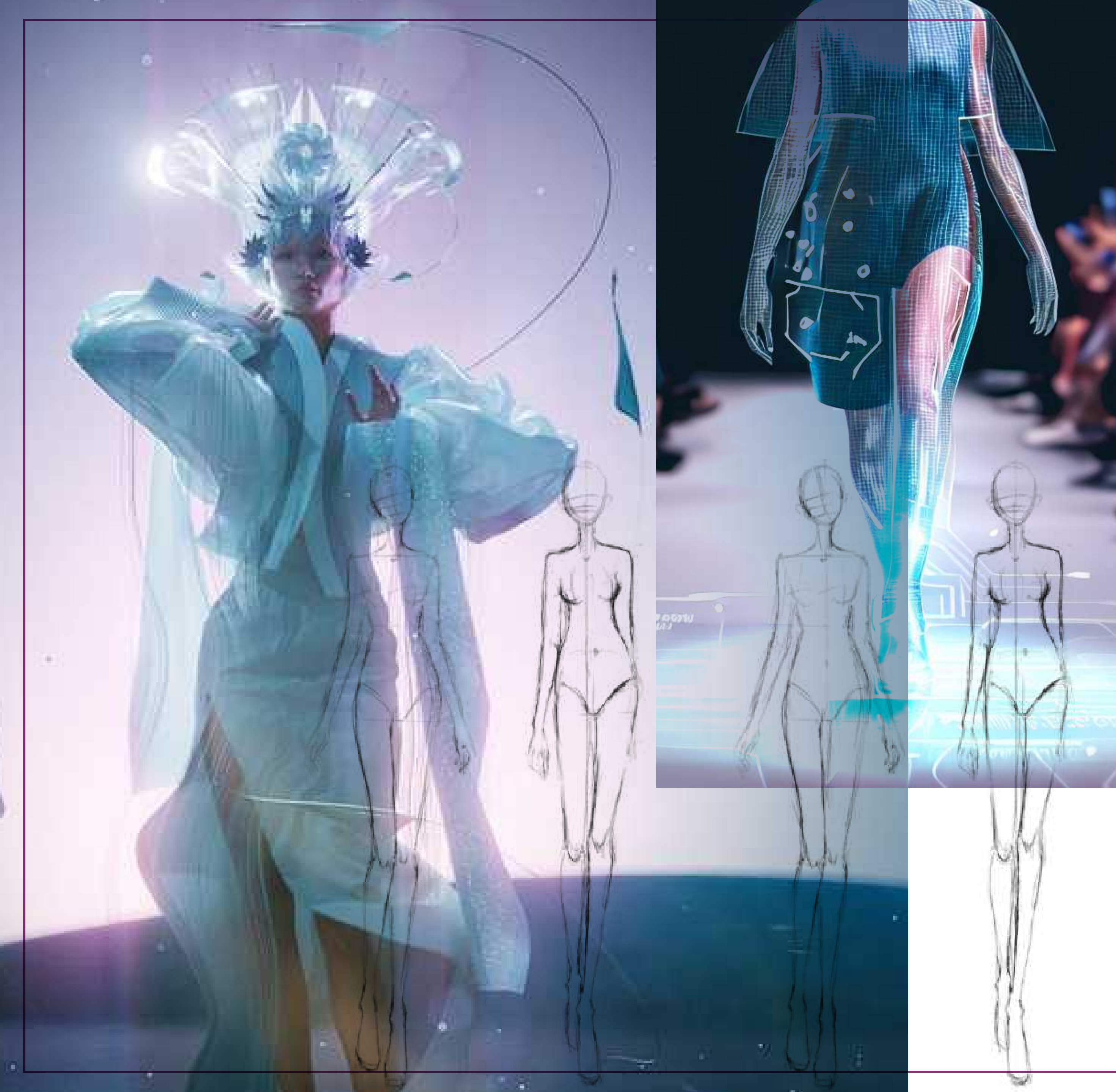




NEXT GENERATION OF DESIGN



**Co-funded by  
the European Union**



# FASHIONTEX

## VISION

Virtual worlds will no longer just be fictional realities, but will influence our everyday living spaces. In this digital future, the fashion industry is facing important questions: How can processes in product development be digitalized and sustainable practices integrated? How will the order process be designed in the fashion industry of the future, and which e-commerce sales channel will be the best way to reach customers? Digital change and the spirit of innovation are not just trends, but also key components for the European Capital of Culture Chemnitz 2025. This is where the European Cultural Forum comes in with a unique project: FashionTEX, an initiative that revolutionizes teaching at European fashion universities and optimally prepares the designers of tomorrow for new challenges. We are not only witnesses of the digital transformation, but also its architects. Our educational program enables young fashion students from all over Europe to acquire skills in the field of digital fashion. In addition to teaching techniques, we implement a sustainable design mindset that conserves resources and minimizes environmental impact.

FashionTEX is not only a platform for knowledge dissemination, but also a creative space where ideas flourish and innovations are born. Through FashionTEX, we encourage young talents to develop and test their creativity while taking responsibility for our environment. We firmly believe that through education and inspiration, a sustainable and ethical fashion industry can be created in the long term. Welcome to the world of FashionTEX, where digital meets sustainability and tomorrow's trendsetters are born.

*#education needs innovation*



# MODULES

## ATELIER

- Integrated practical modules at the partner universities in order to sustainably implement the basis of 3D fashion design
- Introduction to the Clo3D design program, from the creation of digital patterns to the preparation and testing of virtual fitting rooms and collection overviews
- Creation and realization of avatars with their own poses and an online catwalk
- Training in artificial intelligence and its application
- Analysis and practical implementation of new digital business models

## MAKERSPACE

- Innovation center and incubator for start-up ideas
- two-week residency program in Chemnitz in 2025 and Riga in 2026, offering selected design and fashion students modern digital tools and a place to produce their physical and digital garments
