

Press Release

24th April 2020

Fashion Question Time at the V&A

Mass consumption: The end of an era.

Friday, 24th April 2020, Fashion Revolution's annual *Fashion Question Time* partnership with the Victoria & Albert museum will undertake a new digital format in light of current COVID-19 measures. The event will be live-streamed at 11 AM BST / 6 AM ET on Fashion Revolution's YouTube channel and recorded for later viewing on our website.

Chaired by Baroness Lola Young of Hornsey (Co-Chair of the APPG for Ethics and Sustainability in Fashion), panellists include Kenya Hunt (Fashion Director, Grazia), Dio Kurazawa (Cofounder, The Bear Scouts), Dr Lisa Cameron (MP and Chair of the APPG for Textiles and Fashion), Professor Kate Fletcher (Centre for Sustainable Fashion, UAL) and Mary Creagh (Advisor on climate, sustainable development, green finance and MP 2005-19).

This year's theme, "*Mass consumption: The end of an era*", couldn't feel more relevant to the present situation. Our current crisis has sparked a renewed desire to support each other in a time of uncertainty and is highlighting ways in which our personal habits can become more sustainable. We have been encouraging an end to overconsumption for many years, yet we also know that in the face of this unexpected halt in manufacturing, it is the most vulnerable, lowest paid people in the fashion supply chain that feel the worst effects. So, as we take this time to pause and reflect on our own consumption and disposal patterns, the question of how to support the millions of supply chain workers who have already lost their jobs remains largely unanswered. Falling on the 7th anniversary of the Rana Plaza collapse, this year's FQT will serve as a timely reminder that it is always the less privileged amongst us who pay the highest price. The industry's current reality of low pay, little transparency and widespread exploitation must be completely overhauled into a system that respects people and planet above profit and growth.

The *Fashion Question Time* format will be unchanged, relying on selected, pre-submitted questions by industry professionals and members of the public. By streaming online, we will be able to reach a wider audience than ever before and deliver our message to a global audience.

Looking at *Mass Consumption* at the time of the coronavirus, our expert panellists will focus on climate breakdown, on alternatives to the present unsustainable incremental growth business model and its inevitable waste burden, and ways in which citizens can start their own journey to implementing less wasteful lifestyles while respecting the people who make our clothes.

Fashion Revolution's co-founder and creative director, Orsola de Castro says, "*Fashion Question Time is an opportunity for all fashion stakeholders, from citizens to designers to producers, academics and policymakers to come together and champion a collective vision for the future of our industry, one that requires radical and systemic change now more than ever.*"

Edwina Ehrman, Senior Curator of Textiles and Fashion at the V&A says, "*The V&A has been proud to partner with Fashion Revolution's Fashion Question Time since 2019 on their annual Fashion Revolution Question Time. We are sadly not able to host this year's event because of the global pandemic, however we are delighted that this important event in the fashion calendar is taking place online. I and my colleagues at the V&A will be watching and*

encourage everyone concerned about the future of fashion to join us. Now more than ever, we need to engage with the challenges that lie ahead to create a better future for the world and its inhabitants.”

Fashion Revolution Week, Fashion Revolution’s global campaign calling for a fairer, safer, more transparent fashion industry, runs from Monday 20th to Sunday 26th of April 2020. This year’s focus will be on four key areas: Consumption, Composition, Conditions and Collective Action, showing how the unfolding coronavirus crisis is affecting the people who make our clothes, as well as the impact our clothing has on the earth and the oceans. The campaign will highlight what needs to happen to start to rebuild a fashion industry that values people over growth and profit and conserves and restores the environment as we come out of the other side of this global crisis.

-Ends-

When: Friday 24th April 2020 11.00 am BST / 6.00 am ET

Where: YouTube Live - <https://youtu.be/6CLM0YOjseU>

Event hashtag is #FQT

Contact: press@fashionrevolution.org

To submit a question to the panellists, please email sienna@fashionrevolution.org by the 16th April



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