

# I love Shopping

1. Communication concepts and services of shopping processes: off-/online
2. Life cycle of a product
3. Fashion in the past - present - future
4. Alternative concepts

# I Love Shopping Analysis

Alternative concepts / fashion labels

sustainable eco fashion  
recycling  
DIY

There is something going on at the clothes market. More and more companies work with criteria of sustainability, fair trade and ecology. Whether organic cotton, recycling material or local production. The conscious exposure to our resources works for a growing scene of new, innovative labels of all stylistic directions.

Here are a few links for eco-fashion in Germany:

Hamburg:

<http://www.glore-hamburg.de/>

<http://www.fairliebt.com/>

<http://www.marlowe-nature.de/>

<http://www.lena-schokolade.de/>

<http://www.kunayala.de/>

<http://www.woodlike.org/>

Berlin:

<http://www.fair-queen.de>

Cologne:

<http://www.armedangels.de/>

<http://www.bgreen.de/>

Munich:

<http://www.fairstyled.de/>

Düsseldorf:

<http://www.a-better-tomorrow.com/>

All these shops offer selected pieces by designers who committed themselves to the philosophy of sustainability.

The collections are individual and affordable and stand for quality and best manufacture of predominant ecological material.

green platforms:

example: [korrekte-klamotten.de](http://korrekte-klamotten.de)

korrekte-klamotten is a platform for different labels and shops which produce their offers out of sustainable resources and under certified circumstances out of sustainable resources.

The idea came up 2006 during an exhibition in Dortmund in order to create a network between them.

It was decided to do a dynamic blogprojekt, on which the offerers share information about the latest possibilities to give „shopping“ an ethical component.

The followers have the opportunity to comment on these posts and make contact.

others:

<http://www.modeaffaire.de/>

<http://www.kirstenbrodde.de/>

Secondhand/Vintage:

example: [kleidermarkt.de](http://kleidermarkt.de)

Kleidermarkt contains seven secondhand-stores in Berlin (2x Made in Berlin, Colours and Garage), Hamburg and Munich, which became very popular in their business due to stars and bloggers who visit them on a regular basis. Here you can find amazing vintage clothes, a wide range of secondhand stuff and much more.

Swapping:

Clothing Swaps are revolutionizing the approach to fashion wherein participants exchange their valued but no longer used clothing for clothing they will use. They are considered not only a good way to declutter and refill one's wardrobe, but also are considered an act of environmentalism.

Here's an example of a Clothing Swap in Hamburg in the near future:

<https://www.facebook.com/event.php?eid=254942211214178>