

# S U M M A R Y

## of the investment program “Fashion HORIZON 2050” for United and Powerful Fashion Europe and Global Fashion World

The globalization of the contemporary European society requires prestigious and strong institutions in each branch. The fashion art, to which all we - admirers and authors are devoted, is a part of the European culture and global history. It is the most contemporary beautiful, constructive and uniting power, an example of tolerance, cooperation and cultural and economics exchange.

Basing on a historic moment, **in honour of the 50th anniversary of founding the European Union in 2007, we 11 nations founded the European Fashion Council** as a representative non-governmental organization for fashion and fashion design. At the recent moment the number of the member states is **28**. Its aim is through the present program **Fashion HORIZON 2050** not only to build one of the beautiful faces of Europe, but and to include and establish the FASHION as a significant factor in the European and Global calendar, together with the education, sport and arts, cinema, theatre, music etc. in favour of united Europe and the world.

The important and increasing cultural and economic importance of fashion and fashion design in all of its forms is in an unbreakable connection with other arts and sport. Its significance comes from the necessity of supporting the young creators during their way of establishment still from the school-desk and their subsequent connection with the industry. Therefore, with the long-term and comprehensive program fashion industry organize and announce **European Fashion Design as a solid base for a perspective development and interaction between the cultures in Europe and generating other future initiatives at inside and above European level**. The program “Fashion HORIZON 2050” is prompted also from the necessity for investments in the cultural and economic development of the new and approved names in the fashion design, with which we can maximally contribute to the integration of each country member and other continents, not only in cultural, but also in economic and international relation.

Through the **active inscribing in 2010 of the fashion and fashion design in the European calendar** of strategy Europe 2020, and as an additional new cultural form **from 2012** for implementation of **Convention EU-UNESCO for protection and development of new form of culture** and **the TVET strategy 2022-2029 – the guide UNESCO-UNEVOC in the fields of education and training for develop skills for all individuals to learn, work and live**, we are tending for the maximum outside visibility of Europa from innovative point of view. It is that, because the European Fashion Council Institution with its program and aims is an innovation in the intercultural European and world dialogue.

The European Fashion Council and its investment program “Fashion HORIZON 2050” is an opportunity for all of us also because of its international significance. As a worthy answer of the challenges of the time from the rest part of the world, from the part of the Asian, Australian, American and African Fashion Unions, Fashion Europe can be not only basic partner in the necessary establishment of the world fashion community, but also European Fashion Council is determined to be the participant with crucial role in the Global Fashion Week, Global Fashion Awards, Global Fashion Foundation, Global Fashion Union or Federation as United Fashion Nations with a Global Fashion Academy which are now the time give us and our partners.

The European Fashion Council has not only the determination, but also the potential to renew and revive in a **new form the history of fashion and textiles** with their global role in the culture and economy of nations. Its beginning was based still in **1868** with the creation of **the world's first fashion union of French designers in Europe**, and a little later in **1877** with the realization of **the ancient trade route, called the "Silk Road"** as a collaboration between Europe and China from the time of the Han Dynasty, when the Chinese traveler and diplomat Zhang Qiang and the German geographer Baron Ferdinand von Richthofen set it in motion. The competitive advantage in the fashion is a European know-how, and textiles as Chinese know-how, which should not only be kept but also multiply forced. And **today**, the old continent Europe and the European Union community with its institutions, creative nations and cultural comprehensiveness is continuing to be significant and deserves to find its stable and trustworthy partners.

With the project “Fashion HORIZON 2050”, the European Fashion Council will achieve the common necessity to be a uniting element of the European and worldwide individuality and creativity via fashion as one characteristic hand write and symbol of Creative Europe with **general support of Green Deal of the EU in the New European Bauhaus**, an initiative that is bringing a cultural and creative dimension to the European Green Deal.



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**Note:**

*The Program is based upon the 28 state-members suggestions, experience and know-how of the rest of the European nations. It was complete accepted and approval in total for realization with European representativeness. Its next step is going to be implemented by stages through specially formed Investment Board and Organizational Committee for the chosen activities or for as one program as well and priority plan. The European Fashion Council is a registered trademark as name and activities of the member-states with logo of the EU, but in new visualization only for fashion industry as logo of the EFC created by the Netherlands author Frank. A. VERSPOOR, eligible from the European Commission and European Parliament during Polish Presidency of the Council of the EU in the second half of 2011. All copyrights reserved!*

## Program “Fashion HORIZON 2050”

The program “Fashion HORIZON 2050” is a unique project program of European Fashion Council for unlimited period of time, which base is setting in the first ten years of its creating start after an acceptance from the European Commission as a part of strategy Europe 2020 and its deposition in 2012 for a global implementation via **Convention EU-UNESCO for protection and implementation of new form of culture diversity**, include the fashion as art and culture and **the Sustainable Development Goals (SDGs), adopted by the United Nations**. It is a peculiar kaleidoscope from events and activities and marks the evolution and the positive different stages from the experience of the European institutions and national fashion NGOs during the last 5 decades.

Basic aim of the European Union of non-governmental organizations is to situate the fashion and fashion design in the European society and a global world as a primary significant, because of its cultural, economical, political and international significance not only for the community European Union and Europe. Basing itself on the multi-cultural heritage and European creativity and China’s textile history, by respecting the national and religious differences “Fashion HORIZON 2050” will contribute the cultural creation and blooming of the cultural vision of the members of the community and in the worldwide aspect. The comprehensive program promotes in most complete points the international exchange of young and approved fashion, textile and interior designers, photographers, fashion journalists, textile producers, traders, jewelers, stylists, models, bloggers, influencers and everyone working in the sphere of culture and its subdivision fashion and fashion design as well as education, sport and other arts. Through the included activities not only strengths the intercultural dialogue of the European nations with other continents and their creative nations, but it also includes and represent them via one common European representative, renewed and regenerated in a European Fashion Council as European Union of Arts and Ideas.

The time and society’s customs proved that fashion is not something that exist only in clothes. It is in the sky, on the street, among the cultural monuments, in the traditions and customs of each European nation and in the world, in the unrepeated and unique exterior and interior of the European architectural achievements. The fashion is connected with our ideas and the way we live. It is that what is happening now in our present living, this, what had happened before, left a mark on the cultural traditions and style. Fashion is also that, what will happen in future, joining past and present for the new challenges of time. Therefore, the activities which are included in the program “Fashion HORIZON 2050” present it everywhere there is a cultural area, shared by European citizens, so it can generate the real European and Worldwide numismatic value in a single effective slogan:

### *“Union of Arts and Ideas!”*

For the applicability of the specific program’s aims, with a view to promote its essence and support of the maximum European and intercontinental mobility between the creators, the European Fashion Council foresees to act as a representative of the fashion business community of the member countries in front other similar organizations or unions. In the “Fashion HORIZON 2050” are included ideas are from Austria, Belgium, Bulgaria, Denmark, Estonia, Romania, Netherlands, Hungary, Norway, Ukraine, Bosnia & Herzegovina, Albania, Iceland ... are exchanged and in common realized, applicable is the unique French and Italian fashion know-how, British, German, Swedish, Spanish experience, ancient Greek traditions, the elements from worldwide history of fashion and textile, Irish, Czech, Slovak, Slovenian, Moldovan and Portugal achievements as well as Luxemburg, Malta, Cyprus, Lithuania, Latvia’s determination for building United and Powerful Fashion Europe, including Russia.

