

--Press Release--

**FAD x Fashion Scout Black Lives Matter: Message to the Fashion Industry
London Fashion Week, September 2020**



This London Fashion Week, young creatives are raising their voices to call for a more equal, more just, more sustainable future for the fashion industry.

A virtual gallery, launching at www.fad.org.uk on Saturday 19th September, will present fashion, textiles, photography, poetry, film and dance by 24 creatives aged 16-30, focusing on authentic aesthetics, issues, histories and futures which have long been ignored or appropriated by mainstream fashion. Themes include the legacy of Windrush, migration, colonialism and colourism, as well as celebrations of Afro hair and Black and South Asian aesthetics and affirmations of community, roots and culture – as well as demands for respect and genuine inclusivity.

This exhibition is part of a campaign by London youth charity FAD and Fashion Scout, the international showcase for fashion pioneers, who have teamed up to campaign for positive change in fashion.

Fashion Scout will stream the launch live at <https://fashionscout.co.uk> at 10am on Saturday 19th September 2020, featuring a panel discussion with ASOS Design Director Vanessa Spence, model and presenter Annaliese Dayes (both FAD patrons) as well as FAD graduates Marta Attang (Designer, Fila Blackline and Founder, Dispari) Ola Olayinka (Textile Designer & Educator), Sharifah Grant (Creative Responsibility Assistant, Penguin & Founder of Oshun's Vanity), Melissa Absalud Allada (Garment Technologist, Nicce), Cleopatra Thompson (fashion student & artist), and Danielle Tunstall (Assistant Buyer, River Island and FAD Project Manager).

“Black beauty is constantly policed, debated or othered. This message to the fashion industry seeks to take the power to define the standards of beauty from the hands of any one group and remind all that our beauty is not subject to negotiation. As humans, marvellously connected and wonderfully made, we are majestic by nature. And nothing can ever change that.” Nadine Reynolds, 21

"This is my message to the fashion industry, a heartfelt plea. A golden opportunity to change narratives. Open your eyes and see the beauty in and within our skin, the stories that come with our heritage, and truly feel the emotion. Educate yourself on the history. Be the change you appear to identify with through your black squares. Hear my cry for appreciation; see beyond my skin as a tool for marketing. Beyond an accessory. Beyond false inclusivity." Jade Lindo, 28

"My message to the fashion industry is to allow up and coming black designers to thrive without feeling the need for them to conform or assimilate. To acknowledge the contribution black people have made in the industry and give them a fair opportunity to prosper. Not performing tokenism but, rather judging them fairly through their talent and creativity without their race being an obstacle." Damilola Ajani, 23

"It is important to me as a black woman that people, both in the industry and wider society, understand how far we have come in the UK and how much further we still have to go. In 2020, black creatives are still a minority in the fashion industry and are still marginalised and abused in our fields. We yearn to be acknowledged and celebrated for our contributions. We have a rich and a unique perspective and through my work, I aspire to show that." Chloe Johnson, 27

"I used this opportunity to express the rawness of how I felt not just during the London protests of 2020 but the aftermath whilst in a pandemic. It was a time to speak, to educate, to mourn, to help and to listen. Though there was a focus on one people, millions of other peoples and voices joined together in one voice and unity, for a common cause." Emmanuela Oduro, 19

"My work is celebration of south Asian creatives, the work we make and south Asian identity itself. I want to showcase our culture from the perspective of those who were constantly surrounded by it, have been raised by it and learnt from it; for others to learn rather than appropriate the 'pretty' aspects of our culture. It's also about representation and lack of representation of south Asians within various media platforms, especially those of darker skin. This idea of fairer or lighter skin being considered 'superior', the constant need to fit the terms of Eurocentric beauty standards to feel a sense of self and societal acceptance." Mathushaa Sagthidas, 22

"My work is embedded with a yearning to reimagine the black identity and as result I have used my frustration at the lack of representation of blackness in the creative spaces like film, animation and fashion design to fuel my desire to express my interpretation of blackness. I want my illustrations to ignite our society's imagination with much more positive and diverse images of Afrocentricity. My project's journey is the recognition, the celebration and the affirmation of the hidden spectrum of the black identity and experience." Ruth Obediah,

Featured artists:

Aaiza Arshad, 19 - @ she.createz
Antonia Paris Thompson, 17 - @ toni.textures
Aramatou Touré, 30 - @aramatoutoure
Charlene MacCarthy-Crabbe, 25 - @charmccrabbe
Chloe Johnson, 27 - @PVSCHKIN_
Christie Mpaka, 27 @capagawich
Damilola Ajani, 23 - @da_illustrations
Daniela Groza, 22 - @danielagrozajewellery
David Ashani Bennie, 28 @negusdb
Eden Saunders, 25 - @ thepoetic_citygirl
Emmanuela Oduro, 19 - @emmanuela.o.art
Gwen Dwumaah-Kankam, 18 - @gwen2.7

Jade Lindo, 28 - @jajajade_lindo
Keisha Ahenkan Febri, 17 - @keishaismyname_x
Kiniunde, 18 - @kiniunde
Krishma Sabbarwal, 26 - @krishmasabbarwal
Leia Wasike-Ginn, 18 - @styled.by.wasike
Lucy Pye, 21 - @lucy_3.142
Lydia Holder, 19 -@ fashionby.lydia
Mathushaa Sagthidas, 22 - @mathuxphotos
Nadine Reynolds, 21 - @dinahreals
Rosette Ale, 25 - @revivalldn
Ruth Obediah - @obediah_designs
Zulfa Armeth, 18 - @_zu1fa

Contact: joanne@fad.org.uk **Links:** www.fad.org.uk @FADCharity | <https://fashionscout.co.uk> @fashionscout
Please credit images as per jpeg file names

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