

## So critical so fashion



Project author or developer:  
**Terre di mezzo**

Where:  
**IT / Italy / Milan**

Website:  
**[www.criticalfashion.it/](http://www.criticalfashion.it/)**

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

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.

