



TRANSFORMERS ED

September 14th — 16th LIVE via Zoom



P R E S S R E L E A S E

Transformers ED is Back Presented by Transformers Foundation in Collaboration with Crescent Bahuman and Diamond Denim.

NEW YORK | September 2, 2021 | Transformers Foundation is back with its student and consumer facing educational event Transformers ED, this time catered to the Pakistani denim community. Transformers ED Pakistan in collaboration with Crescent Bahuman and Diamond Denim by Sapphire Group will be entirely online with all panels and presentations being held in English. Free and open to anyone who is interested to join via Zoom on September 14th, 15th, and 16th from 2:00pm - 5:00pm Karachi / 11:00am - 2:00pm EU / 5:00am - 8:00am EST.

This upcoming ED event will spotlight solutions being created by leading members of the Pakistani denim community, as well as the denim industry at large. Presentations and panels will discuss challenges and innovation in fashion and specifically denim production, the progress in forming a responsible Denim supply chain, the logistics for successful textile recycling and circular business models, creative branding and denim trends, as well as help students and consumers in Pakistan understand the current challenges and opportunities for improvement and innovation.

September 14 Technology Day panels and presentations will explore the first links in the supply chain from fibres to dyeing. Topics include natural, man made cellulosic, and synthetic fibers, and chemical management in fabric production.

September 15 Sustainability and Responsibility Day panels and presentations analyze what responsibility in the denim industry means through circular production. Industry experts and innovators will give updates and insights into the latest textile recycling developments, Cradle to Cradle approaches, how to make the right sustainable choices, what social responsibility looks like in the denim industry, and a special presentation from ZDHC and the Conscious Fashion Campaign on the United Nations Sustainable Development Goals.

September 16 Design and Trends Day panels and presentations will focus on fashion trends, inspiration, creative design and career planning. Students and consumers will learn how to conduct good research and find the best sources of inspiration, what the future of sourcing looks like and how to prepare, creative branding and design, and how trends have changed over the years and where we are at with denim now.

Transformers ED aims to educate students and consumers on best practices and innovation led by industry veterans and experts. Transformers Foundation believes that responsibility and transparency begin by educating upcoming designers and denim professionals before entering the workplace and that education should be available and accessible to all.

“Our Transformers ED events have made a huge impact on denim students around the world and we are only just getting started. Being able to equip students and upcoming denim professionals across the globe with the information they need to change the future of the denim industry is one of my greatest joys,” said Andrew Olah, founder of Transformers Foundation and Kingpins Show. *“We are collaborating with two of Pakistan’s vertically integrated denim companies to foster sustainability literacy for Pakistani students and we couldn’t be more excited.”*

A complete program will be available soon. To register for the event, please visit our site [here](#). Videos from past Transformers ED events are available [here](#).

Speakers include: Alberto de Conti of Rudolf Group; Ali Abdullah of Diamond Denim; Alice Tonello of Tonello; Amy Leverton of Denim Dudes; Andrea Venier of Officina+39; Ariadna Alcalde of Eco Intelligent Growth; Ayesha Barenblatt of Remake; Ebru Ozaydin of Lycra; Jean Hegedus of Lycra; Mr. Kanwar Usman of ICAC; Katie Doherty of YKK; Kelly Burton of Textile Exchange; Kerry Bannigan of Conscious Fashion Campaign; Mariella Noto of ZDHC; Michael Kininmonth of Lenzing; Miguel Sanchez of Transformers Foundation; Nick Williams, author of Denim Branded; Rashid Iqbal of NDL; Roberto Camera of Nearchimica S.P.A.; denim consultant Rowan Hunt; denim consultant Salli Deighton; Towonda Vaughns of AGI; Zaki Saleemi of Crescent Bahuman; hosted by Mohsin Sajid, founder of Denim History. More to be announced in the coming weeks.

About Transformers Foundation:

Transformers Foundation is the unified voice representing the denim industry and its ideas for positive change. It was founded to provide a thus-far missing platform to the jeans and denim supply chain and a central point of contact for consumers, brands, NGOs, and media who want to learn more about ethics and sustainable innovation in the industry.

We represent the denim supply chain: from farmers and chemical suppliers to denim mills and jeans factories.

<https://www.transformersfoundation.org/>

Instagram: [@transformersfoundation](#)

LinkedIn: [@Transformers Foundation](#)

About Crescent Bahuman:

Crescent Bahuman, Pakistan's first vertically integrated denim facility was inaugurated in 1995. Since then, CBL – as it's lovingly known in the industry – has gone from strength to strength by creating an eco-friendly environment that enables its most important resources, our people, to develop and deliver to the satisfaction of our clientele.

<https://www.crescentbahuman.com/>

Instagram: [@crescentbahuman](#)

LinkedIn: [@Crescent Bahuman](#)

About Diamond Denim by Sapphire Group:

Diamond Denim is one of the branches of Sapphire Group; a conglomerate with a turnover of 900 million USD. The first Sapphire spinning mill was established in the 1970's and in the span of fifty years, the group has expanded into a technology advanced, quality oriented enterprise, with fully integrated textile mills, power producers and a state-of-the-art dairy farm.

<https://diamonddenim.com/>

Instagram: [@diamond denim by sapphire](#)

LinkedIn: [@Diamond Denim by Sapphire](#)

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