The variety from events, ideas, causes and initiatives, widen of the opportunities for presenting the relevant in cultural and economic regard. In this connection **the “Fashion HORIZON 2050” has one of the general goals to give a new form and develop cooperation between Europe and China** from the time of the Han Dynasty, when the Chinese traveler and diplomat Zhang Qiang and the German geographer Baron Ferdinand von Richthofen set the beginning of the "Silk Road". The project **“FASHION & HISTORY – the SILK of ROAD”**<sup>1/</sup> has its unique significance as a starting point for the realization of program “Fashion HORIZON 2050” to be able to celebrate with dignity and **globally in 2027 the forthcoming 150<sup>th</sup> anniversary of this global Chines-European example of success**<sup>2/</sup>, and to follow it to achieve all other goals for the cultural and economic growth of the fashion and textile industry not only in Europe, but also and in the world. The Anniversaries are included also an annually in the program, but and in connection with the day of the establishment of the European Fashion Council as **EFC` BIRTHDAY FASHION HOUR**<sup>3/</sup> (May 19th, 1.00-2.00p.m.) with **EUROPEAN FASHION DAY**<sup>4/</sup> - May 19<sup>th</sup> each year with rotational **EUROPEAN FASHION CAPITAL**<sup>5/</sup> every year and also globally as **WORLD FASHION DAY**<sup>6/</sup> and **WORLD FASHION CAPITAL**<sup>7/</sup>.

The program “Fashion HORIZON 2050” skillfully and comprehensively develops the cooperation not only between European nations, but also between the business circles of the represented also third countries, working in other inextricably bound up with the fashion and fashion design activities and arts. In this line the program foresees the initiation and the foundation of a **EUROPEAN LOBBY STRUCTURE**<sup>8/</sup> and **GLOBAL LOBBY STRUCTURE**<sup>9/</sup> in support of the fashion and fashion design and connected with it activities.

It is foreseen to be found and build a **EUROPEAN MAECENAS LODGE**<sup>10/</sup> and **GLOBAL MAECENAS LODGE**<sup>11/</sup>, which will support the fashion, design and the art as a whole with **EUROPEAN FUND FOR FASHION AND DESIGN DEVELOPEMENT**<sup>12/</sup> and **GLOBAL FASHION FUND**<sup>13/</sup>, created namely for this aim. It is foreseen conversations with politicians from the participating countries about popularizing, support and strengthens of the fashion and arts through conferences, seminars, meetings and detailed analyses of the normative acts and the economic situation in different countries and continents. The common ground between them and the tendencies in the development of the different countries are realizing the activity for creating a complete data base and settling a

suitable climate for cooperation not only between the companies in the European countries, for development and widening of already settled ones. The creation of permanent internal and external connection between the business data base helps for the lobbying in front the official institutions for creating suitable cultural, economical and international decisions, stimulating the cooperation between the fashion design and the related with-it activities, production, trade, services and finances. The appearance of the so-called **Fashion AMBASSADORS**<sup>/14/</sup> with **Fashion ATTACHES**<sup>/15/</sup> as diplomatic representatives on behalf of the European and global institutions and the missions of every state member is successful necessary representativeness. Their activity via **DIPLOMATIC FASHION RECEPTION**<sup>/16/</sup> and **DIPLOMATIC FASHION EVENING**<sup>/17/</sup>, related with the national representative designers' organizations from the member countries is one public activity not only in the European identity's favor. On the local level in every state member their activity could be in the united form of **EUROPEN FASHION DIPLOMATIQUE CLUB (EFDC)**<sup>/18/</sup>, of all Europe and outside continental level through diplomatic missions of the state which presides on a rotate principle European Fashion Council.

Considering the high ideological quality of the present program and aims, which are strongly connected with the aims of the European external policy concerning social cultural and economic globalization, European Fashion Council is going to initiate building of the intercontinental fashion union. Establishment of **WORLD FASHION FEDERATION (WFF)**<sup>/19/</sup> or named **UNITED FASHION NATIONS (UFN)**<sup>/20/</sup> is also required, because the activities that are included in the program are mostly world know-how and innovation, coming from Europe and China through the European Fashion Council and via its partners. Having in mind its high quality and its strong position European fashion institution could be a successful ambassador in European and world culture and also to redirect those part of the world economy as a factor of peace, beauty, aesthetics and prosperity with a world contribution in the society advantage.

**The FASHION WEEK ZONE**<sup>/21/</sup> like EUROZONE, but **only for fashion industry** is unique management project of the EFC, that European Commission congratulated and eligible as included in one of its reports for future realization. **EUROPEAN FASHION WEEK**<sup>/22/</sup> is a general event for support of the fashion industry via its different forms is a foreseen traditional event in the Program "Fashion HORIZON 2050" and the European Fashion Council expect its host to be the country chairman of the European Union, in unison with the managerial structure of the community. The subject activities of the European Fashion Week are classified into particular events in 3 forms: *in the hall*, *digital* and *hybrid editions* for **Haute-Couture fashion**<sup>/23/</sup>, **Bridal and Wedding wear**<sup>/24/25/</sup>, **Men's wear**<sup>/26/</sup>, **Pret-a-Porter**<sup>/27/</sup>, **Ready-to-Wear**<sup>/28/</sup>, **Casual wear**<sup>/29/</sup>, **Underwear**<sup>/30/</sup>, **Beachwear**<sup>/31/</sup>, **Graduate**<sup>/32/</sup> and **Kid's fashion**<sup>/33/</sup> is foreseen as **independent fashion defiles**<sup>/34/</sup> with **presentations**<sup>/35/</sup>, media days with **media breakfast meeting**<sup>/36/</sup>, **private show /events**<sup>/37/</sup> many **additional events**<sup>/38/</sup> like **Fashion TALKS**<sup>/39/</sup>, **Fashion SUMMIT**<sup>/40/</sup>, Serbian successful proposals for **Fashion Style reFRESH**<sup>/41/</sup> and photo contest **EUROPEAN STREET STYLE**<sup>/42/</sup>, and of course the representative **show rooms**<sup>/43/</sup> in the frames of particular weeks twice a year. The focus upon the presentation of fashion collections from European designers ensure one more strength European level, through the specific quality and expertness of each nation, know-how and improving European brands – a significant integration and innovative approach. **The exchange of trade and buyer's delegations**<sup>/44/</sup> and the weekly **show-rooms for designers' production**<sup>/45/</sup>, European and **international designer's exchange**<sup>/46/</sup> have an extremely higher economic value not only at level European Union.

