

PRESS RELEASE

CANGIARI and ActionAid: the possible alternative on the catwalk in Rome

Today Ethical Fashion has been the protagonist of the event organized by the international ONG and the Italian Brand.

Rome, December, 10th 2015 – Fashion Industry and social commitment can get along, combining development, creativity and respect for the rights. The event, organized today by Action Aid and CANGIARI to showcase, in a special fashion show, the unique garments made with ethical and sustainable methods.

A successful collaboration appreciated by the audience, present in large numbers at Nazionale Spazio Eventi to admire CANGIARI creations, the first eco-ethical haut-de-gamme brand in Italy.

Among the evening guests, **Marina Spadafora** – designer and winner of *ONU Women Together Award 2015* for her commitment to ethical and sustainable fashion – and **Andrew Morgan**, author of *The True Cost*, a documentary film about human, social and environmental costs which may be hidden behind a garment.

"In a time of great uncertainty and difficulties Action Aid and CANGIARI are examples of hope. The time has come to act on what we believe. In the darkest moments we have to hold high the torch of justice and hope so that all together we get to the end of this dark tunnel where there will be the Light again" said Marina Spadafora.

Andrew Morgan told how he was inspired to make *The True Cost* documentary film: "I was going to finish my last film when, one morning, I saw a photograph on the front page of *The New York Times*. The photo showed two young boys in front of a huge wall with posters of missing people", the Californian director reminds. "I picked up the newspaper and read about the collapse of Rana Plaza textile factory, where over a thousand people had died. That morning I thought: how is it possible that a such powerful and profitable industry as fashion could do business causing that loss of human lives? I also realized that I had never stopped to think about the origin of my clothes. I showed the article to some colleagues of the production, we started to do some research and, in less than a week, I was convinced that this was the film I wanted to do. "

Vincenzo Linarello, president of **GOEL COOPERATIVE GROUP** pointed out that no one – when you talk about fashion and its products - can afford not to know: "You cannot ignore what is behind some glittering fashion products, you cannot, no more. It is unacceptable to consider "beautiful" a garment which enslaves workers, devastates the environment and damages the health of the wearer. If fashion is not ethical, it is horrible, monstrous, and who signs the garments coming from these circuits underwrites the shame behind them. "

The evening was also an opportunity to reiterate Action Aid commitment in the private sector: "It is not the first time that we try to bring together distant worlds, as CANGIARI does every day. We like challenges and tonight we wanted to challenge the idea that social commitment and fashion are two separate universes. With CANGIARI we share the idea of change, that means for both of us to change local communities and, doing so, transform society from within. We believe it is important to deal with the private sector and then also with the fashion industry, one of the most representative for Italy, because the business can and must be ethical and sustainable" said Marco

De Ponte, General Secretary of Action Aid Italy .

The fashion show, with the artistic direction of **Antonio Falanga**, displayed on the catwalk the most representative creations of CANGIARI last seasons.

CANGIARI, *Change* in Calabrian dialect, is a brand created in 2009 by GOEL Cooperative Group, a unique reality in Italian panorama. Its production stands out for its distinctive features. **Craftsmanship**: the garments are finished with exclusive sartorial fabrics made on the handloom according to the precious Calabrian weaving tradition rooted in the Greek and Byzantine culture. **Environmental Sustainability**: the garments are made from organic yarns, fabrics and colors. **Ethics**: the production chain is entirely made in Italy, made up of social cooperatives employing disadvantaged people and fighting for economic redemption of their land. **New Lifestyles**: the garments, as a metaphorical envelope, send a message of change to those who buy them.

GOEL Cooperative Group is a community of people, enterprises and social cooperatives that work for the change and redemption of Calabria. GOEL (www.goel.coop) was created to produce a real change in the region and is committed to the social and working integration of disadvantaged and unemployed people. The Group actively opposes the 'Ndrangheta, not only denouncing its presence and behavior, but proving that ethics is not just a rearguard choice for "noble minds" but can be an effective and quality answer.

Action Aid is an independent international organization committed to fight the causes of hunger, poverty and social exclusion in Italy and abroad. For more than 40 years it has been beside the communities in the Southern Hemisphere to ensure them better living conditions and respect for fundamental rights. Action Aid develops its projects according to the needs and priorities of local communities and promotes sustainable and long-lasting development. Action Aid fieldwork involves about 27 million people through 800 projects developed in partnership with 2,000 local organizations in almost 50 countries in Africa, Latin America and Asia.

*The event is in partnership with **Compagnia della Bellezza (CdB)**, the leading brand of Made in Italy hairdressing with over 300 salons in Italy and Europe, founded in 1992 by Salvo Filetti and Renato Gervasi; **Vivi Make Up**, look maker school created by the "Make Up Artist" **Viviana Ramassotto**. The lighting design is by **TechnoElite Rome**. The music of the show is by **Ratchev & Carratello**.*

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