

BLUE FASHION CHALLENGE

10 Nordic Designers Compete To Unleash Full Potential of The Marine Bioeconomy
Aug. 22-28 2017, Torshavn, Faroe Islands

The fish industry is a stronghold of the North Atlantic region. There is potential for new sub-markets that seek to maximise the value from marine products and by-products that are already being harvested today.

In views of Copenhagen Fashion Week 2018, this event seeks to explore how fashion designers from Nordic countries can contribute to a more sustainable textile industry, by promoting the use of materials that are bio-based and abundant in marine environments.

The philosophy of the Blue Fashion Challenge builds on a number of fundamentals from the field of sustainable fashion: designing for longevity, promoting the use of eco-materials, ensuring their responsible production, firing-up collaboration across regional supply chains to create 'closed-loops'. Blue fashion & blue bioeconomy is not about overexploitation of resources. It is about maximising value and giving a purpose to by-products and waste materials that are widely available today in the fish industry and not leveraged to their full potential.

The Blue Fashion Challenge is encouraging disruptive innovation on materials, design & supply chain. New materials (such as algae) are currently being harvested and tested for textile & leather production, showing promising perspectives for new bioeconomy applications.

An initiative from

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BLUE FASHION CHALLENGE - HOW IT WORKS

1. 10 established designers are pre-selected, each representing one regions from the Nordics.
2. Designers, mentors and special guests meet in Faroe Islands for a week of activities Aug. 22-28 2017
3. Following inspirational tours and introductory events, the designers have 3 days to finalise a design based on the bio-materials that are made available on site. All equipment, guidance and materials will be prepared and made available on the design floor.
4. The designers present their pieces to a multi-disciplinary Jury of industry professionals. The Jury awards the best designs based on a number of pre-defined criteria that connect to the event mission and philosophy.
5. All designers are invited to a professional photo & media tour around the Islands hosted by guest photographer Tommy Ton. A fashion show is organised for all guests, partners and the Faroese population, celebrating the designers' achievements.

BLUE FASHION MASTERCLASS

A selection of guests from the international fashion scene will engage in a 'Blue Fashion Masterclass': During one full day, the participating designers will have a chance to learn and put new skills in practice, discuss their careers, get inspired and directly interact with the industry professionals that will be present. *Final list of guests is currently being confirmed.*

SIDE-EVENTS

The Blue Fashion Challenge will also include:

- Sight-seeing tour and immersive experiences into the Faroese culture
- A photo tour hosted by our guest photographer Tommy Ton. The shoot will capture models wearing "blue fashion designs" in the Faroese most iconic places
- A fashion show for event partners, press and local population (TBC)
- Interviews & media opportunities
- Experiences around local traditional food and culture.

WHO WILL ATTEND

- 10 established Nordic designers
- Street-photographer Tommy Ton: Chair of the Jury & Guest Photographer
- Jury Members (Final list TBC): Orsola de Castro, Suzi Christoffersen, Baroness Lola Young, Geir Oddsson, Caroline Kahn and others.
- International press from the field of Fashion, Environment, and Industry.
- Fish industry experts
- Influencers from the North Atlantic region
- Photographs, models & fashion industry professionals
- Some events will be open to the public.



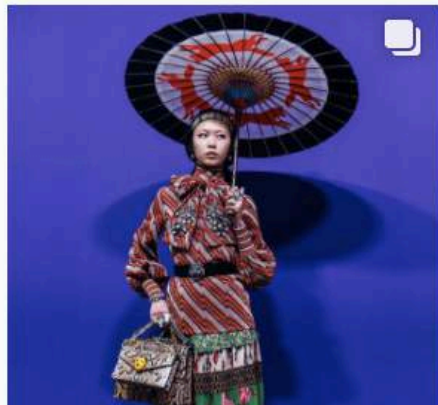
TOMMY TON

Part of the vanguard of a new generation of cultural and critical observers in the fashion industry, Tommy Ton is driven by an obsessive and extensive knowledge of fashion design. Having started his career as a street photographer, he made a name for the wit and energy of his stylish shots. He is now one of the most followed fashion photographers on the Planet and his shots are circulating among the most influential instances of the fashion industry.

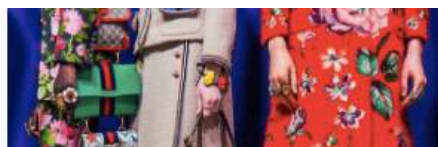
Tommy has an encyclopedic knowledge of fashion, is an avid collector and editor of stand out fashions that will definitely be recorded as key items of an era. He reports the trends of street style and fashion shows during the show season for [Style.com](#). He was the first wave of 'street style' photography and influencer. Tommy Ton has a trained idea for spotting the trends and the current events of what's going on in fashion.

Ton explores the evolving progression in fashion trends and collaborates with brands on various projects, working with clients as partner in their content needs. He has collaborated with brands such as Loewe, Michael Kors, Swarovski, Louis Vuitton & Levi's among others





ALL PHOTOS BY TOMMY TON





THE FAROE ISLANDS

With a population around 50.000 people, the Faroe Islands are a self-governing country within the Kingdom of Denmark. Known for its breath-taking landscapes, the Faeroes are a great place for those seeking inspiration and contact with nature. Even if it is a small and remote place, the territory offers adventure and contemplation moments for visitors. Nature manifests itself as an open invitation to explore the fresh air, deep ocean, valleys or cliffs of the archipelago.

Fishing is the islands' single most important industry, representing more than 97% of the total exports. This sector also impacts the culture and lifestyle of the inhabitants and marine life is omnipresent in Faroese daily life.

The *Blue Fashion Challenge* is an opportunity for guests and participants to immerse themselves in a unique environment, find inspiration and transform all of the treasures the islands have to offer into impactful designs.



HOW TO BE PART OF THE BLUE FASHION CHALLENGE?

(Participation is limited to established designers from Nordic countries)

Send your portfolio together with a letter of interest (including your key motivations for this event) at jakup@nora.fo. Don't forget to mention where your business is registered. We also welcome any other information that may raise the interest of our Steering Committee.

We are looking forward to hear from you.

