



**INSIDE/OUTSIDE Studio**



VANCOUVER FASHION WEEK

## **FOR IMMEDIATE RELEASE**

# **JULIA TALITA PAGENKOPF TO SHOW “TRANSCULTURAL DECONSTRUCTION” COLLECTION AT VANCOUVER FASHION WEEK IN PARTNERSHIP WITH REDRESS DESIGN AWARD & MERCEDES BENZ HONG KONG**

**October 7th 2019, Vancouver, Canada** – After winning the Alumni Prize at the Grand Final of the Redress Design Award 2019 in Hong Kong on September 6th, **INSIDE/OUTSIDE Studio** will make its Canadian debut when designer and founder **Julia Talita Pagenkopf** presents her radically sustainable collection **TRANSCULTURAL DECONSTRUCTION** at Vancouver Fashion Week (VFW) Spring/Summer 2020 on October 7th. The Berlin-based brand works exclusively with used and discarded garments, avoiding the production of new textiles by re-designing one-of-a-kind pieces. By prolonging the life-cycle and slowing down the flow of materials, the environmental footprint of production is drastically reduced, elevating a new way of thinking, away from the throw-away consumerist mindset.

Vancouver Fashion Week is the fastest growing fashion week in the world and the only industry event that actively seeks out to showcase international award-winning designers from over 25 global fashion capitals. Since its inception 18 years ago, VFW has operated with a firm belief in being a well-grounded local initiative with global instincts and intuition.

TRANSCULTURAL DECONSTRUCTION is the debut collection of INSIDE/OUTSIDE Studio, where Japanese and German design traditions merge seamlessly, using carefully curated post-consumer textile waste and vintage garments from both countries. At its core lies the ‘Wabi-Sabi’ philosophy in which imperfection is celebrated with a focus on the process of ‘making’ to elevate the beauty of slowly handcrafted garments. Vintage silk from Japanese obi are playfully integrated into classic womenswear while fast fashion pieces are given new life as skirts, dresses and jackets are fused to create entirely new silhouettes enhanced with splashes of colourful liquid latex. Through de- and reconstruction, the core components – the heart, soul and bones of the garments are made visible, empowering the wearer to embrace imperfection.

The Redress Design Award 2019 **Alumni Prize Judging Panel** included Jamal Abdourahman (Founder and Producer, Vancouver Fashion Week), Sarah Maino (Editor, Vogue Talents and Vogue Italia), Carly Vidal (Talent Scout, Not Just A Label), and Peter Larko (Director of Marketing and PR, Mercedes-Benz Hong Kong).

## **EVENT DETAILS & TICKETS**

October 7th 2019

David Lam Hall

50 E Pender St, Vancouver, BC V6A 3V6

For information and to see the schedule of events, visit: [www.vanfashionweek.com](http://www.vanfashionweek.com)

To register for media passes and accreditation, visit:

<http://www.vanfashionweek.com/forms/>

## **ABOUT THE DESIGNER**

JULIA TALITA PAGENKOPF is an M.A. fashion designer with a crush on Japanese culture and a passion for interdisciplinary projects with a sustainable angle. After finishing her B.A. fashion design degree with honors at HAW Hamburg she worked for three years on the design team of Adidas Womens Training and Adidas by Stella McCartney. During this time she did a deep dive into sustainable fashion strategies on a global scale and developed the concept and design of zero waste capsule collection Low Waste. Meanwhile, she has been working as a freelance designer on a number of projects including a role as Head of Design at the German premium sportswear brand KCA-Lab and s.Oliver ACTIVE. During her Master studies at HTW Berlin and Kwansei Gakuin University Japan she focused on brand design and sustainability in fashion and deepened her knowledge of Japanese aesthetics and culture which lead to the creation of the radically sustainable collection TRANSCULTURAL DECONSTRUCTION – based on the Japanese wabi-sabi philosophy in which imperfection is celebrated.

[www.insideoutside.studio](http://www.insideoutside.studio)

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## **ABOUT REDRESS (www.redress.com.hk)**

The Redress Design Award (formerly the EcoChic Design Award) was developed by and is wholly organised by Redress, a pioneering environmental charity working to reduce textile waste in the fashion industry. They achieve this through a variety of dynamic programmes which work to minimise the negative impacts of fashion, whilst promoting innovative new models and

driving growth towards a more sustainable industry via the circular economy. Working directly with a wide range of stakeholders, including designers, manufacturers, brands, educational bodies, government and consumers, Redress aims to create lasting environmental change in fashion.

**The Redress Design Award** (formerly the EcoChic Design Award) is the world's largest sustainable fashion design competition working to educate emerging fashion designers around the world about sustainable design theories and techniques in order to drive growth towards a circular fashion system. By putting sustainable design talent in the global spotlight, the competition creates a unique platform for passionate and talented fashion game-changers to transform the global fashion industry and rewards the best with career-changing prizes to maximise long-term impact. [www.redressdesignaward.com](http://www.redressdesignaward.com)

### **ABOUT VANCOUVER FASHION WEEK**

Vancouver Fashion Week is entering its 34th season. Focusing on creating a diverse and eclectic showcase of talented local and international designers, VFW propels featured designers and esteemed brands to the forefront of fashion media and to industry buyers. This runway event is one of the fastest growing fashion weeks in the world, and since 2001, Vancouver Fashion Week has acted as a stepping-stone for emerging designers to launch their creations into the fashion industry in hopes of one day appearing on the stages of London, Paris, Milan, and New York.

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

**Facebook:** @VanFashionWeek

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