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AUSTRIAN ECO FASHION goes BERLIN FASHION WEEK

Four Austrian eco fashion brands will attend the Mercedes-Benz Fashion Week Berlin from 1 - 4 July 2009. They will showcase at the new international trade fair for green fashion and sustainable lifestyle "thekey.to" and at the most famous "PREMIUM EXHIBITION green area".

**Premium international fashion trade show
GREEN Lifestyle Area / booth H7-C11**
Luckenwalderstrasse 4|6, 10963 Berlin
July 01 to 03, 2009

**thekey.to. international trade fair
for green fashion and lifestyle**
Kaiserliches Postamt, Karl-Marx-Str. 97-99
12043 Berlin , July 01 to 04, 2009

BRAND DESCRIPTIONS

MILCH | eco fashion

<http://milch.mur.at>



MILCH applies the "upcycling" principle and reuses leftovers and other items in new ways. Classic male suits are thus converted to new women's garments.

Fashion designer Cloed Priscilla Baumgartner is the name behind the MILCH label. Since 1998 she does not intend to add to the already considerable "clothing mountain" by creating yet another new collection. Thrown away clothes are made wearable again with the "upcycling" process. The appropriation of classic men's fashion, their modification to trousers-style dresses, skirts and jackets is a clever and purposeful confusion between the sexes.

Production processes for MILCH are short and simple: men's trousers and shirts from clothes collections serve as raw materials. Manufacturing itself takes place in Vienna with seamstresses working from home. Every piece is therefore a unique item.

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Göttin des Glücks www.goettindesgluecks.at



"Goddess of Luck" or 'Göttin des Glücks' is Austria's first ecologically fair fashion label, using exclusively certified FAIR TRADE cotton and conforming to the FAIR criteria throughout its production process. Cooperation partner is EZA Fairer Handel, Austria's biggest import organisation for FAIR TRADE products, production partner ist Craft Aid, Mauritius.

Since 2005 the Vienna-based designer collective has been working on its exceptional feel-good collection under the slogan 'Thanks, I'm fine': soft cotton jersey fabrics, flattering styles and tongue-in-cheek, printed feel-good slogans that promise good luck- fashion with freedom of movement for confident fashion freaks combining lifestyle statement with casual looks and elegance. The range includes woman, man, sports, underwear and woman oversize available in boutiques, concept stores, shops off the world and webshops.

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ALILA
www.alila.at



ALILA unites traditional fabric, sleek design and sustainability. Precious textiles like Japanese Vintage Kimono silk provide both inspiration and base material to create mini-collections of unique accessory and fashion pieces.

ALILA is providing a contra-position to mass markets and cheap uniform fashion originated from dubious production sources. ALILA is standing for individualism and sustainability.

ALILA is the result of a passion for collecting and appreciation of traditional textiles, high in quality, mostly second hand, with its own history and distinctive character. This material is being deconstructed and rearranged and transformed into new modern fashion design. Recycling deluxe!

ALILA is recently working with old Japanese Kimono silk dating back to the years 1930-80. These Vintage pieces are carefully chosen considering design, quality and state of preservation. Patina is not considered to be a flaw but an extra charming detail that makes the new design piece a distinctive individual item.

ALILA positions itself at the interface between traditional textile art and marketable fashion design and stands for individual, unusually discoveries. The name ALILA comes from Sanskrit meaning "surprise".

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anzüglich
www.anzueglich.at



The fashion of anzüglich demands an essential thing from the wearer: the examination of the piece of garment worn on the body. Feminine shapes, artfully combined with high-quality materials tempt you to try extraordinary combinations and allow a multitude of wearing options of an alterable nature. Self-confident wearing of the anzüglich-creations takes the incarnated femininity to the maxim. anzüglich robes you by an experimental art of dressmaking in hand-made and unique clothes: sophisticated, unsparing and yet suitable for daily use. Silky elegance calls for extravagance by creative shapes and cuts. anzüglich wants to be worn.

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Slow Fashion agency for sustainable design
www.slowfashion.at



Slow Fashion develops innovative concepts for the most various branches of sustainable economies and lifestyles. Slow Fashion conceives, analyses and works on green design in all its areas as an engine of change and force of innovation. Slow Fashion opens new market chances for enterprises and designers.

Slow Fashion combines ecological, material and cultural-aesthetic facets with economic imperatives and anchors these in the field of design, in society and in the media.

The faces of Slow Fashion, agency for sustainable design, are Lisa Niedermayr (design.art.communication) and Barbara Irma Denk (fashion-concepts. management)