- Production of digitally designed outfits using high-quality, professional processes
- Opportunity to experiment with the production of smart and sustainable textiles
- Comprehensive coaching from Europe's leading experts in various fields such as fashion tech, materials and artificial intelligence

## FESTIVAL

- innovative industry get-together that connects fashion industry leaders, up-and-coming start-ups, students, educators and fashion enthusiasts to shape the future of fashion and textile design in the age of digitalization
- panels and keynotes on the latest digital technologies, artificial intelligence and sustainability in the fashion industry
- networking platform for the creative community for socializing and networking
- Live presentation of the results from the makerspace as part of an extraordinary fashion show that combines digital and analog worlds
- presentation of the European Next Generation Award to the most innovative designs from the makerspace

# F A S H I O N T E X

# PROJECT PARTNER

EUROPÄISCHES  
KULTURFORUM

NIETHERLANDS  
Amsterdam Fashion Academy

ESTONIA  
Estonian Academy of Arts  
Tallinn

UKRAINE  
KYIV National University

LATVIA  
Art Academy  
Latvia

CZECH REPUBLIC  
Prague Academy of Arts, Architecture  
& Design

CROATIA  
University of Zagreb  
Fac. Textile Technology

LITHUANIA  
Vilnius Academy  
of Arts

ITALY  
Accademia  
Koefia Roma

GERMANY  
Westfälische Hochschule  
Zwickau

PORTUGAL  
University of Lisbon  
Fac. of Architecture

POLAND  
Lodz University  
of Technology

November 5-7 2025

## FASHIONTEX FESTIVAL

Together, we can  
all inspire each  
other with our  
ideas, projects and  
visions and open  
up new paths!

>> The FashionTEX Festival is a unique platform for the creative community of the fashion and textile industry to find new inspiration, build valuable networks and help shape the future. Taking place for the first time in Chemnitz in 2025, the festival has set itself the task of acting as a platform for creatives and putting the spotlight on the most innovative brands and trends in the field of digital fashion.

>> The FashionTEX Festival aims to create a renowned center for interdisciplinary and international creative exhibitions in Europe: it will create an exceptional opportunity to connect creatives, fashion tech and textile companies, students, educators, start-ups and research institutions. At the same time, it promotes the exchange between leading global companies and up-and-coming local talents and entrepreneurs in order to develop joint synergies.

