



## Conversations on Digital Fashion Communication



# “Fashion, Sustainability and Digital Transformation” Conversation with Marina Spadafora

**Wednesday,  
19 October 2022  
18.30 – 20.00**

**Auditorium  
West Campus  
Lugano**

Entrance is free

For more information  
and to register:  
[mdfc@usi.ch](mailto:mdfc@usi.ch)

Organized by the  
Master in:  
Digital Fashion  
Communication  
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The conversation will be held by Marina Spadafora, the Italian country coordinator of Fashion Revolution. Marina gained a reputation worldwide for her own collection that featured sophisticated knitwear. Since then, she has collaborated as senior design consultant with Prada, Miu Miu, Ferragamo and Marni. Marina's work has always included a strong social and environmental focus, believing that ethics and aesthetics can coincide. Her motto is “Fashion with a mission”. She works to bring development to the emerging economies through Fair Fashion. She has worked closely with WFTO, the World Fair Trade Organization and its associated artisans.

Marina is a professor of sustainable fashion in many academies in Italy and abroad as well as director of the Master degrees in Fashion Design for IED Milan, Accademia del Lusso Milan and IAAD Turin. Marina has received the United Nations Women Together Award in 2015 in New York and has done several TEDx Talks on sustainable Fashion. She is currently consulting luxury fashion brands and holds worldwide seminars and conferences on responsible Fashion. Moreover, on the topic of sustainable fashion she has written the book “La rivoluzione comincia dal tuo armadio” [“The revolution begins in your closet”] with journalist Luisa Ciuni, Solferino Libri 2020.

Fashion Revolution was founded by Carry Somers and Orsola de Castro in the wake of the Rana Plaza disaster in 2013. Since then, they have grown to become the world's largest fashion activism movement, mobilizing citizens, brands and policymakers through research, education and advocacy.

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