



PRESS RELEASE

Brighton based start-up a success at unique St. Andrew's fashion show

18 April 2016

Gender Free World (GFW), a Brighton-based start-up providing clothing and products for individuals regardless of their gender, have been praised by clothing designers and models at a unique new fashion show in Fife, Scotland.

'Label Fashion Show', a new event aiming to bring marginalised identities into the fashion industry spotlight with a body positive fashion show, featured GFW's gender neutral shirts in their inaugural runway show in St Andrews last night.

The new range of shirts, designed by GFW to promote fashion which portrays who individuals are through what they wear, were positively received by fashion industry executives, models and audiences alike.

Jo Boon, Founder and CEO of Label Fashion Show, explained: ***"Most fashion is designed to be exclusive but we wanted our show to be inclusive and Gender Free World absolutely represented what we wanted to talk about and the message of our show. All of our models love their stuff, we have a number of gender fluid and new-gender models in our show and they have said how they feel so much more comfortable in GFW's designs than any other brand."***

Inspiration for the Label Fashion show has been drawn from a rich array of situations and people, from friends and experiences at university to the UN Women Goodwill Ambassador actress Emma Watson, and fashion designer Stella McCartney to activist David Ikard.

Lisa Honan, Co-founder and Director of Gender Free World, said: ***"We're really pleased to be working with such a progressive fashion show who, like us, promote clothing and style regardless of sex or gender. An overwhelming amount of the feedback we receive from customers showed that whether they were slim, short, tall, busty or petite, regardless of sex they struggled to find clothes that fitted their personal choice and so we're delighted that the models at Label felt our range of shirts didn't pigeon-hole them like this."***

The Label show came from Jo Boon's experiences at University which prompted her to create a platform where she could speak out and reclaim her own body. The original concept was to promote gender identity and to encourage people to be positive about their bodies and who they are, while providing an opportunity for individuals not to feel marginalised. Models were selected through an open call, based not on their looks but why they wanted to be involved and the show will feature models with disabilities, mental health issues, survivors of sexual violence and many others who have felt excluded in life. The show is being hailed as a response to fashion culture's barrage of negative imagery and body shaming tactics.

Jo added: ***“We saw so many amazing people and the show has already been so positive to everyone involved in terms of counterbalancing the negative messaging the fashion industry currently push on people. I’m amazingly proud of what we’ve achieved with Label Fashion Show giving people chance to really embrace their bodies and support one another, and it really feels that to an extent we’ve already succeeded. Working with brands like Gender Free World we’re creating a new community to support individuality, give people a platform to support themselves and we hope to be able to shape each show going forward and continue making a difference.”***

The shirts are available to buy online and in order to make sizing simple for all body types GFW have created an easy to use sizing chart customers can use and will send out a bespoke tape measure with every order. The company have big plans for the future with new ranges coming soon and plans to branch out into children’s clothing, toys and more over the coming year.

To pre-order any of the new range, find more information about sizing and body shapes or for terms and conditions, visit www.genderfreeworld.com

ENDS

Images:

- 1. Gender Free World - Group Image**
- 2. Gender Free World – A model wearing GFW’s Penguin Print Long Sleeve Shirt on the Label Fashion Show runway**
- 3. Gender Free World - Model wearing GFW’s Charlie Range**

Digital media <https://youtu.be/6--llo09Cl4>. File available on request

Please contact us directly at hello@sea-pr.com **for hi res images of all GFW products.**

Notes to the Editor



Gender Free World – aka Gender Neutral Clothing

Gender Free World founded in 2015 by a consortium of like-minded individuals who passionately believe that what we have in our pants has disproportionately restricted the access to choice of clothing on the high street and online. What started as conversation about buying shirts that were essentially less feminine in their cut and colours, became an obsession with the highly gendered world of retail across the board. From clothing to gifts, toys and toiletries, we are forced to define a gender before making purchases. The more apparent this became, the more bizarre but prolific it seemed.

We will source and sell manual workwear for smaller people and gender neutral kids clothes. We will also sell gender neutral toys and other goods as appropriate.

Manufactured in the UK - we are proud to be offering you British produced quality shirts.

Gender Free World, Unit C5, Knoll Business Centre, 325-327 Old Shoreham Rd, Hove, East Sussex BN3 7GS

<http://www.genderfreeworld.com> / Tel: +44 (0) 1273 284482 / Monday –Friday: 9am - 6pm / Email: info@genderfreeworld.com

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