

a

manifesto

for

inclusive

fashion



A manifesto for inclusive fashion

Beyond its frivolous and superficial appearance, fashion profoundly shapes our identities.

Through clothes and accessories, we express our personalities, our desire to be part of a common trend, to feel more confident and self-empowered.

Many people today feel excluded from the fashion market, because their image doesn't correspond to the men and women that fashion portrays as models.

Clothes and accessories available in department stores don't fit people whose body shapes are different from the standard sizing measurements used in the fashion industry.

The manifesto signatories ask creators, stylists, designers, the fashion industry, the media to take into account all types of body shapes, prostheses and anatomical differences in order to restore dignity and beauty in all kinds of people.

Fashion has the power to enhance what is perceived as a deficit. Fashion style is a universal right.

This manifesto is part of a larger trend, it advocates a radical and sustainable change in the fashion world with the aim of encouraging one of the most powerful and polluting industry to find a new ethical conscience and commit to social responsibility. It is also inspired by the principles of Design for All, as the time has come for fashion to involve all kinds of people.

Inclusive fashion represents a potential market which is still under exploited, aiming to be fair and willing to contribute to a shift towards greater social justice.

1. Freedom of choice

The signatories want to be free and independent to choose suitable clothes and accessories for themselves.

2. The right to your own personal style

The signatories want to enhance themselves wearing clothes that reflect their tastes, their personality, their cultural and gender identity.

The signatories wish to feel comfortable wearing these garments in all circumstances.

Therefore, the signatories ask that these clothes have to be:

- available in ready to wear and haute couture collections
- sold at a fair price
- good quality
- sustainable
- combining style and comfort
- easy to wear and quick to remove.

3. Ergonomic

In order for these clothes to be comfortable, easy to wear and quick to remove, the signatories ask for aesthetic ergonomic improvements that take into account motor skills, both fine and global and in particular :

- easy to use zippers
- magnetic press studs or hook and loop closures as possible options
- sleeves that are not too tight
- clothes that are easy to wear without the need of assistance even when sitting in a wheelchair.

4. Autonomy

The signatories want to freely choose their clothes, in an adequate and inclusive space in order to make their shopping experience more comfortable.

The signatories ask for :

- garment labels with a QR code to inform blind and visually impaired people about the main fabric properties and characteristics and the country of production
- a calm atmosphere in shops, uniform lighting, no dazzling lights, and the volume of music not to interfere with verbal communication
- sale's assistants to be trained to deal with all types of public
- unisex changing rooms, large enough to accommodate customers with reduced mobility, intended only for this purpose and not used, for example, as a storage area
- shopping to be a shared experience and not taking place in a separate space
- brands to reach an international agreement on sizing standards.

5. Representing diversity

The signatories wish that advertising campaigns, fashion shows, shop displays, especially in ready-to-wear clothes, offer more diversified standards of beauty representing our society on the whole.

6. Listen to the experts

The signatories want their opinion and expertise to be taken into account by stylists, designers, tailors, as well as by the entire chain of production and distribution, in order to make clothes and accessories fit to a larger number of people.

7. Co-training, co-creation

The signatories ask that in fashion education, from design to marketing, people with diverse body shapes and special needs are employed as experts, in order to raise awareness about the obstacles that these people face and develop solutions to overcome them.

And let us remember : improving conditions for people with disabilities leads to greater comfort for all people.

THE 27.5.2021 SIGNATORIES

CÉSAR BARBOZA, Socio cultural coordinator at Fondation Cap Loisirs Geneva. – **URSULA BERNARD**, Educator in charge of cognition and movement workshop, Fondation Ensemble Geneva. – **CORALIE BONDALLAZ**, Claire Fontaine art workshop, Fondation Ensemble Geneva. – **ELISA FULCO**, President of the association Acrobazie (I). – **JHILAM GANGOPADHYAY**, Student in the Master's program of Anthropology and Sociology, Graduate Institute of International and Development Studies, Geneva. – **JÉRÔME GAUDIN**, Psychologist FSP (Swiss Federation of Psychologists), Disability Consultant, Municipal Councilor, Pully. – **VIVIANE GUERDAN**, Honorary President, ASA-Handicap mental, Geneva. – **ANNE JABAUD**, Communication Manager, Association Insieme -Geneva. – **VERENA KUONEN-KOHLER**, Co-President, Inclusion Handicap, Municipal Councilor, Pully. – **THIERRY LANDAULT**, Les Castors Foundation, Porrentruy. – **RUI NEOMA DE COSTA MACHADO**, ASA-Handicap mental member, self-determining person, versatile video assistant at Ex&Co, Cultural Mediator, Adult Trainer, Queer activist, Geneva.

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