

## Press Release

### **Fashion Open Studio presents Showcase With a Difference: Product & Purpose at The Lab E20**

Fashion Open Studio takes residence once again at [The Lab E20](#), East Village's new creative hub, to bring *Showcase with a Difference: Product & Purpose*. From February 11th-27th, there will be an exhibition of the work of ten fashion designers focusing on product and purpose. The exhibition will present ten different approaches to creating fashion, exploring the process as well as highlighting the all-important sense of purpose that motivates the designers. The Showcase with a Difference takes its audience inside the seams of the garment to better understand how clothes are made as well as why these designers are rejecting the industry's bad habits and toxic culture.

The installation will be brought to life by a programme of workshops and events demonstrating how clothes can be made without using non-renewable resources, in ways that are local, create and nurture community, promote wellbeing and positivity, and embrace new business models. The exhibition is art directed by multi-award winning designer Matthew Needham, who specialises in combining materials, experience, and community to create works that are both educational and conscious, inspiring a symbiotic approach towards living our human lives in parallel with the planet. The exhibition, 'Product and Purpose', is designed to change the way you think about your clothes, and to challenge the current standards in the fashion industry. It will highlight the importance of having a sense of purpose as well as showing how the resulting product can offer much-needed solutions to the industry at large.

Three designers will present a series of weekly workshops and talks where they will engage with an invited audience to give a deeper understanding of how - and why - they work:

- **Rahemur Rahman** will be talking about the importance of community in his work. Rahman recently presented My Home My Bari at the Kobi Nazrul Centre, in celebration of the Bangladeshi community living and working around Brick Lane in east London on the 50th anniversary of Bangladesh independence @rahemurrahman
- **Noki** aka JJ Hudson is an anti-fast fashion activist, whose pioneering, subversive practice makes radical use of waste. @nokiofficial
- **Revival London** is a sustainable fashion brand centred on female empowerment through bold and contemporary fashion pieces made entirely from reclaimed textiles. They currently specialise in denim reconstruction and are committed to reducing textile waste in the industry. @revivalldn

The exhibition will include the following designers:

- **Anciela**, set up by Colombian-born, London-based Jennifer Droguett who brings Colombian folklore to create her unique identity as a designer utilising local suppliers and manufacturers. @anciela\_london
- **Ifeanyi Okwuadi**, the winner of the Hyeres Fashion Festival 2022 Grand Prix, a designer who is rethinking heritage textiles and traditional tailoring techniques for a new generation. @ifeanyiokwuadi

- **Joao Maraschin**, a brand that supports and preserves hand made techniques like crochet and embroidery and celebrates an inclusive approach to its craftspeople and creative practitioners. @joaomaraschin
- **Lueder** using clothes as armour to promote positive mental health and well-being @marie.lueder
- **Martina Spetlova**, who uses craft to weave luxury one-off pieces, has experimented with blockchain technology to ensure a transparent supply chain. @martinaspetlova
- **Renate Brenha** showing the luxury craft of upcycling @renata.brenha
- **Soup Archive**, an experimental upcycling trio @soup\_archive

The fashion industry recognises it must change to reduce its damaging environmental impact and exploitation that thrives on inequality and unethical practices. Showcase with a Difference will present a diverse range of pioneering solutions to the many problems facing the industry, from excess production, to waste, pollution, convoluted supply chains, unsustainable textiles, and business models using a system that is no longer fit for purpose. The designers in the exhibition are leading the way for a generation that expects clothes to be made fairly, responsibly and with transparency.

Showcase With A Difference opens at The Lab E20, East Village's flagship for experiential retail, cultural exhibition and creative workspace, supported by Get Living. The showcase is part of an ongoing programme which promotes sustainability and community. It is supported by the Mayor of London's Fashion Showcasing Fund, Get Living, and Fashion District.

