

**InNaTex and FA!R2008 profiting from Eco-Boom and Socially Acceptable Production**

Subjects like ecological awareness and social criteria have become a “long-runner” in the last years. Also in the biggest international natural textiles fair of its kind, the InNaTex 22 ([www.innatex.de](http://www.innatex.de)) - 26 to 28 January 2008 – this market development is mirrored, as the director of the fair Alexander Hitzel, from the organizer Muveo GmbH (managing director Heinrich Freitag), Frankfurt, stated.

The comparable benchmark of last year of altogether 225 exhibitors on the fair area in Wallau, close to Frankfurt am Main, has already been topped this year. Countries such as Great Britain and also the Scandinavian sector with Norway and Sweden experience a reinforcement of exhibitors. Besides, night-wear, fashion and men’s wear even more children`s collections will be presented for the fall-/ winter season 2008/09.

With the slogan Body-Styling Index styling according to type is in the program. “What suits whom? Which cuts are suitable for which figures and body forms?” These are the questions to which the special area does not only give answers, but also delivers hints and tips putting together matching outfits. Furthermore, Hitzel (E-Mail: [hitzel@muveo.de](mailto:hitzel@muveo.de)) stated that the term “eco” does not equal “eco” in every case. It is enough to look at the multitude of existing environment- and quality signs alone for textiles to reach this insight. The criteria for the granting of these labels are so diverse as the granting institutions and enterprises. To clear the maze of environmental labels, the fair organizer has issued the natural textile guide “Naturlich InNaTex Label-Guide – Wegweiser zu textilen Qualitätszeichen“ (“Of course InNa Tex La-

bel-Guide – directory to textile quality marks”), in a handy pocket format.

The discussion about climate change, global warming, allergies and the responsible handling of energy and resources of any kind have again taken a noticeable influence on the development of the branch. The leading companies have come together in the Internationalen Verband der Naturtextilwirtschaft e.V. (International association of natural textile economy) ([www.naturtextil.com](http://www.naturtextil.com)), Selzen, which grants the quality label “Naturtextil“ (“Nature textile”). Afterwards, the InNatTex fair takes place in Wallau from 9 to 11 August 2008.

A further current fair is the “FA!R2008 – Zukunftstrends im Fairen Handel“ (future trends in the fair trade) from 25 to 26 January, which takes place for the first time in Dortmund on the premises of the former tramway main workshop “Depot“ ([www.depotdortmund.de](http://www.depotdortmund.de)). As cultural center the industrial monument, nowadays, combines design, art handicraft, art, media and gastronomy. Organizer is the “Eine Welt Netz NRW“ (one world network NRW) ([www.eine-welt-netz-nrw.de](http://www.eine-welt-netz-nrw.de)). The event will be supported by the Ministry for Generations, Family, Women and Integration of the Federal state North Rhine-Westphalia, the agenda-office of Dortmund-City and the In-WEnt – Internationale Weiterbildung und Entwicklung gGmbH (international company for education and development).

On two days numerous exhibitors from all over Germany and the European countries will show the most current of the fair focus “Textiles and Accessories” from Fair trade.

There are fashionable jeans and t-shirts, collections of young designers as well as high-quality natural textiles and jewellery. Even end-consumers are admitted as buyers. Retailers and owners of world shops (Weltladen) ([www.weltladen.basis.de](http://www.weltladen.basis.de)) can pick up new ideas here and order products.

At the same time professional people discuss with fashion makers on the convention „Fairer Handel hautnah“ (fair trade up close). The participants learn news about certification of textiles that are produced socially adequate. Different workshops are completing the convention. “Fashion and socially adequate production are not a contradiction anymore. More and more fashion designers put emphasis on this aspect. This is what we want to achieve with the FA!R2008“ – explained Juergen Sokoll, coordinator for Fair Trade with the Eine Welt Netz NRW (E-Mail:

[juergen.sokoll@eine-welt-netz-nrw.de](mailto:juergen.sokoll@eine-welt-netz-nrw.de)) the new trend. Trend studies attest the Fair Trade a noticeable growth for the future. Newly available is clothing of Fairtrade certified cotton. Bio-cotton is gaining ground.

Exhibitors are, amongst others, gardeur ag, Moenchengladbach ([www.gardeur.com](http://www.gardeur.com)), TransFair Deutschland, Cologne ([www.transfair.org](http://www.transfair.org)), FairWear, Freiburg ([www.fairwear.de](http://www.fairwear.de)), Fairkauf-Handelskontor EG, Munich ([www.fairkauf-handelskontor.de](http://www.fairkauf-handelskontor.de)), GEPA The Fair Trade Company, Wuppertal ([www.gepa.de](http://www.gepa.de)), bgree, Cologne ([www.bgreen.de](http://www.bgreen.de)), Suedsinn OHG, Berlin ([www.suedsinn.de](http://www.suedsinn.de)), Oikocredit Westdeutscher Foerderkreis, Bonn ([www.oikocredit.org/sa/westdt](http://www.oikocredit.org/sa/westdt)).

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