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Forward-thinking Fashion at the British Library – ethical and sustainable fashion... with a twist

- ASOS, Electrobloom, London College of Fashion, Choolips and Partimi impart sustainable and practical approaches to fashion as part of the British Library's 'Inspiring Entrepreneurs' event series. <http://www.bl.uk/bipc/>

Next month, on Monday 11 June, the British Library hosts 'Forward-thinking Fashion', an event for designers and fashion businesses exploring imaginative and, most importantly, realistic methods of making fashion businesses fundamentally ethical. From designing practical accessories for Vivienne Westwood to measuring greenhouse gases, experts will share their preferences on how to make fashion products more environmentally friendly.

While many sustainable fashion designers and companies exist, 'Forward-thinking Fashion' investigates easily achievable measures which any and all fashion businesses and designers can take, no matter how big or small, to be greener while also making good business sense and using sustainability itself as a marketing tool.

With a panel including **Mark Bloomfield**, founder of Electrobloom and former designer for the likes of Vivienne Westwood and Matthew Williamson; **Christian Smith**, Corporate Responsibility Manager at ASOS and researcher into environmentally-friendly design; **Annegret Affolderbach**, founder of Choolips, bringing together ancient textile traditions and new technology; **Eleanor Dorrien-Smith**, founder of Partimi, who has worked for Mary Katrantzou and John Galiano; and Chair **Melanie Frame**, Sustainability Manufacturing Developer for London College of Fashion (DISC). This panel of experts will explain how all businesses can take steps towards environmental friendliness.

Business techniques will include the increasingly popular use of 3D printing, which enables sustainable development by limiting the amount of materials and equipment required, facilitating in-house production and smaller runs, as well as the use of ancient textile techniques and how the worlds of nature, art, technology and science collide.

"We are committed to supporting the creative industries, including fashion, and recognise the invaluable role they have to play in the success of the UK's economy", says Frances Taylor, Marketing Manager for the Creative Industries, British Library. "Forward-thinking Fashion" will bring to light new and interesting ways of making fashion go further."

'Forward-thinking Fashion' is the latest event from the British Library's extremely popular 'Inspiring Entrepreneurs' series, running since 2006, and follows the Library's first ever Spring Festival, held earlier this year, dedicated to the creative industries.

This event is run in partnership with the London College of Fashion's Centre for Fashion Enterprise (CFE) and Designer-Manufacturer Innovation Support Centre (DISC).

The event will be broadcast via a live webcast. Details to follow on the [website](#).

Notes To Editors

**Forward-thinking Fashion**, The British Library, Conference Centre

Monday 11 June 2012  
Cost: £10.00 (concessions £7.50)

To book tickets for Forward-thinking Fashion please visit <http://boxoffice.bl.uk>, call 01937 546546 (Mon - Fri, 09.00 - 17.00) or buy tickets in person at the British Library.

**The British Library** is the national library of the United Kingdom and one of the world's greatest research libraries. It provides world class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. The Library's collection has developed over 250 years and exceeds 150 million separate items representing every age of written civilisation and includes books, journals, manuscripts, maps, stamps, music, patents, photographs, newspapers and sound recordings in all written and spoken languages. Up to 10 million people visit the British Library website - [www.bl.uk](http://www.bl.uk) - every year where they can view up to 4 million digitised collection items and over 40 million pages.

**The British Library Business & IP Centre**, based at St Pancras in London, opened in March 2006 with the help of London Development Agency funding. Since then, it has welcomed over 300,000 people through the doors and has an excellent track record in supporting entrepreneurs and SMEs to start and grow businesses. The Centre provides free access to an unparalleled resource of business and intellectual property information (over £5 million worth), supplemented by one-to-one advice clinics, practical workshops and networking events, featuring role model entrepreneurs. A copy of the Centre's recent evaluation, which demonstrates how it has contributed towards London's economy, can be found here <http://www.bl.uk/bipc/pdfs/evaluation.pdf>

**London College of Fashion DISC programme** gives fashion businesses access to a team of highly skilled industry experts. Their specialist experience covers the manufacturing industry incorporating factory production, global sourcing, jewellery production and sustainable manufacturing.

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