

Program outline

*Rethinking Europe's clothing sector:
the transformation of production, consumption and policy*

May 20th, 2026

Lund University - LUX B129

08:30 - 09:00	Welcome: coffee & tea	
09:00 - 09:10	Opening talk: the challenges of sustainable fashion in Europe.	Emma Samsioe, Senior lecturer, Lund University, Sweden
09:10 - 09:30	Re-territorializing the Fashion and Textile Industry for Circularity: Mapping Clusters and Specialization in the Netherlands. Findings from the project FABRIX - Fostering local, beautiful, and sustainably designed regenerative textile & clothing ecosystems - a Horizon Europe project, funded by the European Union under grant agreement no 101135638	Mariangela Lavanga, Associate professor, Erasmus University, The Netherlands Younghyun Kim, Postdoc, Erasmus University, The Netherlands
09:30 - 09:50	Co-Creating a Just Transition: Applying Planetary Boundaries to Strengthen Sustainability Goals in Swedish Fashion with Production in Bangladesh. Presentation is based on a joint research project with Fair Action and Swedwatch.	Mariko Takedomi Karlsson, Postdoc, Lund University, Sweden
09:50 - 10:10	ekip Engine and Policy Area: "Fashion transformation: Eco-design for circularity"	Charlotte Lorentz Hjorth, Lund University Collaboration

	Findings from the innovation policy platform ekip - funded by the EU.	Lars Mattiasson, Future by Lund
10:10 - 10:30	Intervening with Household Clothing Practices: Sustainable Consumption across European Households. Findings from the CARE project - a Horizon project, funded by the European Union under grant agreement no 101135141.	Ingrid Haugsrud, PhD candidate, Oslo Metropolitan University, Norway Réka Tölg, Postdoc, Lund University, Sweden
10:30 - 10:50	Digital Wardrobes: Accelerating Change to Decelerate Consumption	Katherine Duffy, Senior lecturer, University of Glasgow, UK
10:50 - 11:00	The Closet - wear, share, earn. Rent the outfit. Lend your closet. From Lund soon to the EU.	Maša Urbanija & Anna Schleinkofer, Co-Founders of The Closet; Lund University, MSc Entrepreneurship and Innovation
11:00 - 11:20	Fashioning AI: Human and Nonhuman design Presentation from an ongoing research project on how AI changes fashion design practices	Magdalena Petersson McIntyre, Associate professor, Lund University, Sweden & Despina Christoforidou, Lecturer, Lund University, Sweden
11:30 - 12:00	Q&A End of the seminar.	All speakers participate