A FIRST FOR SUSTAINBLE FASHION IN FUR-FREE OPENING DAY OF FASHION ZOO EXPO, SHANGHAI, FOLLOWING NEW PARTNERSHIPS WITH ACTAsia, STELLA McCARTNEY AND LONDON COLLEGE OF FASHION

Wednesday 2 September, 2020

An unprecedented fur-free opening day of Fashion Zoo expo on 3 September will set the tone for a major public event in Shanghai.

The expo will be launched by sustainable fashion icon Stella McCartney, and take place over four days from 3 to 6 September. The first day of the event will present sustainable, fur-free fashion alternatives to a public of 60,000 visitors onsite and online, in collaboration with more than 130 brands.

All exhibitors and visitors will be asked to refrain from showing, selling or wearing real animal fur on day 1, in promotion of ethical fashion. It will help a wider public of brands and consumers to make a transition towards sustainable, cruelty-free production and consumption.

ACTAsia will hold its 6th
International Sustainable Fur-Free Fashion Festival in collaboration with hosts Fashion Zoo, sustainable fashion icon Stella McCartney, the London College of Fashion, CVCGDF and the British Consulate in Shanghai.

The Compassion in Fashion Forum will take place on 3 and 5 of September:

Part 1: The true cost of the fashion industry on 3 September

Part 2: Co-responsibility for compassionate fashion on 5 September.

Fourteen international representatives from government, fashion and NGOs will address the audience with their personal perspective on sustainable fashion.

Keynote speaker **Rehana Mughal**, Director of Arts at the British Council in China, **The future of fashion after the pandemic**, incorporating future-proofing strategies to reduce our carbon footprint and consider people, animals and the environment through the fashion supply chain

Kehua Hu, Deputy Director at the Office for Social Responsibility and Sustainability Stewardship Director at CNTAC, **Environment – sustainable development beyond borders**, exploring China's endeavour for sustainable fashion a global context

Leanne Mai-ly Hilgart, Vaute Couture, **People – Responsible employers within the fashion industry**, discussing how fashion is heading towards social change, including the consumer 'vote'

Rebecca Cappelli, Let us be Heroes, **Animals – Animals used in fashion**, the true cost of fur fashion

John Lau, Associate Dean at the School of Design and Technology at London College of Fashion (LCF), will launch LCF and ACTAsia's collaborative new curriculum for fashion students with **ACTAsia: a fur-free future for fashion**

ACTAsia's Caring for Life Consumer education programme, on which the Forum is based, works towards several of UNESCO's Sustainable Development Goals, including Goal 3: Good health and wellbeing; Goal 4: Quality education; Goal 8: Decent work and economic growth; a particular emphasis on Goal 12: Responsible consumption and production; and Goal 15: Life on land.

Pei Su, ACTAsia's Co-Founder and CEO said, "We're delighted to be the selected charity partner of 2020 Fashion Zoo, who shares our ambition to build a sustainable, fur-free future. Now we've grown accustomed to living with a global pandemic, it's time to remember the issues we were fighting for before COVID-19. In the Netherlands alone, one and a half million mink farmed for their fur have been culled because of COVID transmission. There's no room for any industry to exploit nature for commercial gain – that was at the root of the pandemic."

Media:

Related Sectors:

Charities & non-profits :: Children & Teenagers :: Coronavirus (COVID-19) :: Education & Human Resources :: Environment & Nature :: Farming & Animals :: Lifestyle & Relationships ::

Related Keywords:

Fur-Free :: Sustainable :: Fashion :: Ethical :: Animals :: Environment :: ACTAsia :: Fashion Zoo :: Stella McCartney :: Responsible Consumption :: Carbon Footprint ::

Scan Me:

Register today to join our livestream Compassion in Fashion Forum

Register for Part 1, 3 September: The true cost of the fashion industry.

Register for Part 2, 5 September: Co-responsibility for compassionate fashion

For further information, a full agenda and photos please contact:

Jane Sarluis, ACTAsia Communications

+44 7752 671271

janesarluis@actasia.org

www.actasia.org

Company Contact:

_

ACTAsia

T. 07732395477
E. pei@actasia.org
W. https://www.actasia.org/

Additional Contact(s):
kerenza@actasia.org
janesarluis@actasia.org

View Online

Additional Assets:
An event programme for 2020 Compassion in Fashion Forum
https://www.actasia.org/
Agenda for 2020 Compassion in Fashion Forum

Newsroom: Visit our Newsroom for all the latest stories:
https://www.actasia.pressat.co.uk