

Gwand
Würzenbachstrasse 17
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Gwand Sustainable Fashion Festival 2023
<https://gwand.org/>



Modern Human Fashion Show, Vietnamese Designers, Gwand 2022

Gwand 2023 Sustainable Festival

Sustainable Life · Together · Zürich · 13. Mai · 31. August - 3. September · Kurplatz · Luzern

About us	2
Festival	3
Festival market with over 40 vendors and exhibitors	7
Support a sustainable label at the Gwand Festival	8
Gwand as a hub for knowledge transfer	8
Guest events, art, concerts and comedy	11
Gwand in Zurich	12
Team und Associates	13
Competences, activities and goals	14
Contact	14
Last but not least	15

Gwand 2022 Team & Models, Vietnamese Fashion Shows: La Pham und Modern Humans



About us

Gwand's goal is to raise awareness and promote and enforce sustainability in all areas of life in line with the UN SDG's 2030. The goal is to preserve and improve our livelihoods on earth.

The Gwand was founded in 1993 by Suzanna Vock. As founder of the successful and world-renowned Gwand Festival, she has built a personal network of contacts around the globe in her 30 years in the fashion world - from fashion weeks, promotional events, fashion awards, and designer/student consultations in London, Moscow, Berlin, New York, Hong Kong, Shanghai, Beijing, Italy, and Paris. With her insights into the mechanics of the industry, she advises fashion brands and companies on how to compete in the marketplace.

Between 1993 and 2004, Gwand developed from a presentation opportunity for Swiss designers to a globally recognized fashion festival with the highest fashion prize ever awarded worldwide at the time. In 2004, thanks to its awards, Gwand reached 34 million media contacts (excluding social media) and was reviewed and mentioned in the worldwide media. Among others, the now world-famous designers Raf Simons and Haider Ackermann won this award.

Suzanna Vock's mission, which she is working hard to achieve, is: "My dream was to become a famous fashion designer, but it wasn't meant to be. My destiny was to become a star maker. Now that I am a mother, I want my children to have a good future, and I see it as my job to make stars that not only shine brightly, but also beautifully, fairly and greenly."

Suzanna Vock is on various juries to judge sustainable design and themes. For example, she was on the jury of the Global Design Graduate Show 2021 for the second time in Cooperation with GUCCI. She was also a sustainability jury member at fashion icon and blogger Diane Pernet's international fashion

film festival ASVOFF-Festival 2021 in Paris. She is also often invited to panel discussions and lectures on sustainable fashion, e.g. at London True Luxury Week on upcycling and at Global Sustainable Fashion Week on education. Suzanna Vock Ambassador for Viva con Agua and on the Advisory Board of London True Luxury Week.

In close cooperation with Tania Schellenberg, Dr. rer. Natw., managing director of the first sustainable online sales platform in Switzerland, faircustomer.ch, Suzanna Vock, the founder of Gwand, launched the comeback of the former pure fashion festival in 2021 as a festival with a broader orientation under the star of sustainability. The focus is on the various aspects of the three sustainability areas economy, ecology and social issues. We are a platform to present, publicize and promote innovative, sustainable, social, and fair products from all areas of life to a broad audience. Curious? Discover the Gwand Sustainable Festival on the following pages.



Festival

The Gwand Sustainable Festival is a platform for various events: in 2021 and 2022, thousands of visitors flocked to the Gwand near the music pavilion on the lake to look, talk, discuss, exchange, buy, marvel, drink, eat, relax, and enjoy - under a glistening sun and rainbows and the star of sustainability.

For three days, the area around the music pavilion will be transformed into a hub for sustainable companies, organizations, and products. In particular, the transfer of knowledge and raising awareness of sustainable issues are at the top of the festival agenda. During the three days of the festival, various fashion shows, panels, and presentations will be held daily on sustainability, circular economy, sustainable financial investments, circular economy of fashion, energy, climate, and water. During three days, the focus will be on solutions for more sustainability in various areas of life“.

Find out more online, in the Gwand 2021/2022 podcasts, and on TV-Report on Swiss television: [Gwand on Spotify](#), [Gwand SRF_G&G](#) and about the history and details of the last festivals, [Gwand 2021 Flashback](#) and [Gwand Sustainable Festival 2021](#)

I would like to thank you very much for the invitation to the Gwand Festival. It was a great event in such a beautiful location with inspiring speakers and a great program -Vanessa Rueber, Enviro Marketing Operations Coordinator, Patagonia Switzerland



The stylish Belle Époque ambiance, together with the unique panorama and the passionate performance of the Gwand, creates a fascinating atmosphere and a great stage for the Festival of Sustainability. Many people said that the Gwand was like being on holiday, so relaxing, so inspiring, so cozy. Suzanna Vock, the founder of the Gwand, is happy that the Gwand, together with exhibitors, partners, and experts, was able to offer visitors a beautiful stage for three days, in keeping with the motto of the Gwand „Sustainable Live Together“.

