

GREEN  
CARPET  
FASHION  
AWARDS

LA 2022

**Media Pack**

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## Section 1: Press Release

### **THE GREEN CARPET FASHION AWARDS LAND IN LOS ANGELES UNITING THE FASHION AND MOVIE INDUSTRY TO CALL FOR SUSTAINABLE TRANSFORMATION**

***The Green Carpet Fashion Awards honour Tom Ford, Aurora James, Bethany Yellowtail and Color Of Change***

Los Angeles, March 24<sup>th</sup> – Law Roach, Zerina Akers, Heidi Klum, Amber Valletta, Måneskin, John Taylor, Nikki Reed, Claire Holt, Taylor Zakhar Perez, Tonne Goodman attended the Green Carpet Fashion Awards as it made an emotional and purposeful return to Los Angeles this evening during a small dinner at San Vicente Bungalows. Hosted by humanitarian and environmental campaigner, Livia Firth and model and activist, Bethann Hardison, four world class change makers, both individuals and organisations were honoured.

Please find high res images [HERE](#)

Livia Firth, Creative Director and founder of the global sustainability consultancy, Eco-Age, says: ‘This is a not a celebration of an industry with the power to distract. Rather it’s the recognition of an industry that needs to leverage its power for people and planet. Fashion can and should be a lifeline. We need to come together and forge strong paths with human and ecological justice centre stage. All those awarded here today look crisis and conflict in the eye. By doing that and actively creating our future we embrace active hope. The GCFAs champion active hope and deep, truthful work for transformation.’

Livia continues: ‘Today’s fashion landscape has changed dramatically and, after two years of pandemic and now war and conflict, diaspora and trauma, we are all feeling overwhelmed. Fashion is a full spectrum industry running across the globe, touching billions of lives and reliant on a healthy biosphere. We must use that reach and power to bring purposeful change. We also know that sustainability solutions are intersectional solutions, that environmental justice is totally interlinked with social justice. The Green Carpet Fashion Awards are about all of this, showcasing the level of commitment and

focus that we all need to mirror; they are about pulling together as an industry that needs to step up. This is why this new concept for the GCFA marks for us a crucial point for the fashion industry, using also the power of Hollywood as movies and fashion have always been interlinked, flirting with each other in a symbiotic relationship.'

Speaking about the move to LA, Steven Kolb, CEO of the CFDA says: 'CFDA welcomes the Green Carpet Awards to the US. As an organization committed to social and environmental change within the industry, CFDA is aligned with the Green Carpet Awards' efforts. We are inspired by the recipients' good work and thank them for advancing responsible and inclusive initiatives.'

Four initial honourees embodied this strength of purpose from the new GCFAs.

#### **The four honourees:**

Tom Ford received the GCFA Environmentally Restorative honour for the Tom Ford Plastic Innovation Prize in partnership with NGO, Lonely Whale. The initiative seeks to end plastic pollution by innovating an alternative to plastic film. The GCFA award reflects the focus and scale of the Tom Ford Plastic Innovation Prize and the way that it has strengthened the push to end plastic pollution in the ocean overall.

There were two GCFA Economically Inclusive honourees.

Bethany Yellowtail was honoured for her eponymous fashion label and retailer B.YELLOWTAIL, for setting a new standard that prioritizes Indigenous creators in fashion. Bethany Yellowtail has developed a blueprint for working with Indigenous communities which should be adopted across the industry in order to preserve heritage handicraft and protect from industrialized textile and garment production and in order to safeguard lasting and just relationships with suppliers.

Co-recipient of the Economically Inclusive honour was Aurora James, founder of Brother Vellies and in 2020 of The Fifteen Percent Pledge, an initiative that urges retail giants to commit 15% of their shelf space to Black-owned businesses. Aurora James use of clear strategies and attainable goals to re-engineer the economics of the fashion industry from unfair to equitable, and the way that she balances tradition and craftsmanship with progressive, system change secured her the award.

This GCFA Socially Just honouree was Color Of Change, the largest online racial justice organization in the US with around seven million members. This winner was selected for its tireless work to challenge injustice, hold corporate and political leaders accountable, and to commission game-changing research on systems of inequality, and advance solutions for racial justice that can transform our world.

These incredible honourees mark the beginning of a new direction for the GCFAs which will continue to drive forward during 2023.

