



Event Guide

Fair Trade Fashion Show

Tips for hosting a Fair Trade Fashion Show in your community

Why Host a Fair Trade Fashion Show?

- Raise awareness about sustainable, ethical and **fashionable** clothing
- Use the event as a fundraiser for your campaign
- Create partnerships with local retailers and promote beautiful, artisan made products
- Engage the local community and **have fun!**

How to Plan a Fair Trade Fashion Show

- **Venue** – Renting event venues can be costly. Think about local organizations that could provide a space. Collaborate with a local Fair Trade organization like as Ten Thousand Villages, or like-minded organizations such as a non-profit focused on women’s empowerment or anti-human trafficking. Reach out to local colleges and schools about using space on campus.
- **Volunteers** – Recruit volunteers to participate as models, hair and make-up artists, photographers, and other event staff. Ask your committee members to reach out to their networks to find volunteers. Get creative! Are there local students who would love to be models, or a beauty school that could offer its expertise?
- **Refreshments** – It isn’t necessary to provide food or drink, but if you choose to do so you can use it as an opportunity to highlight other Fair Trade products. Are there local shops or cafes that could donate Fair Trade coffee, tea, wine, or chocolate? These items could be served during the event, or included as raffle prizes.
- **Agenda** – Think about the flow of the event, and how to insert information about Fair Trade during the show.



Develop a script for your hosts that is both educational and fun. Encourage attendees to participate by including a raffle or letting them vote for their favorite outfit. Are there any other ways to attract people to the event and create engagement from the community, such as inviting local musicians or a DJ to provide background/runway music?

Where to Find Fair Trade Apparel & Accessories

We can't forget the most important part of hosting a Fair Trade Fashion Show – the fashion!

- You likely have **local retailers** that sell Fair Trade apparel and accessories. Not sure where to start? Look for Fair Trade Federation members in your community: fairtradefederation.org/findmembers
- Some Fair Trade apparel and accessory companies include:
 - **Mata Traders**
 - **Ten Thousand Villages**
 - **Global Mamas**
 - **Malia Designs**
 - **Noonday Collection**
 - **PACT**
 - **Prana**
 - **Gallant International**
- Once you've identified the retailers/brands you want to feature in your fashion show, reach out to ask about **sponsorships**. Are the companies willing to **donate products** for the show, or for a raffle prize? Would they be interested in **offering discounts** to encourage attendees to shop at their stores? When asking about sponsorships, don't forget to tell companies **what's in it for them!** Being featured at your event will provide exposure for the company. You could also offer to have products for sale at the event, inviting businesses to set up a small pop-up shop.

Marketing and PR

- **Advertise & Promote** your event. Do you have funds for flyers or is a local PR or print company willing to donate? Send invitations via email, and promote through your social media channels – create a Facebook event and share announcements and updates on Facebook, Twitter, and Instagram. If your event has funding, you can hand out **Fair Trade notebooks**, **t-shirts from HAE Now** or **Gallant tote bags** with your campaign logo on them. This is a fun gift for attendees, as well as advertising for your campaign!
- **Sponsorships** are a great way to raise funds by giving vendors exposure on your flyers, websites, social media and on the day of the event
- **Register** your event on the [Fair Trade Campaigns website](#)

Post Event Follow up

- **Send thank yous** to everyone who helped make the event possible, from volunteers to sponsors, and thank all your attendees via email or social media.
- **Share photos** from the event on your campaign webpage and social media channels – don't forget to tag **#FTCampaigns**