The additional public activities of fashion art week with a presentation of six projects as **workshops**<sup>/47/</sup> are proved successful Sweden practice. Formed in a '**Fashion Play**'<sup>/48/</sup>, designers, actors and writers show their own projects with artistic devices and words and reveal excitingly the creative fashion process. The **exhibitions with illustrations of fashion designers**<sup>/49/</sup>, **photo exhibitions**<sup>/50/</sup>, as though the exhibitions with **fashion exponent**<sup>/51/</sup> are extremely pleasant kind for representation of European designers and brands in galleries and cultural monuments which are displayed for wide range of auditory in the frames of European Fashion Week as an additional activities.

From its side the event **HOLIDAY FASHION WEEK**<sup>/52/</sup> assures cultural tourism and exchange between the cultures of the countries from the Black sea, Mediterranean, Atlantic and North Atlantic seaside in Europe. It provides cultural exchange also with countries which are not on the territory of Europe, but the partnership with them is an example for tolerance and a base for good neighbourhood in international aspect: **MEDITERRANIAN FASHION WEEK**<sup>/53/</sup>, the **ATLANTIC FASHION WEEK**<sup>/54/</sup>, the **NORTH SEA FASHION WEEK**<sup>/55/</sup>, **INDIAN OCEAN FASHION WEEK**<sup>/56/</sup>, **PACIFIC FASHION WEEK**<sup>/57/</sup>, **BLACK SEA FASHION WEEK**<sup>/58/</sup>, the **ARCTIC FASHION WEEK**<sup>/59/</sup>, **DANUBE FASHION WEEK**<sup>/60/</sup>, **GREEN FASHION WEEK**<sup>/61/</sup>, **CHARITY FASHION WEEK**<sup>/62/</sup>, **ECO FASHION WEEK**<sup>/63/</sup> and Swiss proposal for the **ALPINE FASHION WEEK**<sup>/64/</sup> and **CHAMPIONS FASHION WEEK**<sup>/65/</sup>.

The European Fashion Week foresees to be given a special attention to the children and young people so they could be encouraged during their creative way to the big stage, from the green to the red walk. The Programs „**UNG design**”<sup>/66/</sup> for children between 6 and 12 years old, which by a game express themselves through fashion and art and **FRESH FASHION**<sup>/67/</sup> for students from the age of 15 up to 30 is an ideal precondition for giving them a chance in the frames of one day to stay side by side to the big names, and for us, the organizers to give us satisfaction from the equality of the creators no matter if they are 15 or 40 years old. The European Fashion Week as an event has and its varieties such as **METRO FASHION WEEK**<sup>/68/</sup> – innovative places for presenting the designers in the subway stations in the capital cities of each country member.

Also, **the Clean and Ethical Fashion**<sup>/69/</sup> – are defiles which present the European fashion design, which bears the signs of the traditions of each European nation, region, the cultural differences of each country all they

expressed through the clothes have an aim to promote the unique history of the national clothes of each state member. It is foreseen as a subject a review of collections which demonstrate the national identity of the country participants in **Fashion SINERGY**<sup>/70/</sup> - creating of designer models of the state president refracted through the view point of designers from different countries. It reveals continental creativity from local, regional and national in the European and pan European and global level.

**Fashion PEEK**<sup>/71/</sup> is an Exhibition designed for the manufacturers, production and collections. The show aims to develop a new highly required commercial platform for contracting, subcontracting or co-contracting; expected to be a meeting point for local fashion market, international manufacturers and professionals all around the world; providing a significant opportunity to network and meet new people; a remarkable source of inspiration and highlighting latest fashion trends and brand new apparel designs.

Romanian **Fashion TRENDS & BRANDS buyers exhibition**<sup>/72/</sup> is fashion forum for professional visitors, RFTB is the only platform in Romania and neighboring countries can facilitate direct contact between industry and designers, between brand and buyer, between suppliers of fabrics, accessories, equipment, services and Romanian factories in the industry. The RFTB wants to be the place where they will present the latest news in fashion. At RFTB manufacturers will meet the proposed collections for spring-summer and autumn-winter collection as minimum one season ahead. You as professional visitors can place orders during the fair. In the daily tag can actively participate in a series of workshops, conferences, fashion shows, etc...

**Fashion GAMES**<sup>/73/</sup> - <http://fashionweek.ua/en/projects/ukrainian-fashion-games-5> The Ukrainian Fashion Games is a project founded by Ukrainian Fashion Week and Ukrainian Fashion Council and aimed at getting the world fashion community acquainted with Ukrainian designers and at promoting their work and business outside Ukraine. Ukrainian Fashion Games sessions have already taken place in Dehli, Saint-Petersburg, Moscow, Prague, Washington, Paris, some cities of Greece and Georgia.

**BIENNALE OF FASHION ILLUSTRATIONS**<sup>/74/</sup> - <http://fashionweek.ua/en/projects/international-biennale-of-fashion-illustrations-imag-8>. The international biennale of fashion illustrations IMAGO is held under the guidance of Ukrainian Fashion Council. The contest is set to support and develop fashion illustrations as a traditionally significant branch of graphic design. One of the missions of the contest is to form step by step a space of effective collaboration of graphic, media and clothes designers. That is why the organizers try to stimulate diverse collaborations of the contestants and other person interested in the subject. Contemporary fashion illustration is a complicated and diverse genre. The organizers don't try to put the borders or to limit the space, so there are no any conditions limiting the participants. The contest is held in two nominations: Traditio and Innovatio. **The first nomination** is set to stimulate traditional forms of fashion illustrations like "*traditional techniques*", "*academic manner*", "*historical costume*", "*folk costume*" etc. **The second nomination** is dedicated to diverse experiment forms in fashion illustration – "*author's technique*", "*innovative technologies*", "*futuristic images*" etc. The works are selected and the winners are determined by academic jury members-representatives of special higher educational establishments and creative unions. Professionals with a rich experience – renowned artists, lecturers, authors of art projects and acknowledged illustrators have supported Ukraine in holding such a large-scale event dedicated to fashion illustration. The jury board of the contest consists of representatives from Ukraine, Russia, Georgiia, Great Britain and France.

