

FOR IMMEDIATE RELEASE: 12 February 2024

Lucie Davies

Ethical Clothing Australia

(03) 7068 9523

media@ethicalclothingaustralia.org.au

Behind the seams of Melbourne's vibrant garment industry

Ethical Clothing Australia offers rare insight into the hidden work of ethical fashion

(Melbourne, Victoria) Ethical Clothing Australia is proud to present *The Ethical Fashion Experience* as part of 2024's PayPal Melbourne Fashion Festival's Independent Programme.

Guests will enjoy a full day bus tour that will weave its way between accredited businesses RB Patterns, Next State, Vince Clothing, The Social Studio and Knovus – offering a rare glimpse into Melbourne's ethical fashion scene from concept and design through to technical production.

The tour is a real-life reflection of the work of Ethical Clothing Australia, a not-for-profit organisation that accredits textile, clothing and footwear businesses that ethically manufacture products in Australia. To become accredited, businesses must successfully undergo a stringent auditing process, which covers their entire local supply chain, from the design phase through to dispatch.

Ethical Clothing Australia's National Manager, Rachel Reilly, believes this is an opportunity to acknowledge the important work that goes on behind the glamorous fashion scenes.

"This is a side of fashion that consumers and even those in the industry rarely see, with these accredited businesses giving attendees an insight into the work, dedication and technical expertise that goes into producing an ethically made garment," she says.

Part of the PayPal Melbourne Fashion Festival's programme of independent events, the tour is just one of the many experiences on offer from businesses accredited by Ethical Clothing Australia – tickets are currently also available for weaving and sewing workshops with The Social Studio and an immersive runway experience from accredited brand REMUSE.

"It's exciting to see so many brands accredited by Ethical Clothing Australia have a platform at PayPal Melbourne Fashion Festival," says Rachel.

"Shining a light on these accredited brands – who prioritise the rights of the workers in their supply chain – is such an important part of the work we do at Ethical Clothing Australia.

"We're proud to lead the conversation to make transformative change in the local industry and empower consumers to make meaningful choices in their purchases," she says.

The Ethical Fashion Experience will be held on Saturday 2 March. Details and tickets here: ethicalclothingaustralia.org.au/ethical-clothing-australias-guide-to-paypal-melbourne-fashion-festival.

For Event and Ticket Enquiries

Rachel McCurry

info@ethicalclothingaustralia.org.au

For Media Enquiries

Lucie Davies

media@ethicalclothingaustralia.org.au