



FOR IMMEDIATE RELEASE: 06/29/2018

## **Room for History and Future**

*Helsinki Fashion Week announces partnership with Helsinki Congress Paasitorni to host a showroom for 30 sustainable fashion brands, surrounded by tradition and heritage*

**(Helsinki, Finland) June 28, 2018** – Helsinki Congress Paasitorni has been selected as the official showroom venue of Helsinki Fashion Week, showcasing the event's 30 sustainable fashion brands during 20–25 July.

Based on the shared vision of responsibility and sustainability as the core element of all business operations, the partnership extends over the themes of environment, heritage and culture. Paasitorni's rich tradition can be sensed by customers every day in the carefully restored premises with a unique atmosphere and ambience, standing out as a perfect location for displaying fashion and beauty in a responsible and sustainable way.

The showroom in Helsinki Congress Paasitorni will be open from 8 a.m. to 8 p.m. daily, showcasing sustainable designers and brands such as Tiziano Guardini, Lovia and Unravelau among other. Surrounded by the idyllic area of Hakaniemi in downtown Helsinki, the showroom follows the EcoVillage -identity by bringing nature close to fashion.

The Paasitorni building incorporates architectural characteristics from several period styles since 1908, with the new design appreciating and revitalizing the rich heritage. Helsinki Congress Paasitorni also abides by the ISO 9001 quality standard and the ISO 14001 environmental standard, with an organisation committed to ensuring that their operations cause no environmental harm.

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### **About Helsinki Fashion Week**

Helsinki Fashion Week 2018 showcases 30 sustainable fashion designers to international buyers, press, and fashion industry professionals. The independent event offers new experiences and information to visitors through the EcoVillage platform, built around circular and sharing economies. The event aims to inspire sustainable urban development and cross-industry solutions to current and future environmental challenges in the fashion business.

### **About Helsinki Congress Paasitorni**

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.

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