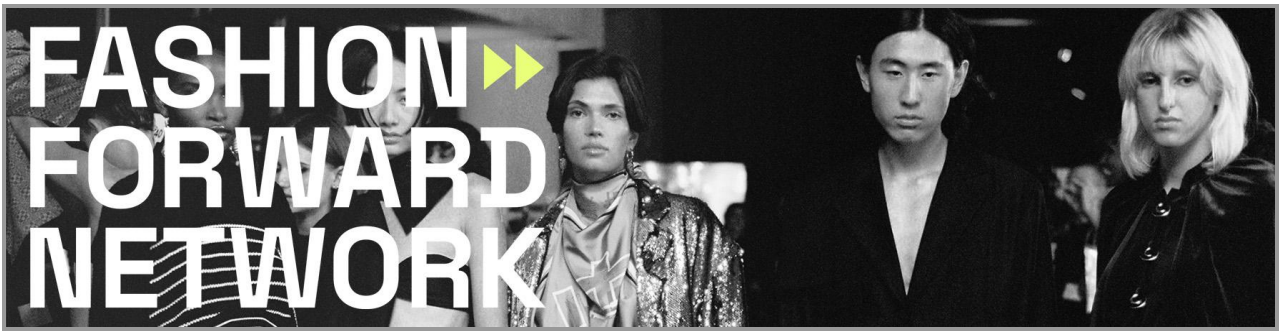


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# FASHION ▶▶ FORWARD NETWORK

Fashion Forward Network goes live with the transatlantic business cooperation program for the fashion industry. Join the digital kick off.



(Photocredit: William Fan by George Nebieridze)

## Supporting sustainable business partnerships in fashion between Berlin and the USA

Berlin, 21.06.2023 - Fashion Forward Network (FFN) is not just a project; it's a vibrant community where creativity, innovation, and sustainability collide. We're thrilled to invite you to be a part of this groundbreaking initiative that connects Berlin-based fashion brands, agencies and tech startups with the brightest minds, institutions, and trailblazers across the USA. Together, we'll shape the future of fashion on both sides of the Atlantic.

FFN is your gateway to success, offering access to tailor-made resources to meet your individual business needs. From conquering the US market and receiving legal expertise to showcasing at renowned trade fairs and forging strategic connections, we've got you covered.

But FFN is more than just business. It's a dynamic platform that brings like-minded individuals together through electrifying networking events, inspiring delegation trips, transformative workshops, and cutting-edge webinars. By fostering German-American economic relations, we're driving prosperity, boosting competitiveness, and catapulting Berlin onto the global stage.

Sqetch and the Fashion Council Germany have joined forces to amplify the creative and innovative power of Berlin's most exceptional fashion and impact tech companies. This strategic partnership ignites the spark for new possibilities, fuels exponential growth, and reshapes the very fabric of the fashion industry. FFN is funded by a program on federal state level. It's financed by the European Regional Development Fund (ERDF) and the state of Berlin.

Visit our website today for more information about Fashion Forward Network and discover how you can shape a sustainable future for fashion in Berlin and the USA.

About Fashion Forward Network: <https://www.fashionforward.network/>

LinkedIn: <https://www.linkedin.com/showcase/fashion-forward-network/>

## About Fashion Forward Network

Fashion Forward Network (FFN) is a trailblazing project that connects Berlin and the USA, fostering sustainable business partnerships in the fashion industry. By bridging the gap between these creative hubs, FFN propels growth, innovation, and digitization while championing a sustainable future for fashion on both sides of the Atlantic. It's a two year project starting March 1st, 2023 until February 28th, 2025 with the option to be prolonged.

## Save the Date: "Go To USA" digital Kick Off

We would like to warmly invite all Berlin and US-based companies to the digital kick off of our "Go to USA" meeting series, which will take place on **July 3rd 4:30 pm** (CEST/GMT) via zoom.

In the virtual Meet-up, we'll be introducing the project and welcome Sebastian Serafin as a keynote speaker. The Deputy Director of the Berlin Business Office, located in New York, is part of the Berlin Senate Department for Economics, Energy, and Public Enterprises. His primary mission is to facilitate a framework and environment to attract companies worldwide to expand to Berlin and to support Berlin companies to grow within a globally competitive market. Together we will explore the opportunities and challenges in the fashion sector of Berlin and the USA, starting with New York City.

Registrations for the digital kick off are possible [HERE](#). We look forward to having you on board.

All information regarding the participation and final registration for Fashion Forward Network will be sent out in our newsletter after the kick-off webinar to all subscribers who might miss the webinar. You can subscribe to our newsletter [HERE](#) to stay tuned on the next steps, upcoming news as well as future webinars happening in the Fashion Forward Network.

For interview requests or more information, please contact:

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## **SQETCH BY SOURCEBOOK GMBH**

Sourcebook is a sustainable innovation agency based in Berlin. Our online B2B sourcing and networking platform, Sqetch, connects fashion brands to manufacturers and suppliers, with digital tools to support business along the entire supply chain. In addition to virtual matchmaking, we curate a range of innovation platforms including networking programmes, hackathons, exhibitions, conferences and think tanks, to catalyze the digital and sustainable transformation of the fashion and textiles industry.

About Sqetch: <https://sqetch.co/>

## **FASHION COUNCIL GERMANY e.V.**

Fashion Council Germany e.V. is the patron to empower the German fashion and design landscape for a visionary, technological and sustainable future in a global market. Founded in January 2015 in Berlin on the initiative of national industry experts, the FCG promotes German design as a cultural and economic asset and supports young designers from Germany. In order to achieve this goal, the FCG focuses on education, sustainability and fashion technology as well as the promotion of interdisciplinary dialogue and networking. Therefore, the Fashion Council carries out essential lobbying work in politics, business and culture, aims for visibility and emphasizes the global relevance of German fashion design and production nationally and internationally. About Fashion Council Germany: <https://www.fashion-council-germany.org/>