

FASHION FOR CONSERVATION (FCC)



Project author or developer:
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Where:
US / Stati Uniti / Seattle Metropolitan Area

Website:
www.fashionforconservation.com

FCC was founded by three women determined to make a positive impact on the world through conservation-inspired couture.

Nazanine Afshar (Art Director, British Vogue), Dr. Samantha Zwicker (Wildlife Conservationist, Hoja Nueva) and Ava Holmes (Fashion Week/Event Producer), combined their talents and passions to create fashion campaigns that educate consumers on animals and ecosystems, while donating funds to wildlife groups. Fashion for Conservation's newest campaign is Elephantasia, the campaign that's raising funds for elephant conservation.

WHAT IS ELEPHANTASIA? Elephantasia is a fashion week campaign bringing conservation into couture through elephant inspired couture. Elephantasia premiered at Vancouver Fashion Week F/W16 and was covered by the New York Times, Huffington Post and UK Vogue, most recently exhibited at London Fashion Week S/S18, and will next season at Paris Fashion Week F/W18. Elephantasia is a three year long campaign supporting conservation along side the African Wildlife Foundation. **WHY ELEPHANTS?** Today, approximately 96 elephants were killed for their ivory tusks. This is one elephant every 15 minutes and 35,000 elephants each year. To help stop this poaching crisis, protect babies suddenly orphaned as a result, and to ensure the opportunity for future generations to see elephants in the wild, we teamed up with some of the leading forces behind the fashion industry and leaders in conservation across the globe to present to you Elephantasia! **ABOUT FFC FULL STORY**

Fashion for Conservation (FFC) is just the combination the fashion industry needed. Combining a love for animal rights and conservation with the innovative eye of fashion is so unique, as is the FFC team. Everyone on the team has unique and complimentary career paths to this vision and together they dedicate time and skill into making the brand into the movement that it is today. The talent and motivations of all teams within FFC strive to play to their strengths and constantly support each other to reach new milestones.

Ava J. Holmes, a co-founder of FFC, believes in bridging the gap between the industries of conservation and fashion. "Fashion for Conservation to me is where self expression and creativity meet conservation," she explains, "for me it is a way to re-visit my fashion career without sacrificing a deep connection with nature. I also get to be apart of this sort-of family we've created here of professionals from many diverse, even eclectic backgrounds who are really passionate about the cause and contributing to grow our mission further."

The dynamic team is highlighted perfectly with the three co-founders: Nazy Alvarez, a Creative Director at Vogue and many other top brands, Samantha Zwicker, wildlife conservationist and executive director at Hoja Nueva, and finally Ava J. Holmes, connecting the two worlds as a former producer for fashion weeks worldwide and current reality TV show wilderness survivalist at Discovery Channel.

Until recently, Fashion for Conservation has hosted events in the United States, United Kingdom, and British Columbia only. The team now plans on obtaining a physical presence in 6 countries by the end of 2018. Another goal is to boost the social media presence of FFC in order to secure a higher position in the world of invigorating fashion. Ideally, conservation inspired fashion will soon be a staple in the future of fashion, and will become a well-known concept to the public eye.