The GCFAs are proud to be supported this year by key strategic partners who share our mission to transform the fashion industry: Farfetch, L'Oreal, Signum, 1 Hotels and Treadom.

END

## THE HONOUREES

This very special prelude to the Los Angeles based Green Carpet Fashion Awards 2023 will highlight the work of four honourees making global change happen.

### **Environmentally Restorative**

*A world in which businesses operate within the boundaries of our planet, ensuring a flourishing, bio-diverse future and ultimately become restorative by giving back more than they take.*

### **Honouree – Tom Ford for The Tom Ford Plastic Innovation Prize**

The Tom Ford Plastic Innovation Prize (TFPIP) is a pioneering and transformative competition focused on discovering and bringing to market some of the best plastic sustainability innovators on the planet to drive urgently needed change. The widespread impact of plastic pollution is firmly on society's radar, and so is the desire to reduce humanity's dependence on oil-based plastics. Some forms of plastic are harder to process and recycle than others, leading to finite, useable, and valuable raw material waste. A key TFPIP goal is to find a solution for thin plastic film (B2B packaging, sandwich packaging film, etc) which is both ubiquitous and problematic in the fashion

industry and beyond. Lack of investment and visibility are key barriers to innovation scaling, but through the TFPIP, innovators are given the opportunity to research and directly address some of the biggest plastic challenges of our time.

Tom demonstrates the power of collaboration and using one's platform to spearhead the development of sustainability solutions that can benefit people, planet, and product.

Tom Ford said about this award; *"I am deeply honoured to receive the award for Environmental Restorative. I am continually amazed by Livia and her hard-working team and their steadfast dedication to healing and preserving the environment."*

### **Economically Inclusive**

*An inclusive market economy ensures that anyone regardless of their gender, place of birth, family background, age or other circumstances, over which they have no control, has full and fair access to labour markets, finance and entrepreneurship and, more generally, economic opportunity.*

### **Honouree - Bethany Yellowtail for B.YELLOWTAIL**

Bethany Yellowtail's eponymous brand is a fashion label and retailer with a difference. Its core values centre on championing Indigenous craft and preserving heritage culture and community. Bethany Yellowtail is seen as a blueprint for working with Indigenous communities that can be adapted / adopted by other fashion brands. In a world where the industrialisation of textile and garment production becomes the norm, much of the world's precious heritage handicraft is at risk of being forgotten, and culturally appropriative trends are further impacting Indigenous craft. B.YELLOWTAIL is a Native American owned company on a mission to celebrate the craft of its culture and support craftspeople in bringing their creations to the market, fairly and freely. It has set a new standard that prioritizes Indigenous creators. Its curated assortment of traditionally handmade goods is primarily sold on a consignment basis. Consignment Artists receive 70% of the profit from all retail sales.

B.YELLOWTAIL has been selected for its exemplary ethics and a business model that preserves artisanal integrity, whilst adhering to best practice surrounding selling cultural craft and forming and maintaining lasting and just relationships with suppliers.

Bethany Yellowtail said about this award; *“Indigenous peoples are on the front lines of climate change and environmental injustice, but our communities are also leading creative solutions too. I’m proof that even in the world of fashion you can create beauty, empower communities, and contribute to the future & wellbeing of our beloved Mother Earth. It’s truly a high honor to be recognized by the GCFA and stand with leaders in the sustainability movement.”*

### **Honouree – Aurora James for Brother Vellies and The Fifteen Percent Pledge**

Aurora James’ career is a fusion of her passion for artisanal design and economic equality. In 2013, she founded Brother Vellies to keep traditional African design practices and techniques alive, whilst creating and sustaining artisanal jobs. Over the last two years, and as an industry that touches the lives of so many, fashion has shown its potential as a platform to promote and progress equality and social justice in a world where it is systematically lacking. Black people in the U.S. make up nearly 15% of the population. So, in June 2020, she founded The Fifteen Percent Pledge, an initiative that urges retail giants to commit 15% of their shelf space to Black-owned businesses by creating clear business strategies and attainable goals.

Aurora James showcases progressive thinking to balance tradition and craftsmanship, whilst creating forward-looking initiatives to bring economic inclusivity to the market and secure financial equality for Black people in America.

