

---

## The International Trade Centre Ethical Fashion Initiative partners with Black Magazine to launch a digital ethical fashion magazine: *The Hand of Fashion*, 20<sup>th</sup> December 2014

---

The Ethical Fashion Initiative and Black Magazine join forces to launch an ethical fashion magazine: **The Hand of Fashion**. The digital publication published by Black Magazine will support the work of the Initiative in Africa and Haiti.



The Hand of Fashion is an opportunity to celebrate the world of the Ethical Fashion Initiative: our artisans in Africa and Haiti, their skills and the products they make, features on our forward-thinking partners -from the Amazon to Nairobi with a detour in Tokyo-, a fashion editorial in Paris, African photographer talent and essays on responsible fashion and sustainability. The Hand of Fashion gives an overview of the tangible impact of our projects and the variety of people that work with us to further the ethical fashion agenda.

We invite you to view and download your own copy: [bit.ly/13jGMuG](http://bit.ly/13jGMuG) and we encourage you to share and spread the word of responsible and honestly crafted fashion.

### **ITC ETHICAL FASHION INITIATIVE**

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization.

The Ethical Fashion Initiative links the world's top fashion talents to marginalised artisans - the majority of them women - in East and West Africa, Haiti and the West Bank. Active since 2009, the Initiative enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also enables Africa's rising generation of fashion talent to forge environmentally sound, sustainable and fulfilling creative collaborations with local artisans. Under its slogan, "NOT CHARITY, JUST WORK." the Ethical Fashion Initiative advocates a fairer global fashion industry.

The Ethical Fashion Initiative is proud of its long-term partnerships around the world including Vivienne Westwood, Stella McCartney, Isetan, Carmina Campus, sass & bide, Stella Jean, Osklen, Chan Luu, United Arrows, Myer, and Manor.

**BLACK MAGAZINE**

Black Magazine is an international fashion, beauty, arts and culture magazine published from New Zealand for the people of the world. Founded by Grant Fell and Rachael Churchward in 2006, and created by teams of contributors in New Zealand, Australia, New York, London and Paris, Black is more than a magazine, it is a vision of the world expressed through the creativity of its creators and contributors across a multi-media platform. Black Magazine is printed bi-annually.

**For more information:****ITC Ethical Fashion Initiative**

Chloé Mukai

T: +41 22 730 0501

E: [mukai@intracen.org](mailto:mukai@intracen.org)**Black Magazine**

Grant Fell

[mail@blackmagazine.co.nz](mailto:mail@blackmagazine.co.nz)

T. +64 9 817 9601