Award-Shows

According to our many years of experience, awards are a very effective instrument for generating attention. For companies and organizations that want to position themselves sustainably in the industry (design, fashion, textile, bio-design, lifestyle), the Gwand Festival is an attractive setting to promote their goals. Both the media and key figures from the fields of fashion, design, lifestyle, and sustainability, such as jury members, journalists, and buyers, come into contact with the nominated designers and get to know them.

The connection to the international market is important because designers are only recognised worldwide if they are presented to the right professionals. Thanks to this international orientation, Gwand generated 34 million media contacts worldwide in 2004, primarily through the Awards (without social media), read more:[Media Clippings](#)

In 2019, the Gwand at the Swiss Embassy in Milan has already pre-nominated 22 international, sustainable, and talked-about designers, see more in the video here: [Gwand presents-pre-nominated-designers-and-jury-Milano](#)



The fashion awards were to be realized with designers at this or a similar level, more on this in the Gwand Sponsoring Dossier. Unfortunately, the award shows and events could not be held at that time due to Covid. We also wanted to cooperate with the same nomination jury or with similar jurors at this level. Well-known international stars have already nominated designers at Gwand or were represented on the jury at the events/award shows, to give you an idea, here is a small excerpt of them.





At the rehearsals: Right, Livia Naef winner Schulthess Sustainable Fashion-Design Challenge, Middle, Lorenz Waser, Gwand Team, Left Model

Excerpt of nomination and jury members at past Gwand Festivals

- Suzy Menkes, Worlds leading fashion journalist
- Isabella Blow, was a well known English fashion editor and muse of Philipp Tracy and Alexander McQueen
- Vivienne Westwood was a famous fashion designer and climate activist
- Didier Grumbach, former President of the French Federation of Couture, Ready-to-Wear, Couturiers and Fashion Designers
- Colette Roussaux, was the founder of the famous department store, COLETTE Paris
- Carla Sozzani, Founder & Owner, Corso Como, Milano
- Simon Ward, Chief Operating Officer of the British Fashion Council
- Fatiha Habchi, former fashion consultant, buyer le Printemps, Galleries Lafayette, Paris
- Maria Luisa Poumaillou, Owner/Head Buyer, Maria Luisa, Paris
- Concetta Lanciaux, Executive Vice President Synergies, LVMH, Paris
- Christophe Girard, former Director of Strategy, Siège Louis Vuitton, Paris,
- Terry Jones, Owner and Founder, i.D. Magazine
- Alix Browne, fashion Editor and author of the books Runway: The spectacle of Fashion, New York
- Carine Roitfeld, former Fashion Director, Vogue Paris
- Serge Carreira head of Emerging Brands at Fédération de la Haute Couture et de la Mode, Paris
- Hilary Alexander, British journalist and former fashion director of the Daily Telegraph
- Diane Pernet, Fashion Icon, first fashion Blogger & Founder Fashion Film Festival ASVOFF, Paris
- Marina Spadafora, International Sustainable Fashion Designer and Coordinator, Fashion Revolution Italy
- Orsola de Castro, Founder Fashion Revolution, London
- Sara Sozzani Maino Deputy Editor-in-chief, Vogue Italia and Head of Vogue Talents, Milano
- Sass Brown author of Eco Fashion and ReFashioned books
- Tamsin Blanchard, British fashion journalist, author, and lecturer
- Suzy Amis Cameron American environmental advocate, former actress, and model, wife of James Cameron, Filmmaker
- Magdalena Schaffrin Founder Kaleidoscope Berlin, Creative Director Neonyt global hub for fashion sustainability and innovation
- Barbara Franchin founder and soul of ITS - International Talent Support, Italy.

At Gwand 2022, the winners of the 'Schulthess Sustainable Fashion Design Challenge' and the 'RRREVOLVE Go Fair Award' were presented in a small fashion presentation on the pavilion stage. Each designer presented two looks from their collection in front of a large audience. Luisa Rossi, a well-known face from TV and media, hosted the event. Swiss Television Faces & Stories accompanied this Gwand event. Read more: <https://gwand.org/en/news/blog/challenge/>

Festival market with over 40 vendors and exhibitors

Among other events, the festival consists of a market or an exhibition platform where sustainable designers, producers, artists, and craftspeople from the fields of fashion, design, cosmetics, nutrition, health, and lifestyle can present their innovations, products, philosophies, projects or ideas to a broad audience.



