



TRANSFORMERS ED

October 14th — 16th LIVE via Zoom



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

Transformers Foundation Will Virtually Present the Next Edition Transformers ED, its Student- and Consumer-Facing Denim Education Series, on October 14/15/16

Featuring three days of content focused on the topics of supply chain, sustainability and design, Transformers ED will boast a robust and diverse roster of speakers and panelists.

NEW YORK | September 10, 2020 | Due to the ongoing COVID-19 pandemic, Transformers Foundation will offer its next edition of Transformers ED via Zoom on October 14, 15 and 16. In collaboration with Ravensbourne University London, the digital event is also receiving an upgrade in terms of scope and scale. Educator and denim expert Mohsin Sajid will host Transformers ED.

Originally launched as a day-long event focused on illuminating the environmental and social impacts of each step of the denim supply chain, the October 2020 edition of ED pushes beyond those borders to explore the supply chain in a more in-depth and holistic manner over three days. The expanded ED event will still spotlight solutions being created by leading members of the denim community and help students and consumers understand the inefficiencies and threats facing the denim supply chain – as well as opportunities for improvement and innovation.

October 14 panels and presentations will explore the denim supply chain, including yarn, spinning and dyeing. Topics will range from indigo history and how denim is made, to “Fiber 101” mini masterclasses on cotton, elastomeric, manmade cellulose and bast fibers from top industry experts.

October 15 panels and presentations will focus on sustainability and circularity in denim and jeans production. Industry experts and innovators will give updates and insights on the United Nations’ Sustainable Development Goals, the role of sustainability in denim fabric production, innovations in garment washing and processing and how designers can make sustainable choices during product development.

October 16 panels and presentations will analyze quality, creative design and career planning in the denim industry. Students and consumers will learn how to conduct research to gain inspiration and consumer insights, how to build a comprehensive tech pack, how to think about and design quality garments, sustainable graphics in branding and packaging, how trend forecasting has evolved and the different roles a denim designer can fill in the denim industry.

“The response to our past Transformers ED events has been overwhelming with students from 30 universities and fashion programs across Europe attending to receive an in-depth and unvarnished crash course on the state of the denim supply chain,” said Andrew Olah, founder of Transformers Foundation and Kingpins Show. *“This 3rd edition we shifted our timing to accommodate US students, which we couldn’t be more excited about, and spaced out the event over three days, at three hours per day. Our goal is to prepare students to enter our industry and hit the ground running with a clear understanding of the opportunities and challenges facing the jeans industry. If we want to change the future of the denim industry, we must equip the young professionals entering the industry with the best information and insight.”*

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

Speakers include: Andrew Olah, Transformers Foundation; Mohsin Sajid, ENDRIME® / DENIM HISTORY; Miguel Sanchez, Transformers Foundation; Helen Latham, The LYCRA Company; Michael Kininmonth, Lenzing; Simon Giuliani, Candiani Denim; Alberto DeConti, Rudolf Group; Jason Denham, DENHAM; Kerry Bannigan, Conscious Fashion Campaign; Ebru Ozaydin, Artistic Milliners; Alberto Candiani, Candiani Denim; Alice Tonello, Tonello; Salli Deighton, OSD Ltd; Rowan Hunt, Denim Research; Claire Ford, Claire Ford Consultancy / Outland Denim; Amy Robertson, Denim Specialist; Janelle Hanna, White Weft; Neha Celly, Bluehemia / Nece Gene; Jessica Gebhart, i and me; Malin Ekengren, Denim Specialist; Sue Barrett, Denim Forum; Laura Dixon, Three by one Europe®; Miles Johnson, Johnson Design Consultancy; Nick Williams, 4th Avenue Graphics; Leanne Jae, Denim Specialist; Amy Leverton, Denim Dudes; and Donwan Harrell, Art Meets Chaos.

About Transformers Foundation:

Transformers Foundation is the unified voice representing the Denim Industry’s change.

In spite of its size, the Denim Supply Chain has never been represented by an organization to defend its importance and value in front of business stakeholders, be it Brands or NGOs. Denim’s voice has not been represented in the media. Who else but

the Supply Chain is most qualified to express Innovative and Technically Advanced production process? Based on the continuous feedback from Kingpin's Exhibitors about this lack of representation and the interest in having continuous coordination, information and education throughout the complete supply chain, the Transformers Foundation was formed as a non-profit organization. Transformers Foundation aims to be the central point for the Denim Industry, working at different levels (educational, collaboration with other organizations to cover all social, eco-tox and technical topics, and also generate new interest from the market on a really high added value type of Fashion).

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

Instagram: @transformersfoundation <https://www.instagram.com/transformersfoundation/>

About Mohsin Sajid and Denim History:

Mohsin Sajid is a highly accomplished denim specialist, denim historian and educator. With more than 20 year's experience working with a number of world-leading international denim brands and mills.

Mohsin has a keen interest in raising the next generation of denim designers reflecting on his role as MA denim lecturer at The Royal College of Art, and BA denim lecturer at Ravensbourne University London.

Mohsin together with his wife Sadia Rafique, both run ENDRIME® Studio, Denim Design Consultancy and the Denim History educational platform where they teach denim making masterclasses & historical denim lectures each year. Mohsin is at the helm of guiding the next generation of responsible denim designers.

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

Instagram: @denimhistory <https://www.instagram.com/denimhistory/>

Instagram: @endrimestudio <https://www.instagram.com/endrimestudio/>

About Ravensbourne University London:

An innovative, industry-focused university located at the heart of London's newest creative community on the Greenwich Peninsula. They are champions of creativity and collaboration, dedicated to giving their learners the specialist skills and opportunities they need for outstanding careers in digital media and design. They have a community of approximately 2,800 students and offer practice-based digital media and design courses from foundation to undergraduate and postgraduate level. Driven by industry standards and supported by the latest high-performance technology, they produce

highly employable and enterprising graduates. They have a strong track record in graduate employability and business creation.

<https://www.ravensbourne.ac.uk/>

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