
ITC Ethical Fashion Initiative & Noir Tribe partner on *Ethetics*: a video series featuring emerging African designers, August, 2016

The International Trade Centre's Ethical Fashion Initiative (EFI) is pleased to announce its new partnership with Noir Tribe, featuring the work of emerging fashion designers from the African continent in *Ethetics*, a new video series.

Ethetics explores and celebrates ethical and socially responsible brands around the world and is dedicated to telling stories that provoke the eco-conscious and eco-curious. The *Ethetics* series will highlight the crucial marriage of aesthetics and ethics in business to keep both people and planet at heart. Each *Ethetics* episode will showcase strong and contemporary editorial content and feature the behind-the-scenes of the brands: how their products are made and by whom.

The aim of *Ethetics* will be to highlight the realities of these emerging designers and provide them with an opportunity to speak directly to consumers about their brand and values. Noir Tribe has already produced two episodes of the series showcasing three South African brands, AKJP, Lukhanyo Mdingi and Nicholas Coutts – all part of EFI's African Designer Programme. On this first series, Noir Tribe and EFI focus exclusively on African creatives and as such encourage a conversation about the talent from the continent. Future episodes will feature other EFI partner designers from West Africa.

The first two episodes of *Ethetics* are Official Selections at the upcoming BAFTA Qualifying Aesthetica Short Film Festival.



NOIR TRIBE

NOIR TRIBE is a Brooklyn-based storytelling studio founded by Amber Moelter and Luis Barreto Carrillo that creates visual content for the fashion industries, with a special interest in sustainable and socially responsible brands. After creating videos for publications such as ELLE México, NYLON Español and Harper's Bazaar Bulgaria, they directed their first fashion documentary, Peyote Dreams, which went on to win Best Documentary at the International Fashion Film Awards. Their fashion film series The Polite Woman premiered on Vogue.mx and is nominated for Best Documentary at the Miami Fashion Film Festival. Their newest fashion film In The Deep appeared at the Berlin Fashion Film Festival as part of the Medellín Fashion Film Festival Colombian Selection and received a Best Cinematography nomination at the Mercedes-Benz Bokeh South Africa Fashion Film Festival. Amber and Luis are passionate about promoting the work of ethical companies by telling beautiful, effective stories that provoke the eco-conscious and eco-curious.

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 enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also works with the rising generation of fashion talent from Africa, encouraging the forging of fulfilling creative collaborations with artisans on the continent. Under its slogan, "NOT CHARITY, JUST WORK." the Ethical Fashion Initiative advocates a fairer global fashion industry.

For more information:

Ethical Fashion Initiative

E: efashion@intracen.org

W: www.ethicalfashioninitiative.org

Facebook: ITC Ethical Fashion Initiative

Instagram: @ethicalfashion

Twitter: @_ethicalfashion

NOIR TRIBE

E: info@noirtribe.com

W: www.noirtribe.com

Facebook: Noir Tribe Media

Instagram & Twitter: @noirtribe

Vimeo: Noir Tribe Media