

SYLVIA CALVO BCN BRINGS CATALAN ECO-FASHION TO AUSTRALIA

FROM WASTE TO VALUE: UPCYCLED COFFEE BAGS ON THE EFWA CATWALK

Barcelona. August 10, 2017. Sylvia Calvo BCN announces its participation in the Eco Fashion Week Australia (EFWA), which will be held from November 23-27, 2017 in the city of Fremantle, WA, to present a selection of its sustainable creations and to promote the slow fashion movement together with other international designers.



Photo by Carla Almeida

The traditional “fast fashion” industry is one of the most environmental, economic and social damaging industries worldwide. This is why the Catalan-based designer Sylvia Calvo is excited to participate in the first edition of the EFWA, where designers of different parts of the world will sum up efforts to prove that fashion design and sustainability can go hand in hand.

In this context, Sylvia Calvo BCN presents a collection named “Synergy of the Arts”. This title reflects the sharing economy trend that has arisen in society and adapts its collaborative approach to fashion design, creating pieces of clothing that emerge from the collaboration of different types of arts (weaving, painting, ceramic, etc.). These pieces are locally handmade from various environmentally friendly materials (mainly upcycled coffee bags, but also organic cotton, wool, hemp and silk among others) and according to ethical values.

In words of the designer herself, *“I want to contribute to a change of paradigm in the way we look at fashion, searching for responsible alternatives to the current fast fashion industry model. The EFWA is an excellent opportunity for designers to share their experiences and seek a collective solution to a problem that affects us all in the same manner”*.

MEDIA ENQUIRIES

- **Name:** Sylvia Calvo
- **Company:** Sylvia Calvo BCN
- **Email:** info@sylviacalvobcn.com
- **Phone number:** (+34) 650 391 414
- **Website:** www.sylviacalvobcn.com

ABOUT SYLVIA CALVO BCN



Sylvia Calvo BCN is an eco-friendly and ethical fashion brand that was launched under the designer’s name in Barcelona (Spain) in 2015. Going by the motto “From waste to value”, the brand is aiming to make sustainability part of the design. The manufacturing process is entirely handcrafted and uses organic and recycled materials with minimal impact on the environment, giving a unique and distinctive style to each clothing piece.

For more information, please visit: www.sylviacalvobcn.com