From clothing or accessories to coffee, cosmetics, spices, furniture, and sustainable innovations, over 40 labels and producers have been part of the Gwand Festival market for the past two years. During the three days, the market was not only invited to discover but also offered a valuable networking opportunity for interested visitors, exhibitors, sustainable companies, foundations, and labels.

Get inspired online: [Gwand on SRF Swiss TV](#), [G&G Gwand 2021 Slide-Show](#) [Gwand 2022](#) [Gwand 2022 Haimanns](#) [Gwand 2022 Recap](#) [Gwand 2022 Reel](#)

Support a sustainable label at the Gwand Festival

Giving back for a sustainable life together

Due to Covid and the current situation, many sustainable and innovative start-up labels, unfortunately, have great difficulties keeping their companies afloat. Due to the financial losses during Covid and the general difficulties in finding investors for their sustainable brands, many unfortunately do not have the financial means to rent an exhibition stand at the Gwand Sustainable Festival.

However, we would like to offer these designers, producers, and pioneers a platform and present their products to a broad audience, because ethical, ecological, and sustainable role models are one of the biggest levers for the necessary structural change.

Your organization, your company, or you personally support one, or two, or more sustainable, up-and-coming brands with the financing of one or more exhibition stands, their travel, and possibly their overnight stays, depending on where they come from. Such support is an opportunity for innovative and emerging sustainable labels and products from all walks of life to present their products to a wide audience. Read more in the sponsoring dossier.

I love Siria-made by women by Rania Kinge was able to participate in Gwand 2022 through the support of a sponsor



Gwand as a hub for knowledge transfer

The festival stage will host lectures, panel discussions, and interviews on sustainable development and fair coexistence. Solutions for more sustainability in different areas of life and workshops to learn sustainable practices and concepts will be offered in addition.



During the three days of the festival in 2021 and 2022, various panel discussions, interviews, and presentations took place every day, e.g. by **Patagonia, Greenpeace, Viva con Agua, Franziska Bitzi, City Councillor, Lucerne, Huma Adnan, Faircustomer, Slave Free Trade, Shareitt, the Vietnamese Embassy, Water for Water, Fashion Revolution, Biodesign Hub**, and many others on the topics of sustainable development, circular economy, sustainable financial investments, circular economy in fashion, bio-design, energy, climate and water and fair coexistence. Participants from **Switzerland, Vietnam, Mexico, Peru, India, Ghana, Nigeria, Syria, Kyrgyzstan, Israel, and Ukraine** provided information and held discussions. The podcasts of the various panels, presentations, and lectures are presentations are available on Spotify at the following link. Are you curious? Then listen to the [Gwand 2021/2022 Panel Podcasts](#)



The Embassy of Vietnam, together with the Swiss-Asian Chamber of Commerce, organized a symposium at Gwand 2022 on ways to develop sustainable economic relations between Vietnam and Switzerland, for example by building sustainable supply chains with the help of certificates.

In a Faircustomer tour of sustainable textile fibers through the Gwand market, visitors could learn about new textiles such as blended fabrics made of coffee grounds fibers and polyester, pineapple leaves and polyurethane or Weganool, a combination of cotton and the plant Calotropis', which is widespread in India.



Gwand Sustainable Festival 2022 Hair, MakeUp & Markt
Hair: Vincenzo Style and Gossip & Margruefes Make Up School

Guest events, art, concerts and comedy

It is possible to organize an embedded event at the Gwand Festival, which is promoted and co-organized by Gwand. The prerequisite is, of course, that the products as well as the philosophy of the integrated event comply with the sustainable Gwand guidelines. More about an integrated event at Gwand in the sponsoring dossier.

A small excerpt of embedded events and art at the Gwand Festival

A true fashion firework was staged by the fashion agency HANIMANNS at Gwand 2022 on the pavilion stage. A fiery and exotic fusion of fashion from Africa with music by the sound performer and DJ Steloolive from Ghana thrilled the audience.



