

# FAIR FASHION

Championing Digital, Diverse & Sustainable Futures

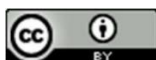
## NEWSLETTER

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# Introducing the FAIR FASHION project

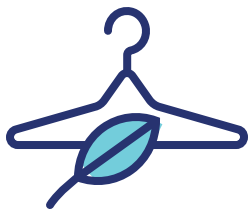
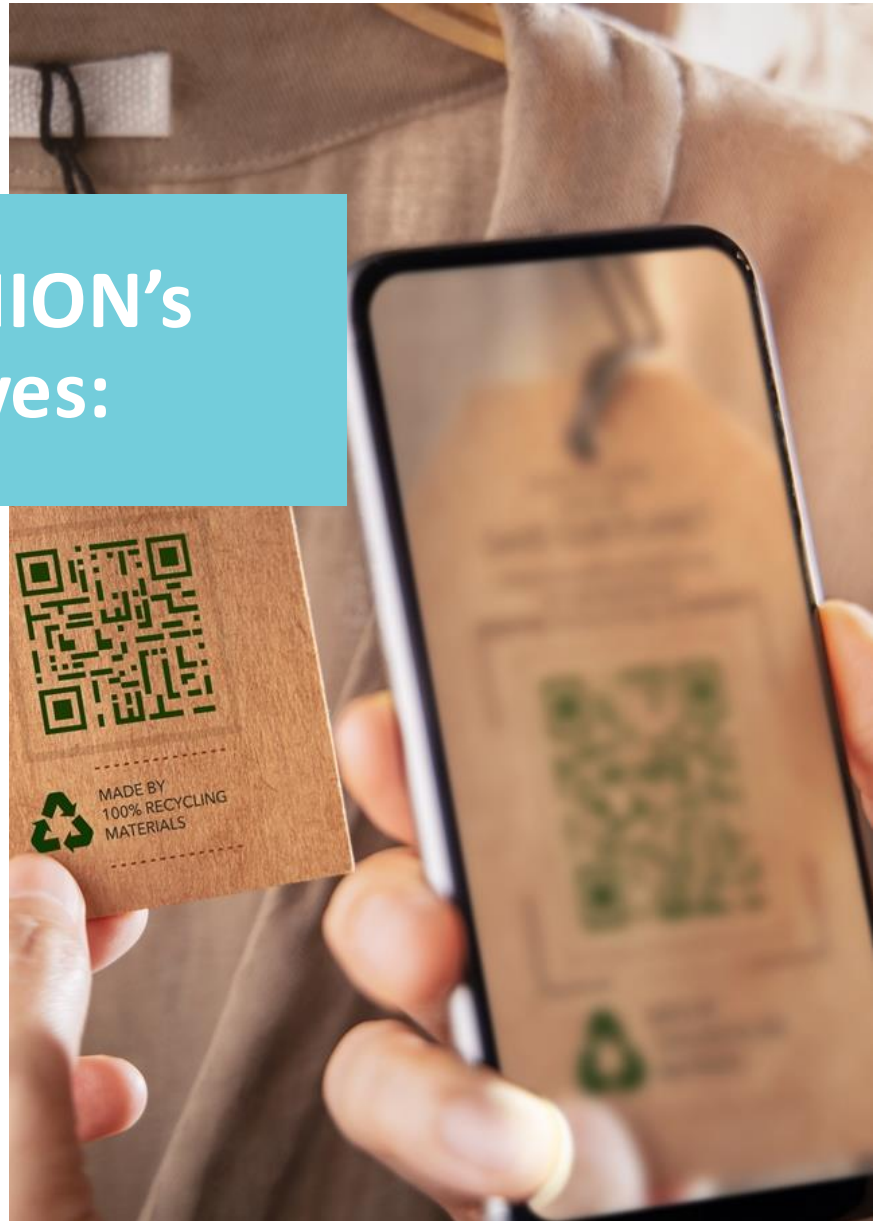
**The FAIR FASHION project is an Erasmus+ initiative dedicated to shaping a more sustainable, digital, and inclusive future for the fashion and textile industry. By exploring the synergy between digitalisation and sustainability, also known as the twin transition, we aim to drive meaningful transformation in how the industry operates and educates.**

We believe that inclusion, sustainability, and digital innovation are no longer optional, they are essential pillars for the future of education and the industry at large. FAIR FASHION supports this shift by equipping higher education institutions with cutting-edge research, innovative teaching materials, and accessible digital platforms to prepare the next generation of professionals.