### DON'T MISS OUT ON THESE UNIQUE EXPERIENCES

unique mix of speakers >> insights into the creativity of the industry >> inspiration from global players and through sharing >> be part of an amazing experience >> Fashion >> Design >> Photography >> Digital presentation >> Advertising >> Metavers >> fashion shows >> VR >> AR >> AI >> new approaches to creative entrepreneurship

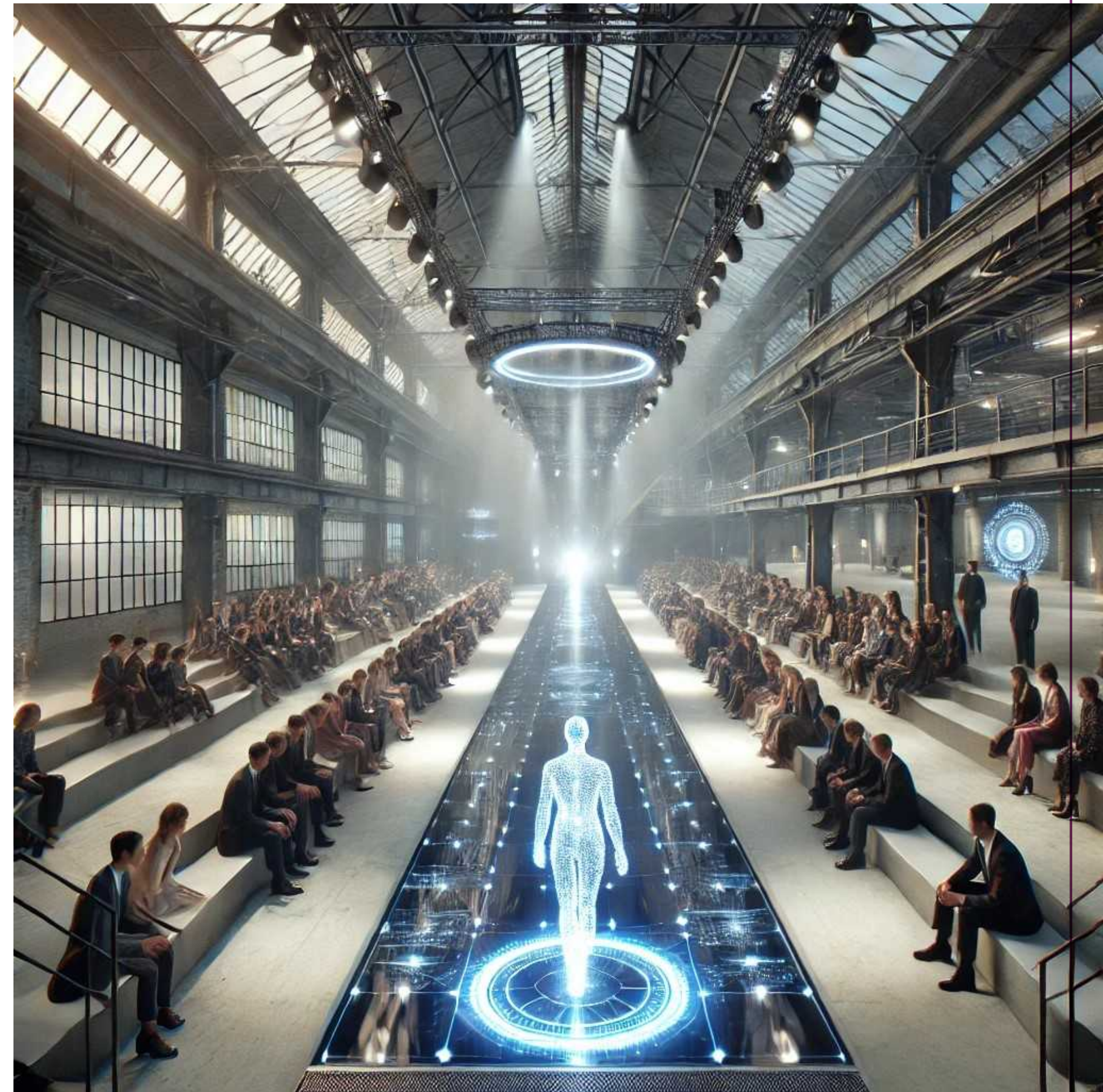
FESTIVAL

# FASHIONTEX MEETS EUROPEAN CAPITAL OF CULTURE

Chemnitz is looking back on an impressive history full of pioneering inventions and technologies that have significantly shaped both the European economy and social upheaval. In the Ore Mountains (Erzgebirge), innovative craft techniques emerged that have their roots in the region's traditional mining industry. These deeply rooted traditions stand for the pride and creative power of the region, from which the local textile industry continues to develop new high-tech innovations to this day. Chemnitz is thus becoming a talent factory for a new generation of industrial pioneers.

