

## Modefabriek #37 | MINT

MINT presents the future of fashion with top brands, a special speaker and SLA

This summer, MINT will once again figure prominently at Modefabriek - and how! With new labels and a top-notch programme. Sustainable fashion pioneer and People Tree founder **Safia Minney** will unveil the future of the fashion industry. And sustainable salad bar **SLA**, the fastest growing food hotspot in Amsterdam, will have a pop-up café at the event. For the sixth time, MINT, part of the Modefabriek trade show (13/14 July at the RAI), will be presenting a special selection of the best in forward fashion and lifestyle: fantastic styles made with respect for people and our environment.

### More - and lots of new - brands

This edition of MINT will be presenting more new brands than ever before. French design label Demeure, French men's label La Garconnière, Dutch pioneer Kuyichi/STUB001 (launching a T-shirt line in collaboration with Ubuntu Academy), German women's label Lanius, German streetwear brand Recolution, Spanish espadrille brand Slowers, Latin American jewellery agency Wana Bana and Dutch interior brand Yumeko. We are also very proud to once again welcome A Beautiful Story, BsaB, Jannissima, KISS AND TELL, Miss Green, O My Bag, Pääla, People Tree, studio JUX, TWO-O, Van Hulley, wunderwerk and Yellow 108.



Miss Green, TWO-O, Wana Bana, Slowers

### Lecture on the future by Safia Minney and other inspiring events

In addition to top labels, MINT is also presenting a number of unique events. On Monday morning, **Safia Minney** (World Economic Forum Outstanding Social Entrepreneur, MBE Order of the British Empire) will be sharing her vision on the future of fashion based on 20 years of experience showcasing local craftsmanship and good working conditions. She advises the British government on alternative production chains and links fashion, fair trade and the environment with her successful People Tree brand.

On Sunday afternoon at 17 p.m., the new **O My Bag** bag will be launched, the result of a collaboration with fashion blogger Raspberry & Rouge of international repute. The Dutch MINT brand **Pääla** studio will be open on both days, where visitors can have an illustration silkscreened with sustainable ink onto a cotton bag or shirt they have brought with them. 3D-printer Zazzy will be creating custom cuff links from biodegradable plastic and offering unique jewellery and accessories.



Pääla, SLA, Safia Minney, O My Bag



### **Eating at SLA, sustainable shopping and unique popsicles**

One of the most popular food joints right now is setting up a pop-up café at MINT! SLA serves delicious fair trade coffee, fine teas, refreshing juices and healthy snacks. At this edition, MINT will be offering the possibility to shop in our sustainable store full of must-haves: the fair trade department store Fair + Fair, filled with interior and other accessories, lifestyle products and lots, lots more. Bring your MINT adventure to the perfect end with a unique treat from MELT Icepops: special organic mint popsicles in unique 3D-printed shapes. Delicious, refreshing and inspiring - just like MINT! We are looking forward to welcoming you on the 13th and 14th of July in the heart of Modefabriek.

MINT is organised by sustainable fashion expert Marieke Eyskoot and Lisanne Brummelhuis in close collaboration with Modefabriek.

*// Note to the editor (not for publication)*

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