



28 AUGUST 2019

“Sustainability is not a trend. It's the only way forward”

Fashion leaders call for a world #BeyondNextSeason in new campaign by Global Fashion Agenda



Ahead of fashion month, Global Fashion Agenda (GFA), the world's foremost leadership forum for sustainability in fashion, has unveiled a new campaign that brings together leading voices from across the fashion industry to drive awareness and inspire action on sustainability.

Prominent voices include: **Arizona Muse**, model, ambassador and consultant; **Katharine Hamnett**, CBE, designer and activist; **Marie-Claire Daveu**, Chief Sustainability Officer and Head of International Institutional Affairs, Kering; **Anna Gedda**, Head of Sustainability, H&M Group; **Samuel Ross**, founder and designer, A-Cold-Wall*; **Julia Ormond**, actress and founder, ASSET; **Connie Nielsen**, actor and activist; **Tim Blanks**, Editor-at-Large, *The Business of Fashion*; **Clare Press**, Sustainability Editor-at-Large, *Vogue* Australia; **Wilson Oryema**, artist, writer, activist and model, and many more.

Download their [images](#)

The fashion industry is extremely pollutive and a major contributor to the climate crisis, accounting for 8% of global CO₂ emissions and up to 20% of the world's total wastewater. According to [Pulse of the Fashion Industry 2019](#), by 2030 the global apparel and footwear industry will have grown by 81%, exerting an unprecedented strain on planetary resources. If the pace of progress in sustainability does not increase,

the harmful consequences of fashion will become even more challenging to overcome. Therefore, industry representatives have come together to encourage action and accelerate the pace.

Eva Kruse, CEO & President, Global Fashion Agenda, says, “Fundamental change in fashion will take industry-wide commitment, so it’s brilliant to see so many influential voices speak out on a topic that must not be ignored. What is clear from their statements is that we need to look beyond the next season or trend, and we must all do something today.”

Kim Grenaa, Grenaa Creative, says, "Leaders must use their power to influence. We wanted to create a campaign that represents how diverse voices from across fashion are united in the aim to accelerate sustainability and they can use their voices to drive change."

Statements from leaders in the fashion industry:

Anna Gedda, Head of Sustainability, H&M Group

“We want to use our size and scale for good, but we need to do it together”

Arizona Muse, model, ambassador and consultant

“We need to open our eyes and make the right choices”

Anita Dongre, Chief Creative Officer, House of Anita Dongre

“The fashion industry must empower women throughout the supply chain”

Bandana Tewari, lifestyle journalist and sustainability activist

“Individual choice matters. Use your voice and your wallet to affect change!”

Clare Press, Sustainability Editor-at-Large, *Vogue* Australia

“Sustainability is not a trend. It's the only way forward”

Connie Nielsen, actor and activist

“Let’s all collaborate”

Cyrril Gutsch, founder, Parley for the Oceans

“We must end the era of toxic materials”

Eva Kruse, CEO and President, Global Fashion Agenda

“Take action today”

Julia Ormond, actress and founder, ASSET

“We will only get there by weaponising the truth”

Katharine Hamnett, designer and activist, CBE

“My t-shirt says it all”

Marie-Claire Daveu, Chief Sustainability Officer and Head of International Institutional Affairs, Kering

“We need to be audacious and get out of our comfort zone to make transformative change”

Monica de La Villardière, journalist and presenter

“In the face of great conflict we must be engaged”

Samuel Ross, founder and designer, A-Cold-Wall*

“Design and sustainable practice must be holistic”

Tim Blanks, Editor-at-Large, *The Business of Fashion*

“Apparently we only have 10 years left”

Wilson Oryema, artist, writer, activist and model

“The future of fashion will be rooted in accountability”

Join the conversation on social media:

#BeyondNextSeason

Instagram: [@GlobalFashionAgenda](#)

Twitter: [@GFAgenda](#)

Find out more about [Global Fashion Agenda](#)

Download all of the [images](#)

Note to editors:

Image credit: Global Fashion Agenda / Nicky de Silva

For media enquiries contact:

Alice Roberta Taylor

PR Manager, Global Fashion Agenda

alice@globalfashionagenda.com

Creative Concept:

Kim Grenaa – Grenaa Creative

Lulu Henckel – LuluLoves

Art Direction:

Thomas Blankschön

Celia Hackling

Photographer:

Nicky de Silva

About Global Fashion Agenda

Global Fashion Agenda (GFA) is the foremost leadership forum for industry collaboration and public-private cooperation on sustainability in fashion. The organisation guides and supports industry leaders in changing the way we produce and market fashion, *for a world beyond next season*. In partnership with its Strategic Partners, currently counting the industry leaders ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, GFA spearheads the fashion industry’s journey toward a more sustainable future. A non-profit organisation, GFA has organised and hosted Copenhagen Fashion Summit, the world’s leading business event on sustainability in fashion, since 2009. GFA also publishes the annual *Pulse of the Fashion Industry*, in collaboration with Boston Consulting Group and Sustainable Apparel Coalition, and the annual *CEO Agenda*. For more information, visit globalfashionagenda.com.