

## **EXTRA PROGRAMME - AUGUST 2024**

**DAILY FASHION SHOWS 23 – 25 AUG 2024**

**PROGRAMME CENTRE in Hall P – THE CATWALK**

**STYL SHOW I, STYL SHOW II**

HELENA BEDRNOVÁ, CRISTINA BARROS, UOMO & DONNA, ATELIÉR DONÁT, IVAMODA STRAKONICE, AJA MODA, VEBA + ATELIÉR HANA CELNAROVÁ, MONAX-LUKAČOVA ART, VEBA-AFRICKÝ BROKÁT, INVERS + SEBASTIAN STURM, H & D

**23 – 25 AUG 2024/daily: 9 am to 4 pm – Hall P/B016 ČOKA**

**Consultancy for shoe and leather production businesses**

**JE & NE - test and conversion drives of Škoda vehicles/24 AUG 2024 on the main road in front of Hall P**

**CARMEN FLORA - workshop demonstrations – 23 – 25 AUG 2024, by the catwalk**

**RADKA PRUKNEROVÁ - make-up trend demonstration – 23- 25 AUG 2024,by the catwalk**

**FRIDAY 23 AUG 2024**

**PROGRAMME CENTRE – THE CATWALK – Hall P**

10:30 – 11:00 **STYL SHOW I** – fashion show

11:00 – 11:30 **„SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF TEXTILE PRODUCTION“**

The textile industry, especially Fast Fashion products, significantly impacts the environment and depletes natural resources of basic materials. Statistics on textile consumption and recycling will be presented. In line with the principles of circular economy, it is essential for the textile industry to actively engage in ecodesign of its products and contribute to the collection and further utilization of these products after their lifecycle ends. While this global problem cannot be solved in the short term, efforts should focus on finding ways to reintroduce unused textile waste back into circulation as products. One possibility is utilizing textile waste in the production of versatile construction and design boards, which will also be demonstrated during the presentation. Additionally, the presentation will touch on legislative changes. - lecture Ing.Tomáš Tykva TXB CZ, DIAKONIE Broumov

11:30 – 12:00 **STYL SHOW II** – fashion show

13:00 – 13:10 **STILE** – special fashion show

13:10 – 13:30 **FASHION PUPPIES** – show of final works of students

13:30 – 14:00 **LAUNDRIES AND DRY CLEANERS:**

**„YOU SEE THE RESULTS OF THE INVISIBLE INDUSTRY EVERY DAY“** - More and more attention is being paid to the growing amount of microplastics entering the environment and subsequently the food chain of animals and humans. One of the important sources of microplastics is wearing and washing of textiles from synthetic fibers. The presentation will summarize the main factors influencing the rate of their release and the possibilities how to reduce it, including legislative actions taken on the EU level.

– lecture, Jana Puškáčová, Nikola Kašparová, Monika Býmová + Alan Novotný

14:00 – 14:30 **STYL SHOW I** – fashion show

14:30 – 15:00 **CARMEN FLORA** - workshop

15:00 – 15:30 **STYL SHOW II** – fashion show

15:30 – 16:00 **“CIRCULAR ECONOMY AS FUTURE OF FASHION”** – lecture, Ing. Mikuláš Hurta

Mikuláš Hurta is the founder of NIL Textile, a fashion revolutionary, and one of the leading persons in sustainable fashion in Europe, who lectures at world textile conferences. During this presentation, he will share with you the latest developments in sustainability, recycling, and cutting-edge technological trends in textiles. All of this in connection with upcoming legislation such as EPR, Ecodesign, and the Digital Passport. Don't miss out and learn how to apply circular fashion in practice!

## **SATURDAY 24 AUG 2024**

### **HALL P – first floor – Room P1**

13:00 – 14:30 – **"WHERE IS TEXTILE AND SHOE PRODUCTION GOING IN EUROPE?"**

– seminar, organized by ČOKA Zlín, ATOK Praha, Veletrhy Brno, a.s. – enter free

### **PROGRAMME CENTRE – THE CATWALK – Hall P**

10:30 – 11:00 **STYL SHOW I** – fashion show

11:00 – 11:30 **„SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF TEXTILE PRODUCTION“**

The textile industry, especially Fast Fashion products, significantly impacts the environment and depletes natural resources of basic materials. Statistics on textile consumption and recycling will be presented. In line with the principles of circular economy, it is essential for the textile industry to actively engage in ecodesign of its products and contribute to the collection and further utilization of these products after their lifecycle ends. While this global problem cannot be solved in the short term, efforts should focus on finding ways to reintroduce unused textile waste back into circulation as products. One possibility is utilizing textile waste in the production of versatile construction and design boards, which will also be demonstrated during the presentation. Additionally, the presentation will touch on legislative changes. - lecture Ing. Tomáš Tykva TXB CZ, DIAKONIE Broumov

11:30 – 12:00 **STYL SHOW II** – fashion show

13:00 – 13:10 **STILE** – special fashion show

13:10 – 13:30 **FASHION PUPPIES** – show of final works of students

13:30 – 14:00 **“ACTIONS TO REDUCE RELEASE OF MICROPLASTICS FROM TEXTILES”**

More and more attention is being paid to the growing amount of microplastics entering the environment and subsequently the food chain of animals and humans. One of the important sources of microplastics is wearing and washing of textiles from synthetic fibers. The presentation will summarize the main factors influencing the rate of their release and the possibilities how to reduce it, including legislative actions taken on the EU level. – lecture Ing. Chybová

14:00 – 14:30 **STYL SHOW I** – fashion show

14:30 – 15:00 **CARMEN FLORA** - workshop

15:00 – 15:30 **STYL SHOW II** – fashion show

**SUNDAY 25 AUG 2024**

**PROGRAMME CENTRE – THE CATWALK – Hall P**

10:30 – 11:00 **STYL SHOW I** – fashion show

11:00 – 11:30 **„SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF TEXTILE PRODUCTION“**

The textile industry, especially Fast Fashion products, significantly impacts the environment and depletes natural resources of basic materials. Statistics on textile consumption and recycling will be presented. In line with the principles of circular economy, it is essential for the textile industry to actively engage in ecodesign of its products and contribute to the collection and further utilization of these products after their lifecycle ends. While this global problem cannot be solved in the short term, efforts should focus on finding ways to reintroduce unused textile waste back into circulation as products. One possibility is utilizing textile waste in the production of versatile construction and design boards, which will also be demonstrated during the presentation. Additionally, the presentation will touch on legislative changes. - lecture Ing. Tomáš Tykva TXB CZ, DIAKONIE Broumov

11:30 – 12:00 **STYL SHOW II** – fashion show

13:00 – 13:10 **STILE** – special fashion show

13:10 – 13:30 **FASHION PUPPIES** – show of final works of students

14:00 – 14:30 **STYL SHOW I** – fashion show

14:30 – 15:00 **STYL SHOW II** – fashion show

16:00 **END OF THE FAIR**

# PARTNEŘI VELETRHŮ STYL, KABO 2024

Generální partner



Mediální partner

