

Spring-Summer 2021

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Lack of education

For this year's Spring-Summer 2021 edition, it's time to bring out an important challenge the world has been facing for several years. Nowadays, having an education is one of the most important factors to have if you want to make it to the big world. Unfortunately, many children and adults do not have the means to receive this privilege. The lack of education in many countries is a current situation our world is facing. No schools to learn in as well as teachers not having the sufficient training to teach takes away of these people being one step closer to chasing their dreams, leaving the country, or even practicing in a foreign place. About 262 million children and young people across the globe are not in school.

A brief mention of the lack of education and infrastructures to learn was mentioned on WGSN in 2017. However, there is nothing in the following forecasts. On June 22 2017, an article about West Africa was written. The article mainly speaks about the sources west africans have to build themselves a future. In one of the first pages, the lack of education many may have is briefly spoken of.

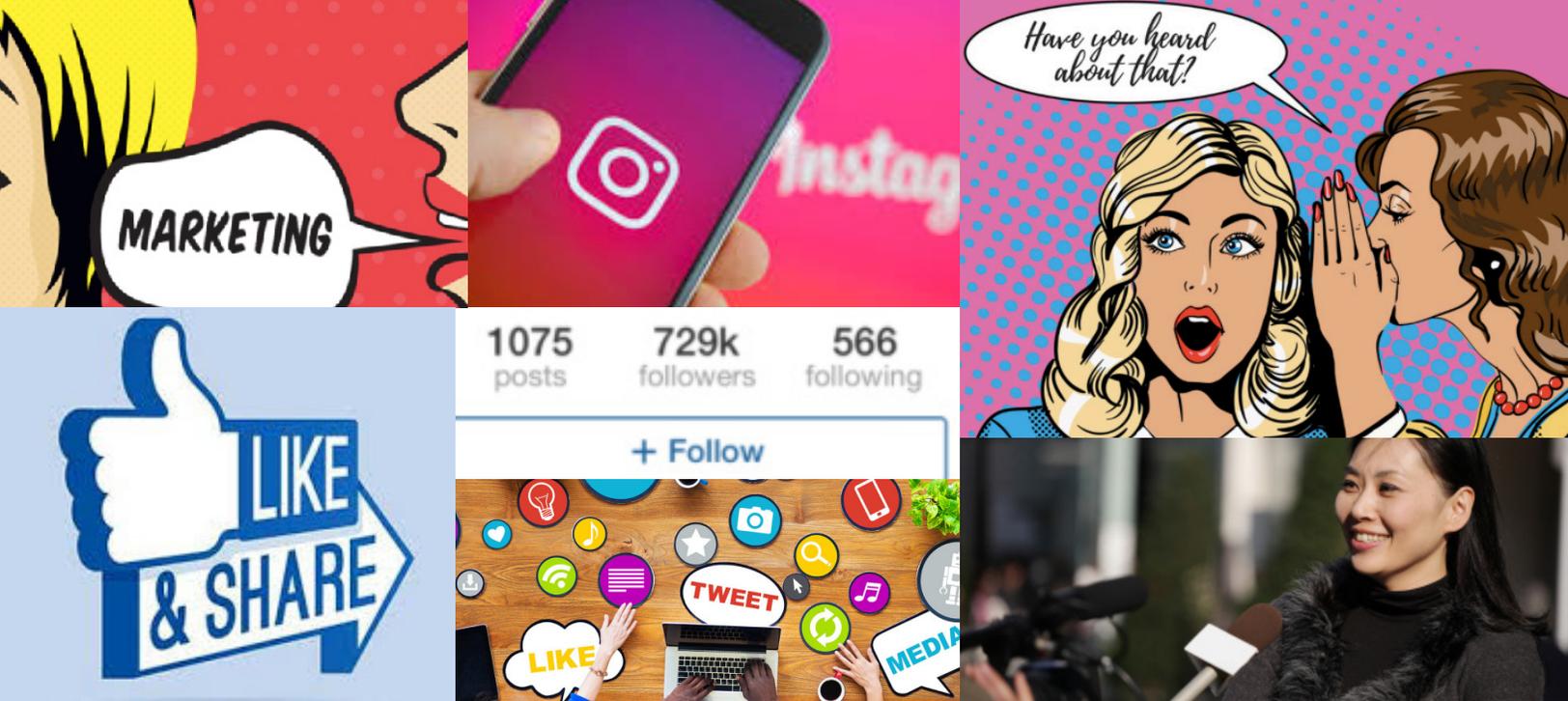


Many other issues around the world such as environmental issues have an impact on consumers and their fashion purchasing habits. People who receive a better education and who learn and hear about social, political, environmental, and a bunch of different challenges going on around the world would be more aware when shopping. They would make sure they are buying clothing made of sustainable fabrics, buy from stores that don't use child labour, that give their workers a safe working space, etc. Education is not only about learning math or science, but also about what is going on around us and how we can help save it.



Companies such as Care and BuildOn are some of the many companies taking a stance and trying to help improve education. Care is a communications platform online that allows millions of people across the world to donate, volunteer, or even adopt a child to help their situation. The money goes towards getting the children uniforms, building schools, getting trained teachers, and even the essential means to get a child from home to school. Another company called BuildOn, designed by a finance graduate, hires architects and construction workers to help families who volunteer and donate towards building schools internationally.





These fashion shows offer many solutions to this problem. Firstly, the fashion show's main goal is to raise money for education. The money goes towards building schools, sending people out to build, train teachers, supply uniforms, school buses, and more. A ticket to this show is roughly 100\$ and is filled by about 20,000 people depending on the arena. Just there, about 2,000,000 is raised and is all going towards this cause. Not only will EFA raise money from ticket profit, but through donations at the show and sponsors. In addition, as the show will be in collaboration with many known brands, the event will be getting lots of visibility and will be going around the media. This will help spread the word about lack of education and may incite people to react and help make a change by participating in the show, helping out, sponsoring, and doing anything that would help.



These events are mainly inspired by big fashion week shows. EFA concentrates on finding extremely unique pieces as well as setups, and tries to get luxurious brands to hop on the train and help bring together the show. As is it known to be highly expensive and hard to attend a real high end runway show, EFA gives the opportunity to just about anyone to view the show and get a somewhat similar experience. By having known brands collab with us, the marketing will be easier to spread the word. Whatever a brand may offer to give or lend to us, we take. We are based on being unique in order to attract the public eye on the event as well as the cause. The aesthetic is fairly different year to year as the themes are different. However, we are focused on class and elegance. We are inspired by Dior, Chanel, and yeezy fashion shows which are very different, yet demonstrate their image very clearly.

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