Aurora James said about this award; *“I am incredibly honored to be receiving the Economically Inclusive honor. Fashion designers must financially empower all those included in the supply chain, which is why Brother Vellies is dedicated to keeping traditional African design techniques alive while also creating and sustaining artisanal jobs and paying a fair living wage.*

*It is so important for the fashion industry to move forward in a financially inclusive way. Black people in the U.S. make up nearly 15% of the population, which is why last year I founded an initiative to reflect this. The Fifteen Percent Pledge urges retail giants to commit 15% of their shelf space to Black-owned businesses by creating clear business strategies and attainable goals.*

*We must keep investing in forward-looking initiatives for a more sustainable future. I admire the work that Eco-Age is doing and I am grateful for this acknowledgement.”*

## **Socially Just**

*Social justice depends on four essential goals: human rights, access, participation, and equity. Social justice can't be achieved without these four principles. A world without discrimination.*

## **Honouree– Rashad Robinson for Color Of Change**

Color Of Change is the USA's largest online racial justice organization, helping people respond effectively to injustice in the world around us. As a national online force driven by seven million members, it moves decision-makers in corporations and government to create a more human and less hostile world for black people in America. Over recent years, fashion has shown itself to be an industry with huge gaps in social justice, as well as a powerhouse of potential in this space. Color Of Change leads campaigns that build real power for Black communities.

Color Of Change has been selected for its tireless work to challenge injustice, hold corporate and political leaders accountable, and to commission game-changing research on systems of inequality, and advance solutions for racial justice that can transform our world.

Rashad Robinson CEO said about this award; *“Color Of Change is deeply honored to receive this Green Carpet Fashion Award. We are not going to see real solutions to anti-Black discrimination and exclusion if we do not first see recognition of the problem. Seeing GCFA take this issue head on is a positive step for advancing racial justice in the fashion industry, but we are far from done. Accountability cannot be voluntary, it must become policy — corporations who shape the fashion industry must adopt the inclusion rider that Color Of Change and others have developed, as well as other concrete policies we have outlined to ensure equity, safety and opportunity for Black people in every role and at every level of the industry.”*

**ENDS**

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**NOTES TO EDITORS:**

The awards are a scion of the Green Carpet Challenge, initiated by Livia Firth and Lucy Siegle for the 2010 Awards season. It is known for bringing together some of the most powerful people in the fashion industry and addressing the need for change head on. Please find further information and images [HERE](#)

**ABOUT ECO-AGE:**

Eco-Age is a specialist sustainability and communications agency. We are a leading and trusted voice, expert in bringing positive, sustainable change to key audiences.

Our evidence-led sustainability narratives and programmes of change resonate with both consumers and industry insiders. Over the last decade we have honed specific expertise in supply-chains, textiles, impact measurement, internal and external communications, PR and event-planning. The programmes that we develop are aligned with international best practice and feed into global targets. This means the change that we help to activate is real and substantive.

Our sole purpose is to distil our know-how, expertise, enthusiasm and talent into client campaigns, strategies and programmes that bring real and substantive change. Not only does this help to shift the dial on sustainable change, but it gives a new generation of conscious consumers fresh and compelling reasons to invest – emotionally and financially – in the brands of our partners. Our current partners include luxury fashion and jewellery brands, fashion retailers (including online), real estate companies, celebrity opinion-formers, film and TV academies, music academies, and fashion councils around the world.

**Our strategic Partners and why they have joined**

## our mission for a more just fashion industry

### **SIGNUM**

Signum is a luxury experience brand that links physical and digital diamond ownership. Guided by talented artisans in Antwerp – the diamond capital of the world – Signum gives consumers the opportunity to foster the co-creation of a diamond in whatever form is the greatest expression of their individual self, beginning with a rough natural diamond. Through its unique business model and use of blockchain technology, Signum removes its customers from the limitations, conventions and expectations that exist within the traditional diamond buying experience and instead encourages creativity for a truly customizable experience. Signum is reforming diamond mining, embracing entire supply chain tracing, community investment, and incorporated sustainability.

