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PRESS RELEASE – SLOW FASHION WEEK 2025 – Marseille, FRANCE

From June the 7th to the 14th, 2025, Marseille will host the first Slow Fashion Week.

Organized by BAGA collectif, a Sustainable Fashion collective of over 70 members to date, this event aims to highlight eco-friendly fashion initiatives, to raise awareness about material reuse, and to question our consumption habits.

In response to traditional Fashion Weeks, often elitist and with disastrous environmental impacts, the Slow Fashion Week will be inclusive and responsible. It offers to everyone – whether curious, professionals, or enthusiasts – the opportunity to discover the key players of tomorrow's fashion, brands specializing in upcycling and innovative solutions, that are placing Marseille as a new capital for conscious fashion.

Throughout the week, numerous fashion events will take place across the city, orchestrated by the members of BAGA collective: open house of creative workplaces, artistic performances, workshops, talks, clothing repair tutorials, recycling information points, exhibitions, pop-up stores, and, of course, fashion shows !

For this first edition, the collective will focus on predominantly Marseille-based brands, but BAGA has big ambitions: to become a true stepping stone for all upcycling or sustainable fashion brands aiming to transform the industry.

The week will conclude in style with the end-of-year fashion show of the fourth class from Studio Lausié, the region's first eco-conscious fashion school. This symbolic moment will mark the handover to a new generation of committed designers.

We look forward to welcoming you to the Phocaean city in June and showcasing local responsible fashion while raising awareness about the impact of the textile industry.

Join us for a radical change in fashion!

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