

“Sobaka.RU” magazine and LALAPETE project announcing the winners of “Circular fashion” nomination of the annual contest “New names in fashion 2021”.

In 2021 “Sobaka.RU” magazine introduced new nomination “Circular fashion” in the framework of its annual competition “New names in fashion 2021”. To support young designers who are willing to make fashion industry more sustainable, Sobaka.RU partnered with LaLaPeTe project (funded by the European Union, the Russian Federation and the Republic of Finland in the framework of South-East Finland-Russia CBC 2014-2020 Programme). The project is aimed to raise awareness about sustainable approach and circular economy.

When the nomination was just launched organizers of the contest were racked by doubts if the brands are ready to work with environmental trends? Creation of circular fashion collections is new and complicated process. Not all world famous luxury brands switched over to sustainable production even though they had more resources. However, our applicants showed that they are not just ready but also really good in their profession! Ideology of brands-participants, concepts and quality of collections and their sustainable approach – all these amazed the jury members and representatives of Sobaka.RU magazine.

Besides, not only Russian designers participated in the contest: several Finnish brands such as Emmi Rouvila & Siiri Ahonen as well as Jonathan Ingberg applied for the title of the best circular brand.

The winners were selected by a special jury commission which included the following distinguished experts:

1. **Mr. Pascal SLIWANSKI** – Consul General of France in St Petersburg
2. **Mr. Kimmo Jarva** - Mayor – City of Lappeenranta (Finland)
3. **Ms. Marie Huberlant** - Deputy head of mission – Consul - Consulate General of Belgium in Saint-Petersburg
4. **Ms. Evelyn MORA** – Founder – Helsinki Fashion Week | Digital village (Finland)
5. **Ms. Jasmien Wynants** - Project Manager - Flanders District of Creativity
6. **Mr. Maxim BALANEV** – CEO – St Petersburg Foundation for SME Development | Public representative in St Petersburg – Agency for strategic initiatives
7. **Mr. Lev KUZNETSOV** – Director – Center for development and support of entrepreneurship
8. **Ms. Natalia Bobyleva** - Deputy director on international cooperation and environmental awareness - SC "Mineral"
9. **Ms. Lyubov Dzhikiia** – Professor of costume design chair – St Petersburg State University of Industrial Technologies and Design
10. **Ms. Helena Christiansen** - General Director - Bergans Russia

11. **Ms. Minna Cheung** - Senior Lecturer Wearable Design - LAB University of Applied Sciences - Institute of Design (Lahti) (Finland)

Now we are ready to announce names of brands/designers – winners of “Circular fashion” special nomination:

Collection “Anti-pollution” by Aleksandra Piskun

The new SHEEZEN collection was inspired by the landscapes of factory buildings and chimneys and was created in a collaboration with Fabio Buonocore – Italian illustrator and author of prints. In creation of collections, Alexandra – designer of the brand, adhered to such principles as use of reusable packaging and organic cotton, certified in accordance with GOTS standards, soil health preservation and water consumption reduction.

Collection “`Rishi” by Margarita Reznikova

`Rishi is a young, sustainable clothing brand that creates clothing using upcycling techniques. The designers of the brand consider it their duty to look for new solutions which make fashion industry more environmentally friendly and follow circular policy in the clothing production process. The `Rishi team appeals to purchase clothes without expiration date and encourages a conscious attitude to consumption of things. In production of its collections `Rishi uses previously used denim and cotton, as well as textile leftovers from clothing manufacturing and sewing schools.

Congratulations to the winners of nomination! Fashion show with collections of the contest “New names in fashion 2021”, among which will be winners of “Circular fashion” nomination will be held in April.