Beyond academia, FAIR FASHION also seeks to build a vibrant community of educators, researchers, and entrepreneurs. Together, we will tackle urgent, real-world challenges in fashion and textiles; an industry that remains one of the world's highest polluters and continues to overlook the vast, untapped potential of female entrepreneurs.



# FAIR FASHION's initiatives:



## Embrace the Twin Transition:

Sustainable production and digital technologies are key to creating a climate-neutral and resource-efficient industry.



## Empowering Women:

FAIR FASHION aims to equip women with skills in digital and green technologies, removing barriers for women entrepreneurs.



## Aligned with EU Goals:

The project supports the EU Green Deal, Digital Education Action Plan, and broader goals of gender equality and climate neutrality by 2050.

# PROJECT DELIVERABLES

The FAIR FASHION project runs from September 2024 to April 2027, and it aims to deliver the following assets to create a more sustainable and inclusive future:

## 1. Digital Toolkit and Case Studies Collection:

A comprehensive collection of resources, research findings and case studies on the integration of digital skills and sustainability into fashion and textiles curricula.

## 2. Interdisciplinary Boot Camps:

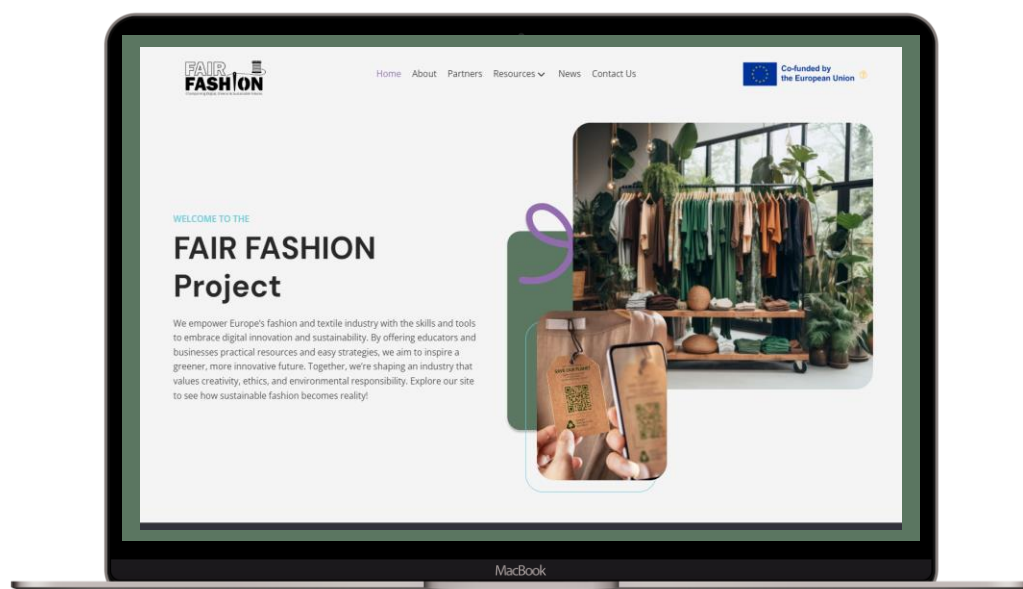
Blending fashion, technology, environmental science, and business management, the Boot Camps will offer hands-on experience with cutting-edge technologies like 3D printing, VR, IoT, and blockchain for students and entrepreneurs.

## 3. Mentorship Programme:

A structured program that builds on the momentum of the Boot Camps, connecting female students with successful women entrepreneurs in the fashion industry for guidance, networking, and inspiration. This activity strengthens academia-industry links and nurtures the next generation of women leaders, building resilience and supporting professional growth in the evolving fashion sector.

## 4. Share and Sustain Strategy:

Activities and strategies designed to raise awareness of the project and maximise engagement with the project's resources.



# THE PARTNERS



## A rich diversity of European perspectives in fashion, textiles & entrepreneurship

Our selection of participant countries (Germany, Denmark, the Netherlands, Turkey & Ireland) is both deliberate and strategic. These nations represent a diverse blend of Northern, Western & Eastern European influences in the fashion & textile sectors, offering a rich foundation for collaboration. By working together, we can shape resources that reflect a **European approach** to FAIR FASHION grounded in sustainability, inclusion & ethical digital innovation.

FAIR FASHION brings together the strengths of each region namely, design excellence, progressive education, circular economy leadership & vibrant fashion & textile cultures, to co-create new and engaging learning content. This includes inclusive pedagogies, digital tools & real-world applications that stimulate critical thinking and inspire action among the next generation of the fashion and textile sector, educators & fashion sector stakeholders.

