



zendome

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PRESS RELEASE

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ZENDOME meets Green Fashion

ZENDOME, Berlin based manufacturer of architecture made of geodesic structures, is a partner of 'TheKey.to' in Juli of 2010, the international event for green fashion, sustainable lifestyle and culture.

These days, whoever looks out of the window of train or S-Bahn between the Berlin stations Ostbahnhof and Warschauer Straße will see the white geodesic dome located at one of the nicest event locations in the capital – the both monumental and charming Postbahnhof.

The geodesic dome will be used by the organisers of 'TheKey.to', the one of a kind platform for Eco Fashion and the according lifestyle in Germany. The fashion fair is official member of the Berlin Fashion Week which attracts more than 120.000 fashion experts to the capital twice a year.

It is the only event that solely focusses on green fashion and presents selected labels ranging from street-wear to sportswear to high fashion. A multi layered program makes green lifestyle its topic and invites visitors into the ZENDOME for the first time during 'TheKey.to' starting on the 5th of July.

Gordian Overschmidt, managing director of ZENDOME: "TheKey.to impressively proves how style and environmental consciousness can go hand in hand. We support this movement because we take the Green Event trend in the MICE market seriously and develop our mobile spaces with a focus on realising events climate friendly: With special isolating membranes, high quality materials and a traditionally energy saving architecture."

With a six day expert program the TheKey.to academy offers young professionals workshops, conferences and discussions, in this very special atmosphere of the geodesic dome, all revolving around the topics of green and socially responsible fashion.

The fair organisers are convinced that green fashion is stylish and demanding and thus present an exclusive selection of known labels ranging from high fashion to casual and street-wear brands. The fair will take place from the 8th to the 10th of July and is accompanied by a lifestyle arena with sustainable product design, a large fashion show and the already legendary closing party where the ZENDOME.30M will transform from stylish seminar space to an exclusive bar.

More Information:

www.zendome.com
www.thekey.to

Venue:

Postbahnhof Berlin, Straße der Pariser Kommune 8, 10243 Berlin