



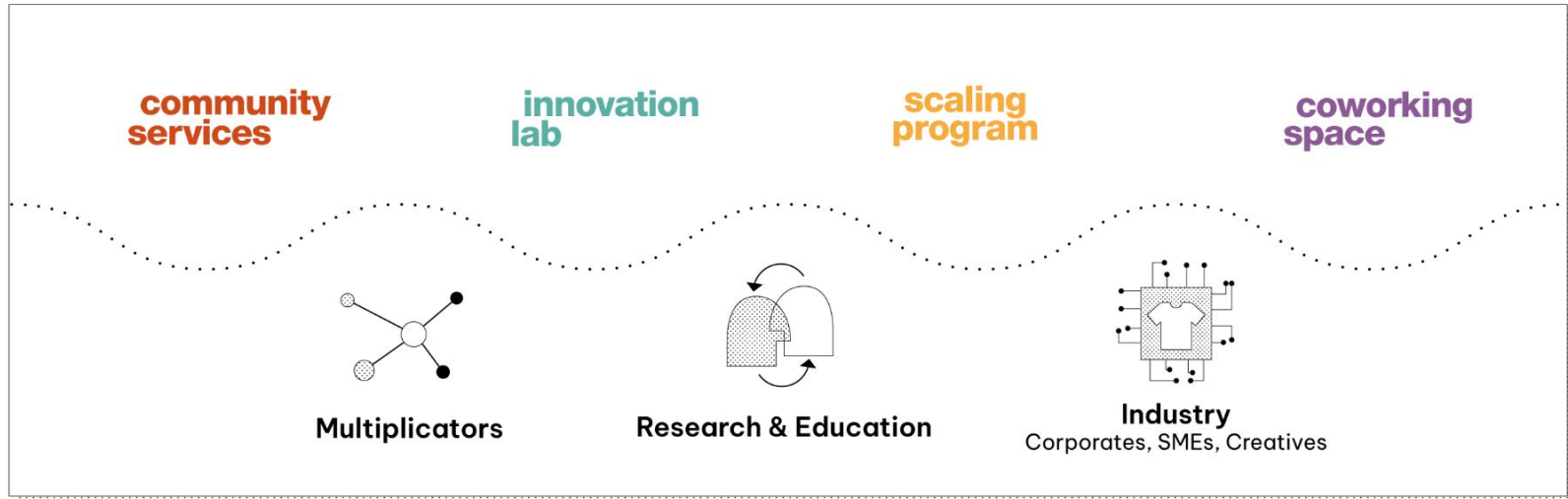
**A DIGITAL AND PHYSICAL
SPACE IN BERLIN TO
ACHIEVE NET POSITIVE FASHION**

commissioned by



VORN - THE BERLIN FASHION HUB

THE ECOSYSTEM FOR NET POSITIVE FASHION



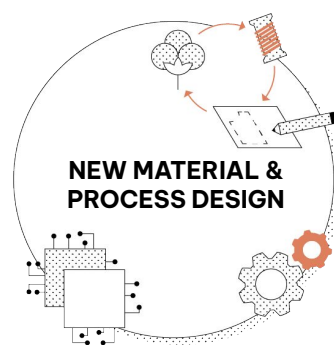
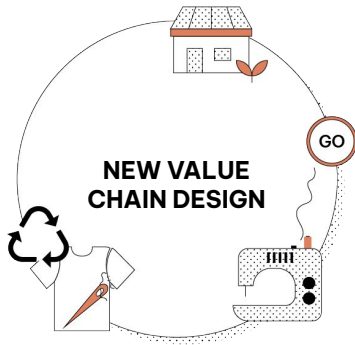
VORN eG - The Berlin Fashion Hub is a registered cooperative and social business founded in 2022.

The Berlin Senate Department for Economics, Energy and Public Enterprises is supporting The Berlin Fashion Hub with € 1.6 mio until 2025.

THE MOMENTUM

UNITE DIGITALIZATION & SUSTAINABILITY STAKEHOLDERS

To achieve net positivity for the fashion industry, we need to co-create regenerative systems. In order to achieve regenerative systems, and to frame and focus all our activities, we have identified the following four fields of work:



THE FOUNDING TEAM

FASHION & SUSTAINABILITY, INNOVATION & TECH, SPACE & FINANCE



Prof. Marte Hentschel

Co-CEO, Head of Innovation & Business Development

Co-Founder of [Sgetch](#)

Prof. for Sustainable Fashion at BSP Business School Berlin, Partner at EU Research Projects i.e. SmartX, TRICK, Herewear



Magdalena Schaffrin

Co-CEO, Marketing & Communication

Co-Founder of [studio MM04](#)

Creative Director & curator Co-Founder of [202030 – The Berlin Fashion Summit](#) & [Neonyt](#)



Max Gilgenmann

Programs & Community

Co-Founder of [studio MM04](#)

Chairperson of Drip by Drip and Fashion Revolution Germany Co-Founder of 202030 – The Berlin Fashion Summit



Andreas Foidl

Finance & Property Management

Senior Partner at [Belius](#)

Space Development Markthalle Neun, Blumengroßmarkt etc. Ex Managing Director Berlin Airports, Berliner Großmarkt



COMMUNITY



COMMUNITY

Open to all fashion industry stakeholders with a focus on sustainability.

Targets brands, creatives, and tech start-ups/scale-ups.

Features a 'members for members' service marketplace for collaboration and growth.

Offers events on socioeconomic growth, marketing, circularity and digitalisation.

Ensures an inclusive environment in the competitive fashion industry.

144 member organisations to date.

