

**AMSTERDAM  
FASHION  
WEEK**

**COPENHAGEN  
FASHION  
WEEK** powered by **zalando**

**Press Release**

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**Amsterdam Fashion week Adopts Copenhagen Fashion Week's  
Sustainability Requirements**

Today, Amsterdam Fashion Week (AFW) and Copenhagen Fashion Week (CPHFW) announce a new partnership, joining forces to accelerate the industry's sustainability actions across the Nordic and Benelux fashion markets.

As part of the collaboration, AFW will roll out the Sustainability Requirements framework developed by CPHFW for their official show schedule. Kicking off with a one-year pilot phase to embed the Minimum Standards into their existing admission criteria, the full implementation will come into effect in September 2026. During upcoming Amsterdam Fashion Week, approximately 30 brands featured in the official show schedule will be measured against the Sustainability Framework Requirements.

**Danie Bles, CEO of Amsterdam Fashion Week** said, *"At AFW, sustainability is at the heart of everything we do. Sustainability isn't optional – it's the future of fashion, and we're shaping it today. With this in mind, we are incredibly proud to announce our partnership with CPHFW. By adhering to the Sustainability Requirements, we join forces with our fellow fashion weeks to support designers in making real, measurable progress in their sustainability efforts."*

**Cecilie Thorsmark, CEO of Copenhagen Fashion Week** said, *"We are thrilled to announce our partnership with Amsterdam Fashion Week so shortly after joining forces with the British Fashion Council. With this new collaboration, we further establish the Sustainability Requirements within Europe and work even more closely on shared language and common objectives. This partnership not only fosters much-needed industry alignment but underpins the unique role fashion play in driving positive change within the industry."*

**-ENDS-**

**ABOUT THE SUSTAINABILITY REQUIREMENTS**

The Sustainability Requirements were introduced by Copenhagen Fashion Week in close collaboration with their Knowledge Partners In Futurum and Dansk Fashion & Textile in January 2020. Since then, they have been updated during 2024 to reflect industry developments as well as changes in the EU policy landscape. The framework represents an essential part of CPHFW's sustainability strategy to drive comprehensive change in the fashion industry and was reviewed by their Advisory Board and an international panel of experts.

Since its launch, the Norwegian Fashion Hub, Oslo Runway, Berlin Fashion Week executed by Fashion Council Germany and the British Fashion Council have embarked on the implementation of the Sustainability Requirements framework.

#### **ABOUT AMSTERDAM FASHION WEEK**

Amsterdam Fashion Week (AFW) is the premier fashion event in the Benelux, held every September to celebrate and showcase the best in fashion through shows, presentations, and events.

AFW connects emerging talent and established designers with press, industry leaders, and buyers from around the world. Taking place in iconic venues and amplified by a global online platform, it highlights Amsterdam's role as a hub of creativity and innovation.

AFW is driven by three powerful pillars that shape its vision for the future of fashion. These pillars reflect the dedication to empowering new talent, driving sustainability, and creating meaningful collaborations across the fashion industry.

#### **ABOUT COPENHAGEN FASHION WEEK**

Copenhagen Fashion Week (CPHFW) is the biggest fashion week in Northern Europe, held biannually in January/February and August.

Regarded as the fifth global fashion week, Copenhagen Fashion Week welcomes leading international press, buyers and industry leaders across their global network to four days of shows, presentations, installations and events alongside the trade show CIFF.

Sustainability is the core focus for Copenhagen Fashion Week, striving towards making substantial changes to inspire and encourage the industry to accelerate their sustainability efforts. In January 2020, Copenhagen Fashion Week unveiled an ambitious three-year Sustainability Action Plan, presenting an innovative system of requirements for brands to be part of the official schedule that was implemented at the AW23 edition of CPHFW. The Action Plan is revised and released every three years, positioning CPHFW as the leading fashion week within the sustainability field.

([www.copenhagenfashionweek.com](http://www.copenhagenfashionweek.com))