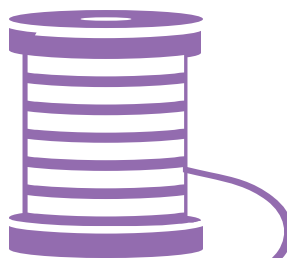
# Hochschule Niederrhein

Hochschule Niederrhein: University of Applied Sciences (NUAS), Germany, leads the development of cutting-edge solutions for sustainability and digitalisation in the fashion and textile sectors. With a strong foundation in textile engineering and a pioneering IoT Lab, NUAS merges advanced research with practical education. Through its interdisciplinary approach and collaboration with industry, NUAS brings innovative tools and strategies that empower educators and students to embrace sustainable and circular practices.



Representing HSNR is **Prof. Dr. Sue Rossano-Rivero**, Professor of Sales and Marketing at the Faculty of Economics. With a focus on marketing for entrepreneurs, sustainability, and inclusive innovation ecosystems, she brings valuable leadership and expertise to the FAIR FASHION project. [LinkedIn](#)

She is joined by **Prof. Anne Schwarz-Pfeiffer**, a recognised expert in functional textiles and clothing. Prof. Schwarz-Pfeiffer currently leads the Bachelor's programme in Clothing Management and the Master's specialisation in Textile Electronics. Together, they bridge entrepreneurial and textile-industry knowledge to connect cutting-edge technology with ethical practices ensuring that fashion is not only functional, but also fair to both people and the planet. [LinkedIn](#)



**Alexandro D. Dreyer Duarte**, an international Sales and Marketing student at HSNR and honours graduate in Opera (Bachelor of Music) from the University of Pretoria, South Africa, brings a unique cross-disciplinary and global perspective to the FAIR FASHION project. Having completed specialised programmes in digital marketing, intercultural communication, and strategic management across Poland, Turkey, Spain, and Germany, he leads the project's marketing and digital presence. In addition, he provides valuable support in project management and implementation. [LinkedIn](#)

# Amsterdam University of Applied Sciences

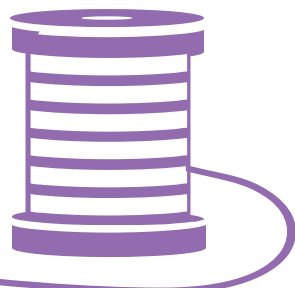
[Amsterdam University of Applied Sciences \(AUAS\)](#) drives the research foundation of FAIR FASHION, combining expertise in entrepreneurship, digital technologies, and sustainability. With its renowned Amsterdam Fashion Institute (AMFI), AUAS bridges education and industry needs, creating innovative strategies to address the green and digital transitions. By fostering entrepreneurial skills and sustainability-focused initiatives, AUAS helps shape future-ready professionals in the fashion and textile industries.



Representing the Amsterdam University of Applied Sciences is **Saskia Stoker**, PhD Candidate and Senior Researcher in gender-inclusive entrepreneurial ecosystems at the Faculty of Business and Economics. Her work focuses on inclusive entrepreneurship education and the design of more equitable innovation ecosystems.

Within the FAIR FASHION project, Saskia leads the research-focused work package where she combines academic insights with practitioner knowledge to advance inclusion and sustainability in the fashion and textile industry. [LinkedIn](#)

**Yulia Brisson-Zelenina**, junior researcher, entrepreneur and expert in textile and fashion technology contributes to FAIR FASHION's foundational research by analyzing data from state-of-the-art sources, gathering insights from experts in digital innovation and sustainability and co-authoring a report. This work supports the development of sustainable, inclusive design methodologies and promotes knowledge transfer within the fashion industry. [LinkedIn](#)







# Istanbul Technical University

[Istanbul Technical University \(ITU\)](#), with its world-class Faculty of Textile Technologies and Design, integrates cutting-edge research with education to support FAIR FASHION. Leveraging strong industry ties and expertise in sustainable and digital textiles, ITU leads bootcamps and mentoring initiatives. By fostering innovation and interdisciplinary collaboration, ITU helps future professionals and educators address real-world challenges in sustainability and digitalisation.