**The program "Fashion HORIZON 2050"** foreseen the most comprehensive and with higher degree activity. Not only original, innovative and creative with the **included as minimum 338 activities, causes and acts**, but it also expresses the creators' experience and skills, filling up the contents of these activities. Applicable and comprehensive, long-term in unlimited plan, the present draft program can influence most positively on the general European audience, these are persons from the earliest creative aged artists to these at mature age. The confirmation of fashion and fashion design as an important factor will implement the basic political aim of the managing European institutions – messages and directives to reach through the most beautiful and elegant manner to the hearts of million of Europeans to be understood and realized in ease.

*Why through fashion?*

*Why through design?*

Because for 90% of the Europeans if the fashion and the design are not profession or hobby, they are delight for the eye and/or aspiration for maximal ethic culture which is shown in the style of living through clothes and actual styling.

The foreseen competition for young designers **EURO FASHION RISE**<sup>/75/</sup> or briefly **EuroFashionRise** has an aim to unite all programs of the nationally represented European designers' organizations in one general competition which will support the young talents. The strategy of the contest is the same **like a popular song contest EUROVISION, but for fashion design as an European and global coproducing between the European Fashion Council(EFC) & European Broadcasting Union (EBU)**. The necessity of fresh ideas, which will load and develop the European fashion industry, connected with the discovery and promoting the most talented is the main motivation to include a community competition in the program "Fashion HORIZON 2050". The complex combining of the event Euro Fashion Rise with its following activity – generating funds from TV votes, publishing a fashion design magazine with preliminary design for dictating trends as well as representative show rooms during the event, ensures the young European finalists' their first independent big step of acknowledgment, European self-confidence, own financial support and appearance on the European and foreign market. Helping the young stylist and designers is one worthy, exceptional and lofty idea in support of the European creative beginning for more complete cultural integration of the new generation European citizens. For children, pupil and students' proposals including also Czech **DIAMOND FASHION TALENT**<sup>/76/</sup> contest for children from 6th to 15th age, **DIAMOND FASHION DESIGN CONTEST**<sup>/77/</sup> for children from 16<sup>th</sup> to 23<sup>rd</sup> age, and the Netherlands contest **FASHIONCLASH festival**<sup>/78/</sup> and Serbian **FASHION TALENT DESIGN COMPETITION**<sup>/79/</sup> as **EUROPEAN**

**FASHION TALENT DESIGN COMPETITION**<sup>/80/</sup> with Fashion Week prizes and carrier support for a students and emergency designers.

The aim of the other competition/ festival for young talents, **EURO DANCE FASHION**<sup>/81/</sup> or briefly **EuroDanceFashion** is to present the connection between the fashion and other scene arts – music, dance, movie, theatre, and choreography. It has a special task during the event to uncover unique creators which possess some talents simultaneously, eg. natural born singers-fashion-designers' composers-artists-performers. The education of aesthetic taste and creative expression of the talent and the beauty in their wide variety are the main motivation for the realisation of Euro Dance Fashion. Performances of the young creators-winners of the competition festival program and the partnership with famous names of the European and World stage-musical platform in **FASHION VARIETY**<sup>/82/</sup> and **FASHION MISICAL**<sup>/83/</sup> including **EUROPEAN DANCE FASHION WEEK**<sup>/84/</sup> and **GLOBAL DANCE FASHION WEEK**<sup>/85/</sup> are intercontinental and worldwide prestige shown in the unique originality and makes permanent impression with the power of their messages for peace, aesthetic and beauty.

As attending annual events of the complete program "Fashion HORIZON 2050", which are in line of discovering, promoting and support of young creators, together with the contest for young designers as their second part we foresee to implement on the territory of all Europe open-air **SUMMER ACADEMIES FOR FASHION DESIGN**<sup>/86/</sup>. There the young designers will participate in exhibitions with their preliminary design drafts with which they have registered their initial participation in the competition. They have the opportunity to demonstrate their artistically – creative skills, to define the fashion trends with the language of shapes, colours, materials, by photography, so they can express themselves and the culture of the nation they represent. The Summer Academies for Fashion Design are a practical form for open exhibitions in front of the mass European audience, which will implement on the central squares and parks, in front of the theatres, buildings – cultural monuments in the capital cities and fashion centres of the country members. Their fashion practice as a daily act of aesthetic influence on the conscious and educate in beauty and ethical human relations not only of the participants but and of the audience. It is one more opportunity to raise the culture's role in the European society through the beauty of the design in its artistic value. The **DESIGNER PLANERY**<sup>/87/</sup> and **PHOTO VACATIONS**<sup>/88/</sup> for young fashion talents have an identical form such as the summer academies for support of the growing up European creators, but they also include similar inextricably bound up with the fashion and fashion design arts – music, dance and choreography. The open-air demonstrations of artistic and creative skills in the area of fashion, interior and textile design, styling – hair-style and make up and their relation with the music and dance, cinema and theatre are showing the variety of the European cultures and the eternal power of the talent. These influences and creates one new artistic and cultural practice: from one side practical implementations and from the other side multi-field appearance of the talent of the young persons.

Main accent in the European Fashion Council activity and its program "Fashion HORIZON 2050" for creation of Unite Powerful Fashion Europe and Global Fashion World is focusing on the young creators, because they are the one who first put up on view the European creativity. Young people are these who build up "**Europe of Knowledge**" (*the historic Bologna's declaration of the European Union*). Therefore, as key factor of the united Europe has to pay special attention to more quality education, more widely presentation of the multiple European traditions and in this way to be builds competitive quantity on world level. "**ERASMUS+FASHION**"<sup>/89/</sup> like the similar EU program "**Erasmus+Sport+Fashion**"<sup>/90/</sup> is the unique project that EFC develops for implementation.

Following this direction French document for education, dating from 1901, which is successfully applicable by **the National Committee for Artistic Education/C.N.E.A./** from 1966 till nowadays under the supreme patronage of the French President? Formed by volunteers, the Committee mission was to introduce in all schools an education by arts which is equal to all other school subjects which convert it into the so called by Lio Mond newspaper "*One Indisputable Success*" or called by the society "*The Champion of Arts in school*". Its development from European Fashion Council into **The Committee for Artistic Education of Europe**<sup>/91/</sup> C.N.E.A. together with the Educational Program and **Law of the European artistic education by arts, including fashion and fashion design**<sup>/92/</sup>, is going to be a significant and worthy care about the development of the European talent and fundamental pride about the European Community and Europe. Following the example of C.N.E.A is possible to be introduced an innovation in the European education as the European Fashion Council suggested by the Artistic Education. This is going to be the most appropriate way for acquiring knowledge in the field of history of fashion art , artistic practices etc. as well as developing abilities through artistic lessons with a variety of topics thus improving the education not only in the kindergartens, but also in the secondary school and in the universities. The final result will be emission of degrees and also providing relations with all production spheres thus influencing equal access to the culture and education in Europe.

