

ILFWDA

INDEPENDENT LONDON FASHION WEEK
DESIGNERS ASSOCIATION

WE ARE RECRUITING FOR OUR ILFWDA FASHION REVOLUTION

Dear Sir/Madam,

We are the Independent Fashion Week Designers Association (ILFWDA): a collection of designers who have formed an alliance against exploitative event management companies.

In our battle to give independent fashion designers the exposure they deserve, we have created our own non-profit platform during the biggest event on the fashion calendar: London Fashion Week. Our event will give independent fashion designers the opportunity to showcase their work on a number of catwalks and also give an audience the opportunity to see stunning works of fashion that have never been seen before. This spectacular event will take place at the Hilton Waldorf Hotel, London on the 16th February 2018.

We would like to invite you to cover and publicize our event prior-to and after the event within your press or online publication. More information on ILFWDA and free press passes can be obtained at www.ilfwda.com.

Our revolutionary event will take a stance against the impossible standards of beauty and youth that are promoted in the fashion industry by featuring models who break the mould of convention. Our initiative is to demonstrate that anyone should enjoy fashion and feel comfortable in their own skin. Guests will also be able to enjoy a pop-up shop space with fashion and health related products. A silent auction and raffle draw will also be held in which beautiful pieces contributed by participating designers can be won. We are proud to work alongside our chosen charity Unicef to donate 100% of raffle proceedings.

Stacey Strahand, founder of the organization and event manager said: "Fashion as an industry should be diverse and accessible to all but unfortunately in today's landscape this just isn't the case. We are seeing talented individuals failing to present their work to the world or receive the opportunities that they deserve, which is a real shame because a lot of groundbreaking designs are going unnoticed. We are a not-for-profit organization who are committed to supporting people trying to break into the industry, as well as raising money for our chosen charity Unicef."

We hope that you will join us in our fashion revolution. Please respond if you are interested in publicizing our event.

Kind regards,

Jessica on behalf of ILFWDA

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