

## **The Edinburgh Charity Fashion Show announces this year's plans to address the current climate.**

**Edinburgh, UK, 21/09/2020** - The Edinburgh Charity Fashion Show (ECFS), one of the UK's largest student led fashion events, has finalised this year's partner charities, theme and mission, all of which address the turbulent current climate.

Every year young people feel more and more responsibility to address issues facing our world, and this year The ECFS has incorporated that movement into every aspect of the show. The theme of the show this year is: 'Distortion.' Distortion reflects the surreal social climate that we have found ourselves living in and explores aspects of this past year which have 'distorted' our once defined perspective of the status quo.

Continuing to address the present climate, The ECFS has partnered with two charities which both tackle extremely prevalent social issues. The first charity for this year is the UK's largest anti-racism educational charity: Show Racism The Red Card. Founded by footballer: Shaka Hislop, the charity uses high profile role models to present a message of anti-racism to young people. Following the worldwide Black Lives Matter protests this year, The ECFS aims to continue to spread awareness of this prevalent issue and support charities, such as Show Racism The Red Card, which do amazing work to fight against it. As part of our partnership The ECFS will be working with Scottish fashion model Eunice Olumide, to explore racism within the fashion industry.

The second partner charity to announce is: Centrepoint, an organisation which helps young people struggling with homelessness to get back on their feet. Homelessness in the city of Edinburgh is a widespread issue, and a problem which students are confronted with everyday as they travel within the city. Centrepoint provides many volunteering events such as: 'Sleep Out', a challenge which gives participants a feel for the situation many young people find themselves in. This year The ECFS strives to bring the struggles of young people within our city and across the U.K. to light.

Reflecting on how this year's show is pushing boundaries, Ella Wheeler, Co-chairwoman, said: 'This year has been totally unique for everybody and ECFS's reflection on both our experiences and everything that they have taught us means this year I think both the movement and the show itself will have a really different feel.'

Throughout the year The ECFS will be hosting events, publishing articles and spreading awareness of all of these issues as well as discussing further problems within the fashion industry itself.

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### About The Edinburgh Charity Fashion Show

The consistent motive behind the Edinburgh Charity Fashion Show is to showcase an innovative and collaborative project of artistic talent. The annual show continues to be led by hard-working, dedicated students, demonstrating the powerful impact that can arise by working together with a shared vision of helping others.

Last year, ECFS was able to fundraise a phenomenal £13,000 for "Macmillan" and "It's Good 2 Give!" — two notable charities that support those affected by cancer. This year, the team aspires to also make a significant contribution through various exciting fundraising opportunities and ECFS ticket sales.

Despite the curve balls thrown at the world in the recent months, the ECFS committee is dedicated to making the upcoming 2021 show as successful and memorable as possible.