**The Convention on the Rights of the Child states:** "*Every single child has the right to use the cultural development*". Proceeding from the main ideas of the Convention and the fundamental aims of the international Cultural-Educational Movement in "**Banner of Peace**"<sup>/93/</sup> of The Foundation "Liudmila Jivkova-Banner of Peace" together with the traditional support by UN, UNICEF, UNESCO, INCEA which continues more than 40 years and that of other international organizations, the European Fashion Council could successfully develop the content of the humane principles *Unity-Creation-Beauty*. The beginning of the international youth movement "Banner for Peace" was set in **1979** in Sofia, Bulgaria under the patronage of Mr. Amadu Mahta M'Bou and now there are over 5000 participants from 138 countries annually. By the affirmed festival formats which contain activities such as **sketches on asphalt**<sup>/94/</sup>, **open-air youth art concerts**<sup>/95/</sup>, and the new initiative for **European, Worldwide and OLYMPIC GAMES for children and young designers**<sup>/96/97/98/</sup>, we will represent the **European and Worldwide "Banner of Peace"**<sup>/99/100/</sup>, as a new democratic and ideologically consistent dialogue between statesmen, institutions, non-governmental organizations and the coming generation. This lasting dialogue provides

the necessary, prestigious and equal opportunities for intellectual development of the young generation without any distinction of origin, ethnic and religious belonging.

The interaction between the cultural operators in the foreseen activities in the program “Fashion HORIZON 2050” ensures one high quality partnership and commitment in the design and the implementation and ostentation of the cultural variety. The building up of constant **EUROPEAN FASHION ACADEMY**/<sub>101/</sub> and **DIGITAL EUROPEAN FASHION ACADEMY – DEFA**/<sub>102/</sub> in a partnership with European and International institutions is a visible intercultural dialogue of the governing institutions, society and non-governing organizations in the face of European Fashion Council, including structures for comprehensive development of fashion activity – a valuable step towards the creation of United and Powerful Fashion Europe and Fashion World. Their aim is to develop the students’ skills in training schools in **7 DEPARTMENTS with 38 specializations** as follow:

**The FASHION DEPARTMENT** with FASHION DESIGN Academy/<sub>103/</sub>, TEXTILE DESIGN Academy/<sub>104/</sub>, INTERIOR DESIGN Academy/<sub>105/</sub>, the Academy of INDUSTRIAL (product) DESIGN/<sub>106/</sub> and FASHION STYLING Academy/<sub>107/</sub>;

**The TECHNOLOGICAL Department** with the Academy of the CLASSICAL MODELING, PATTERNMAKING and DESIGNING OF WOMEN'S and/or MEN'S CLOTHES/<sub>108/109/</sub>, Lectra CAD/CAM Academy/<sub>110/</sub>, ASSIST CAD/CAM Academy/<sub>111/</sub>, OPTITEX CAD/CAM Academy/<sub>112/</sub>, GERBER CAD/CAM Academy/<sub>113/</sub>, INVESTRONICA CAD/CAM Academy/<sub>114/</sub>, Bulgarian CAD/CAM Academy/<sub>115/</sub>, TAILORING Academy/<sub>116/</sub>, The FASHION TECHNOLOGY Academy/<sub>117/</sub>, the Academy for Design, Modeling and Technology for Leather, Leather Garments, Shoes, Bags and Accessories/<sub>118/</sub> and the Academy of the subtleties of Classical and CAD CAM Modeling, Patternmaking and Designing of HIGH FASHION, BALLY, WEDDING, OFFICIAL, ABSTRACT, FOLKLORE and MASKARADES DRESS/<sub>119/</sub>;

**The APPLIED Arts Department** with JEWELRY PRODUCTION Academy/<sub>120/</sub>, KNITTING Academy/<sub>121/</sub>, the EMBROIDERY Academy/<sub>122/</sub>, DECOUPAGE Academy/<sub>123/</sub> and CERAMICS Academy/<sub>124/</sub>;

**The PERFORMING ARTS Department** with MAKE-UP Academy/<sub>125/</sub>, HAIRDRESSING Academy (COIFFURES Academy)/<sub>126/</sub>, the Manicure, Pedicure and Nail Art Academy/<sub>127/</sub> and MODELS Academy/<sub>128/</sub>;

**The VISUAL ARTS Department** with the FASHION PHOTOGRAPHY Academy/<sub>129/</sub>, the CINEMATOGRAPHY Academy/<sub>130/</sub>, the FASHION FILM PRODUCING Academy/<sub>131/</sub> and VIDEOGRAPHY Academy/<sub>132/</sub>;

**The BUSINESS Department** include the Academy with FASHION MANAGEMENT program/<sub>133/</sub>, the VISUAL MERCHANDISING Academy/<sub>134/</sub>, the FASHION MARKETING Academy/<sub>135/</sub>;

**The MEDIA Department** include the Academy with FASHION JOURNALISM program/<sub>136/</sub>, FASHION PR Academy/<sub>137/</sub> and the FASHION ADVERTISING Academy/<sub>138/</sub>,

As also the Academy for the realization of **performances**/<sub>139/</sub>, the **Practices photo sessions for fashion design and styling**/<sub>140/</sub> and many other elegant designers’ events.

The program about the creation of United and Powerful Europe and Global Fashion World foresees the building of constant **EUROPEAN DESIGNERS’ CENTRES**/<sub>141/</sub> in each country member and partner of the investment program “Fashion HORIZON 2050”, we foresee not only to strength the contribution of education in favour of the social unity and active citizenship of the young people in their way of professional preparation and realization, but for a big part of them to turn the hobby into profession. Their main aim is to stimulate the role of education as a means of increasing the understanding of other cultures. The development of a person needs to be given an opportunity so he can show his potential via **European Designers Meetings**/<sub>142/</sub>, **Fashion Master Classes**/<sub>143/</sub>, **SHOPPING NIGHT**/<sub>144/</sub>, **Fashion Week Pop-up Stores**/<sub>145/</sub> and **Buyers Fashion Week-Ends**/<sub>146/</sub>... Exactly these centres are the places where education, training and culture are the basic means through which the European Union and Europe can help of the growing up people in their aspiration for prosperity and individual social and cultural development. The practical development of the skills discovered in early childhood and their subsequent putting into practice gives a worthy reply of the basic strategic subjects: quality, effectiveness, approach, encouragement of the exchange, mobility from European to world level. The exchange of creators, experience, ideas, know-how etc will support a permanent trans-national mobility of all working in the sphere of culture and the sphere of fashion and fashion design as a part of it. **Awarding European fashion scholarships**/<sub>147/</sub> with **Young Designers Fashion Fest**/<sub>148/</sub> for talented and approved students is a motivation and acknowledgement for maximum personal expression and increasing the creative spirit.

