Anita Dongre joins Global Fashion Agenda’s new campaign “Beyond Next Season”

By Isabelle Crossley  -  28 August 2019

Indian designer Anita Dongre has joined forces with Global Fashion Agenda to star in its latest campaign “Beyond Next Season” that calls for a sustainable fashion industry.

Dongre, who has long championed sustainable handloom textiles, is one of the faces of Global Fashion Agenda’s new campaign along with other ambassadors including designer Katherine Hamnett, model Arizona Muse, and Kering’s chief sustainability officer Marie-Claire Daveu.

The campaign features a group of fashion professionals working towards a more sustainable industry and features their portraits along with their thoughts on sustainability.

"The fashion industry must empower women throughout the supply chain," says Dongre for her portrait.

Another participant in the campaign, lifestyle journalist and sustainability activist Bandana Tewari, says: "Individual choice matters. Use your voice and your wallet to affect change!"

The international campaign aims to bring attention to the pollution the fashion industry causes and its role in the
current climate crisis. “If the pace of progress in sustainability does not increase, the harmful consequences of fashion will become even more challenging to overcome,” read the organisation’s press release.

"Fundamental change in fashion will take industry-wide commitment, so it’s brilliant to see so many influential voices speak out on a topic that must not be ignored,” said Global Fashion Agenda’s CEO and president Eva Kruse, according to the organisation’s press release. "What is clear from their statements is that we need to look beyond the next season or trend, and we must all do something today."

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