

# Greek Fashion and Design Meets Belgium

Bruxelles, 10/11/2015

## **GREEK FASHION AND DESIGN MEETS BELGIUM**

An initiative of A Discovering Network asbl

**Fashion Show | Pop Up Shop**

**Business networking between Greece and Belgium**

**8 & 9 December 2015**

The first edition of GREEK FASHION AND DESIGN MEETS BELGIUM is coming to town (Brussels) with two days events that aim to create a platform for cultural and business exchange between Greece and Belgium focused on design and fashion. It is also an initiative that brings out solidarity between Belgians and Greeks living in Belgium in a way that challenges the current conventional wisdom of Greece as a country in crisis. Despite the crisis there are people that are creating and producing and who we wish to support and encourage.

### **9 December | FASHION SHOW | Supporting a philanthropic cause**

**Major Event-Fashion Show** | Admire the creations of established and new Greek and Belgian designers. Get a sneak preview of the spring/summer collection and meet the designers in person.

Greece will be represented by: **Sophia Kokosalaki, Christina Economou, Stefania Fragista, Evi Grintela, Zeus and Dione, and Vassilis Zoulias**. Representing Belgium and making the link between the two countries is the designer Gioia Seghers, an award winning young talent and graduate of La Cambre. The fashion show will be attended by representatives of the Flanders Fashion Institute, La Cambre, Mad Brussels, and MoDesign, paving the way for new synergies to be created.

*The proceeds of the fashion show will benefit the **Make a Wish Foundations in Greece and in Belgium**.* The fashion show is under the auspices of the Greek Embassy in Belgium.

A selection of unique Greek national costumes will be displayed by the Lyceum Club of Greek Women Brussels.

**Location: Maison du Peuple in Saint Gilles, Parvis de Saint Gilles 37-39, 1060.**

**Time schedule:** 17:30-18:00 Welcome | 18:30 Fashion Show | 19:30 Reception with Greek Delicacies and Greek Wine| 17:30-22:00 Pop Up Shop

**Pop Up Shop (inauguration) | concept by: T | F**

Discover a whole range of innovative Greek design and purchase unique products and accessories at a Pop-up Shop operating before and after the fashion show. The Pop Up creates a great to get an up-close artisanal experience with exclusive items from selected Greek acknowledged designers which present their creative point of view outside of the border of Greece. The products range from unique jewellery, designer bags, silk scarves, home decor items, handmade wooden products and unisex accessories made by these talented designers:

Yiota Vogli | Elena Zournatzi-Grecian Chic | SOPHIA enjoy thinking | Vagy Mariolou | Tagari Project-Natasa Macrymichalou | Katerina Ioannidis | Ilias Marcolefis | It's All Greek on Me | Ploos Design | Cleo Gkatzeli | 3rd Floor Jewels | 157-173 Designers | Zoi Kompitsi | Salty Bags | Polina Sapouna- Ellis | Zylo | Ancient Kallos | Matalou at Home

## **Wine Tasting| VIP**

19:45-20:30: Thirty (30) guests will have the pleasure to taste a selection of Greek wines organised by "Coordinates of Greece", under the guidance of the distinguished Belgian wine expert Frank van der Auwera, selected twice as Wine World Ambassador of the Year. If you are interested please sign up by 4 December at [discovergreekbe@gmail.com](mailto:discovergreekbe@gmail.com) (mention Wine Tasting and ticket number)

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The day before:

## **8 December | Networking (by invitation only)**

**Creative Breakfast** | A discussion & networking Creative Breakfast will take place with the theme "Challenges and opportunities for small and medium-sized fashion industries within a European Digital Single Market" concerning the designers as well as the key stakeholders involved within the fashion sector, e-commerce industry and the European Institutions. The Creative Breakfast at the European Parliament is organised by MEP Eva Kaili who also supports the fashion show.

**Information Session** | The Greek Embassy of Greece is organising an Information Session in order to present to the Greek designers insights into the Belgium fashion market **Networking Dinner** | offered by ADN asbl to the designers and friends. Special guest: Eric Boschman, sommelier and wine columnist will talk about Greek wine.

## **The Story behind this initiative |**

For the past three years, *A Discovering Network asbl*, a non profit organisation has been promoting Greek products abroad. But Greece is not only about high quality food products. It is also about original design and creators who link their products to Greece. This is why the network is now expanding to the world of fashion and design, providing an opportunity to talented creators to bring their creations to Belgium, meet and make connections with its fashion community.

## **About A DISCOVERING NETWORK asbl and the partnerships |**

The driver behind this initiative of two days events is the A DISCOVERING NETWORK asbl (with its team of volunteers, Thisvi Ekmektzoglou Newson, Dora Kodona, Stella Dadammogia, Tina Zournatzi, Domna Paschalidou, Fofi Nikolaidis). The renowned Art Director Haris Tsimogiannis has joined the team for the fashion show. The Pop-up Shop is created by Fofi Nikolaidis and Thisvi Ekmektzoglou.

The *Creative Breakfast* is organised by the Member of the European Parliament, Mrs. Eva Kaili and her office. The *information session* for the Greek designers is organised by the Greek Embassy in Belgium with the Commercial Councillor Pantelis Kassios leading this effort.

## **The donors |**

Kafenio Restaurant | Wines: Argyros, Gerovasiliou, Skouras, Samartzis, Rhous Winery (Tamiolakis Wines), Tselepos, Domaine Zacharioudakis | DROMEAS| VEFA A.E |Graphic design:

For more information please send an email: [discovergreekbe@gmail.com](mailto:discovergreekbe@gmail.com)/ Tel: 0032-474 729397

www.designers-on-call.gr | Printing: Goldfish I&C | Event photography: P. Chatzilambrou, I. Malekos, S. Paloukis | Video: Liako media | Transport: I. Vanakas | Maquillage: K. Moutevelis | Hand made Chocolates MINA

## Contacts

For more information (get a ticket/ donations) you can contact by email: [discovergreekbe@gmail.com](mailto:discovergreekbe@gmail.com), tel: 0032-474 729397 και [www.adiscoveringnetwork.eu](http://www.adiscoveringnetwork.eu), [www.greekfashion.adiscoveringnetwork.eu](http://www.greekfashion.adiscoveringnetwork.eu)  
DISCOVERING NETWORK ASBL - BE-0541.900.297- Address: Rue de la Source 115, 1060

GREEK FASHION & DESIGN MEETS BELGIUM | ENTRANCE FEE: €40

*You are cordially invited to:*

THE FASHION SHOW

9 December 2015

PRESENTING

Sophia Kokosalaki  
Stefania Fragista - Christina Economou - Evi Grintela  
Gioia Seghers - Zeus+Dione - Vassilis Zoulias

[greekfashion.adiscoveringnetwork.eu](http://greekfashion.adiscoveringnetwork.eu)

PROGRAMME

Open doors 17.30 | Pop-up Shop 17.30-22.00  
Fashion Show 18.30 | Reception 19.30

Organized by A Discovering Network asbl,  
an association promoting Greek products,  
design and creativity.

*For information or donations:*

T: +32 (0)474 729397  
E: [discovergreekbe@gmail.com](mailto:discovergreekbe@gmail.com)

designers on-call

A DISCOVERING NETWORK ASBL - BE 0541.900.297  
Address: Rue de la Source 115, 1060 Belgium  
IBAN: BE90 3631 2815 5632 | SWIFT: BBRUBEBB

