

Press Release
FOR IMMEDIATE RELEASE

Feb 17th, 2017

Eco Fashion Week and Value Village join forces with Project Runway Canada Winner Evan Biddell

Toronto, CANADA — On March 11th, 2017, [Eco Fashion Week](#) (EFW) in partnership with global thrift retailer [Value Village](#), join forces with Project Runway Canada winner [Evan Biddell](#), to present a provocative new collection, titled “VV by EB.” This extension of [The 81lbs Challenge](#), which provokes the consumer and fashion industry to seek sustainable solutions for garments and textile, will debut for the first time at [Toronto Women’s Fashion Week](#), presented by the team behind [Toronto Men’s Fashion Week](#).

“The average North American discards 81lbs of textiles per year, ranking fashion as the second-most-polluting industry next only to oil,” shared Myriam Laroche, founder and president of Eco Fashion Week. “From runway shows, to industry panels, Eco Fashion Week – along with likeminded partners like Value Village – addresses the ethics of the fashion industry while proposing tangible steps towards closing the loop.”

Value Village believes in the power of reuse to create a better and more sustainable world. By bringing awareness to the environmental impact of the clothing industry, the company encourages people to be part of the solution through small steps — like shopping smart and donating clothing — to offset their fashion footprint. Value Village hopes the creativity showcased in the collection will inspire and empower people to make clothing choices that benefit the environment, the community and the world.

“VV by EB” — “Value Village by Evan Biddell”

This innovative collection from Evan Biddell will transform, upcycle and reuse thrifted items from Value Village, in an effort to illustrate the enormity of textile waste while inspiring consumers to rethink and reuse.

A self-taught designer, Evan Biddell’s ability to transform and rethink textiles inspired a beautiful collection titled “VV by EB” — “Value Village by Evan Biddell” — where he plays with contradictions by pairing opposites. Inspired by Biddell’s ongoing residence at the Darling Mansion, a live/work house of creatives, curated in a surrealist fashion. Imagery was key to the surrealist movement and Evan hopes to evoke this consciousness.

About Eco Fashion Week

Established in Vancouver, BC in 2010, Eco Fashion Week (EFW) has successfully showcased 11 editions featuring over 150 of designers and stylists from around the globe. As a not-for-profit organization, EFW aims to present the solutions and innovations working to develop a more responsible fashion industry. The sustainable fashion spectrum is diverse and multifaceted, as it considers the environment, the working conditions, the supply chain as well as responsible consumption practices. At EFW, we call this the [Eco Recipe]. In short, an Eco Recipe is individualistic and speaks to the ways companies, brands and individuals practice sustainability. For more information, please visit: www.ecofashion-week.com.

About Value Village/Savers Inc.

Value Village is a for-profit privately held global thrift retailer offering clothing and accessories for men, women and children and household goods. Through its unique business model of purchasing, reselling and recycling secondhand merchandise, the Value Village family of thrift stores benefits more than 120 nonprofit organizations, gives local consumers a smart way to shop and saves 650 million pounds of quality used goods from landfills each year. Value Village pays its nonprofit partners for donated goods, turning otherwise unused items into sustainable funding that supports their vital community programs and services. Value Village operates nearly 330 locations and has 22,000 employees in Canada, the United States and Australia. For more information, please visit www.valuevillage.com.

About Evan Biddell

Evan Biddell launched his career as the first winner of Project Runway Canada in 2008. This self-taught, eco-minded fashion outlaw has show eight collections at Toronto Fashion Week, toured through China and also shown in New York City. A master showman and often outspoken designer, Evan Biddell never says away from his values and voicing his opinions on an imprudent Fashion industry. As the designer in residence of this historic Darling Mansion in Toronto's trendy Queen West, Evan Biddell strives to express his art through clothing and always fresh collaborations. While always staying relevant and authentic in a rapidly changing fashion landscape, Evan's ever-evolving brand reflects his growth as an artist. For more information, please visit www.evanbiddell.com.

About Toronto Women's Fashion Week

Toronto Women's Fashion Week (TW) truly celebrates Canadian fashion and is proud to be the home to Canada's most iconic designers and the Next Generation of Emerging Talent.

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