event director, Jacket Required. Among interesting initiatives, Good4Fashion is a project that was launched in June 2019 at Magic and Coterie as a part of data collection effort to see how many brands had sustainable production and socially conscious programs as part of their ethos. “As consumers begin to demand products and more sustainable services, the fashion industry is being



► 4 gennaio 2020



asked to improve their habits," says Tim Nastos, who is in charge of sustainability for all the Informa Markets Las Vegas shows (Magic, Sourcing at Magic, Project, Pool, Coterie, and FN Platform). Among future initiatives for February 2020 Project Womens, Pooltradeshow and Stitch@Project Womens will highlight designers that are making a "substantial effort to improve the world ethically, environmentally or philanthropically".

More initiatives are carried ahead within fashion weeks. Robert Lockyer, CEO of Delta Global who works closely with leading fashion brands and fashion weeks, says London Fashion Week set an all new "Positive Fashion" theme based on Sustainability, Equality & Diversity and Craftmanship & Community pillars, while it also involved fashion industry icon Vivienne Westwood who decided not to showcase a collection, but did a show for an online look book and short film. "Brands need to reduce their production through improved forecasting methods, understanding their desired buyers' needs and even compiling a clothing range which is versatile gaining many a look from just a single garment. Packaging needs to do the same. Also trade shows and fashion weeks are learning it too," he says.

BRAND SELECTION

Initiatives promoting sustainable brands are also mushrooming. The January 2020 edition of Pitti Uomo is hosting a new space entirely dedicated to green thinking spotlighting ideas and experiences at the frontline of eco-design, designed by architect Andrea Caputo, within an installation about the reuse of materials along with talks and presentations about new and necessary prospects of eco-sustainability.

Ispo Munich for its 2020 edition will relocate its Sustainability Hub in the hall A2. The show's Focus Area focused on CSR and sustainability has already existed for some years and in 2019 it also hosted the first The Outdoor by Ispo.

Premium and Seek shows also select specific eco-sensitive brands. "At Seek we feature over 80 eco-friendly brands, like, for instance, Veja, Kings Of Indigo, Dedicated or Beaumont Organic," says Premium's Anita Tillmann. "At Premium we started with a green area in 2007 which we have ever since. Under our motto 1+1=11 we not only connect brands and retailers but rather brands among themselves."

Also White Tradeshow is focused on presenting various projects and brands since some seasons through Give A Fokus, White's sustainable hub under the artistic direction of Matteo Ward. "We promoted several green labels and manufacturers including Boyish, Econyl, Albini Group, Oritain, Wrad, Blue of A Kind and Tiziano Guardini," says Massimiliano Bizzi, president and founder White Tradeshow.

"We have great green brands that join us; we love to support them by telling their brand story. There are tons of brands but retailers want to work with brands that have a story and are ethical," Shahid of LA Men's Show points out.

Also Panorama believes in offering sustainable products in its shows. "The brands of Selvedge Run, which are already completely eco-friendly with their quality, heritage, tradition and sustainability aspects, are an important, integrated part of Panorama Berlin. Sustainability and value-orientation have arrived in all fashion segments, and many brands at our event are already transparent about this topic, or are credibly making progress in the right direction," says Panorama's Wichmann. <