Good morning

Thank you for your presence in this first day of TCBL conference. My name is Nikos Kafkalas, and I am the Vice President of Athens Retailers Association.

Athens retailers Association is the oldest retailers’ association in Greece, since 1902, and its role is to coordinate and inform our members. Our members are small and medium size trading enterprises, basically most of our members are retail fashion shops in Athens market area.

There is no doubt that sustainability in fashion, the use of new technology, the use of new materials and basically the change of our whole perception of fashion business, even the way we market and sell fashion items, is going to play a dramatic role in retailing as well.

Being in the fashion business myself, I am the owner of a casual fashion brand, I believe that the retail shops can also play a very important role in fashion sustainability. On one hand they are the only link of the fashion business that come in direct contact with the final consumer, on the other hand they also come in contact with fashion brands. This unique role that the retailers have can be a tool to educate the public about the values of sustainability in fashion, but also to pass feedback to the brands.

We as a Trader’s association we are following TCBL closely, we are in close collaboration with Hellenic Clothing Industry Association, and we hope for the success of TCBL program. The role that we can play is to facilitate the retailers’ cluster, to educate our members as to what fashion sustainability is, the necessity of it and how to pass this information to the public.