



#### FASHION HERITAGE NETWORK CYPRUS - ACTIVISM THROUGH CREATIVITY

**TALIA SONGUR 11/12/2024** 

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# Mission & Vision

PRESERVING AND RE-DEFINING
CYPRIOT CULTURAL HERITAGE
THROUGH CONTEMPORARY AND
SUSTAINABLE FASHION AND ART

- Founded in July 2022, in collaboration with the Royal Commonwealth Society
- The only youth-led fashion initiative in Cyprus
- We aim to celebrating the uniqueness of Cypriot fashion heritage through innovative designs and art pieces
- Promoting sustainable practices to engage local and global audiences
- The project is funded by governmental ( Deputy Ministry of Culture, Embassies) and NGO funds.





# Who Are We?

- We are a team of over 40 individuals from diverse educational and professional backgrounds, raised in different parts of the world.
- Membership is open to Cypriots globally, and many of our members are part of the diaspora.
- We strive for inclusivity, currently representing both Greek Cypriots and Turkish Cypriots, with the aim of welcoming Armenians, Maronites, Latins, and other Cypriot communities as we grow.
- Our fashion designers and visual artists are young talents, aged 21–35, at various stages of their careers.
- Volunteers contribute across various departments, including heritage research, graphic design, social media management, exhibition design, and more.





# Sustainable Ancestors

- Use of Local Materials
- Traditional Weaving and Spinning Techniques
- Natural Dyeing Methods
- Craftsmanship and Artistry
- Minimal Waste Practices
- Traditional Garments Designed for Functionality
- Community-Based Production







If our ancestors were living sustainably, why can't we too?











Preserving Cypriot cultural heritage



Innovation



Youth engagement - creating opportunities for young people - peacebuilding



Sustainability (and its connection with Cypriot cultural heritage)





# Raising Awareness Through:

- Fashion show/exhibitions
- Fanzine/Booklets
- Interactive workshops (upcycling and mending clothes)
- Educational Social Media Posts
- Promote and host thrift shops and fashion sustainability events in Cyprus (especially those organized by our partners Fashion Revolution)
- Panel/Discussions
- Participating in related events, conferences





# Environmental & Social Impact of the Fashion Industry

- Greenhouse Gas Emissions: Contributes 8–10% of global GHG emissions.
- Water Consumption & Waste: As the second most water-intensive industry, it uses about 79 billion cubic meters of water annually and produces 20% of the world's wastewater.
- Textile Waste: Approximately 85% of textiles end up in landfills, equating to around 1 billion tons each year.
- Social Challenges: Long, complex supply chains can result in modern slavery and poor labour conditions.
- Workforce: One in six people worldwide works in a fashion-related job, with women making up 80% of the supply chain's labour force.





# Sustainable Development Goals (SDGs)



We promote sustainable craftsmanship, highlighting traditional, low-impact techniques and encouraging the use of locally sourced materials. Through hands-on workshops, we guide consumers and producers toward more responsible and durable fashion choices.



By championing eco-friendly production methods and supporting designers who prioritize energy efficiency and reduced emissions, FHNC helps lower the industry's environmental footprint. We also raise awareness about the climate impacts of fashion and encourage more mindful consumer behaviour.

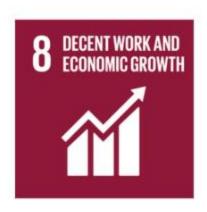




# Sustainable Development Goals (SDGs)



As a bicommunal organization, FHNC actively fosters dialogue and collaboration across different communities within Cyprus. We bring together artisans, designers, and stakeholders from various cultural backgrounds to promote mutual understanding and strengthen trust.



We support designers and producers who ensure fair wages, safe working conditions, and transparent supply chains. FHNC's initiatives help strengthen local craftsmanship communities, providing economic stability and ethical employment opportunities that respect human rights.





## REVIVE EXHIBITION

REVIVE Exhibition featured 12 sustainable fashion and art pieces inspired by Cypriot cultural practices and traditions.

Attended by 700+ guests at Gardens For The Future.

#### Opening Night:

- Speeches by the High Commissioners of the United Kingdom and Australia as our main sponsors.
- Supported by UNFICYP and RIK as our media sponsor.

#### Activities during the 4-day exhibition:

- Panel discussion on fashion sustainability
- Movie screening
- Free educational workshops on upcycling and traditional embroidery













### REVIVE LONDON EXHIBITION

In September 2023, we had the honour of presenting the REVIVE exhibition at the Cyprus High Commission in London for two weeks.

The exhibition was a massive success, attracting many prestigious guests from the worlds of fashion, culture, and the Cyprus diaspora.

This embassy's first-ever the was contemporary and sustainable fashion exhibition inspired by Cypriot cultural heritage.













## UN FASHION EVENT

In January 2023, we collaborate with UN Cyprus for the Intercommunal Business Networking Event.

We had the opportunity to present our network and conduct a workshop titled "Reinventing Heritage as Modern Design."

- The workshop introduced participants to: Sustainable fashion practices
- Circular economy concepts and upcycling
- Post-consumer waste repurposing into modern design
- Methods that were inspired by Cypriot cultural heritage and history













## CYPRUS DIASPORA FORUM

Christina Dymioti, Director of FHNC, received the prestigious Cyprus Diaspora Award for her contributions to culture and arts.

She also participated in the "Culture and Arts" panel at the Cyprus Diaspora Forum in March 2024.

This recognition underscores her significant impact within the field and reflects our organization's dedication to promoting cultural heritage and fostering dialogue on a global platform.











### CYPRUS FASHION FILM FESTIVAL

The Cyprus Fashion Film Festival celebrated fashion and filmmaking with screenings, a fashion show, and an award ceremony.

The event showcased Cypriot creatives and included a red-carpet gala with international submissions from 15 countries.

The FHNC team presented 14 designers' sustainable designs inspired by Cypriot heritage and architecture.

Supported by the Municipality of Limassol, the Deputy Ministry of Culture, and media sponsors RIK and Life.com.cy.















#### Sustainable Roots, Sustainable Future: FHNC Festival

Hands-On Workshops: Traditional Kourellou Weaving, Natural Dyeing, and Fabric Upcycling sessions that revived cultural techniques and encouraged circular fashion practices.

Panel Discussions: Preserving Cypriot Fashion Heritage panel and the Coperni AirSwipe Bag presentation by Professor Ioannis Michaloudis revealed the transformative power of innovation and sustainable design.

Designer Showcase: FHNC designers impressed with sustainable creations that seamlessly blended cultural heritage, craftsmanship, and modern aesthetics.













#### **FUTURE STEPS**

- 1. Create the first-ever online Cyprus fashion heritage database.
- 2. Organize workshops and participate in events and conferences.
- 3. Collaborate with more fashion designers and creatives.
- 4. Engage with the Cypriot artisans and local cultural and education sectors.

#### Long-term Aspiration:

Establish Cyprus's first fashion and research hub to provide young designers with the knowledge, skills, technology, and workspace needed to build their brands and innovatively preserve Cypriot cultural heritage.





#### JOIN US

Exciting Opportunity for Fashion Designers/ Visual Artists:

- Applications will open in early 2025.
- Limited spaces available for emerging designers/ artists.

We are always looking for passionate youth who want to get involved, for more information about other positions, please contact us or visit our socials!

#### Why Join FHNC?

- Be part of a dynamic, youth-led network making a global impact.
- Collaborate with like-minded creatives and professionals.
- Gain local and international exposure through our events and initiatives.





# THANK YOU

**FOLLOW US** 





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