**PRESS RELEASE**

**Fashion Revolution ‘Loved Clothes Last’**



<https://youtu.be/4zXQWrcTKgs>

This April, Fashion Revolution will launch a short film " **Loved Clothes Last** " to comment on the issue of mass consumption and waste, which has created an unprecedented crisis and a significant impact on climate change.

The film was directed by Balthazar Klarwein and produced by production company Feel Films. Starring Angelina Jesson, it showcases a disturbing dystopian reality where landfill and decay meet everyday life, the result of decades of mindless overproduction and accelerated consumption and wonders when will we slow down and accept a future where we all understand the importance of loving, and keeping, our clothes for longer.

Focusing on a series of symbols (from Wabi Sabi to rebirthing and circularity) the film explores mindfulness, consciousness and, with its final call to arms #LovedClothesLast, it encourages viewers to understand how small actions can benefit the planet, reduce landfill mass and ultimately create a more meaningful relationship with the things we choose to buy.

In the words of director Balthazar Klarwein, “Never has a fashion shoot felt so good.”

Feel Films producer, Bona Orakwue adds, “It’s been such an honour to collaborate with Fashion Revolution, whose work is so innovative and so important. I couldn’t be prouder of what we’ve achieved together on this extraordinary project.”

Founder and creative director of Fashion Revolution, Orsola de Castro explains, “This is the first time that Fashion Revolution combines campaigning for supply chain transparency with a new dedicated focus on environmental issues. The film therefore marks the start of a new journey, #whomademyclothes to #lovedclotheslast - looking at the full story from the origins of the clothes we buy to their end of life.”

The film was post produced by creative content studio, The Mill. Mill lead artist, Gareth Brannan comments, “It's a real privilege to be a part of such a beautiful project to help promote a conversation which is long overdue.”

The film is partly sponsored by Electrolux and takes inspiration from the AEG/NJAL Care Label Project, which Fashion Revolution is supporting.

Special thanks to Feel Films and The Mill, without their partnership and support this film would not have been possible, Thank you.

**About Fashion Revolution**

Fashion Revolution is a global movement calling for greater transparency, sustainability and ethics in the fashion industry. The non-profit organisation aims to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased, so that what the world wears is made in a safe, clean and fair way. During this year’s Fashion Revolution Week 24-30th April, Fashion Revolution encourages people to ask brands #whomademyclothes and to question where their clothes come from.

**Fashion Facts :**

        ●  Global clothing production more than doubled since 2000, exceeding 100 billion garments produced in 2014 (source McKinsey )

        ●  The average person buys 60 percent more items of clothing and keeps them for about half as long as 15 years ago. About 40% of the clothes are rarely or never worn. (source McKinsey )

        ●  In USA, 10.5 million tons of clothing is sent to landfills every year (source Cline 2014)

        ●  95% of the clothes sent to landfills could have been recycled or upcycled (source  Current Status of Fiber Waste Recycling and its Future )

        ●  By doubling the useful life of clothing from one year to two years reduces  emissions over the year by 24% (source Carbon Trust )

 For the full list of events happening during Fashion Revolution Week around the world,

visit www.fashionrevolution.org/events

For more information please contact roxy@fashionrevolution.org

**Credits List**

**Production**

PRODUCTION COMPANY - Feel Films

BALTHAZAR KLARWEIN – Director

BONA ORAKWUE - Producer

HIYWET ABATE - Production Manager

GARETH WRIGHTON - Creative Director

JERRY BLAND - Art Director

ROBERT SANDERS - Costume designer

GARETH  WRIGHTON & JACK APPLEYARD  - Props Designer

ANTHONY NEALE & EMMA STEELE - Assistants to Art Director

JAY SALOMON - First Assistant Director

EDWARD GIBBS - D.O.P. @ W.P.A.

