



Hellenic Fashion Industry Association

Thessaloniki, Greece

Takis Lybereas (on behalf of Mr. Theofilos Aslanidis)

aslanidis@greekfashion.gr

Who we are

- Largest apparel manufacturers association in Greece with 300 members
- Located in Thessaloniki, Macedonia, Northern Greece
- Our team:

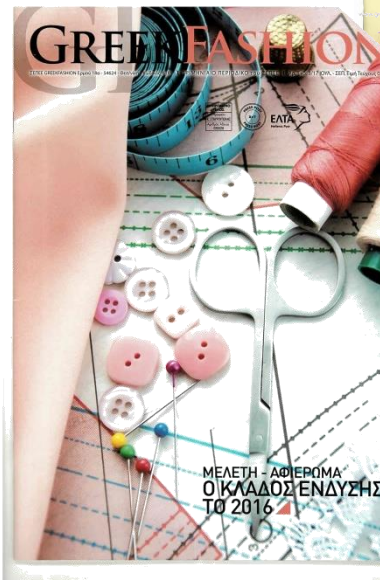
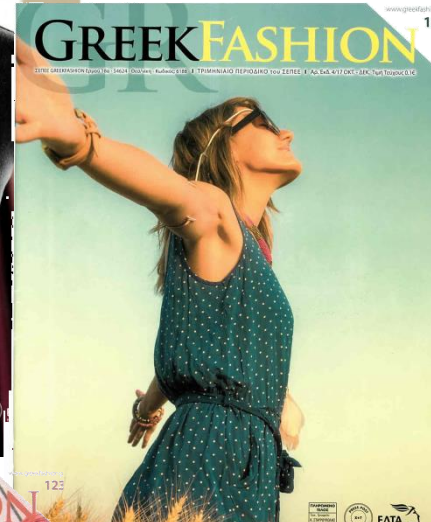
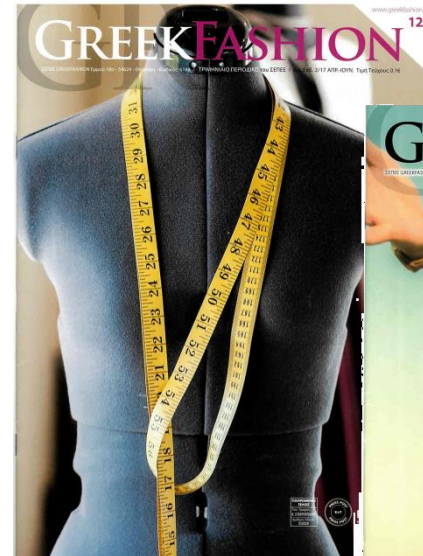
Theofilos Aslanidis, Director,
Christos Stefanidis, Technical support,
Vasso Kavatziki, secretariat



PROJECTS



PUBLICATIONS



What we do

- Traditional services: lobbying, collecting and disseminating information related to the apparel chain and organizing fairs, shows, and trade missions abroad.
- As a Hub: Find and support Artists in offering their creativity to Fashion industries – Promote to our members the benefits of collaborating with Artists – Expand to Northern Greece and neighboring countries the concept of ART HUB.

Why

We believe that artists' creativity can boost innovation and help the development of our members activities.

Support Exports through

- Inventing innovative products
- Proposing creative promotional campaigns
- Making attractive Fashion activities and contribute to face skills shortage and gap
- Promoting sustainability



TCBL Connection

- **Cooperation with:**
 - Textiles & Clothing Lab in Athens
 - Athens Make Lab
 - Art Hub
 - TCBL Associate Members in the Region involved in Cotton and Silk processing
- **Objectives**
 - Consolidation of the role of Thessaloniki as a Hub for CreativeWear activities.
 - Internationalisation to the Balkan countries of the cooperation potential between artists, the T&C sector and stakeholders such as: regional authorities, training centers, employment agencies, other associations, etc.
 - Develop new skills and valorize existing ones
 - Develop fashion tourism



Skills and natural fibers

- We use artists to promote the natural fibers value chain in our region and the skills and crafts of people working in it
- We intend to boost with them thematic tourism activities and develop new types of promotional events for Fashion (adding a stronger cultural dimension)
- Through these actions we shall promote the image of the T&C industry and its products locally and abroad





THANK YOU!

Skills Hub (SEPEE)

Takis Lybereas

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