



Searching for God in London Fashion Week.

On the eve of London Fashion Week, a film launched by the Church of England reveals the compassionate side of fashion, an industry whose ethics are often questioned.

The film explores how the Bible references clothing including Lydia, 'a merchant in purple cloth' and thought to be the first convert to Christianity in Europe and the description of Jesus in heaven with a gold sash around his chest, what God would do differently if He was in charge of London Fashion Week and how Christians working in fashion are brought together through prayer.

As chief operating officer of the British Fashion Council, Simon Ward was responsible for the organisation of London Fashion Week for many years. Having campaigned for improvements to working conditions of suppliers, interns and on issues of body image and identity, Simon says: 'I long to see the fashion industry show more compassion.' A new book, *The Character of Fashion*, by Simon Ward, will be launched at St Sepulchre's Church in central London on 15 September to coincide with London Fashion Week.

Through her work over 25 years in international fashion and luxury brands Chrissie Abbott is a familiar face at London Fashion Week. She started a prayer group nine years ago for people who work or study in fashion that meets in the heart of London regularly and during London Fashion Week. A founding member of the group Fashion for Christ, Chrissie says: 'The group has gone from strength to strength and now includes models too.'

Rev Peterson Feital is Missioner to the Creative Industries for London Diocese and founder of The Haven+, a charity that gives spiritual support to people working in the fashion and entertainment industries. In the film he talks of his chaplaincy role to those working in the sector and about how through fashion we can affirm 'the way God has made us...without feeling trapped or condemned by it.'

The film can be found here - <https://youtu.be/d9vE3mfVCrE>

ENDS

Notes for editors

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Simon Ward - <http://www.simonwardlondon.com/>. More details about The Character of Fashion - www.thecharacteroffashion.com

Rev Peterson de Feital <http://www.kbapr.com/our-clients/health-and-wellbeing/the-haven-london-rev-peterson-feital/>;

<https://m.youtube.com/watch?v=JpOJ3ilDayQ>

London Fashion Week - <http://www.londonfashionweek.co.uk>

British Fashion Council - <http://www.britishfashioncouncil.com/>

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