



WHAT IS FREEDOM AND FASHION?

Too often, fashion shows focus on the art of fashion design without deeper, substantial understanding of the impact the art form may or may not have on society. On one side of the fashion industry is art and culture, wealth and privilege, style and grace — society's representation of what it means to be beautiful. The flip side, however — the hidden side of the fashion industry — is the exploitation of factory workers, cotton harvesters, and enslaved children.

Freedom and Fashion (FnF) seeks to reconcile this through our Freedom and Fashion Designer Showcase and Trade Show. All merchandise featured and sold at, or promoted through, FnF events are from non-profit organizations and companies that practice fair trade and/or provide critical job sustainability in various areas of the world.

FnF draws the social injustices of the fashion industry from the background of consumer awareness to the foreground, and transforms shoppers into conscious consumers with our call to action!

Injustice anywhere is a threat to justice everywhere.

— Dr. Martin Luther King, Jr.



OUR MISSION & BOARD OF DIRECTORS

FnF is dedicated to educating society about the global social issues of modern-day slavery, sex trafficking, child labor, and human rights violations. FnF addresses these injustices through the purchasing power of conscious consumerism, by increasing the demand for socially responsible and ethically produced goods and ensuring they are readily available to consumers.

B. Kim

Founder, President and CEO
merely@freedomandfashion.com

Doris Ng

Vice President
doris@freedomandfashion.com

Jeremy Chin

Treasurer
jeremy@freedomandfashion.com

Jenni Kim

Secretary
jenni@freedomandfashion.com

Yvette Ollada

Director of Partnerships and Corporate Relations
yvette@freedomandfashion.com

Jeanne Heo

Director of Art & Production
jeanne@freedomandfashion.com

Kevin Escudero & Sarah Yang

Co-Directors of College and University Communications
kevin@freedomandfashion.com
sarah@freedomandfashion.com

Danny Rha & Stephanie Cho

Co-Directors of Volunteers
danny@freedomandfashion.com
stephanie@freedomandfashion.com





OUR WORK

Advocate Freedom. Promote Fairness. Love Greatly.

Driven by our mission, FnF's work is grounded in our three organizational goals:

ADVOCACY

FnF Advocates for fair trade labor practices in the production of consumer goods. FnF also serves to educate the public about human rights violations through FnF or collaborative events.

PROMOTION

FnF provides a market platform for companies and non-profit organizations that sell merchandise created through ethical and fair trade means with our signature event, The Freedom and Fashion Designer Showcase and Trade Show, as well as other events and publications.

LOVE

At the core of FnF is the value of God's love. By addressing the existing injustice and oppression in the supply chain through: educating our community, providing alternative purchasing means, and calling individuals to participate in the solution, FnF is living God's word and call to serve our neighbors.

OUR STORY

Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world. — Harriet Tubman

In the spring of 2008, B. Kim decided to volunteer at Nightlight, an organization that fights human trafficking and the exploitative sex industry in Bangkok. Seeing Nightlight's immense lack of material, human and financial support, Ms. Kim realized that fighting injustice was not as easy as she thought it would be. After her volunteer work was over, she learned about various organizations like Not For Sale, Polaris Project, and others that were doing work on the front lines — fighting the same fight as Nightlight. But the parallel she found among all of the organizations was the consistent need for support.

That winter, she realized she could use her passion for art and fashion for a purpose greater than just artistic expression: producing a fashion show that only showcases and sells merchandise from non-profits or fair trade companies would be her creative outlet to advocate for social justice. Thus, the concept for Freedom and Fashion was born.

FnF began as a collaborative project of the Newsong Church, the UCLA Christian Students of Conscience and the UCLA Alpha Gamma Omega Chapter. The core team of five had their first meeting at Ms. Kim's apartment in early 2009. As the months progressed, the community interest and volunteer involvement grew immensely. Driven by fate, FnF is now an organization comprised of students, working professionals, artists and social justice groups seeking to grow beyond its recognition under the Newsong Church to become its own 501 (c) (3) designated organization early next year.

Although FnF is in its infancy, it is now a legitimate force in the social change movement — we are a team of intensely dedicated Board of Directors, committees and volunteers from various talents and "walks of life." We are excited to present our first: Freedom and Fashion Designer and Showcase and Trade Show on November 19th.

OUR PARTNERS

All designs and products featured at, sold at, or promoted through FnF events are produced or approved by our partner organizations. Freedom and Fashion doesn't just partner with anyone! FnF partners have gone through a thorough screening process to ensure their mission is consistent with the FnF values of fair trade guided by standards set by the FLO (Fair-trade Labeling Organization). Our partners are non-profit organizations and companies that are certified Fair Trade and/or provide much needed job-sustainability in various areas of the world.

def.i.ni.ción



laLESSO



OUR SPONSORS

We are so grateful to have the support of these fabulous companies and organizations. Without their generosity and spirit of community, the Freedom and Fashion Designer Showcase and Trade Show would not have been possible.



**Funds through employee matching program.

EVENT SCHEDULE AND PROGRAM

THURSDAY, NOVEMBER 19th, 2009

- 12 - 3 PM** Partners and FnF Staff ONLY: Setup and Prep
- 5 PM** Press Reception
- 6 PM** DOORS OPEN
- 7 PM** Fashion Showcase and Program
- 8-10 PM** Shopping

UCLA Parking Map of Area & Structures.



<http://www.transportation.ucla.edu/portal/maps/parkingmap/0206UCLAParkingMap.htm>

Please pull up to the information booth on Westwood Blvd. and ask for the Freedom and Fashion show in Ackerman Grand Ballroom inside Ackerman Union. Lot 6 and 4 are the closest to Ackerman Union and all-day parking is \$10.

ALPHA GAMMA OMEGA / CHRISTIAN STUDENTS OF CONSCIENCE / NEWSONG LOS ANGELES
WITH **FREEDOM AND FASHION**

PRESENT

THE PREMIERE **FREEDOM AND FASHION** DESIGNER SHOWCASE AND TRADE SHOW

We hope you will join us for an evening to:
Advocate Freedom. Promote Fairness. and Love Greatly.

The event is **FREE** to attend, but RSVP is appreciated.
Please RSVP to be added to the GUEST LIST: <http://FnF.eventbrite.com>.

There is limited unreserved seating on a first come first served basis.
Premiere seating is LIMITED and RESERVED for Sponsors, Donors, Press and Buyers.

TO RESERVE DONOR SEATING, Please visit: <http://FnFdonor.eventbrite.com> OR
Complete the enclosed donor and sponsorship form
(includes premiere seating, gift bag, and invitation to attend the FnF Wrap Party).

\$45 donation receives (1) Donor Reserved Seat
\$80 donation receives (2) Donor Reserved Seats

SPECIAL ADVANCED OPPORTUNITY Donor Reserved Seating available
before November 11th (includes **ADDED BONUS**: complimentary entrance to the
Black Card Circle Foundation VIP FnF Sneak Preview event).



PRESS INQUIRIES AND CREDENTIAL APPLICATIONS:
PRESS@FREEDOMandFASHION.com



E-MAIL US
INFO@FREEDOMandFASHION.COM



SEARCH
FREEDOMandFASHION.COM



FOLLOW US
[@FREEDOMnFASHION](https://twitter.com/FREEDOMnFASHION)



BECOME A FAN
Freedom and Fashion

