

RELEASE

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FASHION INDUSTRY OBTAINS ETHICAL CHARTER

Danish Fashion Institute (DAFI) and the Danish Organization Against Eating Disorders and Self-Mutilation (LMS) introduce an ethical charter to secure the well being of Danish models, as well as affect the opinions of the trade, the media, and society in general.

“Lately, there has been debate on the role of the fashion industry with regard to the occurrence of eating disorders and very slim models”, says DAFI-manager Eva Kruse about the surprising co-operation with LMS, and she adds: “The body ideals of magazines, movies, music videos and within the sphere of elitist sports have an influence on younger people’s self-image. If the fashion industry can help preventing risk behaviour toward eating disorders, we would like to contribute.”

It is quite unique for a trade organization and patient organization to join forces in finding a solution. Other countries have seen fashion shows setting BMI limits, whereas Denmark stands alone with this kind of co-operation. The charter was the focus of attention for the first time during the 2007 fashion week, when DAFI, a network organization that brings together different Danish fashion companies, along with LMS started working to influence the beauty ideal of today.

MODELS SHOULD REFLECT VARIED BEAUTY

“It is not a problem for women of strong self-confidence to withstand fashion ideals”, says LMS-chairman Anne Minor Christensen, and she continues: “but women’s self-confidence, in general, is diminishing. That calls for the fashion industry to make a different statement, which they have, in fact, already done by choosing this co-operation. It is important for the trade to have a more realistic view of what the average woman looks like. Most companies in Denmark produce clothing for the woman in the street. Models, then, should reflect a varied image of what beauty is.”

And, by launching the new charter, this is exactly what LMS and DAFI have joined forces to secure. Yet, they also call attention to the fact that today’s beauty ideal is not simply a product of the fashion industry.

“The fashion industry is only a small part of the reason for the sad increase in young girls and boys who are unhappy, develop eating disorders or cut themselves”, says Eva Kruse. “This is also why the charter is meant to involve other industries than the fashion trade alone. It is a matter of information and of affecting society’s attitude towards body and beauty”.

Anne Minor Christensen adds: *“High demands to perform, pressure from the education system and the absence of adults in young people’s lives are all of great importance. The unattainable ideals of music, films and videos are also part of the problem with a rising number of people that have low self-esteem”*.

Model agencies are also happy about the new co-operation. *“Danish agencies already have high ethics”*, says Trice Tomsen of Elite Models, and continues: *“So we are pleased to help and bring this subject into better focus”*.

FURTHER INFORMATION

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