



**Kick-off for FashionTEX: Sustainable and interdisciplinary for digital fashion design
+++ First partner meeting in Lisbon +++ Eleven European universities involved +++
FashionTEX as part of the Capital of Culture 2025: Festival from November 5 to 7,
2025 in Chemnitz**

Dresden, 15.03.2024. The European fashion world is being enriched by a new, groundbreaking initiative: FashionTEX. The project aims to make a significant contribution to the training of fashion designers, to anchor digital and sustainable fashion design even more firmly in research and teaching and thus in everyday life. Experience in digital fashion design is to be passed on to students and the training programs improved. Eleven renowned European universities and fashion schools are working together. FashionTEX is initiated by the European Cultural Forum e.V. from Dresden, supported by the European Union. The focus is on topics such as sustainable fashion, innovative technologies and intercultural exchange.

“We have been preparing FashionTEX for months and are delighted that we can now finally take the first practical steps,” says Bernhard Reeder, board member of the European Cultural Forum e.V. “The idea behind it is very simple: we have seen and experienced time and again that modern processes are already being used and researched in industry, for example, but that this often plays a rather minor role in universities. We want to bring theory and practice together at various stages. International cooperation and a robust network will increase the professional opportunities and competitive potential of future fashion designers from the participating universities.”

Kick-off with first workshops in Lisbon

The official kick-off for the FashionTEX project was the first partner meeting, which took place at the partner university in Lisbon. The Faculty of Architecture acted as host in the Portuguese capital to define project goals and strategies for the next two years. The main objectives include the development and evaluation of a methodology to promote digital skills among fashion students using the CLO3D for Digital Fashion Design software. The following universities are also involved: Amsterdam Fashion Academy, Estonian Academy of Arts Tallinn, KYIV National University, Art Academy Latvia, Prague Academy of Arts, Architecture & Design, University of Zagreb Fac. Textile Technology, Vilnius Academy of Arts, Westsächsische Hochschule Zwickau, University of Lisbon Fac. of Architecture, Lodz University of Technology, Koefia Academy Rome.

In addition to intensive working groups and strategic discussions, the meeting in Lisbon also included seminars with invited industry experts who highlighted current trends and developments in digital fashion. This interdisciplinary approach reflects the philosophy of FashionTEX, where education, industry and research work hand in hand to help shape a sustainable and future-oriented fashion industry. In addition, the project partners were informed about planned events in the Riga Makerspace (Latvia) in 2026 and the



Makerspace Schneeberg (Germany) in 2025. These are two-week, comprehensive workshops that offer selected students from the participating universities the opportunity to work with state-of-the-art technology and join forces in a fashion network. “Transnational cooperation is one of the key tasks of FashionTEX. It also provides the space for experimentation with new technologies and materials,” says Bernhard Reeder. “The comprehensive coaching by leading experts from the fashion industry provides another piece of the puzzle for the comprehensive future concept FashionTEX.”

FashionTEX Festival 2025: A highlight as part of the Capital of Culture Chemnitz

Artworks from the Makerspace will be part of the highlight of the year in 2025: from 5 to 7 November 2025, the FashionTEX Festival will take place in the Capital of Culture Chemnitz as a major program item in this very special year. “Chemnitz, known for its rich history in textile craftsmanship, offers the ideal setting to present the latest innovations in fashion and textile design,” says Bernhard Reeder from the European Cultural Forum. The festival is held in the historic fabrik chemnitz and brings together fashion experts, up-and-coming designers, students and fashion enthusiasts from all over Europe. “FashionTEX combines tradition and modernity,” explains Kalyna Pashkevych, Dean of the Faculty of Design at the Kyiv National University of Technologies and Design. “The festival in Chemnitz will provide the perfect opportunity to share new ideas, network and shape the future of the fashion industry together.”

The highlight will be a show in which the work from the makerspaces will be presented in a large and innovative show. “You shouldn't think of it as a classic fashion show with a catwalk,” says Flavia Bon, co-founder of Augmented Weaving. “We will be working with avatars, for example. The evening event is the highlight, which is open to all interested parties.” A jury will honor the best performances with the “Next Generation Fashion” award.

Beforehand, experts will discuss the latest trends and developments in digital fashion design at a congress and expand their international network. However, the FashionTEX Festival is not only aimed at industry insiders, but also at the general public. Fashion enthusiasts, students, start-ups and companies have the opportunity to take part in interactive workshops, discover new technologies and make valuable contacts. The three-day event also includes exciting presentations and interactive exhibition stands.” FashionTEX stands for a new generation of fashion designers who want to actively shape the future of the fashion industry - sustainably, innovatively and digitally. The festival in Chemnitz marks another milestone on this path and promises to be an inspiring experience for everyone involved,” says Annett Reeder from the European Cultural Forum.