

Photos (from left to right): (1) Sustainable socks made from innovative EVO® yarn, recycled polyester and organic cotton; (2) Sustainable leather sneakers; (3) Sustainable Socks made from sustainable nylon and recycled polyester.



Sustainable Pakistan – Success at the German Design Award 2021



We are excited to announce that Sustainable Pakistan has been recognised for its innovative design in the German Design Award 2021. We have been awarded two prizes for outstanding design quality by the highly esteemed, international jury of the German Design Council.

Sustainable Pakistan was selected Winner in the category Excellent Communications Design - Eco Design as well as received a Special Mention in the category Excellent Communications Design - Brand Identity.

This shows that besides being an innovative, collaborative and sustainable initiative, Sustainable Pakistan also pioneers in developing solutions for the global fashion industry and contributes to

the international design landscape in a unique way.

The German Design Award is one of the most renowned design awards worldwide and enjoys an excellent reputation far beyond circles of experts. Those who beat out the high-calibre competitors have successfully proven that they are among the best.

Thanks to the joined effort between the project team and the contribution of all our partners, this prestigious award was made possible.

German Design Award - The Prize That Visualizes Success

The German Design Award directly contributes to the overall commercial success. Prizes are only awarded to projects

that truly represent pioneering contributions to the German and international design landscape. The highly esteemed, international jury guarantees this. The German Design Award identifies and presents unique design trends: a competition that advances the design-oriented scene.

German Design Council - The Organiser That Makes All the Difference

The German Design Council, the expert for brand and design in Germany, bestows the German Design Award. Commissioned by the highest authority to represent new developments in the German design industry. Established on the initiative of the German Bundestag



Sustainable moccasins made from deer leather.

(the lower house of German parliament) as a foundation in 1953, it supports the industry in all matters consistently aimed at generating an added brand value through design. As a result, the German Design Council is one of the world's leading competence centres for communication and brand management in the field of design. The exclusive network of foundation members includes in addition to designers and design associations, in particular the owners and brand directors of numerous renowned companies.

Sustainable Pakistan – The Initiative for Sustainable and Innovative Solutions

Sustainable Pakistan is a long-term industry initiative providing sustainable,

innovative and digital solutions for the global fashion industry. It is based on projects developed and run by the German Development Agency GIZ, in particular the project to improve labour standards in Pakistan's textile industry. The initiative's mission is to create and realise innovation in the fashion industry while promoting Pakistan as excellent sourcing partner for sustainable fashion.

Sustainable Pakistan creates shared value for workers, environment, consumers and businesses. We work in partnership with producers to create safe and decent employment and economic opportunities for workers in Pakistan, while protecting the environment. We offer consumers the opportunity to be "part of the solution" for a sustainable future in fashion. We provide brands and retailers

with innovative and practical solutions for more sustainable design processes, managing supply chains and ever more complex sourcing requirements remotely.

With our international network of partners and support, we create practical, localised solutions for complex global problems. Incorporating sustainability, innovation and digital solutions, we design future-ready solutions for the global fashion industry. With communication and transparency along the supply chain, every product tells a story that connects tradition with technology, local development with global changes and people across continents. ♦



Sustainable selvedge jeans made from organic cotton dyed with natural indigo.