



CLOTH
Cluster Alliance for the Transition
to green and digital fashion



PRESS RELEASE, June 2022

Registration is open for the first CLOTH Project ClusterXChange event, London, June 28-30



The first CLOTH ClusterXChange visit will take place in London, June 28-30, 2022, and will include a visit to the [„Future Fabrics Expo 2022”](#) Fair. The companies who want to



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take part in this short-term exchange in the EU supported CLOTH Project can start now to register for the event.

June 2022 - Barcelona / Copenhagen / Aix-en-Provence / Ruse / Iasi : CLOTH Project, the European alliance which brings together individuals, companies and clusters working on the transformation of the fashion sector towards sustainability and digital is announcing the launch of its first ClusterXchange event. It will take place in London, the end of June, and will include a visit to the „Future Fabrics Expo 2022” Fair. The theme of the event will be „Strategic Trend Safari London 2022”.

The goals

The ClusterXchange mobility scheme programme aims to facilitate the exchanges of experiences and best practices among SMEs and clusters. This first ClusterXchange event will bring participants to the „Strategic Trend Safari London 2022” content on digitalization and sustainability in the Fashion business through an inspiring experience and visiting concepts related to these topics in the city of London.

During this first ClusterXchange event the participants will get to know new materials and sustainable suppliers by visiting the “Future Fabric Expo 2022” in London. The participants will also be able to share ideas and experiences with other professionals participating in the „Trend Safari” and with the organizing team, led by international expert [Daniel Córdoba-Mendiola](#). Not least the beneficiaries will be able to develop new relationships with sustainable suppliers and learn about circularity in the fashion industry from speakers participating in the “Future Fabric” event.

Cost and eligibility

The ClusterXchange mobility scheme is open to different types of organizations: SMEs, clusters, scaling-up support organizations, large companies or even public companies. The agenda of „Strategic Trend Safari London 2022” event includes visit to the fair, workshop sessions in discussion format, exploring London and visiting interesting concepts and application on digitization and sustainability in the fashion industry. The cost of the „Strategic Trend Safari London” Program is 385 euro (plus VAT) per



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Lifestyle & Design Cluster

participant (includes access to the Future Fabric Expo and participation in the Safari Trend). These amounts do not include travel, subsistence and hotel. Companies will be able to access a 500 euro travel bag from the European CLOTH (Xchange) project.

About CLOTH

CLOTH project - *Cluster Alliance fOr the Transition to green and digital fashIon* - is a new alliance aiming to create a favorable ecosystem of relevant stakeholders, from a cross-sectoral perspective, promoting a greener, smarter and more competitive and innovative European Fashion industry.

The CLOTH project is an integrated cross-sectoral partnership with 5 partners from 5 European countries (Spain, Bulgaria, Romania, Denmark and France) working on different value chains: Fashion and Textile, circular economy, creative industry and Digital.

During the EU supported CLOTH Project will be organized minimum 100 short-term exchanges between targeted members of clusters located in other countries.

The CLOTH project is funded by the European Innovation Council and SMEs Executive Agency (EISMEA), under the powers delegated by the European Commission, COSME programme, call COS-CLUSTER-2020-3-03 / COS-CLUSTER-2020-3-03-1 (European Cluster Excellence Programme with ClusterXchange scheme connecting ecosystems and cities).

For more informations: <https://clustercollaboration.eu/content/cloth>

To apply for the ClusterXChange visit you may register [here](#).





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