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## Fashion industry - Preserving natural heritage, encouraging sustainable consumption



Edited by [George Haddad](#)

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At the initiative of UNCTAD, more than 500 prominent figures from government, international organizations, and the fashion and cosmetics industries will meet in Geneva on 20-21 January to call for action against the rapid loss of the world's biodiversity.

This event, organized in connection with the United Nations 2010 International Year of Biodiversity, will begin with a high-profile business seminar and conclude with an "EcoChic" fashion show and exhibition launch celebrating sustainable fashion and accessories. Over 50 looks have been donated by designers from around the world, including the renowned figures Diane Von Furstenberg, Manish Arora, Bora Aksu, and Thakoon. In addition, established "sustainable" fashion labels such as Edun, Noir, Ciel, and Kumvana Gomani will contribute garments and accessories from their latest collections. All activities will take place at the Palais des Nations, building E, 3rd floor. For reasons of security, participants must register in advance.

During the seminar (see Provisional Agenda in Annex I), discussions will focus on ecological practices available to the fashion and cosmetics industries. Debate and review of case studies will take into account such questions as: "Redefining

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