

The American market for European Fashion brands



PROGRAM

24th of March 2021

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3:00 - 3:15 pm

The FASCINATE project, aims to support the internationalization of EU textile and fashion SME clusters that are working towards the development of circularity and sustainability in these industries.

3:15 - 3:40 pm

A presentation by Mik Strøyberg, Danish entrepreneur who in 2013 started a market expansion platform to assist European businesses to easily establish and scale businesses in the US.

3:40 - 4:00 pm

Better World Fashion is a sustainable brand highly focused on creating luxury designs using upcycling of post-consumer leather goods. During the event Lars Olesen will introduce their strategy towards internationalization and the role the company's DNA has played towards it.



BULGARIAN FASHION ASSOCIATION

