

SHOWROOM
ATRIUM OF THE DEUTSCHE BANK
UNTER DEN LINDEN // CHARLOTTENSTRASSE

JULY, 19TH & 20TH
10 AM - 7 PM



COLLECTION OF HOPE

SOCIAL II ORGANIC II CORPORATE II RESPONSIBLE

The "Collection of Hope" was created as part of a workshop on the subject of Africa and Social Responsibility by second-year students of the ESMOD Berlin and ESMOD Munich fashion schools in cooperation with Waridi Schrobsdorff and her organisation I-magine. The result is a women's wear collection comprising 30 pieces and a children's collection of 10 pieces which, in keeping with the project's high social standards, are made exclusively from eco-materials. The seriousness of the label's founding principle and the fresh creativity of the students blend harmoniously to produce strong, commercial but absolutely new fashion.

The "Collection of Hope" offers a space to discuss the aesthetics, sense, sensuality and social, cultural and economic significance of textiles and clothing in modern Africa, to reflect on international differences in peoples' understanding of fashion and to discover undreamt-of similarities with what is considered 'foreign'.

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hiroaki kanai

In 1945 a woman and her mother move into a state-owned apartment. Here she re-establishes her small dress making business. The apartment today still bears all traces of her life- furniture, half-made dresses, thimbles, reels of cotton, family photos and books... all much as they were left. At some point later, a large plastic bag with old buttons makes its way from this apartment to Hiroaki Kanai.

For buttoning Hiroaki Kanai in collaboration with Fotini Lazaridou-Hatzigoga create an installation with these buttons their suggested pasts, presents and possible futures. During the exhibition visitors are invited to exchange a button for one of their own. buttoning is a project about the relationship between individual and object, in this case a button, the stories it may contain and the gestures associated with its use.

Hiroaki Kanai (1982, Japan) is a fashion designer living and working in Berlin. Fotini Lazaridou-Hatzigoga (1979, Greece) is an architect and researcher living and working in Berlin.



www.hiroakikanai.com
www.iwishicoulddescribeittoyoubetter.org
www.programonline.de



ESMOD FEAT. Julia Knüpper

Those two promising designers have studied fashion at the ESMOD Germany private fashion school in Berlin. In this very moment, they are about to take their diplomas and to start their - as we believe - brilliant careers as fashion designers.

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ESMOD FEAT. Gabriel Baradee



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no more fear

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