Chemnitz is opening another important chapter with the title of European Capital of Culture 2025. The FashionTEX project takes up the guiding principle of "Bringing Europeans closer together through a culture of makers" in a unique way and gathers creative minds, designers, experts, fashion students, founders and renowned fashion companies from all over Europe. This initiative goes far beyond a network: it lives the spirit of tradition and innovation and thus creates a dynamic platform for the fashion and textile industry.

FashionTEX deliberately focuses on the historical backdrop of Saxony's industrial culture and places it in a modern context through forward-looking formats such as the first FashionTEX Festival and the Makerspace. In this way, connections between the past and the future are created in the region's historic locations in order to revitalize Saxony's rich industrial tradition with visionary ideas and innovative entrepreneurial spirit. This is a unique opportunity to become part of a project that is making history and setting new standards in the world of fashion and textiles.



## LOCATION

# DIE FABRIK CHEMNITZ

More than just a festival, it's a creative experience

It is the revival of a former tulle factory, embedded in the urban industrial culture of Chemnitz: "die fabrik chemnitz", a historic industrial monument of the former Kappel knitting machine factory.

The festival becomes a hub for innovators in the fashion and textile world. Over two days, leading players from the fashion industry, research, education, start-ups and students will come together. With a unique selection of inspiring speakers and exciting program items, the FashionTEX Festival guarantees an unforgettable experience. Workshops, exchange opportunities and side events make it a lively setting for creative exchange and new perspectives.

More than 150 years of history behind the walls

The Saxon Embroidery Machine Factory moved into its premises in 1867. The initial focus was on the manufacturing of clothing and machine tools. The first tulle machine was constructed here in 1886, later typewriters and armaments were also produced. During the GDR era, the "VEB Schleifmaschinenbau Karl-Marx-Stadt" mainly manufactured grinding machines for a wide range of applications.







# PROGRAM

## Trade Fair

- start-ups from fashion tech industry presenting their products and services
- panels and keynotes on various topics such as digitalization, AI, VR and their influence on design, production, sustainability, sales and marketing
- expert panels with representatives from international fashion, textile and technology companies and start-ups
- discussions on sustainability, diversity and ethical aspects in the global fashion industry



