



Sustainable Fashion

An event by the Joint Alumni Forum

Monday, June 16, 2025, 17:00 – 20:30

Lenz & Staehelin

Brandschenkestrasse 24, 8001 Zurich



Can fashion be truly sustainable without compromising creativity, quality, or scale?

Join us for a discussion that brings together entrepreneurs from across the fashion industry – ranging from agile startups to established brands – to explore how sustainability is reshaping the way clothing is designed, produced, and reused.

We will discuss key challenges in sustainable manufacturing, the evolving role of recycling and upcycling, and how both emerging and established players are responding to growing environmental and social expectations.

In this context, we will also examine the new rules against greenwashing in Switzerland and offer a thoughtful look at what meaningful change can look like in fashion today – and what might come next.

Programm

17:00	Arrival
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17:10	Introduction and welcome Diane Bailey and Peter Ling
17:15	The New Swiss Anti-Greenwashing Law Barbara Abegg
17:30	Panel discussion Barbara Abegg, Franz Bittmann, Fabienne Kälin, Shirley Piperno Moderator: Peter Ling
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18:30 – 20:30	Networking drinks

Panelists

Barbara Abegg	Counsel, Lenz & Staehelin
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Franz Bittmann	Founder and Co-CEO, Namuk
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Fabienne Kälin	Founder and CEO, Ayma Clothing
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Shirly Piperno	Co-Founder, Lapel The Label
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Peter Ling	Partner, Lenz & Staehelin

Details

LOCATION	Lenz & Staehelin Brandschenkestrasse 24, 8001 Zurich
REGISTRATION	By Monday, June 2, 2025 via the following link
INFORMATION	Sylvia Claudia Szendi, Lenz & Staehelin Tel: +41 58 450 80 00 sylviaclaudia.szendi@lenzstaehelin.com