The trans-national exchange of artists and cultural workers is a base for realisation of the event **FASHION DESIGNERS MARKET**/<sub>149/</sub>, which the European Fashion Council will implement at interval of one year again in the principle of rotation. Designers’ Market is a practical dialogue – meeting between business, education and culture. It is a form of exchange between industry and the best young stylists, designers and photographers, graduates of European schools, colleges and universities, united in one data base – covering the successful Holland format as a name and conception - **EUROPEAN JOB BANK**/<sub>150/</sub> and **WORLD JOB BANK**/<sub>151/</sub> with also the **European DONATION Bank**/<sub>152/</sub> & **Global DONATION Bank**/<sub>153/</sub> in “*The world of fashion and fashion design*”. The business cooperation in this line can be another example of tolerance and European integration. It is an excellent opportunity for receiving a balance between the centre and the periphery and building an entire connection between these two elements. The exchange of European experience, together with the new opportunity for presenting the creative potential of authors from the member-countries, respectively nations and their style variety, will ensure a view of the rising and developing not only for European fashion.

The program “Fashion HORIZON 2050”, foreseen also implementation of a Belgium biennale **DESIGNERS TRAIL**/<sub>154/</sub>. It focuses on the presentation of fashion designers not only in their country. But exhibitions of artists and

fashion brands, presentation of approved brands, schools and their students, famous fashion houses on the territory of the European capital city – Brussels, in every places connected with the art and culture: clubs, boutiques, galleries, buildings – cultural monuments, squares, ancient stages etc, it ensures a contemporary form of the **FASHION CULTURAL TOURISM**/<sup>155/</sup>, which is a part of each event, included in the present program “Fashion HORIZON 2050” for all Europe and for other continents. The unbreakable bond between tourism and fashion is an economical sector in which the creation of permanent **EUROPEAN MUSEUM OF FASHION AND STYLING**/<sup>156/</sup> takes worthy place in order to feel the spirit of the time with temporary vision via **Fashion Robot Exponent and Photos**/<sup>157/</sup>. The promotion of fashion creativity and initiative of the European nations through supporting of **permanent collections of exponents and photos**/<sup>158/</sup> and implementation of **actual temporary and travelling exhibitions**/<sup>159/</sup> will reveal to wide public European creation with “*future of the history highest*” /N.Sarkozy/.

The events for presenting new European brands are an innovative form of cultural cooperation between creators, artists and cultural institutions of the country members during the time of building the European cultural area. Undoubtedly this will have big economic importance in favour of united Europe and the world. The elegant form of **Fashion matinee**/<sup>160/</sup> and **Fashion brunch**/<sup>161/</sup> in the frames of geographical **Fashion week-ends**/<sup>162/</sup> with different subjects, **Yacht Fashion Cruises**/<sup>163/</sup>, outdoor and indoor subject **photo sessions for fashion design and styling**/<sup>164/</sup> and from light fashion music events as **fashion nocturne**/<sup>165/</sup>, **classic fashion**/<sup>166/</sup> till **heavier and bigger events like rock fashion**/<sup>167/</sup>, **metal fashion**/<sup>168/</sup>, **pop fashion**/<sup>169/</sup>, **jazz fashion**/<sup>170/</sup>, **house fashion**/<sup>171/</sup>, and so on, concerts and festivals ensures equality between creators and establish the most valuable: *the European cultural identity via music*. The **EUROPEAN FASHION MUSIC WEEK**/<sup>172/</sup>, **Music Fashion Trail**/<sup>173/</sup>, **Music Fashion Matinee**/<sup>174/</sup>, **Music Fashion Brunch**/<sup>175/</sup> and **Music Fashion Week-Ends | Music Week-Ends**/<sup>176/177/</sup> are also amazing events with causes.

The foundation of traditional **EUROPEAN FASHION AWARDS**/<sup>178/</sup> for design, designer and fashion house bearing the name of the ancient Greek Goddess of beauty, family, nobility and prosperity **EIRENE**/<sup>179/</sup> will have incommensurably stimulating impact upon the creators. For the receiver of this prestigious award this is a confirmation of the highest grade for the hard work and proved talent. From its own side this raises branch dimension of the project into highest and more elite by means of message of peace, beauty and prosperity which comes from the mission and the name of the Goddess.

In addition to European fashion award there is a partnership with European organizations for choice award of: **EUROPEAN MUSIC AWARDS**/<sup>180/</sup> for fashion styling of individual singers, of groups and complete wardrobe for audio-vision of music album, tour, etc. for them and separately for the originator stylist-designer or fashion house.;

**EUROPEAN THEATRE AWARDS**/<sup>181/</sup> for fashion styling of an actor, actors and complete staging wardrobe for theatre title as well as for author stylist-designer or fashion house;

**EUROPEAN MOVIE AWARDS**/<sup>182/</sup> for fashion styling of an actor, actors and complete movie wardrobe of a title and of an author stylist-designer;

**EIRENE EUROPEAN FASHION AWARDS**/<sup>183/</sup> for innovative with all possible criteria, sections and categories;

**EUROPEAN FASHION RISE AWARDS**/<sup>184/</sup> for young designer and stylist;

**EUROPEAN DANCE FASHION AWARDS**/<sup>185/</sup> for fashion, music and dance for young talents and approved names in fashion design, choreography and dance;

**SPORT FASHION AWARDS**/<sup>186/</sup> for **EUROPEAN FASHION CUP**/<sup>187/</sup> / **at the EUROPEAN FASHION GRAND PRIX**/<sup>188/</sup> for individual competitors and for their complete team as well as separately for the author stylist-designer for 33 sports (*example: Tennis Fashion Cup*/<sup>189/</sup>, *Golf Fashion Cup*/<sup>190/</sup>, *Horse Races Fashion Cup*/<sup>191/</sup>, *Figure Skating Fashion Cup*/<sup>192/</sup> and the same for 33 sports/...<sup>221/</sup>)

And in the same format as the **WORLD FASHION & ARTS AWARDS**/<sup>222/</sup> as follow:

