

PREMIUM

PREMIUM SYMPOSIUM
SATURDAY | 14TH JULY 2007 | 2 P.M.
THE STATION | AUDITORIUM | 1ST FLOOR
LUCKENWALDER STRASSE 416
10963 BERLIN



Melissa Drier | WWD

New Yorker Melissa Drier moved to Berlin in 1985 and since then, has been the German correspondent for Women's Wear Daily. Having majored in intellectual history, she began her career in journalism at Daily News Record, the men's trade daily of Fairchild Publications, where she was fashion editor from 1980-85. In addition to covering the fashion and cosmetics industries, she also writes about art, culture and lifestyle.

www.wwd.com



"pick your cotton carefully!"

Petra Kjell | ENVIRONMENTAL JUSTICE FOUNDATION

The London based ENVIRONMENTAL JUSTICE FOUNDATION helps people in the world's poorest countries defend their human rights and protect their environment. Petra Kjell, campaigner with the EJF, reports on human rights violations and environmental abuses in connection with worldwide cotton production. 75% of the world's cotton is grown in developing countries where massive violations against the environment and man, including forced child labor, are the order of the day.

www.ejfoundation.org



"in darkness all colors agree!"

Peter Ingwersen | NOIR.ILLUMINATI II

After a highly successful career in the fashion business as Levi's® Global Brand Director and Managing Director at DAY BIRGER et MIKKELSEN, in 2005, Peter Ingwersen started his own label NOIR. The Danish designer combines clean silhouettes, lots of skin and glamour with ecological consciousness, ethically correct production and social responsibility. From his studio in Copenhagen, Ingwersen directs the fashion revolution – fusing eco with high fashion and social consciousness with luxury.

www.noir-illuminati2.com



"Control is good – trust is better"

Judith Vitt | SYSTAIN CONSULTING

Judith Vitt is a political scientist specializing in the fields of human rights and globalization who will report on the efforts of the Hamburg OTTO group subsidiary SYSTAIN CONSULTING to combine fashion and ethics sensibly with one another. In her consulting work with clients from the retail trade and brand name clothing, she concentrates on the active control and improvement of working conditions in the international clothing industry.

www.system.de



"creating style with consciousness"

Tony Tonnaer | KUYICHI

The Dutch label KUYICHI – named after the Peruvian god of the rainbow – combines cutting edge design with ecological sustainability. The target groups are young urban consumers. Managing director Tony Tonnaer explains the company's philosophy and talks about different initiatives such as fair trade, the foundation Solidaridad and MADE BY, an organization that supports other companies in implementing ethically correct methods of production.

www.kuyichi.com | www.made-by.org



Andreas Soeffker | FALKE

For FALKE, responsibility to co-workers, location, consumers and the environment are living values that are so obvious as to not even need special mention. This is evident in the high percentage of domestic employment and production which is by no means at variance with the company's internationalism and open-mindedness. As an international premium brand with the highest standards for design and quality, FALKE represents the counter-design to – ecologically dubious – throwaway fashion.

www.falke.com