

WALK4FUTURE

Rethink Fashion



The
ABC
of
Sustainable
fashion



Sustainable
fashion
is
the
art
of
walking
the
line
between
inner
and
outer
ABUNDANCE
BEAUTY
&
CONNECTION



A Model's Walk from Home to Paris Haute Couture Week

showcasing solutions & change makers for the sustainable future of fashion & beauty

Sunday, 04/21 - Sunday, 06/23
≤1530 km | 64 days | 9 weeks



„The human nature is the nature of a walker“

Austrian philosopher, economist & winner of the Alternative Nobel Prize Leopold Khor

From the runway to the streets of the world

As a model I find myself in the midst of a system that has **started as the most beautiful expression of human individuality and has become a rat race of overproduction and overconsumption.**

From Haute Couture to the simplicity of shirts and shorts and back

As human beings we have the power of choice. We can be whoever and whatever and however we want but not all at the same time. We are able to choose. We choose in order to express our whole being authentically – not through the quantity but through the quality of the products we consume.

*„The ability to choose helps us to live in
Abundance, Beauty & Connection with the world.“*

THE PLAN

START: Sunday, 21 April

1. **Honoring EARTH DAY** on April 22nd: embracing the 2024 Motto "PLANET VS. PLASTICS", with a commitment to support its goal of a 60% reduction of plastic by 2040
2. **Celebrating FASHION REVOLUTION:** marking 10 years of Fashion Revolution, the organization behind the *#whomademyclothes* hashtag , dedicated to promoting fairness and circularity in the fashion industry

END: Sunday, 23 JUNE

To allow "the walker" to **represent Austrian fashion** at Paris Haute Couture Week in June 2024, either as a model or a guest

DURING THE WALK

1. **Community Involvement:** Inviting individuals to join the walk, encouraging participation for any length of time
2. **Industry Visits:** Engaging with companies and organizations that champion sustainable practices in both production and design
3. **Event Creation:** Hosting gatherings for fashion enthusiasts keen on exploring sustainable fashion & beauty
4. **Media Engagement:** Utilizing podcasts, videocasts, and live streams on social media platforms to share the journey with a wider audience
5. **Press Coverage:** PR expert VIBE Vienna will secure press coverage to amplify the initiative's impact
6. **LIVING the Sustainable ABC :** Embracing the new ABC of sustainable fashion: fostering inner & outer Abundance, Beauty and Connection throughout the journey

THE WALKER

Martina Gleissenebner-Teskey

Model – Author – TV-Personality - Enabler

- Part of the 90`ies model era
- Representative of Austrian NGOs at UN-Assembly Rio+5
- Organiser of first tradeshow for Sustainable Lifestyles OEKOSTYLE `98
- Developer of the Charisma Concept, Author, intl. Trainer & Coach
- Lived and worked in Monte Carlo, Milan, Paris, Toronto
- First Best Ager Finalist in Germany's Next Top Model by Heidi Klum



THE WALKER

The first 50 years



Career 1990 – 2018 Showreel



Model



Environmentalist & Campaigner



Personal Development Trainer & Coach



Mother



Designer



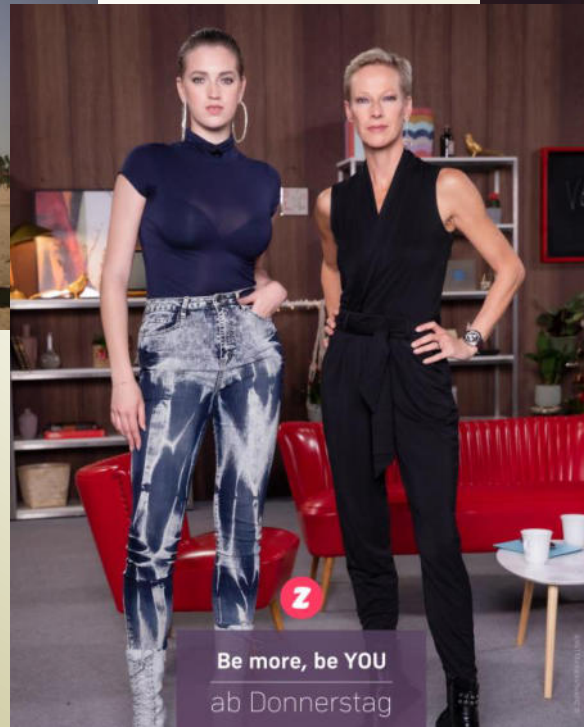
Author



Enabler, Author & Publisher

THE WALKER

The start of the next 50 years



*Each moment is a pearl on your
personal string of life.
Make it count.*

THE WALKER

Martina Gleissenebner-Teskey

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