Representing Istanbul Technical University (ITU) is **Dr. Zeynep Erden**, a distinguished faculty member at ITU's Faculty of Management, Department of Management Engineering, since 2006. She is also the co-founder of the İTÜ GİNOVA Center for Entrepreneurship and Innovation, where she served as Academic Director for eight years. Dr. Erden brings her extensive expertise in innovation, entrepreneurship, and management to the FAIR FASHION project. She co-leads key work packages focused on research and the development of the green+digital bootcamps, supporting the integration of sustainability and digitalisation in fashion education. [LinkedIn](#)



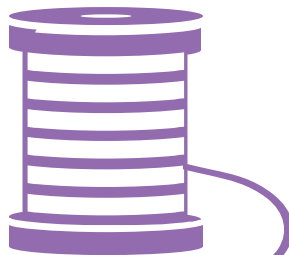
# ITU ARI Teknokent

As Turkey's leading technology park, [ITU ARI Teknokent](#) provides advanced R&D support and innovation opportunities for the fashion and textile sector. With expertise in sustainable materials, smart textiles, and digital tools, ARI Teknokent connects startups, researchers, and educators to drive sustainable innovations. Its focus on empowering women entrepreneurs and fostering digital integration ensures inclusivity in the twin transitions.



Representing ITU ARI Teknokent is **Başak Tetiköz**, Head of International Project Development. With a background in international relations and business administration, she brings over 15 years of professional experience. She has served as a Senior Project Development Expert at various higher education institutions, successfully leading the preparation and submission of numerous national and international funding proposals. Her strength in building inter-sectoral and cross-cultural project consortia enables effective collaboration between academia and SMEs. In the FAIR FASHION project, she plays a vital role in fostering connections between female students and women entrepreneurs while advancing green and digital innovation in the fashion industry. [LinkedIn](#)

Also on the team is **Evrım Ayana Karslı**, Senior International Projects Expert at ITU ARI Teknokent. She supports the development, management, and implementation of EU-funded projects, with a focus on entrepreneurship, SMEs, green transition, and digital transformation. Evrim holds a Master of Science in International Cooperation and Development from Sapienza University of Rome and a Bachelor's degree in International Relations with a minor in International Law from Koç University. In FAIR FASHION, she contributes her expertise to project implementation and coordination. [LinkedIn](#)



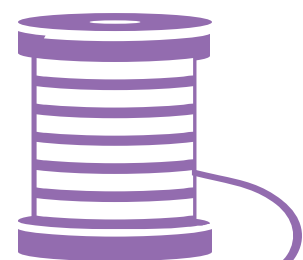


# European E-Learning Institute

European E-Learning Institute (EUEI) brings expertise in digital learning, accessibility, and inclusion to FAIR FASHION. By developing innovative and interactive educational resources, EUEI supports the integration of green and digital skills into higher education. With a focus on ethical leadership and sustainability, EUEI empowers educators and students to adopt modern learning approaches, ensuring the project's objectives are achieved effectively.



Representing EUEI is **Kathryn O'Brien**, project manager who combines strategic rigour with creative insight, underpinned by her dual background in English Literature and Fashion Styling. In FAIR FASHION, she supports cross-work package coordination, stakeholder engagement, and communication activities, and plays a key role in shaping the project's messaging and legacy. [LinkedIn](#)







# Momentum

[Momentum](#) specialises in designing innovative educational programmes and resources. With extensive experience in sustainability and creative industries, Momentum leads quality and impact evaluation and supports dissemination efforts, ensuring the project's resources are of high quality and that they reach a wide audience. By developing engaging learning materials and fostering collaboration among stakeholders, Momentum helps FAIR FASHION create lasting impacts on education and the fashion industry.



Representing Momentum is **Paula Whyte**, project manager with extensive experience in EU-funded education initiatives focused on sustainability and digital innovation. She holds postgraduate qualifications in Innovation & Enterprise Development, Lean Six Sigma Project Management, and AI for Business, demonstrating her deep expertise in emerging technologies and strategic project implementation.

In the FAIR FASHION project, Paula serves as the Quality & Design lead, playing a pivotal role co-creation of impactful learning resources. Her work supports fashion and textile students, as well as educators, in making informed, sustainable, and conscious choices in a rapidly evolving industry. [LinkedIn](#)





