



Making a sustainable fashion statement at Helsinki Fashion Week, a Bluewater water station takes water from the Baltic Sea and delivers pristine clean drinking water free of all contaminants.

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From sustainability to uber clean drinking water generated from the sea, Helsinki Fashion Week brings fashion firmly into 21st Century

Helsinki, Finland, July 21, 2018 – Helsinki Fashion Week and Sweden's global clean water company [Bluewater](#) have joined in a unique partnership to turn Baltic sea water into fresh drinking water for models, visitors and staff at the event's EcoVillage, open to the public from July 20 to 25, 2018.

[“Helsinki Fashion Week](#) is providing a platform for trendsetters in clean fashion by inspiring urban development and cultural interaction by re-evaluating the way we consume, adapt and co-exist with our surroundings,” said Anders Jacobson, Bluewater President and Chief Strategy Officer. He added that Bluewater is demonstrating how it is possible to provide new drinking water solutions that can provide people with access to pure drinking water from non traditional sources and reduce the need to transport huge quantities of throwaway plastic bottles that are threatening human and planetary health.

Bluewater has installed one of its unique hydration stations in the Helsinki Fashion Week EcoVillage that is pumping water from the Baltic Sea and directly turning it into clean, safe drinking water. Able to generate 7,000 liters of pristine water every day, the Bluewater water station serves still, sparkling and chilled water that has had all contaminants removed, including salt, chemicals, medical residues, micro-plastic particles and toxic metals.

According to Anders Jacobson, the partnership reflects the reality that water scarcity impacts millions of people around both the developing and developed world. He said Bluewater is showing how human ingenuity can find solutions already now to tackle water demand and supply.

“With microplastic particles, antibiotics and other contaminants now found in tap water around the world, the UN has warned that by 2025 two-thirds of the world’s population may face water shortages sparked by climate change, rapid urbanization, pollution and inefficient management of water resources,” Mr. Jacobson said.

The fashion industry is a major contributor to water pollution issues as cotton farming, manufacturing, dyeing of garments and washing of polyester greatly impact freshwater resources. Thus, in partnership Helsinki Fashion Week and Bluewater want to inspire positive change through awareness and creativity, showing that solutions already exist to remove contaminants from drinking water.

Bluewater was founded and is headed by Bengt Rittri, one of Sweden’s leading environmental entrepreneurs, who is driven by the desire to innovate the world’s best water purifiers, believing that everyone is entitled to drink water free of contaminants as a basic human right.

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About Helsinki Fashion Week

Helsinki Fashion Week 2018 showcases 30 sustainable fashion designers to international buyers, press, and fashion industry professionals. The independent event offers new experiences and information to visitors through the EcoVillage platform, built around circular and sharing economies. The event aims to inspire sustainable urban development and cross-industry solutions to current and future environmental challenges in the fashion business.

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine and lime-scale. Please visit us at www.bluewatergroup.com

Follow us for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater). Journalists and bloggers can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist on spotify at [BluewaterPure Radio](#).

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