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## THE SWEDISH FASHION INDUSTRY SIGNS UNIQUE SUSTAINABILITY POLICY

**On Thursday morning, the 23<sup>rd</sup> of March, 40 representatives from the fashion industry gathered to sign the Swedish Fashion Ethical Charter to take the next step together towards increased social sustainability within the industry.**

The Swedish Fashion Ethical Charter was released on Thursday morning is a new policy with shared values and guidelines on body ideals, diversity and issues on corporate social responsibility. The uniqueness of this policy lies in it addressing all roles and disciplines within the industry, from designers and brands, to model agencies, casting agents, commercial buyers, stylists, as well as marketing departments, advertising agencies, photographers and media. Initiators to the Swedish Fashion Ethical Charter are Association of Swedish Fashion Brands and The Swedish Fashion Council as well as ELLE magazine and model agency MIKAS.

*“A policy of this kind that covers all parts of the fashion industry from design to ad buyers is something unique in the world today and we are now looking forward to accelerating the work with social sustainability in the Swedish fashion industry”,* says Elin Frenberg, CEO at The Swedish Fashion Council.

Representatives from all corners of the fashion industry have through several workshops and referrals, taken part in developing the directives of the charter. By signing the Swedish Fashion Ethical Charter the industry as a whole takes a mutual and active responsibility in promoting healthy body images, beauty ideals and social responsibility. Signatories to the charter will be able to use a logo in their own communication channels and will be listed on Swedish Fashion Council and Association of Swedish Fashion Brands websites, so consumers have a overview of which brands and companies support the initiative. A self-regulatory body will be formed for regular evaluation.

*“We are confident that this industry initiative will contribute to positive changes regarding diversity, body image and beauty ideals for young people, and we are proud of the responsibility the fashion industry now takes in these important matters.”,* says Secretary General of Association of Swedish Fashion Brands, Emma Ohlson.

*“To work to develop a healthy mindset on body and health is getting more and more important, especially in the fashion industry. We at HOPE feel it’s important to show that all people are unique. We see a positive development where designers are working with models of different sizes and with a more varied ethnical diversity, that is something we want to be a part of”,* says Åsa Sånemyr, CEO at HOPE.

For further enquiries please contact:

Elin Frenberg, Swedish Fashion Council  
[elin@swedishfashioncouncil.se](mailto:elin@swedishfashioncouncil.se)

Emma Ohlson, Association of Swedish Fashion Brands  
[emma.ohlson@asfb.se](mailto:emma.ohlson@asfb.se)

Åsa Sånemyr, HOPE  
[asa.sanemyr@hopestockholm.com](mailto:asa.sanemyr@hopestockholm.com)

**SWEDISH FASHION**  
COUNCIL



for images  
Erica Blomberg, Swedish Fashion Council  
[erica@swedishfashioncouncil.se](mailto:erica@swedishfashioncouncil.se)  
+46 (0)702 62 26 27