



## **‘AthensFashionClub’ Fashion School**

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## **‘The Fashion Gate’ 1st Athens Fashion Business Incubator**

AthensFashionClub Fashion School is a certified Center by the State as an Educational Fashion Institute, founded by the Designer Maria Vytinidou. It belongs to a Fashion Group with business activity in the field of Luxury Fashion Design, Sustainable Clothing, Wearable Technology and business growth for fashion professionals.

The company has been distinguished by **Premiere Vision-Paris** Trade Fair and **Startupbootcamp Accelerator in Eindhoven**, as one of the most innovative fashion brands in Greece and one of the 20 best High Technology fashion companies in the world for creating Wearable Technology garments, establishing in this way a top choice for studying Fashion and a leading Fashion School in Greece.

Since 2019, AthensFashionClub Fashion School has been collaborating with the **Portuguese Embassy in Athens**, the Portugal Global - Trade & Investment Agency (**AICEP**) and **Modtissimo** Trade Fair in Porto aiming to promote the excellence of Portugal in the field of sustainable fashion combined with the creativity of the Greek designers. Since then, the students and graduates of AthensFashionClub exhibit their creations in Modtissimo. Maria Vytinidou and the General Director of AthensFashionClub Mr Evangelos Dimitrakopoulos are also International Trainers in Modtissimo.

AthensFashionClub is also an alumni of the **Orange Grove** acceleration programme of the **Dutch Embassy in Athens** and since 2020 they have developed the joined “Co-Incubation” programme in

order to provide business growth for fashion entrepreneurs.

Key activity for AthensFashionClub is the collaboration with **ITE**, the Institute of Technology & Research, through the program «Erasmus for Young Entrepreneurs», which enables the students of the school to travel abroad with funding for 1-6 months in collaboration with an experienced entrepreneur in his own business and with the aim of gaining international experience.

AthensFashionClub is also the organizer of the 1st Fashion Startup Weekend in Greece in cooperation with **Techstars World Accelerator**.

Important collaborations for raising a world status for the students of AthensFashionClub are the contests with world famous textile companies such as **Manteco spa** and **Linton Tweeds**. The «Manteco Sustainable Award x AthensFashionClub» Fashion Design Contest sponsors the winner with high quality sustainable fabrics to create a unique collection and present it in a international fashion show. At the same time, Linton Tweeds with the most innovative haute couture fabrics, sponsors the winners with textiles to develop a master piece of high-end fashion outfit.

**Thessaloniki International Fair** has invited twice AthensFashionClub to participate at the «Digital Greece» Pavilion as the most innovative educational fashion institution in Greece.

**Vogue Italia** featured the student's collections and the innovative culture of the business group by establishing in 2016 the 1st Fashion Business Incubator in Greece named «**The Fashion Gate**» with the mission to provide business growth for Fashion Entrepreneurs.

The high-level of education provided by the school includes a training trip to **London Fashion Week** and the International Trade Fair **Premiere Vision-Paris**, leading in this way to 1st Prizes Awards for the students that take part to competitions such as Athens Xclusive Designers Week and **Mare Di Moda** European competition. Three times until now, the students of AthensFashionClub have won the 1st prize «Best New Designer Award» at AXDW, the 3<sup>rd</sup> Prize at «Mare di Moda» in Cannes and the 3<sup>rd</sup> in **Fur Design Contest**, in Kastoria.

The founder of the fashion school and incubator Maria Vytinidou, has been for three years a Judge Member of the committee for the contest «Best New Designers Awards» at AXDW and also the Ambassador of the European **WORTH PROJECT**, which creates and supports transnational collaborations for fashion startups in order to develop design-driven and innovative products.

The Business Group includes also two fashion brands with the label 'Maria Vytinidou Eco Luxury Design' and also 'Mad Flax Sustainable Apparel'.

[www.athensfashionclub.com](http://www.athensfashionclub.com)