

FORWARD PATTERNS

Six responsible fashion designers from Hungary

a progressive fashion show

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PATTERNS →

concept

the show

designers

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Clothes are the second largest source of pollution, after oil.

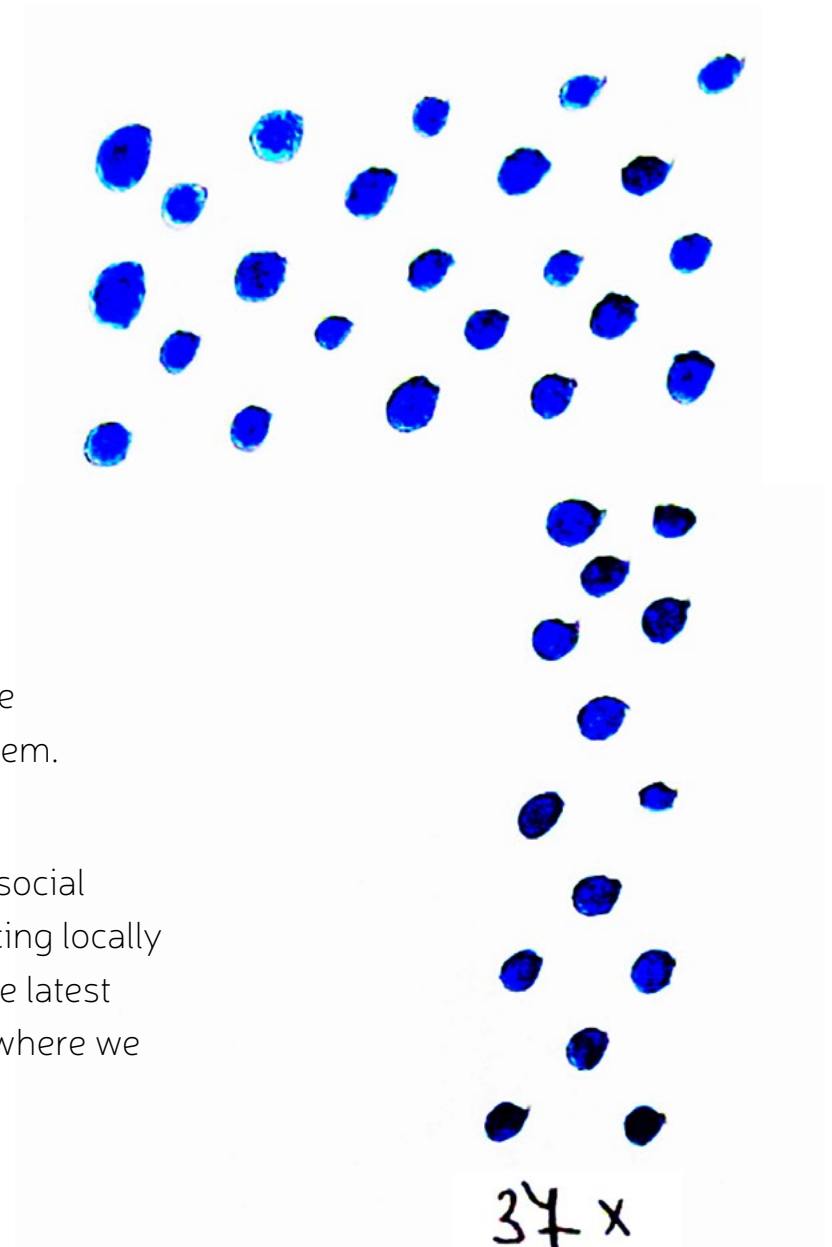
An average American throws out 32 kilogrammes of clothes every year.

84% of our textiles end up in a landfill.

Fast fashion is creating environmental crisis, offering “trendy”, bargain-price but disposable and toxic clothing at the expense of the people who make them. Contemporary designers offer an alternative to mass-produced clothing.

