

Press Release

20 September 2011

**Being Fashionable Shouldn't Mean
Destroying the Planet**

As yet another London Fashion Week dominates the capital, we should continue to question the effect fashion has on the planet says Charty Durrant, former fashion editor of *The Sunday Times*, *The Observer* and *British Vogue*.

Writing in the current issue of environmental magazine, *Resurgence*, Durrant says: "The fashion industry continues to churn out hundreds of thousands of garments each season whether we buy them or not. And when we don't, the only place all this fashion will end up is buried deep in landfill, giving rise to the question: could it be that the 21st-century fashion industry is actually out of step and out of style with the people it serves? Is fashion past its very own sell-by date?"

Durrant urges London Fashion Week to rethink its relationship with the planet: "By staging fashion shows just once a year, with an event that puts both seasons on one runway at the same time, the industry could halve the time, energy and money involved and revolutionize buying and selling patterns, thus freeing designers up to be yet more creative."

To read the article in full please visit: www.resurgence.org/fashionweek

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For further information, a copy of *Resurgence*, or to reproduce Charty Durrant's article, please contact:

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Notes to Editors:

1. *Resurgence* is published six times a year, at £4.95 an issue. For membership and further information, visit www.resurgence.org
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