



PRESS RELEASE

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Sustainable fashion for Berlin

Fair & stylish: The Berlin sneaker by Veja

It is a must-have for Berliners, those interested in Berlin and all fans of the capital: the Berlin sneaker by the French label Veja, which is now available in the Veja Store in Mitte and in many other shops and department stores in Berlin. But you will have to be quick, because the edition is limited to 1,087 pairs.

In cooperation with the State of Berlin and as a tribute to the German capital, the fair trade company has designed and produced the high-top sneaker, model Minotaur, with retro-future inspiration. In addition to the lettering BERLIN, the city's emblem and heraldic animal, the Berlin bear, can be found on both the tongue and the inner sole of the shoe.

An important part of the cooperation is that Veja donates 25,000 euros to the Berlin homeless aid; in addition, 120 pairs of shoes will be raffled off to charitable associations and non-profit initiatives on Instagram via [@wir_berlin](https://www.instagram.com/wir_berlin).

Dr Stefan Franzke, Managing Director of Berlin Partner: "The label Veja stands for sustainability, fair production and at the same time for sleek coolness - that is why the sneaker goes so well with Berlin. With the design, everyone can become a brand ambassador for the capital."

Sebastien Kopp, co-founder of VEJA: "Berlin strikes a balance between coolness and history, between modernity and the underground art scene. Whenever we come here, we feel at home."

The durable Berlin sneaker for the price of 160.00 euros is made under fair working conditions in Brazil. Among other things, leather from farms in southern Brazil is used for this, which, thanks to an innovative

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dyeing process, does not use chromium, heavy metals or dangerous acids. The vulcanized sole consists of 31% rubber from the Amazon, 22% rice waste and 12% recycled rubber. The laces are 100% organic cotton.

The Berlin sneaker is available in the following stores:

- VEJA Online-Store
- VEJA Store Berlin Mitte
- Overkill
- KaDeWe
- Galeries Lafayette Berlin
- HHV
- Sneakersnstuff Berlin
- Highsnobiety
- Solebox

You can also find more information about this at wir.berlin/sneaker

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