**ROYAL Fashion Awards**/<sup>223/</sup> for Style and Elegance;

**KNIGHTS Fashion Awards**/<sup>224/</sup> for achievements in Humanitarian and Charity activities;

**LEGIONARES Fashion AWARDS**/<sup>225/</sup> for Historical Achievements, Perspectives and world Prestige;

**NAPOLEON Fashion Awards**/<sup>226/</sup> for Marketing and PR;

**NOBEL Fashion Awards**/<sup>227/</sup> for Peace, Innovation and New Technologies;

**ROCKEFELLER Fashion Awards**/<sup>228/</sup> for Sustainable Business Development and Ecology;

**HONORED (Honorable) Fashion Awards**/<sup>229/</sup> for Development and Protection of Culture and Creators' Rights;

**Robert SCHUMAN Fashion Awards**/<sup>230/</sup> for Intercultural Dialogue;

**MARSHALL Fashion Awards**/<sup>231/</sup> for Leadership and Management;

and **GRAND MASTER Fashion Awards**/<sup>232/</sup> for Quality and World cultural economic growth, that will can give via **1<sup>st</sup> Lady EU27 Forum**/<sup>233/</sup>, **1<sup>st</sup> Lady G20 Forum**/<sup>234/</sup> and **1<sup>st</sup> Lady G8 Forum**/<sup>235/</sup>

Additional awards during **competitions for beauty**/<sup>236/</sup> Miss, Mrs., Top Model ... , for fashion styling of the individual models, for complete wardrobe of the respective competition, etc for the participant, for the author stylist-designer and for the fashion house. As an addition is the partnership with organizations that awards European music, dramatic and movie awards – a perspective and necessary connection of designers and stars from the show business for maximal European community brilliance, immortalized in the **Walk of Fashion Fame**/<sup>237/</sup>with **EUROPEAN STYLE AWARDS**/<sup>238/</sup> and **WORLD STYLE AWARDS**/<sup>239/</sup>.

The quality of partnership between the European cultural operators is a base for including in the program the initiation and creation of **European and Global Goldsmith Union**/<sup>240/241/</sup>. The fine jewellery art finds an

application as important irreversible accent in every collection. The binding with the cloths' design gives additional benefits to the suggested program and in this way to present the fashion design in all of its forms – directly and indirectly, in front maximum audience in a new branch dimension. In this direction is the foreseen **Hair Style Show**<sup>/241/243/</sup> – for hairstyle and **Make Up Show**<sup>/244/245/</sup> – immutable part not only of the good European vision, but also as the good Worldwide vision.

The program “Fashion HORIZON 2050” proposes starting annual beauty competition under the name **Miss European Union**<sup>/246/</sup> and **European Top Model**<sup>/247/</sup> for models – kids, men and women. Its aim is through the power of beauty of the young people to address a message for peace and aesthetic in human relations. This is a new form for encouraging the intercultural dialogue through increasing the young's self-confidence. With the charity initiatives of the winner, we will succeed to show on practice the interaction between the governing institutions and the non-governmental organization in the face of the European Fashion Council in one constant, balanced and democratic social dialogue with the intelligently growing civil society of Europe.

The theme “**ECO FASHION**”<sup>/248/</sup> deserves a big attention for Norway idea and cause for **NICE FASHION**<sup>/249/</sup>, “**PURE and ETHICAL FASHION**”<sup>/250/</sup> and Serbian proposal for **ECOLUTION** <sup>/251/</sup> contest for fashion designers. This part of the project is a development of the conception about ecological pure production which will be of interest of the European industry, producers and all the countries. Ecological pure fashion is for awareness not to force people to produce the cheapest clothes but to provide in the people from the poor countries' better life in their societies. It is for not using poison for their societies. It is for not using poison in colouring agent. It is for less CO2!!! It is for better design which increases the life of the article, gives info for the user, etc. Today by means of increasing of the consciousness for global environment, “Pure and Ethical Fashion” could be one of the most important tasks for which the European Fashion Council is responsible for as an answer of the policy, led by the European Parliament, Europe and world. This is successfully started project in Norway for **Beautiful Fashion**<sup>/252/</sup> a project which could be added in such successful manner as European.

The fashion always is considered as a means by which through the beauty and style to be expressed social messages in the form of **charity causes** for protection of nature, human values and renovation the European spirit. In this line themes as: “**No to drugs**”<sup>/253/</sup>, “**Anti AIDS**”<sup>/254/</sup>, “**Against the breast cancer**”<sup>/255/</sup>, “**For Decreasing the Death Among Women During Child-Bearing**”<sup>/256/</sup> etc are messages to the active European citizenship for social commitment and timely prevention. Serbian **READY TO RISE**<sup>/257/</sup> event by the so-called fashionable forums Ready to Rise [/www.readytorise2010.com/](http://www.readytorise2010.com/) is a unique format that applied successfully by the Serbian national level would at Monaco, USA and with the subsequent implementation of the EU territory and Europe. This is a practical an example of how across Europe, in a spirit of solidarity and cooperation and partnership support, recognizing and reinforces the capacity of the developing countries and their citizens. The program “Fashion HORIZON 2050” foresees to encourage the intercultural dialogue through charity causes in an activity, which affects another part not only of the European society – people in non-equipollent position. The President charity initiative “**BULGARIAN CHRISTMAS**” with its development as “**EUROPEAN CHRISTMAS**”<sup>/258/259/</sup> and **GLOBAL CHRISTMAS**<sup>/260/</sup> through **Charity Christmas Fashion Fiesta/Festival**<sup>/261/262/</sup> with Serbian proposals for **Christmas Designers tree contest and fashion art exhibition**<sup>/263/264/</sup> gives an expression of respect to the traditions and celebrity of this saint holiday, so it could bring joy and warmth in each heart. The Swiss project **VICTIMS OF BEAUTY - Silence Kills Dignity**<sup>/265/</sup> is no less important for charity together with women for a better future!

The **CHARITY** is in addition of the most important and basic subject of the European Fashion Council. The creation of public **EUROPEAN FASHION FONDATION (EFF)**<sup>/266/</sup> and **GLOBAL FASHION FOUNDATION (GFF)**<sup>/267/</sup> with ideal goal is one of the most beautiful and necessary activities in poor European countries benefit, Africa, etc. The partnership with international organizations like UNESCO, UN, Red Cross is respected cause. The idea of this format is also to develop and establish **Philanthropy through the power of fashion**<sup>/268/</sup>.

