

ETHICAL FASHION SOCIALS 2010

April

Ethical Fashion; What does the future hold?

Environmental Justice Foundation's Pop up Shop, 57 Carnaby Street, London

Speakers: Tori Timms- EJF Campaigner

Vicky Murray- Forum for the Future

Amisha Ghadiali- Think Act Vote

Thursday 29th April 7 - 9pm

This month Ethical Fashion Forum partner with Environmental Justice Foundation, Forum for the Future and Think Act Vote to address 'Ethical Fashion: What does the future hold?'. With presentations including Forum for the Future's Fashion Futures 2025 this event promises to give you a vision of the future of fashion.

Think Act Vote's founder Amisha Ghadiali will be asking you 'What future do you choose?' and promoting her campaign to inspire us to think positively about our future and the votes we cast, today, tomorrow and forever.

This event is free to attend but the charities involved encourage attendees to contribute to their worthy causes by donating. The Pop Up Shop stocks a selection of some of the most interesting ethical and sustainable brands including Goodone, Katharine Hamnet, From Somewhere, Pants To Poverty as well as EJF's and Think Act Vote's campaign t-shirts. We look forward to seeing you there!

What happened:

EFF's most successful Social to date, bringing together almost 80 people from all over the sector. The future captivated the audience, and the speakers provided important information on predictions for the fashion industry.

EJF's bleak and startling reality of climate refugees hit home- reminding us of the bigger picture of the sustainable movement. Whilst Forum for the Future presented futuristic possible scenarios for 2025- with changes that seemed incredible but are based from triggers and technology that exist in our present.

Think Act Vote rounded up the event with positivity. The organisation asks 'what's the future you choose?' and aims to inspire people to positively about our future and the choices we make that shape our world.

Interested in the Ethical Fashion Social? See website for more information on how to become a Social Host.

www.ethicalfashionforum.com/connect/socials



Images: Top: Upcycled label Goodone modeled by a Social attendee
Bottom: Ethical fashion displays at the Pop Up Shop

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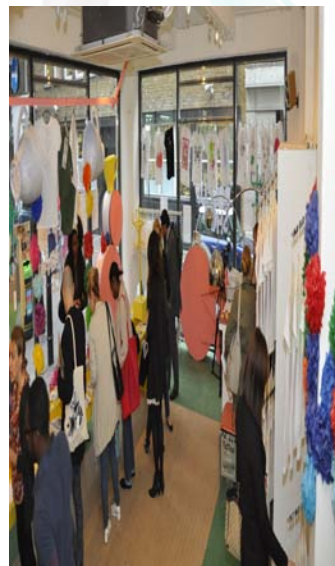
Following the speeches guests networked and made use of the opportunity to see EJF's fantastic eco pop-up shop, immersing themselves in beautifully designed and pioneering ethical fashion. The mood was elated and guests were evidently inspired.

"It's great to have events such as this to drive the message home on environmental changes. Keep it up!" **Anika Khanna, World of kikoy's Ltd/ Ethic attitude**

"It was amazing to be surrounded by so many talented people at the cutting edge of sustainable fashion! We need more events like this - informative, inspiring and fun!" **Vicky Murray, Senior Sustainability Advisor, Forum for the Future**

Future themes guests wanted addressing at Socials included:

- How to reach out to non-ethical people and to engage new audiences
- Opportunities to get involved- how to react and respond
- Guidance on how to consume ethically and support disadvantaged throughout the world
- Workers rights
- Inspirational legislation – what's happening to fuel change



Images: Top: Guests browse the pop-up shop
Bottom: Guest trying on the fabulous ethical fashion- Ciel's up-cycled Think Act Vote campaign t-shirt

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