A group of noted fashion insiders have united via the collective Enjoy Being In Transition (EBIT) to support World Mental Health Day 2021, this Sunday, Oct. 10.

Supermodel and singer Soo Joo Park; ace photographer Glen Luchford; DJ Michel Gaubert, who creates the soundtrack for brands like Chanel; and highly influential art directors M/M are among the key activists in the EBIT movement.

While mental health issues have been openly discussed in sport – especially in professional football, tennis and the recent Olympics – they have received far less attention in fashion. As if the very notion of any difficulties with mental health was an affront to an industry devoted to beauty and perfection.

Which makes EBIT’s efforts via music and digital sweatshirts called Bumper Jumpers doubly noteworthy. A percentage of proceeds from the sale of the sweatshirts, created as metaphorical safety blankets for today’s hostile world, will go to the charity American Foundation for Suicide Prevention.

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On Sunday, EBIT will release an exclusive mix by noted musician Johnny Jewel of Italians Do It Better, with lyrics like "I don’t wanna pretend", “let me talk to you" and “I feel better.” Designed as a sensory gift to the fashion industry, a moment of solidarity and an emotional parachute back to reality, for all those consumed by the intense runway season of four weeks that ended in Paris on October 5.

The visual identity and the main cover image artwork for the Italians Do It Better mix by Johnny Jewel has been created by art and design duo M/M (Paris).

“Music is also an emotional rollercoaster, a mood enhancer that never lets you down, the friend that takes you everywhere and that you can take anywhere,” said Gaubert.

Besides a trilogy of mixes by Gaubert there are offline projects - Luchford’s Glen’s Nostalgic Momento and artist, model and writer Wilson Oryema: Wilson’s Postcards from the Edge.

While John Digweed, the spinmaster who began his career with Hastings Pier club nights in the '90s featuring the likes of Carl Cox and The Prodigy, will debut the Johnny Jewel mix via livestream on John Digweed’s Mixcloud, with his own specially curated intro mix. One can tune worldwide starting at 7 p.m. CET [here].

Digweed’s world-renowned Transitions radio network will also air the mix during the weekend of October 16 and 17, syndicated to 45 countries, 80 radio stations globally.

By Godfrey Deeny