All events will be free to access and available to book at [www.fashionopenstudio.com](http://www.fashionopenstudio.com)  
Social media: @fashionopenstudio #FashionOpenStudio

The Lab E20, 3-4 East Park Walk, East Village, London E20 1JB

Schedule:

- **Exhibition:** from the 12th to the 27th of February | Opening hours: Thursday to Sunday 11:00 to 18:00
- **Opening:** Friday 11th of February 17:30 to 20:00
- **Encounters:**
  - Rahemur Rahman | 12th February 11:00 - 13:00
  - Revival London | 19th February 11:00 - 14:00
  - Noki | 26th February 17:30 - 20:00
- **Special Event:** Friday 25th February - 17:00 to 20:00 \*(drinks at 19:30)  
Film Screening and Talk: Waste, Upcycling and Recycling in Retail  
Join us for a film screening and live Q&A with Liz from The Or Foundation (live from Accra), followed by a panel discussion with Natasha Buchler, founder of AKOJO MARKET, creative director and founder of RAEBURN Christopher Raeburn and ONEE founder Carrie Davies. We will be exploring the direct impact waste from the West has on communities living and working in second hand clothing markets in Africa (Ghana and Kenya) and how to balance the promotion of upcycling in fashion with reduced consumption.

For press enquiries, interview requests or images, please contact [press@fashionrevolution.org](mailto:press@fashionrevolution.org)

### **About Fashion Open Studio**

Established in 2017, Fashion Open Studio is a Fashion Revolution initiative. As a showcasing platform, the purpose is to shine a spotlight on best practice and innovation being led by fashion and textile designers, biotech start-ups and retail disruptors. The designers are selected for their commitment to a clearly defined criteria of responsible design and systemic innovation. Designers share best practice in a transparent and open manner, in a way that offers access and stimulates discussion and questions.  
[www.fashionopenstudio.com](http://www.fashionopenstudio.com)

### **About Fashion Revolution**

Fashion Revolution is the world's largest fashion activism movement, formed after the Rana Plaza factory collapse in Bangladesh in 2013 which killed over 1,100 people. Fashion Revolution campaigns for a clean, safe, fair, transparent and accountable fashion industry through research, education, collaboration, mobilisation and advocating for policy change. Fashion Revolution is a global movement with country offices and voluntary teams in 90 countries. Fashion Revolution believes in a global fashion industry that conserves and restores the environment and values people over growth and profit.

### **About Get Living**

The largest operator in the UK's Build to Rent sector, Get Living is best known for East Village E20, the former London 2012 Athletes' Village and currently manages 3,000 homes across London and Manchester. Get Living is growing with a 8,000-home development portfolio across five big city neighbourhoods in Manchester, London, Maidenhead, Leeds and Glasgow.

Get Living was named 'Landlord of the Year' for the fifth time at the 2021 RESI Awards.  
[www.getliving.com](http://www.getliving.com)

### **About The Lab E20**

The Lab E20 is Get Living's flagship for experiential retail, cultural exhibition and creativity in East Village. It is a hub for positive fashion and sustainable living. The Lab E20 has been designed and produced by Christopher Raeburn, founder of RÆBURN. Programme partners at The Lab E20 include: the British Fashion Council's Institute of Positive Fashion, RÆBURN, D-Lab, LOANHOOD, The Sustainable Angle, Fashion Open Studio (Fashion Revolution) and The Fashion District. Opening times will depend on events being held at The Lab E20. Follow Get Living for the latest information.

### **About Matthew Needham**

Matthew Needham is a multi-award-winning British/Czech designer and artist known for his approach to upcycling and contributions towards sustainability within the British fashion industry. As a graduate of the MA Fashion course at Central Saint Martins, Needham's work reflects fashion's yearning for radical ideas, as he champions the use of unorthodox materials that are both innovative and thought provoking. Utilising fly tipped waste and materials salvaged from luxury fashion houses are inherent within Matthew's process, often working with materials some would deem as 'unusable' through his unique method of storytelling. From dressing environmental advocates including Emma Watson, to working

closely with the global movement that is Fashion Revolution, he is questioning the relationship we have with our clothing and the influence it can have on our evolution.

**Matthew Needham Studio** combines materials, experience, and community to create works that are both educational and conscious, ultimately inspiring a more symbiotic approach to living our human lives in parallel with the planet. It is the brainchild of designer and artist Matthew Needham, who is known for his approach to upcycling and contributions to sustainability within the British fashion industry.

### **About AKOJO MARKET**

AKOJO MARKET is the leading UK destination for artisan-led brands from across Africa and beyond. We sell handmade accessories, jewellery, homeware, clothing, bath and beauty and accessories. We select talented designers and brands who promote local culture and artisan craftsmanship, and are committed to a sustainable and transparent way of working. Our bespoke due diligence process sets the standard for ethical production, and our careful curation ensures customers discover beautiful items they will cherish forever.