



 EU
GREEN
WEEK

Fashion for Nature.

An Intergenerational Eco Fashion Show



Silesian
Voivodeship



Integrated LIFE project "Silesia: Blue Sky Restored", Comprehensive implementation of the Air Quality Plan for the Silesian Voivodeship. LIFE20 IPE/PL/000007 - LIFE-IP AQP-SILESIA-SKY

Fashion for Nature. An Intergenerational Eco Fashion Show



When: 21 June 2026, 10:00 – 16:00

Where: Amphitheatre, Modrzewiowa 1, 42-582 Rogoźnik

Host: Agnieszka Wypych, eco-manager of the Bobrowniki Municipality

The initiative is an official EU Green Week Partner Event.

Can fashion become an investment in nature? In the Municipality of Bobrowniki the answer is a clear yes. During a unique ecological fashion show, residents will discover how creativity, imagination and environmental responsibility can come together in an inspiring way.

The outdoor Amphitheatre in Rogoźnik will transform into a real runway where residents will present extraordinary eco-friendly outfits. The show will be the grand finale of an intergenerational initiative combining environmental education, art and community fun.

Primary school students will present designs created as part of an environmental competition organised during Earth Day celebrations. Their task is to design original outfits inspired by nature and made from recycled materials or items that would normally be thrown away. The colourful creations will demonstrate that what some consider waste can become the beginning of something entirely new.

The second part of the show will feature senior participants, whose designs will remain a surprise until the day of the event. Their outfits will be revealed for the first time during the Municipality Days celebrations, proving that creativity and environmentally conscious lifestyles have no age limits. The initiative is also a powerful example of intergenerational cooperation and shared action for the environment.

The fashion show will be more than an artistic spectacle. It will also encourage reflection on everyday consumer choices. The fashion industry is one of the most resource-intensive sectors of the global economy, which makes ideas such as reusing materials, creative upcycling of clothing and reducing overconsumption increasingly important.

The eco fashion show in Bobrowniki demonstrates that investing in nature can start with creativity and conscious choices. Fashion becomes a tool for education and inspiration, bringing generations together and showing that environmental care can also take colourful and artistic forms.

The event is organised as part of the project "Silesia. Blue Sky Restored".



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