**CHAMPIONING**

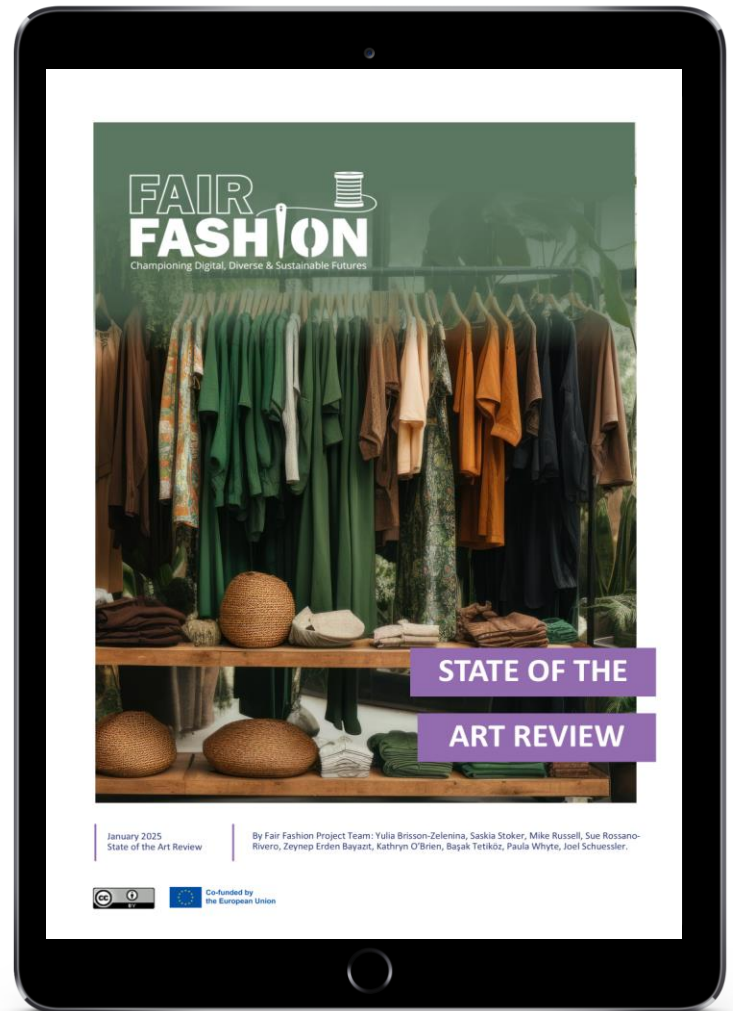
**DIGITAL, DIVERSE &**

**SUSTAINABLE FUTURES**

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- **Higher Institution (HE) lecturers and educators in fashion, textiles, and entrepreneurship.** We aim to equip them with a balanced skill set and state-of-the-art toolkit that encompasses traditional design techniques, digital technologies, sustainability practices, and entrepreneurial skills to bridge the educational gap of the twin transition.
  - **Fashion and textile students, preferably female students (ages 18-30).** Through the teaching content we produce for Higher Education Institutions (HEIs) we aim to inspire these future generations to create innovative solutions embracing the twin transition to create an eco-conscious and more inclusive future.
  - **Deans and heads of departments (HE leaders).** To adopt the researched and finalized teaching tools and programmes, FAIR FASHION will incorporate them into tertiary curricula. Ultimately, to integrate digital technologies, sustainability, and ethical considerations to meet contemporary demands and align with the latest industry standards.
  - **Women entrepreneurs and SME's in the fashion and textiles sector.** We aim to bring together entrepreneurs and academia to report current industry challenges along with co-creating suitable solutions for identified challenges. To achieve this we will create collaborative opportunities between entrepreneurs, attending university students and lecturers to brainstorm and share insights into the fashion and textile industries.

## TARGET GROUPS

## WHAT'S NEXT?



### Work package 2 continues:

We recently put the final touches to our **State of the Art review**, a research document created through online research, focus groups, and consultations to provide an overview of the current understanding and teaching of the Twin transition in fashion and textiles education. This is available now for download from our website.

Creating our **Case Study collection**. We have held interviews with a target of at least twelve female founded, digitally and sustainably inclined fashion and textile entrepreneurs in Germany, Turkey, the Netherlands and Ireland to report innovative solutions and real-time challenges of entrepreneurs implementing the Twin transition in fashion and textiles. We are currently compiling these interviews into an inspiring guide.

Drafting our Digital Toolkit to aid educators. Within this document we list our findings of digital tools and applications that support the teachings of relevant skills needed to implement the Twin transition. This guide will aim to serve educators in digitalizing their tertiary curricula.

Finally, we aim to hold orientation days to showcase and gain feedback on our State-of-the-art review, Digital Toolkit and Case Study collection with 30 international expertise, accumulated in Germany, Turkey and the Netherlands. Through test running our findings and co-creating the teaching content with HEI educators we ensure that we deliver well-thought through quality results.





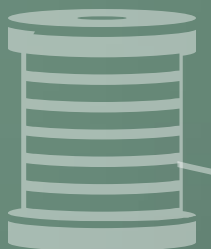
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