

## YKK Partners with Fashion Frontier Program to Drive Sustainability in Emerging Fashion Design

Published on 22 Aug 2025 | By IFI Correspondent



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YKK Corporation has announced a strategic partnership with the Fashion Frontier Program, an initiative supported by Japan's Ministry of the Environment, to advance sustainable practices among the next generation of fashion designers.

As part of the collaboration, YKK will host a lecture titled "Little Parts. Big Difference." during the program's first incubation session this month. The session will explore how small fastening products—zippers, snaps, and buttons—can play a critical role in creating **circular fashion solutions**, while engaging with **16 semifinalists** in the program.

The partnership also coincides with the **25th anniversary of the YKK Fastening Awards**, Japan's largest student fashion competition. Moving forward, YKK plans to integrate **award winners into future incubation programs**, connecting both initiatives to create a stronger ecosystem for sustainable fashion education.

Founded by designer **Yuima Nakazato**, the Fashion Frontier Program blends **education with an awards platform** to nurture creativity with a focus on **social and environmental responsibility**. The program will run until **December 2025**, culminating in a high-profile award ceremony that celebrates innovation in sustainable design.

This collaboration underscores YKK's long-standing commitment to sustainability and its mission to make a "big difference" through even the smallest parts of fashion.

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