This show presents the latest works of Hungarian designers who stand for social and ecological values, by using recycled or biodegradable materials, producing locally or supporting the social integration of less advantaged people. Following the latest trends of fashion shows we created an eye opener, theatre-like experience where we give new life to by showing their stories and functionality.

We show an alternative to the patterns we follow now. Patterns to pass on.



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The show itself follows the latest trends of fashion shows by creating an eye opener, theatre-like experience.

The use of space and the movements of performers underline the stories of the garments and show them in use.

Our aim is to create an unforgettable experience and to show: it is a real alternative to wear clothes that are ecologically and socially sustainable.

We give new life to clothes by showing their stories and functionality.

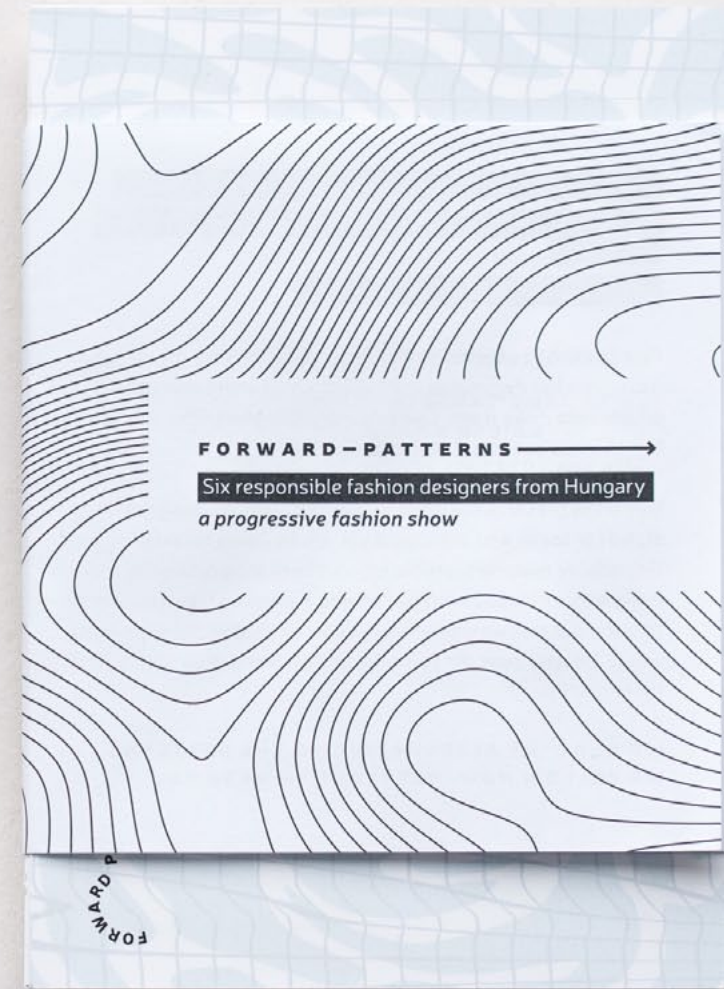
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Video: Attila Varga Koritar, Poznan, Poland, 2017

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AWARE by PRINTA

by Zita Majoros

printa.hu

AWARE Apparel by Printa is an eco fashion brand focusing on screen printing, using recycled fabrics and alternative materials. The garments are crafted by repurposing a wide range of thrown away textiles.



“New materials have never inspired me. I’ve always found it a huge natural recourse and energy waste. There are so many already produced materials that are disposed and waiting to be reused. That is precisely what I consider the most interesting part – to find those materials and to find the best way to reuse them.”

– Zita Majoros



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NES SHOES

by Andrea Szilágyi

nesshoes.com

NES creates handmade shoes of raw gum, eco-friendly leather with vegetal tanning, recycled fur and leather. Since last summer, Andrea started to design fully vegan models as well out of textiles, rubber sole and wooden or plastic heels. NES shoes are manufactured in a small factory in Nyíregyháza, that employs prisoners, uses solar panels, burns cherry pits for heating, and where Andrea knows all 28 workers by name.





