

WEAR POLISH 15-17. 01.19

NEONYT | BERLIN FASHION WEEK
NAGO | ORSKA | PAT GUZIK | SZYMANSKA | SURPLUS | WEARSO.ORGANIC

**CULTU
REPL** ADAM
MICKIEWICZ
INSTITUTE

First joint presentation of Polish responsible-clothing designers comes to Berlin for one of the most important events in ethical fashion - Neonyt.

On January 15-17, during Berlin Fashion Week, Poland will present a selection of brands: Orska, Pat Guzik, Nago, Surplus, Szymańska, and Wearso.organic. The presentation of sustainable fashion designers working with high respect for environment and ethical production was initiated by the Adam Mickiewicz Institute, as part of its activity for promoting Polish fashion abroad. The Polish booth, WEAR POLISH, was created by chmara.rosinke (space arrangement) and the graphic design studio Punkt Widzenia (visual identity).

WEAR POLISH is an initiative of the Adam Mickiewicz Institute, whose aim is to promote Polish culture abroad, but also to shape the global awareness of Polish fashion and design. The Institute increases the visibility of Polish designers in the international arena through its diverse activity: from London Fashion Week and the Who's Next fair in Paris to supporting individual projects and starting a grant programme, "Wystawiajmy się".

"We promote Polish fashion abroad through an array of diverse projects. WEAR POLISH at Neonyt will not only introduce a foreign audience to the potential of Polish designers, but also address the most urgent topics of the contemporary clothing industry - sustainable production, transparency of supply chains, and local production" – says Maria Ostrowska, Acting Manager of the Institute's Polska Design Programme.

The organisers of the Neonyt fair together with the Adam Mickiewicz Institute chose a selection of brands with modern design, a fresh perspective on clothing, and a care for an ethical production process.

The creators of **Wearso.organic** and Nago focus on universal and simple cuts of garments that can be freely combined, and therefore become wardrobe staples. Their clothes are made of high-quality fabric: certified organic cotton grown on sustainable farms, without the use of chemicals and fertilizers. **NAGO** products are made of tencel, cupro, and wool, adding metal elements like buttons, hooks and eyes without nickel, which make them safe for allergy sufferers. To limit the CO2 emissions from transport, their clothes are sewn locally in Europe.

Pat Guzik and Surplus concentrate on the problems of overproduction. Colourful, eclectic designs by Pat Guzik combine the elements of street wear with high fashion, sometimes literally in the form of patchwork. Some clothes are made of fabric scraps or textiles coming from second hand shops. Their designer is the winner of the Eco Chic Design contest and the special prize - creating a sustainable outfit for the supermodel Janet Ma. She has partnered with Cooperative Ushirika, a cooperative of women from Kenyan slums founded by the Pamoja Foundation. She also created a capsule collection for Shanghai Tang.

A visual artist, Magda Buczek, based her project **Surplus** on the concept of *postgrowth*, according to which new quality doesn't have to mean generating an excess of products. Her designs are a synthesis of second-hand clothes and recycled slogans from her earlier works. The brand draws from fashion of the 80s and the 90s, when a t-shirt with a print was a personal declaration that could even become a political act if worn in public. "Surplus is a platform to discuss the modern culture of excess, infecting the public space, clothing and language. It occupies the space where fashion, visual arts and activism meet" - says the designer.

WEAR POLISH reminds the audience of craftwork. Anna Orska creates rough and coarse experimental jewellery. Each collection draws inspiration from something new; for instance, a trip to Vietnam where Orska learned new crafting techniques. Each time she also introduces different elements to her design. Jewellery by ORSKA has been presented in Italian and German editions of Vogue. Katarzyna Szymańska is the master of knitting. Though she has designed clothes for top Polish brands, she finds fulfilment in her own knit designs. Her sweaters show great attention to detail, high quality, and refined fabrics: alpaca, kashmir, wool and mohair with silk.

Neonyt will be an opportunity to view Polish brands with diverse aesthetics, yet representing similar core values. The attendees can talk to the designers and learn about the trends in Polish fashion. These subjects will also be discussed by our experts during a WEAR POLISH panel discussion on January 16th in the Polish Institute in Berlin. Come and join us!

Designers:

Nago | www.nago.store
Orska | www.orska.pl
Pat Guzik | www.pat-guzik.com
Surplus | www.surplus-project.com
Szymańska | www.szymanskaonline.pl
Wearso.organic | www.wearso.com

Date:

15-17.01.2019 r.

Venue:

Kraftwerk Berlin, Köpenicker Str. 70

Event:

Neonyt
www.neonyt.messefrankfurt.com
Berlin Fashion Week:
www.fashion-week-berlin.com

Venue:

www.kraftwerkberlin.de

Design of the stall:

chmara.rosinke | www.chmararosinke.com

Visual identity:

Punkt Widzenia | www.pktwidz.pl

Media:

Magdalena Mich
Spokesperson
Adam Mickiewicz Institute
mmich@iam.pl
+48 602 663 570

Emilia Sobczuk
Communications
Adam Mickiewicz Institute
esobczuk@iam.pl
+ 48 506 189 090