

LECTURE

FRIDAY FOR SUSTAINABILITY IN FASHION- WHAT CAN WE DO AS CONSUMERS?

BY **DR. BETTINA HEINRICHS**
(MACROMEDIA UNIVERSITY OF
APPLIED SCIENCES)

The Corona pandemic has made many consumers rethink their buying habits. The lecture will demonstrate how easy it is to change from a fast fashion to a slow fashion buyer with small changes in clothing consumption. Small steps of change have a big impact on the fashion market and it is easier than ever to indulge our passion for fashion without leaving a massive carbon footprint behind. Reducing garment production helps stop climate change - Friday for sustainability in Fashion.



ABOUT THE SPEAKER:

Dr. Bettina Heinrichs is a lecturer for fashion management and fashion project management at universities in Germany and the EU. She has excellent knowledge of the international fashion market through her many years as a freelance designer and manager and consultant to companies in the textile and apparel industry in Scandinavia, the Baltic States, France, and the USA. As curator of exhibitions, she conceives and organizes special exhibitions on fashion, historical fashion costumes, and folk costumes.



macromedia university
of applied sciences