**PRESS RELEASE**

**Freudenberg “Fashioning Sustainability”: young designers present their sustainable creations**

**Weinheim, May 17, 2023. Freudenberg Performance Materials Apparel selected the winners of “Fashioning Sustainability”, the competition for fashion and design schools in Europe.**

A total of 20 European fashion and design schools took part in the 2nd “Fashioning Sustainability” competition organized by Freudenberg Performance Materials together with Macpi and Bemberg™ by Asahi Kasei, two co-branding partners in the textile industry.

Freudenberg invited talented young designers to create and submit their ideas for sustainable clothing. The initiative aims to show that sustainability is a key factor in the fashion industry.

Two of the most innovative outfits from each school were selected for the final round and presented to an international jury at the “Bagni Misteriosi” event location in Milan in May. Fashion design experts and opinion leaders as well as journalists were invited to select the most sustainable designs in the categories of “Technology” and “Design”.

**The winners**

First place in the “Technology” category went to Judith Marquant while the second to Jagoda Sokolowska, both students of the fashion school Esmod in Paris. Ilaria De Martino, from the fashion institute Modartech, Italy, and Xiaodan Liao from Polimoda, Italy, were awarded first and second place in the “Design” category. The first-place winners received €2,000, while the second places won €1,000.

“I’m grateful to my teachers who believed in my creation and to Freudenberg for this opportunity” comments Ilaria De Martino “I used the leftovers coming from denim industries and the Freudenberg interlinings made of recycled PET. Taking into consideration the environmental and the ethical impact of production is a must if we want to have a sustainable fashion industry.”

All participants benefited from the platform to network with leading players in the garment industry and learn more about concrete steps for embracing sustainability. Creating true sustainability in the fashion industry means reducing the material flow of clothing, addressing both sustainable production and consumption.

“At Freudenberg we believe that sustainability drives innovation. With our apparel solutions, we are doing our part for sustainability by minimizing our footprint through the reduced consumption of energy and raw materials. Furthermore, we offer innovative products and services that can have a positive impact on our customers' business as well as their sustainability goals”, says Hannah Koeppen, General Manager Apparel Europe.

**Members of the Jury**

* Cristiano Zanetti, Sales Director Italy, Freudenberg Performance Materials
Maurizio Cazzin, Male Modeller, Maison Giorgio Armani
* Riccardo Bullio, Apparel Industrial Division Director, Dolce & Gabbana
* Caterina Cuoghi, Industrial Director, Area NYC
* Simone Bigi, Style and Product Office Manager FAY line, Gruppo TOD’S
* Roberto Cibin, Model and Pattern Development Manager, Caruso
* Bruno Landi, Sales Director, Vitale Barberis Canonico
* Luisella Allegretti, Pattern Designer Boss MW Business Specialist, Hugo Boss
* Eugenio Balordi, Product Manager, Maison Margiela
* Ettore Pellegrini, Sales and Marketing Manager, Asahi Kasei Fibers Italia

For further information, please visit: apparel.freudenberg-pm.com



*Caption:*

*Judith Marquant from fashion school Esmod in Paris during the presentation of her winning design.*

*Source: ©Freudenberg Performance Materials*

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**About Freudenberg Performance Materials**

Freudenberg Performance Materials is a leading global supplier of innovative technical textiles for a broad range of markets and applications such as apparel, automotive, building interiors, building materials, healthcare, energy, filter media, shoe and leather goods as well as specialties. In 2022, the company generated sales of some €1.6 billion, had 32 production sites in 14 countries around the world and had more than 5.000 employees. Freudenberg Performance Materials attaches great importance to social and ecological responsibility as the basis for its business success. For more information, please visit [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

In 2022, the Freudenberg Group employed more than 51,000 people in around 60 countries worldwide and generated sales of more than €11,7 billion. For more information, please visit [www.freudenberg.com](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.freudenberg.com%2F&data=05%7C01%7CSara.Viola%40freudenberg-pm.com%7C626c59786cf34fe9190208db30519ac7%7Cc7b0778106f341d7b40f5b2de1018509%7C0%7C0%7C638156899268837667%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=lT3gjO3FjAZ0%2BOFyN6%2FKr1mS3ZFNMP5sMyB9aPdDllo%3D&reserved=0).