*"We are honoured to partner with Eco-Age in support of the Green Carpet Fashion Awards 2022 to celebrate those making global change happen. Signum is applying an innovative methodology designed to simplify the complexities and challenges of the global diamond supply chain and enhance transparency. We are inspired by the honourees and their sustainability efforts and proud to align ourselves with their impactful work."*

*-Rafael Papismedov, Co-Founder, Signum*

### **L'OREAL**

For over 100 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose - to create the beauty that moves the world - defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 35 international brands and ambitious sustainability commitments in our L'Oréal For The Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

*"We are proud to be the global beauty partner of Eco-Age and sponsor the Green Carpet Fashion Awards 2022. L'Oréal is working to define the future of responsible beauty with sustainability at the center of our business operations. Our collaboration with Eco-Age will help us accelerate together the ongoing transformation of the fashion and beauty industry ."*

*-Alexandra Palt, Chief Corporate Responsibility Officer & CEO of Fondation L'Oréal*

## **FARFETCH**

Farfetch is the leading global platform for the luxury fashion industry. Founded in 2007 by José Neves for the love of fashion, Farfetch began as an e-commerce marketplace for luxury boutiques around the world. Today, the Farfetch Marketplace connects customers in over 190 countries and territories with items from more than 50 countries and more than 1,400 of the world's best brands, boutiques and department stores, delivering a truly unique shopping experience and access to the most extensive selection of luxury on a single platform.

*"Farfetch is aiming to be the premier platform for good in the luxury industry, empowering everyone we work with to think, act and choose positively through our range of products and services. We are excited to partner with Eco-Age and the Green Carpet Fashion Awards to further help people make positively conscious choices within the fashion community."*

*-Holli Rogers, Chief Brand Officer of Farfetch*

## **1 HOTEL**

Nestled at the base of the Hollywood Hills, with sweeping views from downtown to Santa Monica, 1 Hotel West Hollywood opened in July 2019. The 286-room property underwent an extensive, property-wide transformation, which included the addition of new lobby restaurant, 1 Kitchen by Chris Crary and Juniper Tree lounge, as well as rooftop bar Harriet's in partnership with h.wood group. Central to the DNA of 1 Hotels, the hotel's wellness offerings include The Field House in partnership with NYC-based Performix House and FaceGym, a facial workout to enhance the guest experience. Drawing inspiration from the land, sea and abundant sunshine of Southern California, 1 Hotel West Hollywood's conscious design features floor-to-ceiling windows, native greenery, earthy color palettes, reclaimed materials and more – all signatures of 1 Hotels' commitment to environmentally responsible hospitality and best-in-class sustainable architecture. 1 Hotel West Hollywood is LEED Certified SILVER and achieved an Energy Star score of 95, making it one of the most energy efficient hotels in Los Angeles.

## **TREEDOM**

Treedom is the first platform in the world that allows you to plant a tree from a distance and follow the story of the project online. Since Treedom's foundation in 2010, more than

3 million trees have been planted across Africa, South America and also Europe. All trees are planted directly by local farmers, bringing environmental, social and financial benefits to their communities. In 2014, Treedom became a certified B Corporation, part of the global network of companies that stand out for high environmental and social performance. Every tree on Treedom is geolocated, photographed and has its own online page on [treedom.net](http://treedom.net). The trees can be kept or virtually gifted to others.

## Section 2: Social Media Kit

We are excited to share that the Green Carpet Fashion Awards are making a return to Los Angeles to begin a new chapter in calling for fashion's transformation. We would love your support in sharing the exciting news on social media. Please find suggested assets, captions, handles and hashtags below.

Assets can be accessed [here](#)

Learn more about the GCFA here: <https://eco-age.com/agency/events/green-carpet-fashion-awards-2022>

### Social Media Handles:

Primary:

- Instagram: @greencarpetfashionawards @ecoage
- LinkedIn: Eco-Age

Sponsors:

- Instagram: @farfetch, @be.signum, @lorealparis, @1hotels, @treedom\_trees
- LinkedIn: Farfetch, @Signum, L'Oréal, 1 Hotels, Treedom
- Twitter: @farfetch, @be.signum, @LOrealGroupe @1Hotels @treedom

Honourees:

- Instagram:
  - @TOMFORD for the Tom Ford Plastic Innovation Prize
  - Bethany Yellowtail for @byellowtail
  - @aurorajames for @brothervellies and @15percentpledge
  - @iamrashadrobison for @colorofchange