The Embassy of Vietnam celebrated Vietnam's Independence Day together with their compatriots at Gwand 2022. On the quay, many people gathered around the Vietnamese martial arts demonstration and the colorful dragons performing a dance. Then it was on with fashion from Vietnam with the sustainable fashion labels 'La Pham' and 'Modern Humans' (Bao Minh Textile). Influencer and model Vivienne Oesch also walked and was photographed with the other models for features in Vietnamese magazines such as Harpers Bazaar, Elle, and Style Magazine. Vietnam's appearance at the Gwand was covered by Vietnamese state television, as well as the Vietnamese editions of Elle, Harper Bazaar, Heritage and L'Officiel. Here is the link to the Vietnamese state television's contribution on Youtube: [Gwand Vietnamese State TV and Media Clippings](#)

The Pavilion stage was designed for the second time by the artist André Wilhelm, who also designed the subject of the poster. On Friday, André Wilhelm performed a fashion show on the pavilion stage, reminiscent of the films of Federico Fellini and Emir Kusturica. The painter and textile designer already attracted attention at Gwand 2004 with his homage to Suzanna Vock.



Gwand in Zurich

Gwand Zürich Shop and Dance 2023

Day-Dance, Shopping and Party-Night

On **13 May 2023**, the first **Gwand Zürich Shop and Dance** event will take place at the **Amboss Rampe**. Gwand Shop and Dance is an exhibition platform for sustainable fashion and accessories designers and at the same time a party event with an outstanding, unique, music program with new and hip DJs and concerts. The event starts at noon and the party ends early the next day.

20-30 sustainable designers (fashion, accessories, shoes, jewelry, etc.) have the opportunity to rent a clothes rail or a small space at a fair cost price and offer their collections to the public, who are interested in the clothes and/or the music program. This gives them the opportunity to attract people who discover sustainable fashion thanks to good music and vice versa, of course. The designers will be approached by the Gwand team and Tania Schellenberg, Associate, and Head Faircustomer, and encouraged to participate.

The styling motto of the event is a vintage wardrobe or sustainable fashion. The styling should be as "unique" as possible: Street style à la NY, Paris, or London Fashion Week, authentic but still up-to-date and stylish. The best-styled guests will be featured in a magazine and have the chance to win a clothes voucher or similar.

Well-known designers and personalities of the sustainable fashion industry will present short key-notes between the music program framed by the sustainable fashion labels present. The **Fashion Revolution Zurich** is part of the Gwand Shop and Dance event and presents a parade through Zurich that ends at the Amboss Rampe.



Some of the selected designers will be exhibited and offered in Zurich shops in the run-up to the event in order to draw additional attention to the **Gwand Shop and Dance Event**. The shops will organize small events in advance, where panels or discussions can take place, or workshops can be offered. In this way, a parcours with the participating shops can also take place. The event will start at the Fashion Revolution Week on 18 April and end with the "**Shop and Dance**" event at the Amboss Rampe.

On 14 May, at the Sustainability Brunch the next day, workshops will be offered, as well as panels and key notes on sustainability topics organised by Tania Schellenberg, Gwand Associate and Head Faircustomer.

Team und Associates

Suzanna Vock leads the core team. Gwand consists of a well-coordinated team with many years of experience in the conception, organization and implementation of events as well as in PR, branding, and marketing. Gwand has organized numerous events, from shows to exhibitions, fairs, markets, design competitions, juries, panel discussions, lectures, parties, and VIP events. Gwand works with Associates (partners) who are experts and professionals in e-commerce, biodesign and show production. Gwand and the associates complement each other and act in the area in which their strengths and skills lie: See also [Team](#).

Competences, activities and goals

We have established relationships in Switzerland, Europe, Paris, London Milan, New York, and Asia. Also, take a look at the [Gwand Advisory Board](#).

We bring together changemakers and have excellent connections with key figures from the international fashion industry and sustainability sector as potential jury members and judges.

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We are also experienced event managers and coaches of designers and have a track record in sustainability and biodesign.

We promote the idea of sustainability, environmental protection, and nature conservation and organize events on these topics to raise awareness.

We promote sustainability in all areas of life through publications, symposia, events, and exhibitions.

We promote awareness in the field of sustainable business.

We educate about the environmental and health impacts of sustainable products.

We call for donations and other contributions for the tasks mentioned here.

We work with all population groups, institutions, associations, schools, universities, and authorities on sustainability issues.

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Last but not least

Finally, a much-criticized industry was able to show itself from the sustainability side. The Gwand managed to present this topic in an attractive and informative way thanks to the numerous stands and events! Great job - many thanks dear Gwand team; Greenpeace Regional Group Central Switzerland



Model with outfit by Livia Naef, winner of the Schulthess Sustainable Fashion-Design