

#TIEDTOGETHER

Dear friends and colleagues in the media,

As the fashion industry embarks on a month-long circuit of women's shows amidst growing uncertainty and a dangerous narrative peddling division, BoF invites you, the global fashion community, to join the #TiedTogether movement and make a clear statement in support of human unity and inclusiveness.

In fashion, visuals often speak louder than words. So join together this Fashion Month to make a simple and singular visual statement: **wear a white bandana as a sign to the world that you believe in the common bonds of humankind — regardless of race, sexuality, gender or religion.**

Starting today at the Tommy Hilfiger show in Los Angeles, the white bandana will be adopted by designers and creative directors and integrated into their fashion shows; worn by press, celebrity guests and digital influencers attending the shows; and embraced by fans and followers of fashion around the world, as the next cycle of fashion weeks weaves its way from New York to London to Milan and Paris.

I'm writing to invite you to support the #TiedTogether movement in your fashion week coverage, in support of human unity and inclusiveness amidst growing uncertainty and a dangerous political narrative peddling division on both sides of the Atlantic.

Here are the messages we are communicating to the industry and to consumers about getting involved:

EVERYONE:

- Tie a white bandana around your wrist, neck, head or handbag
- Upload an image of your bandana to social media
- Tag someone to show you are #TiedTogether, as friends, family, neighbours and humans
- Register your support on tiedtogether.businessoffashion.com

INDUSTRY PROFESSIONALS:

For designers: incorporate white bandanas in your fashion shows or wear a white bandana in your final bow

For models: wear white bandanas to castings and between shows

For street style photographers: shoot people wearing white bandanas

For editors: include images of white bandanas in your round-ups and coverage

If you'd like to find out more about #TiedTogether and discuss ways of participating in this movement, please visit tiedtogether.businessoffashion.com or email tiedtogether@businessoffashion.com

Kind regards,



Imran Amed

Founder & CEO of The Business of Fashion