



BOXX

Constanze Janusch and Cosima Wachs work in the fashion scene for over 20 years. In 2013, both women decided to establish their fashion company BOXX (WalkBoxx & SilkBoxx).

How did it come that you established a brand with a sustainable fashion focus?

We have worked in fashion for over 20 years now. I, Constanze Janusch, the designer behind the collections, studied design but prior to that, I trained at a couture house, which had a lasting effect on me. And so it was that I began with a couture collection in 1993. Given the skills required for couture work, it makes sense to use the best available materials for it. And for me these are without doubt natural materials. In 2013 we chose two materials, full material (100% new wool) and pure silk, and used them to create two retail collections. The full material collection comes alive through the texture and variety of finishes as well as the versatility of the pieces. The vibrant silk

collection features my own exclusive photo art prints (ConstanzeJanuschDesignPhotoArt) that offer a special take on the microcosm. For years, these materials have been our "favorites" because of their expressive quality, their appearance, their wear ability and much more. The sustainability of these natural materials was perhaps initially a welcome albeit instinctive happy coincidence, but it is now an absolute must.

What does sustainability mean to you, how do you define it?

Sustainability nowadays has totally different connotations from 20 years ago. Essentially a byword for "biodegradable" in the past, it now encompasses many other aspects. These days, design, manufacture, patterning and production must take account of environmental and social impact. From the starting material through to the finished product, all those involved in the process are expected to take responsibility accordingly.



photos BOXX

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What do you do in your daily life to protect the environment?

For me and my partner Cosima Wachs even the small things count: not wasting water, not making unnecessary car journeys, recycling waste and choosing organic products where possible. "Made in Europe" is also important for us, and we are likewise passionate about supporting conservation efforts. We live and work with nature and do our bit to protect and respect it wherever we can.

What is more important for you as a fashion designer – design or sustainability?

As a designer, design must come first for me. But the issue of sustainability is becoming increasingly significant and high profile for everyone. Nonetheless we are in the business of high fashion and it is very exciting to combine it with sustainability.

Coming to your brand. What is the story behind "BOXX"?

The BOXX idea came to us while on holiday in early 2013. We wanted to bring our long-standing fashion industry skills and experience to a wider audience. The exclusive and very carefully selected CJ Fashion couture collection is only available in our showroom. Contact with customers is very personal and we receive direct and spontaneous feedback

as a result. We want to take this successful concept and share it with customers beyond the confines of our showroom. It is a holistic approach that envisages the complete package – the Boxx, if you will. This Boxx is brimming with ideas and inspiration. It is lively but very down-to-earth, just like us. It brings together our best pieces in a small but high-end collection by the name of WalkBoxx & SilkBoxx. Nobody does it like we do.

Sustainable fashion includes ecological and ethical aspects. How do you make sure that your fashion meets these standards?

We work very closely with all our suppliers, from the outer fabric down to the buttons. We know them all personally, know how they work and have built up good relationships over the years. The design and pattern work takes place in our own studio and workshop. The production process in Europe is also very close to our hearts and we make personal site visits several times a year. We also have the corresponding certification for most of our materials for supply chain transparency.

Which barriers do you have to face in the production of sustainable fashion?

The biggest barrier is actually organizing the certificates. We frequently choose to work with small, flexible and very committed partners for whom however the cost

of certification is often prohibitively high. We also import the best silk from China, for example, but certification can be a problem across international borders. Indeed the cost in terms of time and money is enormous for all those involved.

What is the typical "BOXX" style? Who is your target group?

We do not think in terms of categories and target groups and we shy away from pigeonholing people. First and foremost we create fashion. Then we see people who are curious, who love life and everything it throws at them, who are keen to try something new once in a while – these are our customers. So we don't have a certain 'type' in mind, we simply adore sleek tailoring and the cool, modern look. For us, fashion and clothes must make people happy above all else.

Can you already tell us a little bit about your upcoming autumn/winter 2015 collection?

Our new autumn/winter collection is all about contrasts: earthy fulled tweeds and the finest silk twill, washable, laser-cut and used-look natural leather and futuristic-looking silk crêpe. Despite appearing seemingly effortless, both the fulled material and silk collections are full of real treats.