

Copenhagen Fashion Week bans single-use plastic bottles

Copenhagen Fashion Week places a ban on single-use plastic bottles. The ban will be effective as of the SS20 edition of Copenhagen Fashion Week, 6-9 August 2019.

Copenhagen Fashion Week is an event of considerable size and impact, which is why we strive to reduce our footprint on our city - and our planet - through positive change. Acknowledging our role and privilege as a global actor in the fashion industry, we furthermore see it as our moral obligation to inspire everyone around us, including other fashion weeks, consumers and the industry as a whole.

"The detrimental impact of plastic pollution is one of many challenges to tackle on a global scale. Putting an end to the distribution of single-use plastic bottles during Copenhagen Fashion Week marks our commitment to reducing the quantity of plastic being consumed during the event, as well as our wish to inspire positive change," states Cecilie Thorsmark, CEO of Copenhagen Fashion Week.

Denmark has some of the cleanest tap water in the world and Copenhagen Fashion Week therefore encourages guests to bring along reusable water bottles to the fashion week. The Danish company Postevand, which packages Danish groundwater in eco-friendly FSC-certified cartons, will also supply drinking water at all shows and presentations during SS20 in August.

Through a comprehensive 15-Step Guide to a More Sustainable Show, Copenhagen Fashion Week will also advise show brands to reduce their use of single-use plastic, including plates, cutlery, cups and straws.

The ban on single-use plastic bottles will come into effect as of the upcoming fashion week from 6-9 August 2019. The ban will include all fashion shows and presentations (front and backstage), all services and all events on the official schedule.

The trade shows CIFF and Revolver, which have already stopped selling and distributing water in single-use plastic bottles, support Copenhagen Fashion Week's decision to ban the use of plastic bottles.

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