

Dear Fashion,

WE HEAR YOU.

At times of crisis, there is an opportunity to vision a new future.¹ We don't want to live in a planet that is going to die tomorrow. We need to protect, not only our fashion industry, but also our world.²

We have known for years that something has to change. The time is now.³

Through sorrow, we can look at our recent past with a critical eye.⁴ The more time that goes by, the more reports from the scientists are clear – the planet has gone too far.⁵

More and more, we just need to act.⁶

We are united in our steadfast belief that the fashion system must change, and it must happen at every level.⁷ Systems are often predicated on seeing the extraction and exploitation of resources, from raw materials to labor, as the means for infinite growth and success. The relics of a violent past and present are embedded throughout our modern world.⁸

This crisis represents a fundamental test for us all.⁹ The time is now to become a force for good in the world.¹⁰ This is our calling to make the industry transform into what it can be for the people... to move forward and exercise itself not as a vain profession but as a humanitarian profession.¹¹ [This is] an absolute reset button moment in the history of Earth as we know it.¹²

We have to realise we consume too much.¹³

WHAT THE FUCK ARE WE DOING?¹⁴

What calendar?? Onward.¹⁵

The old days don't work... Let's not repeat the past and expect different results.¹⁶ Brands, designers and retailers ... slow down...¹⁷ away from excessive performativity that today really has no raison d'être.¹⁸ There is no good reason to follow a calendar developed years ago when everything was completely different.¹⁹

The idea of being forced to create something and tell a story constantly when it has no meaning, it has no soul, it has no authenticity or credibility, just seems so vacant. And the amount of product... that goes nowhere but fills landfills, and this greed and all of this stuff that goes along with it and how we're destroying the world we live in.²⁰

We have to stop and consider the waste. It's spiralled out of control.²¹ We've done everything to such excess that there is no consumer for all of it...it's a chore that's just a waste of time and energy, and money and materials...²²

Given what we know about the environmental impact of a pair of jeans, for our industry to over-produce by 60 per cent is plainly obscene. We know from UN data... that a billion people experience severe thirst from water scarcity every day. We know from our own LCA [Life Cycle Assessment] that every jean uses about 3,781 litres of fresh water. And we know that six of 10 garments this industry churns out are chucked in the bin before the end of their useful life... We have to ask the question: by what right are most of us in this industry even in business?²³

We should use this painful downtime to think about what we've done and accept that these circumstances may have finally 'right-sized' an industry that lacked the courage or discipline to appropriately manage its own excesses.²⁴

Produce, to produce, to produce ... it's like having a gun to your head and saying, 'Dance, monkey!'²⁵ Until we discover a new way to work, until we create a new way to work, or a new end goal to work towards, we really have nothing to do.²⁶

What is glamorous about living in a dying world, and what is fashion doing to the planet, and is it really worth it?²⁷

We went too far... Our reckless actions have burned the house we live in. Separated from nature, we felt cunning and almighty. We usurped nature, we dominated and wounded it.²⁸

Now is the time for action. We have to wake the fuck up and get a grip and get on with it; otherwise it's over.²⁹ You'll go out of business. It's literally that simple.³⁰

The fearlessness of this generation to express themselves gives [us] hope that a future of freedom and equality is possible.³¹ If the system doesn't change, then we'll change.³² There's another way...[we] hope that other people can see that now.³³

The best way to predict the future is to create it.³⁴

Welcome to the climate emergency. Let's get to work...

With love and rage,

The recontextualised voices of fashion 2020, through the lens of

EXTINCTION REBELLION FASHION ACTION

Thank you to our unsuspecting collaborators:

1. **Caroline Rush**, British Fashion Council. BritishFashionCouncil.co.uk, 8 June 2020.
2. **Oliver Rousteing**, Balmain. Vogue Conversations, April 2020.
3. **Anthony Vaccarello**, Saint Laurent. The Independent, 28 April 2020.
4. **Alessandro Michele**, Gucci. Instagram, 24 May 2020.
5. **Marco Bizzarri**, Gucci. The Guardian, September 2019.
6. **Marco Bizzarri**, Gucci. The Guardian, September 2019.
7. **The British Fashion Council and Council of Fashion Designers of America**. Fashion Network May 21, 2020.
8. **Aditi Mayer and Ayesha Barenblat**, Remake. Eco-Age, 11 June 2020.
9. **Alessandro Michele**, Gucci. Instagram, 24 May 2020.
10. **Amber Valetta**, Actress, Model and Entrepreneur. The Global Fashion Agenda, April 6th 2020.
11. **Virgil Abloh, Louis Vuitton**. Vogue Conversations, 16 April 2020.
12. **Stella McCartney**. Vogue Conversations, 14 April 2020.
13. **Stella McCartney**. Vogue Conversations, 14 April 2020.
14. **Marc Jacobs**. The BoF Podcast: 'I Still Have Stories to Tell', 18 May 2020.
15. **Marc Jacobs**. Gucci's Instagram, 3 May 2020.
16. **Marc Jacobs**. Gucci's Instagram, 3 May 2020.
17. **The British Fashion Council and Council of Fashion Designers of America**. The Fashion Industry's Reset, May 2020.
18. **Alessandro Michele**, Gucci. Instagram, 24 May 2020.
19. **Anthony Vaccarello**, Saint Laurent. The Independent, 28 April 2020.
20. **Marc Jacobs**. The BoF Podcast: 'I Still Have Stories to Tell', 18 May 2020.
21. **Stella McCartney**. Vogue Conversations, 14 April 2020.
22. **Marc Jacobs**. Vogue Conversations, 14 April 2020.
23. **Paul Dillinger**, Levi Strauss & Co. Vogue, 9th June 2020.
24. **Paul Dillinger**, Levi Strauss & Co. Vogue, 9th June 2020.
25. **Marc Jacobs**. Vogue Conversations, 14 April 2020.
26. **Marc Jacobs**. Vogue Conversations, 14 April 2020.
27. **Clare Farrell**, Extinction Rebellion. Business of Fashion, 4 December 2019.
28. **Alessandro Michele**. Gucci. Instagram, 24 May 2020.
29. **Katharine Hamnett**. Business of Fashion, 4 December 2019
30. **Lucy Shea**, Futerra. Business of Fashion, 4 December 2019
31. **Alessandro Michele**, Gucci. Instagram, 24 May 2020.
32. **Marc Jacobs**, Vogue Conversations, 14 April 2020.
33. **Stella McCartney**. Vogue Conversations, 14 April 2020.
34. **Eva Krause**, Global Fashion Agenda. Globalfashionagenda.com, 27 April 2020.