

Who said fashion can't be ethical, organic, eco-friendly and, at the same time, innovative and high-quality?

so critical so fashion

A group of people are in a minimalist room with white walls and a light-colored floor. In the foreground, three women are standing and talking; one is holding a large white tote bag. To their left, another woman stands near a man who is sitting on a white chair. In the background, a man in a dark blue shirt and jeans is walking away from the camera. To the right, a woman is standing near a clothing rack with white clothes hanging on it. A large, textured, reddish-brown cube sits on the floor in the foreground. The overall atmosphere is casual and modern.

Project author or developer:
Terre di mezzo

Where:
IT / Italy / Milan

Website:
www.criticalfashion.it/

So critical so fashion, the first event of this kind in Italy, comes to its fourth edition. Organised by Terre di mezzo Eventi, it is a fair that gathers small enterprises, environmentally safe and with high standards of quality, and young and independent brands. A showcase of those socially responsible fashion projects that bring sustainability in the long-lasting tradition of fashion, together with esthetics, quality, innovation and trends.

The event took place from Friday 20th to Sunday 22nd September, during the Milan Fashion Week: an opportunity to find alternatives to traditional market, for today's consumers seeking their own fashion style without renouncing a good look, quality and innovation.

Hosted by the Italian capital of fashion, Milan, So Critical So Fashion aims at presenting critical fashion not only as an example of economic growth but also an important phenomenon at socio-cultural level. More than 60 selected exhibitors sold their current collection and showed a preview of S/S 2014; performances, workshops, laboratories were also hosted in the multi-functional location of Frigoriferi Milanesi.

