

# Eco Commerce Review

## Eco Design Challenge 2014-17



### EDITORS' PICS

NEWS  
MARKETWATCH  
INVESTING  
TRADING  
ECONOMY  
POLITICS  
EDUCATION  
INDUSTRIES  
VIDEO  
EVENTS



Executive Summary (Brief)



November 2012



### Eco Design Challenge 2014-17

The EDC is an effort to enable and strengthen the critical connection between Designers, Sellers, Buyers, and Investors in Fashion Industry. Our goal is to reduce barriers to market entry and the expansion of Eco Design into mainstream markets. We are a fast growing international network of Eco Commerce Experts and Organizations.

We seek to achieve the following:

- Accelerate the transfer of Eco Innovation
- Demonstrate the Benefits of Eco Design
- Communicate to Targeted Audiences
- Cultivate Sustainability
- Empower and Inspire
- Foster Slow Fashion
- Stimulate Demand
- Build Connections
- Boost Commerce
- Raise Awareness
- Expand Access
- Create Jobs

There is growing support and demand for Eco Design! To make the most of regional opportunities, we will showcase designers and their latest eco-inspired designs on EcoRunway showcases, magazine, shows and events. We bring together leaders and learners, to foster global Eco Commerce.

### International Eco Design Working Group

We are an international community for individuals and organizations within Eco Design and Commerce. We bring together industry leaders and learners, pioneering a B2B platform committed to business growth within global marketplace. We showcase the most innovative and compelling designers and their collections.

### Events

We offer professionals an opportunity to gather, learn, shake hands, and network in an event focused on Eco Commerce. Each event will feature a selected group of Designers showcasing their latest Collections to buyers and sellers, and executives and financiers in the audience with the goal of fostering investment and strategic partnering opportunities. Each event is unique, featuring speakers and a powerful panel of experts, along with plenty of networking opportunities.

### Fashion Shows

Eco Fashion collections, designers, emerging companies, technology, and brands, are featured to an audience of buyers and sellers, and industry executives and investors. The live and online events draw audiences across communities, industries, and continents.

### Executive Forums

Designers can pitch their designs, technology, and concepts, to a group of decision makers.

### Education & Workforce Training

Live and online events present cutting edge topics and solutions to industry professionals featuring emerging technology, marketing strategies, finance and fundraising.

### News

Reports on current activities in the emerging business arenas sharing success stories and offering exclusive interviews with industry leaders and topics of interest from the experts.

### Partners and Sponsors from:

Fashion, Finance, Technology, Retail, Luxury, Marketing PR, Media, Entertainment, Food and Beverage, Trade Association, NGO, Non-profit, Government.







### Mission

The EDC is a call for designers, models, photographers, advertising agencies, model agencies, artists, make up and hair stylists, retail and wholesale, investors, and entrepreneurs in the fashion, beauty, and entertainment industry.

The EDC strives to host the competition with the overall goal of raising awareness and delivering FREE education and workforce training to individuals and organizations worldwide. We work with higher education institutions to recruit and develop talent, as well as, provide an avenue for students to learn real-world skills, and provide access critical resources and contacts.

As part of our commitment, our strategy involves collaboration with regional businesses across communities, industries, and continents, to create new networking, and sales and marketing opportunities. We accomplish this by attracting motivated buyers and customers through hosted events, special sales promotions, and partner marketing and media programs.

We also give back to communities where we operate through charitable contributions. 2013 marks the first year of partnership with non-profits. We support selected non-profits, charities, and foundations.

### Leadership

EDC's Executive Team consistently works to recruit some of the best talent around the planet. We work closely with experts, sponsors, trade organizations, and area colleges to provide real world opportunities for designers, business leaders, entrepreneurs, and students seeking to expand their business or a career in in design, fashion, merchandising, public relations, photography, videography, event coordination, staging and lighting, modeling, advertising, journalism, and many more. As the interest in EcoRunway event has grown in scale and awareness, we have expanded our team and outreach through the fast growing network of Eco Design and Commerce leaders worldwide.

### What to Expect For the Eco Design Challenge

The combined efforts of our leadership and industry partners help us strive to bring more awareness to Eco Design and Commerce.

#### Fashion Design Mentoring

Mentoring and inspiring the designers to formulate their collections to meet Eco standard requirements will be our key goal.

#### Salons

Transforming the look of the models, on and off the Runway, with their Eco inspired creative.

#### Stylists

Bringing in the latest Eco Fashion styles to promotional shoots.

#### Decor & Set Design

Injecting eco-inspired art and aesthetic to fashion events.

#### Photographers

Producing eco-inspired promotional posters, flyers and other event visuals.

#### Photographers

Capturing eco-inspired events.

#### Retail & Wholesale

Providing easy access to designers, manufacturers, and suppliers from around the world.

### World Tour 2014-17

We invite You to become our Honorary Host! We bring our EcoRunway VIP event, Exclusive Launch Party, Designer Showcase, and Film & Photo Shoot to your region. We will feature your Designers and their Collections, Valued Sponsors, Industry Professionals, and members of your community in EcoRunway shows.



### EcoRunway Show Series & Word Tour 2014-17

EcoRunway shows highlight winning collections - showcasing some of world's premier cutting edge Designers and their unique Designs, Ultimate Culinary and Travel Experiences from around the world!

### Eco Design Awards 2014

The EDC Finalists and Designer of the Year 2014 Awards will be announced in February 2014.

**Contact:** [Publisher@EcoRunway.com](mailto:Publisher@EcoRunway.com)

## Garments and Gourmet - On the Runway



'EcoRunway Event brings some of the most talented Fashion Designers and Food and Beverage Artisans together to debut their latest Eco Innovations to celebrate the practical use of Eco Innovation in our daily lives'

[www.EcoRunway.com](http://www.EcoRunway.com)