

BOXX FASHION (WALKBOXX & SILKBOXX)

Interview with Cosima Wachs & Constanze Janusch

www.walkboxx.com

www.silkboxx.com

| visit at GREENSHOWROOM

interview | TOM FELBER
photos | © BOXX FASHION

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

For over 20 years we create couture fashion, highest quality fabrics in pure natural area with demanding processing. When we decided in 2013 to create collections for retail, it was from the beginning, of course, to create with our awareness of nature and the environment, fashion, on a sustainable basis - fulfilled material (100% new wool) and pure silk, are in the center of our two collections WalkBoxx & SilkBoxx. The aim is to combine design and trends and to let both produce with a sense of responsibility and respect.

What do the terms "sustainable and fair" mean to you, how would you describe that?

Sustainable and fair - the first and foremost, is for us to act and to produce in a socially acceptable and environmentally responsible manner. Likewise, clothing should be completely biodegradable. Quality rather than quantity is another keyword. From the starting material through to the finished product, all those involved in the process are expected to take responsibility accordingly.

For you as a fashion brand, as a company, is it more difficult to produce and sell excellent fashion design under sustainable and fair conditions?

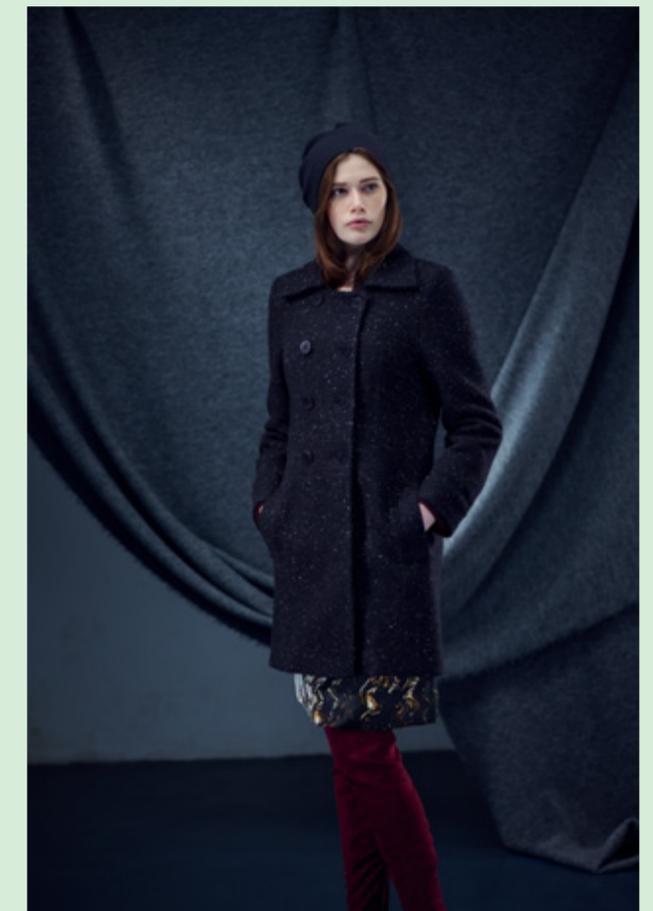
Yes, it is. Both the procurement of certified materials according to our ideas as well as the complete certification of our production ways are obstacle rich and therefore cost-intensive. We frequently choose to work with small, flexible and very committed partner for whom however the cost of certification is prohibitively high. The stylish and modern you work, the more one has to rely

on the conventional trade, which in turn is not yet on the necessary status of thought and development phase.

Coming to your brand. What is the story behind it? Who is your target group?

We do not think in terms of categories and target groups and we shy away from pigeonholing people. We make premium fashion - design is paramount. Comfort and wellbeing accompany each of our collections. Not to be interchangeable is our objective. We are happy to create something special.

As we come out of the couture range, we are driven by the search for value and quality. 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.

Can you tell us a little bit about your upcoming AW 16/17 collection?

Each collection is based on the inspiration of nature. This year we have the issue of FOREST in the narrowest and in the broadest sense "processed". The design is even more become the focus and the desire to build an extraordinary collection, dominates the look.

What do you do in your daily life to protect the environment, to act sustainable and fair?

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.

Thanks a lot for the interview.

