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Fashion Takes Action Hosts Sustainable Fashion Expo & Conference

January 15, 2014, Toronto ON – Fashion Takes Action (FTA) is hosting a free Expo on Sunday March 2nd for the public, offering up one-stop shop convenience for consumers who want to purchase ethically made clothing. In addition, FTA is hosting the **World Ethical Apparel Roundtable (WEAR)** on March 3 & 4, and both events are taking place at Evergreen Brick Works in Toronto.

The FTA Expo is a consumer event that will feature a number of FTA members selling their eco friendly fashion and accessories, and those who attend will also have the opportunity to meet New York journalist and author Elizabeth Cline who will be doing a book signing of *Overdressed: The Shockingly High Cost of Cheap Fashion*.

For more information on the Expo please visit <http://www.fashiontakesaction.com>.

WEAR is a business conference that brings together 150 key fashion industry players - corporate apparel brands, NGOs, suppliers, retailers and academia to share best practices, build relationships and form collaborations. Tickets go on sale January 14, 2014 at www.wear2014.com with early bird tickets ranging from \$400 (non profit) - \$550 (corporate) and regular tickets \$500-\$700. Group packages are also available for purchase.

The two-day conference will consist of keynotes, industry panel discussions, facilitated workshops, and networking sessions with a focus on 4 key themes: Profitability, Social Justice, Environmental Impacts and Stakeholder Engagement. Speakers hail from organizations such as Workers United, Marks & Spencer, The Textile Exchange, SustainAbility, prAna, Lenzing, Eileen Fisher, Apparel Connexion, ICCR, Fairtrade USA and more. The two keynote speakers are environmental speaker and international best-selling author Jim Harris (*Blindsided*) and author Elizabeth Cline.

European and US apparel brands are farther ahead than Canadian brands with respect to corporate social responsibility, a thorn in the side of FTA's founding executive director Kelly Drennan for many

years. The recent tragedy in Bangladesh however has inspired Drennan and FTA to host WEAR, in the hopes that the Canadian apparel industry will learn from and engage with those leading the movement.

"Since the Rana Plaza factory collapse, more Canadian apparel brands are showing an interest in corporate social responsibility, ethical sourcing and sustainable business models," states Drennan. "And consumers are demanding to know more about where their clothes are made. Both the Expo and WEAR are taking place at such a critical time for the apparel industry, and FTA is thrilled to be hosting both events at a much needed time."

For the full two-day schedule and speaker bios please visit <http://www.wear2014.com>.

Fashion Takes Action is Canada's only non-profit fashion industry organization devoted to sustainability. Since inception in 2007 FTA has worked with over 250 members, several youth groups, and has reached thousands of consumers through various events and campaigns, spreading awareness for social and environmental responsibility.