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Amelia Island Brings Innovative Inspiration to Atlanta Sustainable Fashion Week

ATLSFW Atlanta Sustainable Fashion Week announces its partnership with Amelia Island as a sponsor of the 2023 Atlanta Sustainable Fashion Week Student Design Challenge

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Atlanta, Georgia (August 28, 2023) – Northeast Florida’s Amelia Island is bridging the Florida-Georgia border to sponsor the Atlanta Sustainable Fashion Week (ATLSFW) Student Design Competition, Fall 2023. The objective of the collaboration is to bring awareness of the impact that Amelia Island’s sustainable tourism efforts have had while also highlighting that future efforts to minimize waste pollution still exist even on one of the most pristine and well-kept islands in Florida.

Student participants will use innovative design methods integrating beach waste and other litter collected on Amelia Island to showcase sustainable fashion creations on the runway of ATLSFW. Three student finalists will show their collections during the Student Design Competition on October 13, 2023. The sponsorship kicks off this summer, with an immersion tour of Amelia Island, including a luncheon with more than 15 local organizations committed to sustainability.

The five-day fashion week highlights private parties, digital designs, educational panel discussions, shopping marketplace and groundbreaking, eco-friendly designers using unconventional materials envisioning the potential of sustainable fashion to an international audience. ATLSFW highlights fashion, culture, art, education, and incredible vendors providing alternative sustainable solutions to your everyday needs.

“As an eco-tourism paradise, Amelia Island is beloved by naturalists, conservationists, and outdoor adventure enthusiasts from all over the world,” said Amy Boek, Vice President, and Chief Marketing Officer for the Amelia Island Convention & Visitors Bureau. “This collaboration is an innovative way to connect with an audience that wants to live - and travel - sustainably. It’s also a great way to repurpose beach waste and encourage all beachgoers to share in Amelia Island’s sustainable practices highlighted in the ‘Leave No Trace’ act to improve all aspects of life.”

Amelia Island’s “Leave No Trace” ordinance was passed in 2016 asking beachgoers to leave nothing by their footprints behind which has proven to be a tried-and-true success in eliminating tons of beach waste. In addition, Amelia Island is now home to 10 hotels certified by the Audubon International Green Lodging Program for meeting environmental best practice

standards and demonstrating a strong commitment to water conservation, energy efficiency, recycling, and other green practices. Visitors to Amelia Island can also support local efforts through volunteer opportunities with a variety of environmental organizations.

“Atlanta Sustainable Fashion Week (ATLSFW) is a movement created to provide actionable solutions to eliminating textile waste, reducing carbon emissions, water waste and micro-plastics in oceans. I am excited to partner with Amelia Island to bring awareness to the damage we are doing to our beaches,” stated Tanjuria Willis, Founder of Atlanta Sustainable Fashion Week.

Spots are still available for student designers interested in participating. For more information, visit SustainableFW.com/student-competition.

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About Amelia Island

Northeast Florida’s coastal treasure, Amelia Island is a barrier island rich in colorful history and breath-taking natural beauty. Amelia Island offers long, beautiful beaches, abundant wildlife, and pristine waters. Upscale resorts with world-class spas, championship golf and exclusive dining blend effortlessly with a captivating collection of bed and breakfast inns and historic districts. The island is home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Forget the everyday getaway; come make memories on Amelia Island. For visitor information and online planning, visit AmeliasIsland.com.

About Atlanta Sustainable Fashion Week

Launched in 2021, Atlanta Sustainable Fashion Week (ATLSFW) is the must attend eco-fashion event in Atlanta. ATLSFW is committed to bridging the gap between consumers and eco-friendly brands with three pillars in mind: 1) To educate consumers on sustainable clothing and how textile choices affect their daily lives. 2) Provide awareness about sustainable brands in the marketplace 3) Make brands accessible for purchase through mainstream channels. ATLSFW’s mission is to help fight the global climate, increasing awareness of sustainable design and purchasing practices while decreasing the influence of fast fashion. ATLSFW plays an integral role in the industry by showcasing established and emerging designers to an audience of fashion leaders, global influencers and celebrities, but most of all consumers. ATLSFW is back to showcase amazing eco-friendly designer October 10-14, 2023. Tickets are available at <https://www.atlsfw.com>