A peculiar continuation of the founded in 2004 from the European Commission bases of “*European year of education through sport*” today it evaluates in a connection with fashion and fashion design. The slogan “*Move your body, stretch your mind*” can find its reflection in the physical and intellectual beauty in a new innovative degree of trans-branch dimension. It is an indisputable fact that the sport and physical education as a form of encouraging the intercultural community dialogue are in unbreakable connection with fashion and fashion design. It is not publicly acknowledged yet, but it is with hidden potential to generate long lasting results, co-operations, to act permanently as a promoter between the cultures of Europe and the world. Forming an organizational structure as **EUROPEAN SPORT FASHION LEAGUE (ESFL)**<sup>/269/</sup> and the same as **WORLD SPORT FASHION LEAGUE (WSFL)**<sup>/270/</sup> can work intensively in different sport's sectors, for public connection between fashion and sport in its 33 varieties: golf, tennis, football, horse recess etc. Such as in Formula 1 there is a champion cup for the constructors and another one for the competitors, there can be third fashion cup respectively for the designer and the European and/or global fashion brand which ensure the entire styling of the team. The beauty of Figure skating as a sport is aesthetically added from the figure skater's styling and it is one fashion defile on the ice. The project for awarding **Fashion cups** in the European sport championships and on the worldwide level or initiations of sport fashion tournaments for the Fashion cup of European Fashion Council is a perfect form of versatile advertisement with significant cultural, economic and international effect. In this line the partnership with the appropriate European and worldwide sport federations and the International Olympic Committee is one more step ahead, which can be done from the European Union for the development of the culture and sport.

New rational method for versatile understanding, for the sequence and aims of the program “Fashion HORIZON 2050” on the territory of European community, for its activities, results and innovations in the



intercultural dialogue is the attitude to the media. Their attraction as active partners in the whole process as potential members for promoting the design find its best form in structuring the **EUROPEAN MEDIA FASHION COUNCIL (EMFC)**<sup>/271/</sup>. The aim of this innovative division is to unite and stimulate the extremely necessary for the development of the culture and art in the fashion business contacts with media not only on European but world level also. It will help both for the timely and adequate reflection of leading European and world events and for media support of the worldwide fashion events, initiated from or with the participation of the European Fashion Council as a representative institution of the European Union and Europe for fashion and fashion design.

The necessity of the presence of **owns European media channels**<sup>/272/</sup>, **platforms**<sup>/273/</sup> and **social networks**<sup>/274/</sup> for circulation of information is an additional important factor in the intercultural dialogue. It is very important for the publicity of the program to be published a seasonal **European and Global Fashion Guide**<sup>/275/276/</sup> & **small EFC books** <sup>/277/</sup>, **size A5 and 1, 2 or 4 times a year**. The EFC books can grow with the size of a small glossy magazine or booklet and inside it could be possible to have for each country a section or/and pages with its national partner orgs, sponsors/advertisers, can include a calendar or agenda points, articles about EFC projects, interviews etc. and the same as a global editions with continental sections and pages <sup>/278/</sup>. **The ART live**<sup>/279/</sup> broadcasting platform, **monthly bulletin – newsletter** <sup>/280/</sup>, **European Fashion Week magazine**<sup>/281/</sup>, **European Fashion Rise magazine**<sup>/282/</sup> as magazine for the young designers, such as own internet media (on-line **radio** <sup>/283/</sup>, **Fashion Week TV** <sup>/284/</sup>, **magazine** <sup>/285/</sup> and **internet site**<sup>/286/</sup>, where to store and circle the information, a place for communication, discussions, structuring themes and projects, **forums**<sup>/287/</sup> and **chat**<sup>/288/</sup>.

The luxury event of the program “Fashion HORIZON 2050” is the **EUROPEAN FASHION FILM FESTIVAL**<sup>/289/</sup> and **EUROPEAN FASHION FILM AWARDS**<sup>/290/</sup> with separately global editions<sup>/291/292/</sup>. This new form for presentation of fashion is so actually today with great future for development as Digital presentation of fashion by films.

The popularization of the European values and achievements in the cultural variety needs additional measures for cooperation, connected with the realisation of the present program. The implementation of **fashion design seminars**<sup>/293/</sup>, **trainings for experience exchange**<sup>/294/</sup>, **round tables**<sup>/295/</sup>, **Fashion Talks**<sup>/296/</sup>, **European designers’ meetings**<sup>/297/</sup> which put the solving of imperious questions regarding the promotion of the European design and its management, **master classes**<sup>/298/</sup> of famous **European fashion coryphaeus**<sup>/299/</sup> will have key role in the program success and the realization of the European Fashion Council aims. Both the initiation of **European standards for Public Relations**<sup>/300/</sup>, **advertisement**<sup>/301/</sup> and **design**<sup>/302/</sup>, for **models**<sup>/303/</sup> for their prices and mode, such as unifying in one **standard related with the name of the European Union, Europe and European Fashion Council**<sup>/304/</sup> will ensure the seek quality and high level with sign “*Made in Europe*”.

The cultural sector, in particular fashion and fashion design and the related with them arts and activities have a special significance for the development of the community European Union. They contribute for widening the European political development with the public messages and big influence they have upon the European economic and international relations. In this aspect the **conversations with politicians and their attraction for the cause**: “*presentation and integration of the cultural dialogue in the communities’ politic*”<sup>/305/</sup> is an extremely necessary measure of cooperation between creators, non-governmental European organizations and governors. It has to be extremely strengthened, because of the necessity of law protection of the **European Copyright in fashion and fashion design**<sup>/306/</sup> and **the struggle against imitation of European brands and design**<sup>/307/</sup> and the same for other international brands outside Europe. Because of this extremely significant aspect of its project European Fashion Council is planning to form an independent regulative body including experts of **EUROPEAN DESIGN AUTHOR (EDA)**<sup>/308/</sup> and the same format as **GLOBAL DESIGN AUTHOR (GDA)**<sup>/309/</sup>. European Fashion Council together with the European Parliament and the strongly developed world economics from G-20 will organize and prepare the selection of European and world rules in one single **Law against plagiarism of designers products**<sup>/310/</sup>. Caused by the Bulgarian patent for protection of the whole specter of fashion design and its presentation on fashion podium which is of international interest for the seek of this there is a campaign from the 2010 under the international slogan “*Plagiarism destroys!*”<sup>/311/</sup>! For the protection of the fashion design and its presentation, the protection of intellectual property of fashion work is really important and it is conceded to European Fashion Council with its various types of activities.

World challenges dictate the presence of the program and the active building of Unite and Powerful Europe, which is important to be an example not only for initiative and creation but also for tolerance and ethics by its **European Ethic Fashion Code**<sup>/312/</sup>.



**Nadya VALEVA**

President of the Presidential Council of the European Fashion Council

February 23<sup>rd</sup>, 2023

**Note:**

*The Program is based upon the 28 state-members suggestions, experience and know-how of the rest of the European nations. It was complete accepted and approval in total for realization with European representativeness. Its next step is going to be implemented by stages through specially formed Investment Board and Organizational Committee for the chosen activities or for as one program as well and priority plan. The European Fashion Council is a registered trademark as name and activities of the member-states with logo of the EU, but in new visualization only for fashion industry as logo of the EFC created by the Netherlands author Frank. A. VERSPOOR, eligible from the European Commission and European Parliament during Polish Presidency of the Council of the EU in the second half of 2011. All copyrights reserved!*