### Social Media Hashtags:

#GCFALA #greencarpet #greencarpetfashionawards

**Suggested Posts:**

Option	Instagram Caption	Twitter-Friendly Caption
1	<p>The Green Carpet Fashion Awards, otherwise known as the 'Oscars of sustainable fashion' are back. The event champions active hope and deep, truthful work for transformation in the fashion industry, and leverages its power for a sustainable future.</p> <p>Learn more via the @greencarpetfashionawards</p>	<p>The Green Carpet Fashion Awards, otherwise known as the 'Oscars of sustainable fashion' are back, championing active hope and deep, truthful work for transformation in the fashion industry.</p> <p>Learn more: <a href="https://eco-age.com/agency/events/greencarpet-fashion-awards-2022">https://eco-age.com/agency/events/greencarpet-fashion-awards-2022</a></p>
2	<p>I'm excited to share that the @greencarpetfashionawards are returning, with a launch dinner in Los Angeles marking a new chapter that calls for fashion's transformation.</p> <p>The incredible people that have been honoured this year at the GCFA LA look crisis and conflict in the eye, demanding a more sustainable future.</p> <p>Learn more via the @greencarpetfashionawards</p>	<p>I'm excited to share that the #GreenCarpetFashionAwards are returning, with a launch dinner in Los Angeles marking a new chapter that calls for fashion's transformation.</p> <p>Learn more: <a href="https://eco-age.com/agency/events/greencarpet-fashion-awards-2022">https://eco-age.com/agency/events/greencarpet-fashion-awards-2022</a></p>

## Section 4: The GCFA Background

The Green Carpet Fashion Awards champion active hope and deep truthful work for transformation in the fashion industry and leverage its power for a sustainable future.

### **About the GCC and the history behind the GCFA**

The Green Carpet Challenge (GCC) was born in January 2010 when Livia Firth stepped on the Golden Globes red carpet, next to her then husband Colin Firth, wearing a repurposed wedding dress. Since then, the GCC has involved some of the biggest names in Hollywood and has been credited as having changed the conversation around sustainable fashion forever.

### **Where it all started**

Since The Green Carpet Challenge launching at the Golden Globes in 2010 – we have involved some of the biggest names in Hollywood including Meryl Streep, Julianne Moore, Lupita Nyong'o, Cate Blanchett, Viola Davis, Emma Watson, Thandie Newton, Olivia Coleman, Zendaya and many more.

## Section 5: Oscars of The Fashion Industry

The Green Carpet Fashion Awards (GCFAs) is a one-of-a-kind event, recognising ethical efforts across the entire industry.

The GCFAs put the heart back into the global fashion industry. They celebrate progress, visionaries and game changers and ultimately solutions for a fairer fashion industry.

They are the only awards to honour both the handprint and footprint of fashion. The handprint refers to the human capital that goes into the making of fashion, and the footprint is fashion's environmental impact. The GCFAs recognise and celebrate conscious choices in supply chain, farming practices, workers rights, material manufacturers, as well as elevating essential achievements from designers, models and industry thought-leaders.

Previous awards have included The Visionary Award, The Handprint Award, The Art of Craftmanship, Supply Chain Innovation, Eco Stewardship Award, The Changemaker Award. The GCFAs have spotlighted new designers and talent, artisans, textile producers and tech innovators, as well as globally recognised brands and designers (Gucci, Stella McCartney, Valentino, MaxMara) and well-known fashion personalities, (Zendaya, Elle MacPherson, Doutzen Kroes and Suzy Menkes among others.)

## Section 6: Why Fashion Matters and Its Power to Change

The fashion industry is expected to reach \$1.7 trillion in 2022, hitting \$2 trillion by 2026. Affecting every country on the planet, it is believed to employ in excess of 430 million, or 1 in 8 of the global workforce, 350 million of whom are thought to work in cotton production alone.

Roughly 75% of factory-based garment workers are women, underlying the huge potential the fashion industry offers for female empowerment. Conversely, the notoriously poor wages offered to textile workers can also be argued as exploitative and repressive of female advancement in the workplace.

Fashion MATTERS. It touches all our lives. As consumers, the decisions we make ricochet across multiple countries and touch potentially hundreds of lives. The industry can bring or bar economic inclusivity, social justice and environmental restoration based on the determinations made within the supply chain.