DANIEL LOBO PIRES - Camera Operator & Equipment

JASON CUDDY - Focus Puller

GEORGE TELLING - Camera Assistant

NATASHA CREAMER - Camera Trainee

DAVE & ANDY MCNAULTY – Grip & Equipment

NICK KENEALY - Video Playback Operator & Equipment

MALCOLM GREENHILL - D.I.T. & Equipment

ELERI SHONE - Runner

MARK ALVERES - Gaffer

JOSH WOOD - Electrician

SIMON INGRAM - Electrician

ANGELINA JESSON - Lead Actor & Model @ Premier Model Management

LILIAN KOMOR - Make-up & Hair Designer

MARK JOYCE - Medic

STEVE GIUDICI & PAULINE FENNER - Island Studios

**Editing**

EMANUELE CRIVELLARI - Editor

JENNY KARAKAYA & MARYAM FAIZ - Archive Footage @ Shutterstock

**Sound**

TOBY JARVIS & ROB DURHAM - A-Mnemonic Music

NICK ANGELL & DAVE ROBINSON - Angell Sound

**VFX and Design - The Mill**

NICOLE DUNCAN - Producer

OISIN O'DRISCOLL - Colourist

GARETH BRANNAN  - Lead 2D Artist

GEORGE ROCKLIFFE - 2D Artist

**Equipment**

MATT BOUNSALL @ TAKE 2 FILMS - Camera Equipment

GRAHAM ANGUS @ PANALUX - Lighting Equipment

VINCENT SHAW @ METRO RIGGING - Rigging Equipment

PAUL MANN @ MACHINE SHOP - Special Effects

STEPHANIE BLESS @ FERAL - Easy Rig

STOCKYARD - Backdrops

**Fashion Revolution:**

Orsola de Castro – Founder & Creative Director - Fashion Revolution

Carry Somers - Founder & Global Operations Director - Fashion Revolution

Heather Knight – Head of Comms - Fashion Revolution

Roxanne Houshmand-Howell Head – Head of Brands & Partnerships – Fashion Revolution

Sarah Ditty – Head of Policy - Fashion Revolution

Valerie Kittlitz - Executive Assistant - Fashion Revolution

**Sponsorship**

ELECTROLUX, AEG, GREENPEACE

**Clothing Donations**

Maria Chenoweth

Leigh McLea

Brandy Easter at Traid

**Social Handles**

When posting on social channels, please use the below handles to credit associated companies

**Copy to use for social:**

*Inspiring us all to need less and love forever, Fashion Revolution’s short film looks at mass production, consumerism and the tragedy of modern-day landfills, to remind us that small individual actions can have a lasting effect #LovedClothesLast Directed by `@balthazarklarwein, produced by @feelfilms, and starring @angelinajesson @fash\_rev*

**Hashtag:**

#LovedClothesLast

#FashionRevolution

*Many thanks to: SOCIAL HANDLES FOR ALL MAIN COMPANIES INVOLVED. SEE BEOW FOR @...*

***Fashion Revolution***

*Facebook:.facebook.com/fashionrevolution.org/*

*Instagram: fash\_rev*

*Twitter:* [*@Fash\_Rev*](https://twitter.com/Fash_Rev)

***Feel Films***

*Facebook: facebook.com/Feel-Films*

*Instagram:*

*Twitter: @feelfilms*

***Electrolux***

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*Twitter: @electrolux*

***The Mill***

*Facebook: facebook.com/millchannel*

*Instagram: @millchannel*

*Twitter: @millchannel*

***Greenpeace***

*Facebook: @greenpeace.international*

*Instagram: @greenpeace*

*Twitter: @greenpeace*

***Traid***

*Facebook: @TRAIDcharity*

*Instagram: @traid*

*Twitter: @traid*

***Premier***

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*Instagram: @premiermodels*

*Twitter: @premiermodels*

***Take 2***

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*Instagram:*

*Twitter: @Take2FilmsUK*

***Island Studios***

*Facebook: @Dukes-Island-Studios-111873265540465/*

*Instagram:*

*Twitter: @IslandStudios1*

***Worldwide Production Agency***

*Facebook: @WPAgency*

*Instagram: @wpagency*

*Twitter: @wpagency*

***Angell Sound***

*Facebook: @AngellSound*

*Instagram: @angellsounduk*

*Twitter: @angellsounduk*

***A-Mnemonic Music***

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