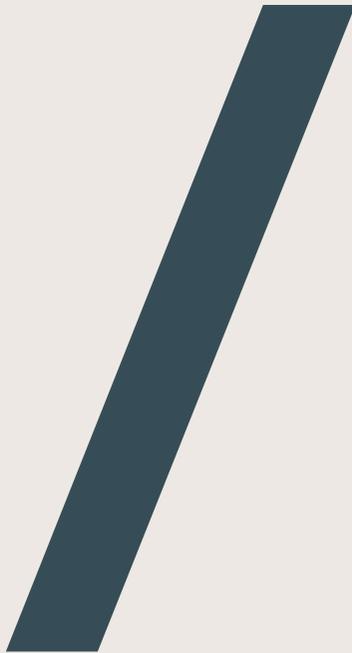




r e / G E N E R A T E
SUSTAINABLE FASHION AGENCY

www.regeneratefashion.com

integrating
sustainability
in fashion
beginning
with design



WHO WE ARE

re/GENERATE is a Berlin-based agency focused on **integrating sustainability** in fashion, **beginning with design**.

Our mission is to enact long-lasting change in fashion by providing both companies and industry professionals with the necessary design strategies to transition towards sustainable production and business.

We use the UN's SDGs as guiding principles to assure a holistic and comprehensive approach to everything that we do; where the environment and social dimension carry equal weight.

Our end goal is to transform the way we design, produce and consume from being less harmful to being regenerative across the value chain.

Our expertise ranges from sustainable fiber production, material innovation, supply chain evaluation, circular products and business concept development. We have showcased in some of the main international fashion events such as: Berlin Fashion Week, Neonyt, Remode, Munich Fabric Start, and Copenhagen Fashion Summit.

In 2018 we signed a commitment with the United Nation's Partnership for the SDGs. Our commitment 'SDGs for Better Fashion' aims to engage with brands, students, and consumers providing knowledge about the impacts of the fashion industry on people and the planet.



PARTNERSHIPS FOR THE SDGs

GLOBAL REGISTRY OF VOLUNTARY COMMITMENTS & MULTI-STAKEHOLDER PARTNERSHIPS

MASTERCLASS

Sustainability in Fashion: Aligning the Industry to the SDGs

We aim to provide the tools and strategies needed to take action and achieve strong, recognizable progress towards a sustainable fashion industry. Our tools bring a global perspective to designers' and buyers' daily actions; they are then empowered to recognize that every small decision at the product level is part of a bigger framework

The masterclass introduces the UN's Sustainable Development Goals, their relation to the fashion industry and the impacts along the value chain. It will enlighten participants to think about new ways of creating positive fashion products and businesses by engaging in a hands-on dynamic workshop.

Outline

- SDG's Lecture
- Methodology introduction
- Design Strategies immersion
- Solve the task
- Feedback & presentation

Key questions

- What is Sustainability in Fashion?
- What are the UN Sustainable Development Goals?
- How are they related to the fashion and textiles industry?
- How can they be used as a framework to apply sustainability in fashion?
- How to design fashion products addressing the goals?
- How do my design choices impact the value chain?



Masterclass students at Burg Giebichenstein Kunsthochschule Halle University, 2018

"By choosing the SDGs as a general approach on sustainability for their Masterclass, this great mixture of lecture and workshop is really a very good starting point for every university, school or enterprise that wants to take a collective kickstart into contemporary sustainability."

Bianca Koczan, Senior Lecturer for Fashion Studies at Burg Giebichenstein Kunsthochschule Halle, Germany.

OUR INDUSTRY ENGAGEMENTS

2019

NEONYT @ Fashion Week Berlin
"Aliging the fashion industry impact with the UN's SDGs"
Keynote Talk

2018

Berlin Fashion Week 2018 'Fashion Sustain'
Exhibition

BlueZone Munich Fabric Start
Exhibition & Workshop

Bundespreis ECO Design
Exhibition

Copenhagen Youth Fashion Summit
Keynote Talk & Exhibition

Fashion Revolution Berlin
'Connecting Threads x Fashion Revolution'
Keynote Talk

Fluss Film Festival
Keynote Talk 'Water and microplastics'

HTW Berlin - Hochschule für Technik und Wirtschaft
Masterclass fashion design students

Halle University of Arts - Burg Giebichenstein Kunsthochschule
Masterclass fashion design students

Zalando UX Design Team
Keynote Talk

NEONYT
GLOBAL HUB FOR FUTURE FASHION AND SUSTAINABLE INNOVATION

 **zalando**

**FASHION
SUSTAIN
BERLIN**


**YOUTH
FASHION
SUMMIT**

**MUNICH
FABRIC
START**
BLUEZONE


**Bundespreis
ecodesign**

htw.
Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences

 **Burg Giebichenstein Kunsthochschule Halle**
University of Art and Design

For more information please contact us
hello@regeneratefashion.com