

## Helsinki Congress Paasitorni showcases sustainable fashion brands during the Helsinki Fashion Week on 20 – 25 July 2018

Helsinki Congress Paasitorni has been selected to host the showroom for 30 sustainable fashion brands during the Helsinki Fashion Week on 20 – 25 July 2018. With 110 years of unique architecture, design and culture, Helsinki Congress Paasitorni - with its atmosphere and ambience - stands out as a perfect location for displaying fashion and beauty, in a responsible and sustainable way.

The EcoVillage 2018 concept of Helsinki Fashion Week follows the principles of circular and sharing economies as far as possible, aiming to minimize the ecological foot print of fashion industry. No brands, designers or partners with non-sustainable or unethical productions or collections are accepted to Annual Helsinki Fashion Week.

Helsinki Congress Paasitorni celebrates its 110 years anniversary in 2018. Paasitorni's rich tradition can be sensed by customers every day in the carefully restored premises with a unique atmosphere and ambience. During the years Paasitorni has operated as a venue for large-scale events ranging from boxing matches to concerts, as well as from conferences to gala dinners and balls. The building incorporates architectural characteristics from several period styles since 1908, with the new design appreciating and revitalizing the rich heritage.

Responsibility and sustainability are the core values shared by Helsinki Fashion Week and Helsinki Congress Paasitorni. For Paasitorni, responsibility means respect towards the architecturally unique and culturally significant building and the operations carried out in it. Helsinki Congress Paasitorni abides by the ISO 9001 quality standard and the ISO 14001 environmental standard. We are committed to ensuring that our operations cause no environmental harm. We implement the changes required in our facilities while at the same time respecting and upholding our architectural heritage, traditions and environmental values.

### Background information

The full-service venue of Helsinki Congress Paasitorni is located in the heart of Helsinki in a historic building which has been tastefully restored and extended. Helsinki Congress Paasitorni houses nearly 30 characterful and adaptable meeting, party and event spaces for up to 800 participants, complemented by five individual restaurants and 170 hotel rooms.

The venue also hosts plenty of space that can function as group, parallel and exhibition rooms. Styles range from the historical to the contemporary. Helsinki Congress Paasitorni provides an inspirational and memorable setting for conferences, congresses, gala dinners and festivities - with accommodation.

For further information on Helsinki Fashion Week, please see

- <http://helsinkifashionweeklive.com/>
- please contact: [contact@nordicfashionweekgroup.com](mailto:contact@nordicfashionweekgroup.com)

For further information on Helsinki Congress Paasitorni, please contact

- Ms. Kati Kosonen, Marketing Manager, Helsinki Congress Paasitorni, +358 (0)50 435 9911, [kati.kosonen@paasitorni.fi](mailto:kati.kosonen@paasitorni.fi)

For images of Helsinki Congress Paasitorni, please visit

- [www.paasitorni.fi](http://www.paasitorni.fi) – [Media bank](#)

For more information on the history and architecture of Helsinki Congress Paasitorni, please see

- [www.paasitorni.fi](http://www.paasitorni.fi) - [History](#)

For more information on the quality and responsibility issues of Helsinki Congress Paasitorni, please see

- [www.paasitorni.fi](http://www.paasitorni.fi) – [Quality and responsibility](#)