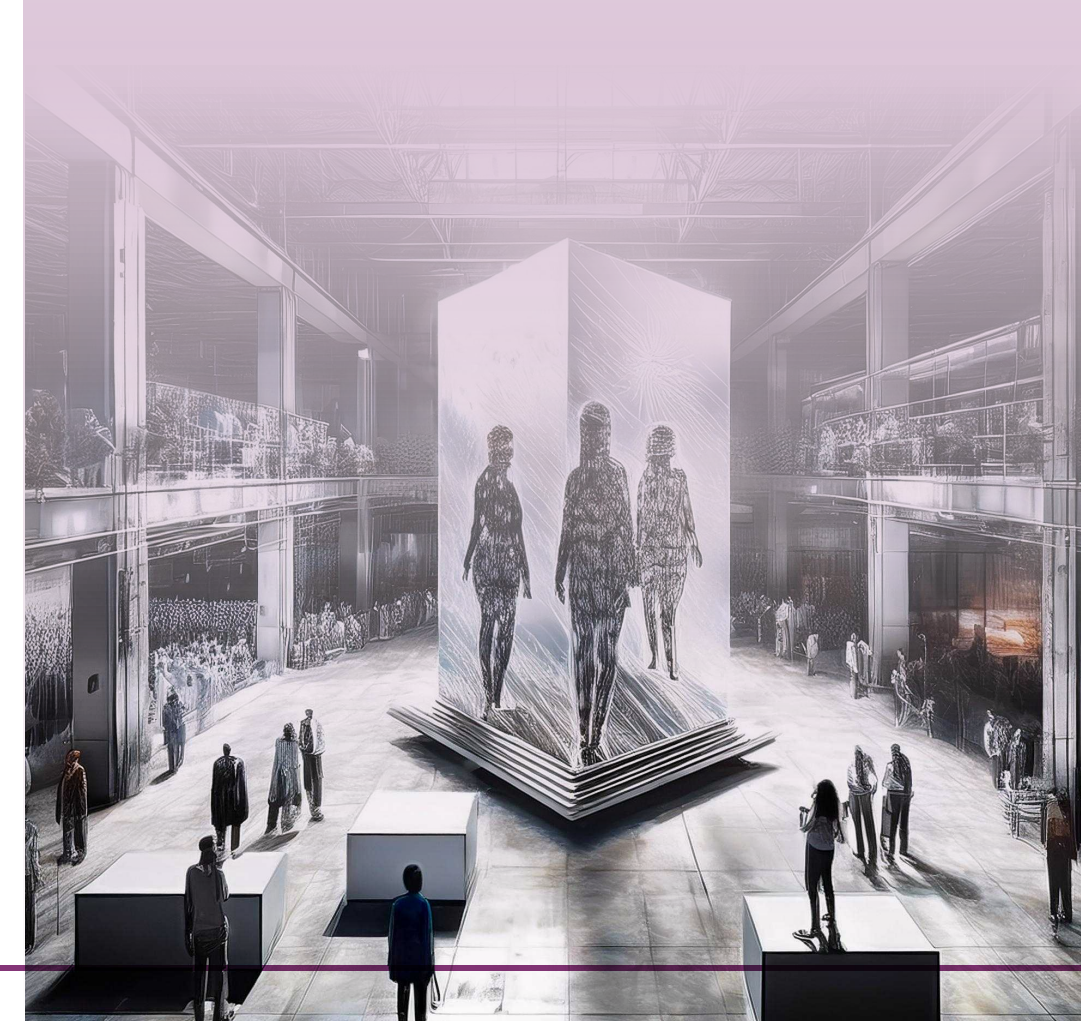
## Exhibition

- presentation of digital and physical works and their creative development
- creative workshops and seminars on innovative design techniques, the use of AI in textile processing, production, sales, marketing and marketing
- virtual exhibition stands and networking areas for digital participants worldwide



## Show

- combination of digital outfits on animated avatars and physical models on a 3D-animated catwalk
- presentation through a virtual metaverse
- Real Glitch - transition of blurred boundaries, distorted perception, on the threshold of something new
- digital show production floating in space



