



Sustainability Through Talent Development

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European Fashion Accelerator

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FASHION PROFESSIONALS AND MENTORS GIVE NEW IMPULSE TO SUSTAINABILITY AND YOUNG TALENTS

Prague (1st December 2021) The European Fashion Accelerator (EFA) started on November 15th with a series of educational programmes led by top fashion professionals. The focus of this year's EFA was the relationship between luxury and sustainability, creating a sustainability platform, and supporting the rise of small businesses and wellbeing in the challenging online world. Eight young talents selected by an international jury of fashion experts were able to present their collection and participate in educational and mentoring programmes. The EFA is once again supported by the Visegrad Fund.

The European Fashion Accelerator (EFA) entered its 9th year with a series of events held in Prague in November 2021. A mix of creative minds from all over the world met at the NH Collection Prague Carlo IV hotel to discuss topics relevant to living in pandemic times and closely examine the relationship between luxury and sustainability. The aim of their visit was to also provide insight on the role of wellbeing for creativity and on the establishment of a successful brand and share their best practices with colleagues and eight young talented designers who were selected for the EFA programme by the jury made of the partner arts and fashion universities.

The guests this year represented an inspiring force from the fashion and business world and once again proved that these two spheres are important for collaboration. These were the main guests at this year's EFA:

Roxanne Chen Gadsby (UK), the founder of Dyelog, London based multi-faceted creative agency that covers PR, marketing and communication with an international reach in business and media. Dyelog creative agency represents for example the Czech designer Jiri Kalfar.

Martyn Roberts (UK), the founder and creative director of the Fashion Scout renowned for championing, nurturing and showcasing innovative and creative design talents from all around the world. It is also the UK's largest independent showcase for emerging and well-established design talents during the London Fashion Week.

Maria Camila Blanco (Argentina), a marketing and PR consultant. Since 2019, she has been representing independent Latin American designers in the USA. She is co-owner of La Superclásica, an online shop showcasing Latin American art and design, and owner of Agencia, an agency that introduces new sustainable designers to the global market.

Jens Wittwer (Germany) is Co-founder of Luxiders Magazine, a modern media company based in Berlin, with more than 200 000 reach worldwide. The company aspires to expand responsible consumption worldwide and spotlights the best of sustainable fashion and lifestyle. Luxiders also manages the Global Association of Sustainable Societies, an NGO which drives an educational change forward.

Wiktorja Skiba (Poland), a PR specialist mentors on brand visibility and effective PR on social media. She is the International Fashion Blogger and Brand Strategist, founder of the Spoiled Queen Online Magazine and the Spoiled Queen Creative Hub. She has more than ten years of experience in the Fashion Industry and Business Negotiation.



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Marcela Danielová (Czech Republic) the founder of M-DNA Consultancy. She started her career in Paris and moved to Dubai in 2000 to produce fashion and lifestyle events with international luxury brands. In 2012 she joined her industry colleagues to create Fashion Forward Dubai. She is known as a talent advocate, providing brands with the necessary exposure through experiential marketing and PR.

Pavčina Louženská (Czech Republic), founder and CEO of #HolkysMarketingu, an educational platform, which has grown into 30 000+ women network with regular workshops, mentoring program, academy and a job board. She is also Google for Startups Lead Mentor, published author and public speaker at various international conferences including TEDx or Drapers.

Day one of round table discussions addressed the creation of the sustainability platform that teaches, mentors, educates and connects the conscious local designers, producers and experts. The guests agreed that an ambassador needs to be established for each of the V4 countries who would be instrumental in creating a contact database. The discussions sparked many ideas such as incubators and mentoring sessions and interconnecting artists with designers in various fields as well as supporting sharing best practices between generations.

Day two raised an important question of the relationship between luxury and sustainability, especially in the current environment. The trend in luxury fashion tends to aim at sustainability where value factor is getting more important, young generation wants innovations, creative hand-made pieces. In addition, the consumers want to feel closer to the designer through social media. Reducing consumption, recycling and upcycling is the way forward. In addition as Martyn Roberts (Fashion Scout) said: *Sustainability is going to be key for luxury brands moving forward. Everybody is paying more attention to it and people want to help make a change. And so it's the brand's responsibility to make those changes, whether it's banning fur or looking at how to maintain crafts, working with organic materials, causing less loss of biodiversity.*

Online masterclass introduced by the Cracow School of Art and Fashion Design and supervised by Rafal Satanowski its Art Director gives the young designers an invaluable insight on starting a new business and launching a successful clothing line.

The guests together with the EFA's founder Karolina Bosakova and partner universities also witnessed the process of a creative photoshoot and video making for the selected young talents who had the opportunity to turn their collection into a professional brand with the help of EFA's professional team and models.

This year's EFA showed that there are a lot of topics to be covered and that sustainability and policies of "no waste" are becoming the norm if a brand is to succeed. It also showed that human interaction especially in these pandemic times is invaluable as sharing creative ideas and innovations pushes creativity further.

Together with its partners, EFA strives to explore sustainability across borders of the V4 countries and create a Sustainability Collaboration Platform. Last but not least EFA continues to extend a hand to starting young talents. Watch our inspirational educational podcasts and mentoring programmes at the [EFA website](#).

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The European Fashion Accelerator (EFA) is an intensive programme created to support talented students in creative industries in the V4 region and functions as an effective bridge between the creative and business world. EFA was founded in 2012 by Unique One Events led by Karolína Bosáková (producer of Unique Fashion Week in the Czech Republic and Kosice Fashion Week in the Slovak Republic) to successfully help Central European designers and share best practices between Universities.

Karolína Bosáková is an accomplished model, businesswoman and philanthropist with extensive knowledge and experience in the fashion industry and the business environment. She has worked and lived in Paris and New York for over a decade. During her modelling career, she has cooperated with world-renowned brands and fashion designers such as Chanel, Yves Saint Laurent, Dior, Fendi, Alexander McQueen, Oscar de la Renta, and many others. She is the founder of Unique One models & events, a company that brought the concepts of Fashion Week and European Fashion Accelerator to the Czech and Slovak republics. She is also recognized for her admirable role as a philanthropist. Since 2017 she has led the Happy Hearts Foundation, building safe schools in the countries affected by natural disasters.

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