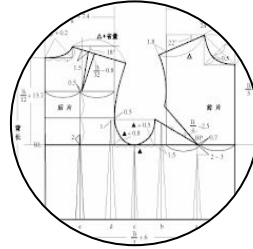
INTERDISCIPLINARY COLLABORATION



Fashion Design



Circular Economy



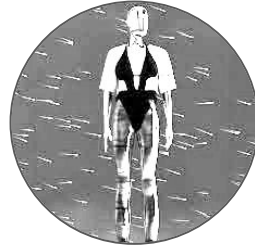
Engineering



Manufacturing



3D Creation



New Media



Branding



Storytelling

VORN - PARTNER

OUR COMMUNITY (SELECTION)



ACTINCOMMON



CLO Virtual Fashion

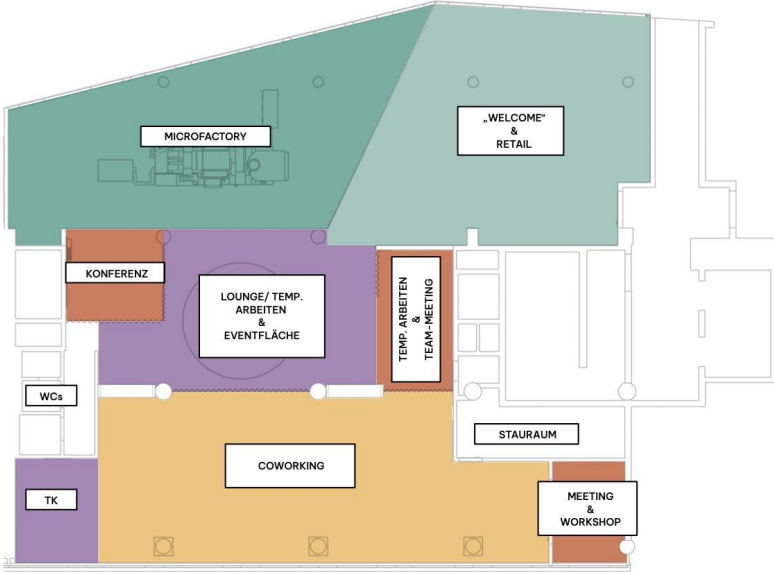


circular.fashion



COWORKING SPACE

MEET THE COMMUNITY IN PERSON



The screenshot displays the VORN community platform interface. On the left is a navigation sidebar with the VORN logo at the top. The sidebar includes sections for 'Welcome', 'Inspiration & Resources', 'Change & Transform', and 'Links'. The 'Introduce yourself' link is highlighted in orange. The main content area shows a post titled 'Hi everyone!' by Felix Wigand, Co-Founder & COO of Virtual, posted 2 months ago. The post text describes building a 3D infrastructure platform for fashion brands. Below the post are interaction options for 'Like' and 'Comment', and a '1 comment' indicator. A second post is partially visible, titled 'Weekly content & community events' by Julia Kline, Sustainable Fashion Consultant, posted 3 months ago. The post text says 'Hey everyone, I am new here and will be posting weekly content and hosting community events.' At the bottom of the interface, there is a 'Go Live' button and a 'Powered by Circle' footer.

COMMUNITY PLATFORM

MEET THE COMMUNITY DIGITALLY

Access to Our Community Tool requires log-in and is exclusive to our community members.

Enables networking, idea exchange, and member introductions.

Remote training, design sprints, crowd research, sourcing & crowd funding activities.

Monthly peer-to-peer community classes.

Members can publish contributions across various channels within the tool.



CIRCULAR MICROFACTORY

PIXEL TO PRODUCT MAKERLAB

Starting in June 2024 VORN provides a state-of-the-art demonstration factory for seamless and fully fashioned knitwear.



In collaboration with machinery suppliers, soft- and hardware providers and materials suppliers the microfactory offers access to latest design solutions, mass-customization and closed loop production facilities.

Services:

- 3D design & digital sampling & virtual try-ons
- Physical & virtual materials library
- Prototyping & small scale production of knitwear
- Instore recycling
- Workshops, residencies, alumni network



EVENTS & SHOWCASES

INSPIRE, ENGAGE, UPSKILL, EMPOWER

VORN FASHION
SHOW



VORN ACADEMY I
SHOWCASE

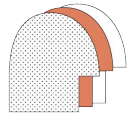


FASHION FOR GOOD
'GROW' EXHIBITION



THE IMPACT OF VORN

SPEED TO PROMOTE CHANGE AND RESILIENCE



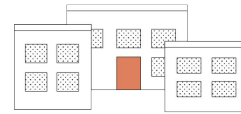
LEADERSHIP & EXCELLENCE

Collaboration of best in class industry leaders in circularity & virtual fashion



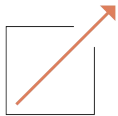
PEOPLE & PLANET

Circular supply chains & local on demand production reduce the fashion product footprint



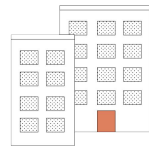
TALENT UPSKILLING

Enable international talents to drive the sustainable & digital transformation of the fashion industry



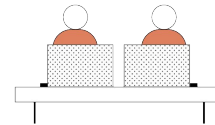
RESILIENCE & PROFITABILITY

Speed up time to market, increase sell through & resource efficiency



LOYALTY & TRUST

Provide personalised experiences & build strong relationships with customers & stakeholders



AWARENESS

Communicate sustainability best practice & enhance community empowerment locally & internationally



MARTE HENTSCHEL / CO-CEO

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commissioned by

