

# PRESS RELEASE

## North-South Fashion Dialogue

### **WorldRobes – an international fashion contest organized by Welthungerhilfe**

**The idea:** Opening up horizons. Engaging in foreign countries and their cultures. Providing help. These are the objectives of the WorldRobes campaign. "That is a completely new approach we are adopting" says Ingeborg Schäuble, chairperson of Welthungerhilfe. "Fashion as a form of intercultural dialogue which can contribute to better understanding between peoples. We use this approach to raise people's awareness of our work. And we also wish to show that developing countries do not only have poverty and misery but also cultural wealth which needs to be preserved."

**The contest:** The task is to design a collection using fabrics from Mali, India and Peru. The textiles come from countries where the Welthungerhilfe is actively involved in projects and are manufactured in accordance with ecological and social standards. Students from renowned German universities and fashion schools as well as an international partner from Africa, South America or Asia are participating in each contest round.

**The fashion show:** The WorldRobes collections are presented to a large audience and media representatives during a professional fashion show. An international jury awards the best models. The winners travel to a partner country of Welthungerhilfe in order to visit cooperation projects supported by the organisation and to get in contact with local designers and fashion students.

**The sustainability:** At each competition round Welthungerhilfe supports a project in Africa, South America or Asia. Furthermore the WorldRobes campaign fosters the education of prospective fashion designers. The organisation is sending professionals to teach at Mimi Konaté's summer school. The designer from Mali, West Africa, was the international partner of the second WorldRobes contest. She is engaged in the qualification and training of Malian fashion designers.

**Dates:** The next WorldRobes contest 2008/09 starts in October 2008. The final fashion show will take place in Berlin at the 27<sup>th</sup> of March 2009.

**Issued by:**

Deutsche Welthungerhilfe e. V.  
Press Office  
Friedrich-Ebert-Straße 1  
53173 Bonn

Contact:  
Press Office Bonn  
Bettina Beuttner  
Tel.: 0228 / 22 88 - 204  
Mobile: 0173 / 517 29 79  
bettina.beuttner@welthungerhilfe.de

E-mail:  
presse@welthungerhilfe

Contact in Berlin:  
Dr. Regina Köthe  
Tel.: 030 / 28 87 49 - 13  
Mobile: 0170 / 216 90 92  
Ulrike Schattenmann  
Tel.: 030 / 28 87 49 - 13  
Mobile: 0173 / 296 72 60

Internet:  
www.welthungerhilfe.de

Legally responsible for content:  
Marion Aberle, Head of Press Office  
Tel.: 0228 / 22 88 -114  
Mobile: 0172 / 252 59 62