



Presents

Italy
Eco-Fashion Week

25th Sept 2025



Who We Are

Italy Eco-Fashion Week is a collective fashion show powered by Friend of the Earth, promoting certified sustainable fashion and textiles.

We spotlight brands dedicated to traceability, social responsibility, and low-impact production — shaping a greener, more ethical future for fashion



Certified



Sustainable
Fashion

Are You a Designer !!

Are you a designer with a story to tell through sustainability and style?

Italy Eco-Fashion Week invites you to showcase your SS26 collection on one of Milan's most meaningful runways.

This is more than a show — it's a movement where your values and vision take center stage. Let your designs walk with purpose this September!



LOCATION

Istituto dei Ciechi – Milan

The Istituto dei Ciechi is a historic venue in Milan, featuring elegant neoclassical architecture, excellent lighting and media facilities, and a central, easily accessible location





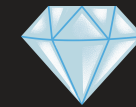
Designer Runway Fee

Designers who join Italy Eco-Fashion Week in Milan are invited to showcase at Brazil Eco Fashion Week at a special combined rate.



GOLD

Milan – €5,000



DIAMOND

Milan & Brazil - €7,000



- *Friend of the Earth Certification (1 year)*
- *Selection of Models*
- *Stylist, Hair, Makeup & backstage production*
- *Venue & Production*
- *Photography & Video edits*
- *Interview & Press*
- *Catering & Guestlist*

All-inclusive. Just bring your designs.

What the Fees Covers

By joining the Friend of the Earth Fashion Certification, brands will receive:

- *Friend of the Earth Certification & Audit*
- *Participation in the Collective Fashion Show*
- *Exhibition at Milano Fashion & Jewels 20 to 23 September 2025*
- *Joint Communication & Promotion*
- *Retail Space in San Babila, Milan*

MILANO FASHION & JEWELS

**20-23
SEPTEMBER 2025**

FIERA MILANO • RHO



Apply Now!

- Application Deadline: June 30th 2025
- Apply now: eso@wsogroup.org
- Spots are limited !



www.friendoftheearth.org



eso@wsogroup.org



[@friendoftheearth_fashion](https://www.instagram.com/friendoftheearth_fashion)