



FAIRLY FASHIONABLE?

Challenging local designers to challenge a global industry



Fairly Fashionable? is a challenge to designers and consumers who question where, how and who makes their garments and under what working conditions. The challenge asks designers to consider the history, culture and ethics behind the textiles used in their designs by linking them to suppliers of ethically made fabrics.

Fair Trade Freo and the WA Fair Trade Collective are pleased to announce the second Fairly Fashionable? challenge on the back of a hugely successful inaugural project which involved 46 designers and brought together over 300 people.

We are calling for designers who believe that the fashion industry has the creativity, courage and will to clean up its supply chain.



What is the challenge?

Fairly Fashionable? challenge will be launched on April 1st when designers will receive a piece of fabric that has been ethically sourced from around the world and traded by members of the Fair Trade Association of Australia and New Zealand. This could be anything from a cushion cover from Kashmir to a hand-woven traditional textile from East Timor. Designers will then have just two weeks to come up with a design that incorporates this fabric and their own ethically sourced fabrics such as certified organic, Fairtrade, recycled, up-cycled or vintage. See terms and conditions for more info.

Designers are challenged to:

- Create a garment or fashion accessory (jewellery, head piece, bag etc.), in 14 days.
- Incorporate in their design a piece of original Fair Trade fabric (supplied).
- Provide a design brief.
- Be willing to have their piece presented at a public fashion show and judged by our panel of judges.

The challenge will culminate on **Fashion Revolution Day**, April 24th (www.fashionrevolution.org). April 24th marks the second anniversary of the Rana Plaza factory disaster in Dhaka Bangladesh, where 1133 lives were lost (with many hundreds more injured) – with devastating long-lasting effects on families and friends.

The 2014 public fashion show attracted an audience of almost 300 people including fashion bloggers, the Mayor of Fremantle and other influential guests.

A public exhibition of the designs will be held on the 2nd & 3rd of May in Fremantle (location TBC).

Who is this challenge for?

Fairly Fashionable? is open to existing or aspirational fashion designers. There will be three award categories: Professional, Student and Amateur.

Fairly Fashionable? is open to WA designers and interstate designers who have considered the time taken to post their piece in on time as **late entries will not be considered**.



Who is behind it?

Fair Trade Freo are a group of community members and entrepreneurs committed to creating a fair deal for developing world producers. We aim to increase the awareness and availability of fair trade by hosting events and promoting the use of fair trade products by consumers and businesses in the greater Fremantle area.

WA Fair Trade Collective are a group of organizations, community members, retailers and wholesalers that actively promote Fair Trade in Western Australia.

2015 Dates and Contacts

March 25 th	Expressions of interest due, 5.00pm Apply online at www.fairlyfashionable.com.au
1 st April	Launch of Fairly Fashionable? challenge. Collect Fair Trade fabric and receive a project briefing.
April 2 nd – 17 th	Participants take up the challenge, incorporating their piece of Fair Trade fabric in their design.
April 17 th	Deadline for submitting designs. Deliver to: Bibi Fair Trade and Vintage shop, High Street Fremantle between 9am-5.30pm
April 24 th	Fairly Fashionable? Challenge runway show, reception, judging & awards. Location: TBC
May 2-3 rd	Public Exhibition of work
Mon May 11 th	Collection of garments (details to follow)

Register your interest now at www.fairlyfashionable.com.au

Registration closes at 5pm on March 25th 2015

More info:

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Supported by: Fair Trade Freo, WA Fair Trade Collective, Fair Trade Association of Australia and New Zealand, Fashion Revolution, City of Fremantle

