

# LONDON FASHION WEEK

15-19 SEPTEMBER 2017

## PRESS RELEASE

15<sup>th</sup> September 2017

### FASHION SWITCH TO GREEN CAMPAIGN BACKED BY THE MAYOR OF LONDON LAUNCHES AT LONDON FASHION WEEK

*Watch Adwoa Aboah, Christopher Raeburn, Kenya Hunt & Vivienne Westwood speak about what Positive Fashion means to them here:*

<https://youtu.be/wSJqSDqFfqk>

<https://youtu.be/cLjWIZukJd0>

<https://youtu.be/hEvrBJsTsY>

<https://youtu.be/3GsJQEjfbA>

LONDON, 15 September 2017 - The British Fashion Council, Dame Vivienne Westwood and the Mayor of London have joined forces in a campaign to bring the fashion industry together to lead in ambitious climate action, for a safer and greener future.

As part of the British Fashion Council's Positive Fashion initiative, the BFC, Vivienne Westwood and The Mayor of London are reaching out to fashion brands and businesses to commit to SWITCH to a green energy supplier by 2020. The year 2020 significant, tying the campaign to the Paris Agreement within the United Nations Framework Convention on Climate Change; whose goal it is to prevent what scientists regard as dangerous and irreversible levels of climate change.

The campaign intends to be a catalyst for global change through collaboration, with brands already committed including Christopher Raeburn, Child of the Jago, E.Tautz, Harvey Nichols, Kering, Marks & Spencer, Oliver Spencer, Positive Luxury, Selfridges, Stella McCartney, steventai, Teatum Jones & Vivienne Westwood.

**Justine Simons, Deputy Mayor for Culture and the Creative Industries** commented: *"London Fashion Week is the greatest fashion showcase in the world, and illustrates our city's truly global appeal and leadership in creativity and innovation. This Fashion Week, I'm delighted to see the industry also showing wider leadership in the fight against climate change – bringing together culture and the environment, two of the Mayor's key priorities.*

*At City Hall, we want the capital to become a zero-carbon city by 2050 and to achieve this, we need Londoners and businesses to get on board. I'm proud to support Vivienne Westwood and the British Fashion Council in their call to Switch to Green today – now is the fashion industry's chance to make going green the number-one trend this autumn."*

**Dame Vivienne Westwood** commented: *"People ask, 'what can I do to help save the environment?' In all my time as an activist, I've never had a satisfactory answer. Now we know: SWITCH to a Green Energy supplier."*

Although the UK is about half-way towards its climate change target to reduce greenhouse gas emissions by 80% by 2050, it is uncertain if the UK will meet its target to source 15% of all energy

(electricity, heating and transport) from renewable energy sources by 2020. Together the creative industries can catalyse the move to green energy and help the UK reach its targets.

**Caroline Rush, CEO British Fashion Council** commented: *“We are proud to launch this ambitious campaign to encourage our industry to be leaders of global change. It is our hope that the Fashion SWITCH campaign encourages brands and businesses to increase the demand for green energy; helping accelerate investment and the rate and scale of renewables in the UK.”*

The Fashion SWITCH campaign encourages brands to commit to switching UK offices and retail stores to a green energy supplier or to green energy tariff within the next three years. Transitioning energy usage into a renewable source can play an integral part in reaching business sustainability goals and tackling climate change, directly improving the health and wellbeing of our population and planet.

For more information or to take part in the SWITCH campaign please visit -

[www.britishfashioncouncil.com/positive-fashion/switch](http://www.britishfashioncouncil.com/positive-fashion/switch)

– ENDS –

[www.britishfashioncouncil.com/About/Positive-Fashion/SWITCH](http://www.britishfashioncouncil.com/About/Positive-Fashion/SWITCH)  
[londonfashionweek.com](http://londonfashionweek.com)

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[#PositiveFashion](https://twitter.com/PositiveFashion) | [#SWITCH](https://twitter.com/SWITCH)

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**The British Fashion Council (BFC)** was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden’s Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men’s, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

**Vivienne Westwood** has always used her collections and catwalk shows as a platform to campaign for positive activism. She has spent many years tirelessly speaking out about the effects of climate change and overconsumption, and has mobilised international attention around ecological crusading. Vivienne Westwood is one of the last independent global fashion companies in the world. Westwood continues to capture the imagination, and raise awareness of environmental and human rights issues. With a design record spanning over forty years, Vivienne Westwood is now recognized as a global brand and Westwood herself as one of the most influential fashion designers, and activists, in the world today.