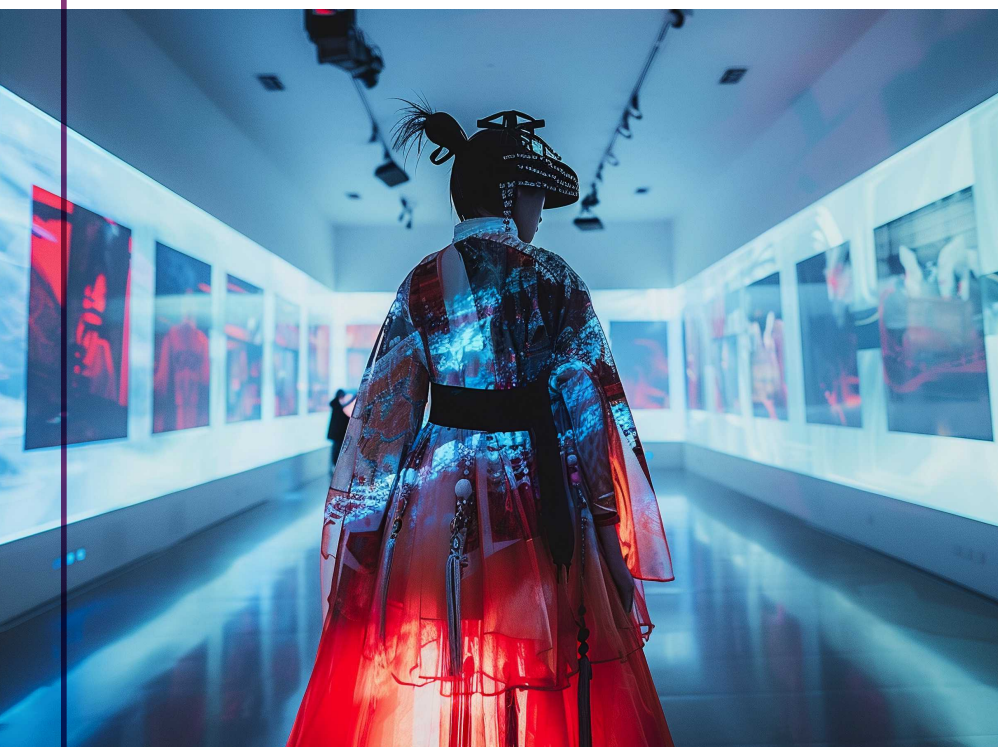
## Contest

- Ceremony of the European Next Generation Award for the visibility of digital change in the fashion and textile industry
- for all participants of the FashionTEX Makerspace
- evaluation aspects: Design, sustainability, presentation, marketing, production, choice of materials
- an international jury of visionaries, global players, teachers, entrepreneurs and artists will decide on the winner of the competition



# FASHIONTEX FESTIVAL VISION

Runway 2.0 - Style beyond reality – Discover the future of fashion



# EXHIBITION

4

## Overview

Each hour the Runway show will take place for about 15 minutes. The rest of the time, the lights are on and visitors are able to talk with the students at their booths.

2

## IDEA

Visitors enter the world of experience and are met by a large immersive installation. The runway show takes place every hour for 15 minutes in the darkened room. The rest of the time, the lights are switched on and visitors can talk to the students about their work at the various tailoring mannequins.





2

### Hologram Runway display

In the center of the space, each student showcases their garment by letting them come to life on the digital fashion hologram runway.

3



## PHYSICAL DISPLAY

Visitors have the opportunity to view the physical garments and gain an insight into the creative development process of the respective students.



# PARTNERSHIPS

FashionTEX is an innovative & European project with a high level of medial attention. FashionTEX offers various opportunities to their partners:

- as host of a FashionTEX event
- as a media partner
- as a jury member
- as a sponsor of the European Next Generation Award
- as a mentor of the FashionTEX Atelier
- as a mentor of the FashionTEX Makerspaces
- as an outfitter or sponsor of the FashionTEX Festival
- as a presenter and participant of the FashionTEX Festival.

Partners benefit from a high medial presence and an international network. Invite friends and business partners to various events. We would be happy to arrange an individual service package to create great synergy effects.

MEDIAL RANGE

17.000

EXPECTED VISITORS

5.000+

SPEAKER

50+

# MEDIA

The project is accompanied by a comprehensive media plan. In addition to the traditional media, FashionTEX will be heavily publicized on social channels and in the trade media.

Public relations work is carried out through the following channels

- via the company's own website [www.fashiontexas.eu](http://www.fashiontexas.eu)
- own channels on LinkedIn, Facebook and Instagram
- collaboration with fashion influencers and testimonials
- regular press releases
- high-profile press conferences and panel discussions
- the international networks of the partner universities
- Livestreams of the festival
- long-term monitoring by the ARD-ZDF culture channel

All activities are part of the media plan and are implemented with the respective partners.

## An initiative by EUROPÄISCHES KULTURFORUM

For many years, the European Culture Forum has bundled civil society commitment between art, culture and education. Its important tasks include the implementation of the European idea, the promotion of young talent in various creative fields and the annual awarding of the European Cultural Awards in the various cultural capitals of Europe.



## Co-financed by the EUROPEAN UNION

FashionTEX is co-founded by the European Union, which underlines the importance of the project for the European community. Together we are building the future of the fashion and textile industry in Europe - digital, innovative and sustainable.



## Part of EUROPEAN CAPITAL OF CULTURE 2025

FashionTEX is a guest in the European Capital of Culture Chemnitz 2025. Digital change and the spirit of innovation are not only trends, but also key components for the European Capital of Culture Chemnitz 2025 and therefore a cooperation partner with a strong impact. FashionTEX opens up horizons - into the world of fashion and entrepreneurship.

