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MEDIA ADVISORY: 22.05.2014

## Cotton to catwalk: ethical fashion show

### Celebrating ITC@50 with Stella Jean

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**WHEN: 18:00 CET, 12 June 2014**

**WHERE: Atrium, World Trade Organization, Geneva**

(Geneva) To mark the 50th anniversary of the International Trade Centre (ITC), Italian-Haitian fashion designer Stella Jean will on 12 June in the Atrium of the World Trade Organization (WTO) showcase some of her collections produced through her collaboration with ITC's Ethical Fashion Initiative.

At the closing event of ITC's annual Joint Advisory Group meeting, models will step on to the catwalk featuring Stella Jean's colourful and vivid womenswear and menswear made of cotton fabrics, hand-woven by women artisans from Burkina Faso. They will display accessories made of hand-dyed fabrics from Mali with value-added production in Kenya, wearing matching jewellery crafted in Haiti.

The products and linkages created in fashion value chains by women from across three continents are a testimony to ITC's work on women's economic empowerment.

Stella Jean will also be joined by women benefitting from the Ethical Fashion Initiative from Burkina Faso, Ghana and Kenya.

Since it was launched in 2009, ITC's Ethical Fashion Initiative has connected the fashion business with more than 7,000 artisans in Africa and Haiti. The initiative provides work for marginalized people who have a strong desire to change their lives, and allows the fashion world to embrace the skills of artisans in the developing world.

#### About Stella Jean

Stella Jean began her career in fashion working as a model for Egon von Fürstenberg, but soon discovered her real creative calling. After winning the Who's On Next contest in 2011, her collections have received continuous praise in the world of fashion. In September 2013, Stella Jean was chosen by Giorgio Armani to show her collection at the Armani Theatre during Milan Fashion Week. She has also been lauded for her commitment to women's economic empowerment in developing countries, making her an ideal ambassador for ITC's Ethical Fashion Initiative.

#### About the International Trade Centre

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the [Aid-for-Trade agenda](#) and the [Millennium Development Goals](#).



### Notes to Editor

Journalists wishing to attend the event are required to either be in the possession of a WTO press accreditation card or to register ahead of the event.

Journalists wishing to arrange interviews with Stella Jean are requested to contact Chloe Mukai (see contact details below).

#### **For further information, please contact:**

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