*“Each pair of shoes
is a new opportunity.”
– Andrea Szilágyi*

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SHARINGISMULTIPLYING

KELE CLOTHING FOR AUTISTIC ART

#SHARINGISMULTIPLYING

by Ildikó Kele, KELE & Autistic Art Foundation

sharingismultiplying.com

KELE creates garments that are locally handcrafted in Hungary, in small family-run knitting manufactures. From time to time Kele Clothing launches a limited edition of garments to raise awareness for different social issues. #SharingIsMultiplying is a collection designed for the Autistic Art Foundation. The carefully selected artworks of talented young autistic artists are featured on the sweaters. All proceeds go to the foundation, who use it to buy tools, finance art workshops and ensure utilities.





*“I wish to create clothes that
are more than functional objects.
I wish to evoke emotions
in people.”*

– Ildikó Kele

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Perceptual ⇄ Thinkers

PERCEPTUAL THINKERS

by Dániel Szalkai, Zita Merényi & Eszter Szász

facebook.com/percepthkr

Perceptual Thinkers is not just a fashion brand: it is an integration project that reflects on the perception based thinking of people living with autism. The brand is based on the first, experimental collection designed by Dániel Szalkai. Together with Zita Merényi textile designer and Eszter Szász brand manager, they founded a fresh, special and unusual new brand. The garments are created for both autistic and typical users.



*“This is a ‘design for all’ collection. The garment’s symbolic and practical functions, physical attributes are based on the assumption, that there is no big difference between typical people and people living with autism.”
– Dániel Szalkai*



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Lazlo

LAZLO

by Edina László

lazlo.co.hu

LAZLO brand is characterized by high quality, uniqueness, femininity and ecological thinking. It is for women who love originality, but in the same time consider environmental- and social awareness equally important. LAZLO provides an alternative to fast fashion brands with the aim to make this initiative into a movement, and to give importance to eco-friendly technologies in the textile industry.



“The concept was always to create collections for women, who dare to be unique and express their own style. I do not want to be super luxury, as I want my collection to be affordable for everyday women. I want to show that everyone can be stylish if they dare to express, who they really are.”
– Edina László



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WYHOYS


WYHOYS

by Lilla Pápai

wyhoysclothing.tumblr.com

The WYHOYS organic clothing is an innovative and significant organic fashion label. The brand is genuinely committed to social responsibility. Each collection is inspired by different global issues. In addition to the unparalleled, cool design, it is the high quality fair trade materials that makes this brand even more unique.





“Fashion is about self-expression, but sometimes it becomes self-centered. It also has a huge potential to influence people. As a designer, self-expression will always be important to me, but only within limitations, where I do not offend human rights and the rights of nature.”

– Lilla Pápai

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Concept & Design Management

Kultúrgorilla

Choreography

Ágnes Simor / Simorág DanCircus with Firebirds

Performers

Ágnes Györe, Gaia Santuccio, Ágnes Simor, Sophie Zoletnik,
Zója Drávai, Ottilia Péter

VJ

Farkas Krovovay

Music

Krisztina Dányi / morningdeer

Graphic design

Kincső Nagy

Photo

Vojtech Veskrna

Video

Attila Varga Koritár

CONTACT:

Anna Göttler

anna.gottler@kulturgorilla.hu

+36 70 312 22 92

Júlia Oravecz

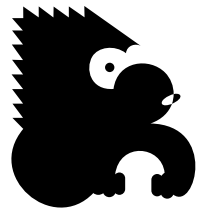
julia.oravecz@kulturgorilla.hu

+36 20 432 60 22

Éva Tornyánszki

eva.tornyanszki@kulturgorilla.hu

+36 70 514 80 94



Kulturgorilla

DESIGN MANAGEMENT

KULTURGORILLA

kulturgorilla.hu

Kulturgorilla is a Budapest based design management team, focusing on design projects at the crossroads of liveable city and sustainable design. Our events are integrative, experience based, occasions where your mind and heart gets stirred up, inspired and your physical body moved.

