

Herning, January 2017

Fashion week- CIFF, Bella Center

Sylab presents eight young brands

The CIFF fashion fair at Bella Center is all about 'Made in Denmark. Eight young brands from the innovative sewing hub Sylab are ready to make deals with shoppers who value the environment and sustainability.

Party dresses, plus-size collections and sustainable fashion clothing created by transforming materials into fabrics will hang side by side on booth C1-038, when CIFF opens at Bella Center from 1-3 of February 2017.

The innovative and experimental sewing hub Sylab was established last year. One of the production engineers at Sylab is Stine Sandermann. After graduating from Chelsea College of Arts in London, she made the move to Ikast. Stine Sandermann experiments with materials in her collections; such as working with raw wool from slaughtered sheep and recycled film from old videotapes. Now it's time for knitted products, which is why production at Sylab made sense:

"When I came to Sylab a lot of things happened to me. We can inspire each other and at the same time it's a huge advantage that the local community has knitting workshops. They are nearby, and that means a lot to me in my process," says Stine Sandermann, who is looking forward to seeing the response to her collection at the fair.

Demand for 'Made in Denmark'

Some of the Sylab exhibitors are visiting CIFF for the second time.

"Last time I got an order from Norway. This year I've invited potential customers to the booth and hope for even more sales, now I'm a bit more experienced as an exhibitor," designer Stine Dengsø explains.

Henriette Møller Smed and Lise Søndergaard Clemmensen from the plus-size brand Curved by H&L exhibit for the second time too.

"We are going to sell our clothing to stores that would like collections for curvy young women. We'll also use the fair days to take in feedback. We are planning a web shop, and it's important for us to know which styles are the most popular," say the Curves owners, who are busy prior to the fair, as they are making products for another exhibitor at the same time. Because one of Sylab's strength is exactly that - it is a sewing hub that allows other companies to order and ensure they obtain the prestige of 'Made in Denmark'.

"The orders at Sylab are coming in thick and fast, because there are so many who wish to produce in Denmark. It's unique what we can create here, and producing locally is sustainable," Lise Søndergaard Clemmensen explains.

Sylab ensures sustainable production

At Lifestyle & Design Cluster, who are the minds behind Sylab, director Betina Simonsen is looking forward to the days at the fair.

"The interest in products produced in Denmark is huge, because it ensures proper working conditions, and that materials and working processes are sustainable. The sewing hub gets a lot of attention, because it deals in product development as well as small and large orders being handled. It's obvious that there's room for Sylab in the world, and I'm excited to follow the development of the production engineers," says Betina Simonsen.

For further information contact director at Lifestyle & Design Cluster, Betina Simonsen, phone 29 36 00 90, e-mail: betina@ldcluster.com

--

The eight exhibitors from Sylab are:

- Sara Ditlev – collection with party dresses. www.saraditlev.com
- Stine Sandermann – 'Rethink waste'. www.sandermann.net
- Stine Dengsø – jackets, coats and dresses. www.stinedengsoe.com
- Curves By H&L – plus size for younger women. www.curvesbyhl.dk
- Think About Sustainability – sustainable fashion for women. www.thinkaboutsus.dk
- ByVad – everyday- and party dresses.
- Solve - sustainable/multi-functional clothing for women.
- by Maja Lervad - headwear for cancer sufferers and fashionistas

About Sylab

Sylab is an innovative sewing hub, where the newest technology is used to boost textile production in Denmark by producing and benefiting entrepreneurs and smaller companies. The sewing hub has its base at the clothing company Claire in Ikast. The project is initiated by Lifestyle & Design Cluster, who work to promote growth within the interior and clothing industries.

They are the minds behind many activities that make the innovation capabilities of the industries' companies even stronger.

The partners of the project, Robocluster, Censec and VIA Design all contribute with insight on possibilities in:

- 1) developing a sewing robot
- 2) making production efficient
- 3) gathering and using the few production competences that are left in Denmark
- 4) helping new and smaller companies in developing new ideas and producing small collections.

Read more about Lifestyle & Design Cluster at www.ldcluster.com

Read the two case studies about engineering at Sylab too (in Danish):

Sylabs ordrebøger bugner: <http://ldcluster.com/cases/sylabs-ordreboeger-bugner/>

Sylab genopliver brugte tekstiler:

<http://com.ldcluster.dk/wp-content/uploads/sites/4/2016/12/Case-Magasin2016-Sylab-FINAL-1.pdf>

Download pictures: <http://itsallaboutnews.dk/fotos/17-lifestyle-amp-design-cluster/>

At Sylab there are 11 entrepreneurs. Eight of them exhibit at a common booth during Copenhagen Fashion Week.

Meet them at booth C1-038 at CIFF in Bella Center.