

Transformers Foundation Announces Collaboration with Industry Trade Show Bluezone Munich

May 20th, 2022

The Transformers Foundation is proud and gratified to announce its collaboration with Bluezone, the renowned International Denim Trade Show in Munich. As long-time industry colleagues, the two finally have the opportunity to come together and work on something special.

The Foundation was invited and accepted to participate in the Bluezone seminar series on August 30th and 31st in the main lecture centre at Keyhouse to present two information sessions on sustainability in our beloved denim industry. With a core pillar of Transformers Foundation being open education, this was a no-brainer partnership.

“Collaboration in our industry is long overdue. As Founder of the Kingpins Show and the Transformers Foundation, I am extremely proud that Bluezone has extended this invitation to Transformers, and I love the opportunity to work on this together for the greater good of the industry,” says Andrew Olah. “The more our industry collaborates, the more we can bring sustainable change to the denim industry.”

On August 30th, presentations and discussions will revolve around the topic of energy. As we put all of our efforts into decarbonizing the industry, this timely topic will equip you with the tools to reduce your impact while providing networking opportunities for strategic partnerships.

The theme of day two, August 31st, is Innovation. With an over saturation of marketing concepts promoting new developments as the latest and greatest, we will provide you with a vetted round-up of the truest innovations on the market and your chance to meet the people behind them.

“We are super excited and feel very honored to host the Transformers Foundation in Munich as real partners,” adds Sebastian Klinder. “Education and collaboration are the driving forces that shape our industry. We see a huge potential and opportunity in this unexpected alliance and take the chance to prove what we can achieve with collaboration in these current times.”

More details will be revealed soon.

Register for the event here: <https://bluezone.show/the-show/#info>

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/>

About Bluezone:

The International Denim Trade Show BLUEZONE offers leading denim suppliers a unique platform to showcase their latest developments to the international blue community of the denim, street and sportswear market. With a strong commitment to excellence and a highly innovative approach, BLUEZONE is a key event to present quality materials, share know-how, meet with long-term partners as well as discover innovations and the latest trends in a business and fun environment. The denim dedicated trade show happens at the same time and next to the International Fabric Trade Show MUNICH FABRIC START as well as the Innovation Hub KEYHOUSE. These short distances and synchronicity allow around 20,000 international fashion experts to meet while exploring all fabric innovations and trends twice a year at one place. www.bluezone.show

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