

VIVIENNE WESTWOOD



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Vivienne Westwood was born in 1941 and moved to London 17 years later. She began designing in 1971 along with her then partner, Malcolm McLaren, when London was at the forefront of cultural trends. In 1984 she launched her own fashion line and in 2004 the V&A hosted a Vivienne Westwood retrospective exhibition to celebrate her 34 years in fashion – the largest exhibition ever devoted to a living British fashion designer. In 2006, her contribution to British Fashion was officially recognised when she was appointed Dame of the British Empire by her majesty Queen Elizabeth II.

Vivienne Westwood has always used her collections and catwalk shows as a platform to campaign for positive activism. She has spent many years tirelessly speaking out about the effects of climate change and over-consumption and has mobilised international attention around ecological crusading.

"The Revolution is already begun. The fact of man-made climate change is accepted by most people. Through every walk of life people are changing their values and their behaviour. This continues to build the Revolution. The fight is no longer between the classes or between rich and poor but between the idiots and the eco-conscious." – Vivienne Westwood

In 2012 Vivienne inaugurated the 'Climate Revolution' at the London Paralympics closing ceremony and continues to rally charities, NGO's and individuals to join forces and to take action against disengaged political leaders and big business.

Vivienne is a Trustee of human rights organization Liberty and patron of Reprieve and is also a campaigner for Amnesty International and War Child.

For a number of years, along with husband and design partner Andreas Kronthaler, Vivienne actively supports the charity, Cool Earth in their efforts to save the rainforest and stop climate change. Cool Earth works with local communities to halt rainforest destruction. This ground-up approach has been proven to be the most effective way to mitigate the effects of global carbon emissions on climate change. By putting local people first, Cool Earth can safeguard the future of the world's rainforests. Vivienne and Andreas have donated more than £1 million to Cool Earth. They've galvanised industry friends to join the cause and have dedicated two fashion shows to Cool Earth. In 2013, Vivienne and Andreas travelled with The Times to visit the Asháninka rainforest project that they have funded, and following a week spent living with a tribe in the Peruvian Amazon, Vivienne lobbied the Peruvian government on their Forestry Programme. Their zeal for rainforest protection is incomparable, they were made patrons of Cool Earth in 2015.

Over the last 20 years Vivienne has also campaigned and fundraised for the Environmental Justice Foundation and Friends of the Earth- amongst hundreds of other grass roots charities and campaigners.

Vivienne is an ambassador for Greenpeace and in 2013 designed their official 'Save the Arctic' logo and in 2015 launched a global campaign to stop drilling and industrial fishing in the area.

Since 2011 Vivienne Westwood has worked with the United Nations, Environmental Protection Agency to re-establish the fragmented forests of Europe and has also joined forces with the International Trade Centre- a joint body of the UN, to produce bags through their Ethical Fashion Initiative. The programme currently supports the work of thousands of women from marginalized African communities and

empowers informal manufacturers and craftspeople to enter the international value chain - providing an income for some of the poorest people in the world. The collections are created using recycled materials from slums and land fill and the income helps to stop the need to continue deforestation in the area.

In September 2017, Vivienne Westwood, along with the British Fashion Council, and support from the London Majors office, launched the SWITCH to Green campaign to bring the fashion industry together to lead in ambitious climate action. The ongoing campaign encourages industry leaders to commit to SWITCH all UK offices and stores to a green energy supplier by 2020. As part of the SWITCH campaign, Vivienne Westwood uniquely brought together four of the biggest green energy suppliers together to offer businesses quicker, measurable switches to a verified green provider, via the new SWITCH Platform: www.switchcampaign.uk

Vivienne has also written her ideas in a Manifesto called "Active Resistance to Propaganda". The AR Manifesto is rooted in culture as the stimulus to save the planet for the future. These campaigns and philosophies are recorded in Vivienne's diaries: www.climaterevolution.co.uk

"It's a war for the very existence of the human race. And that of the planet. The most important weapon we have is public opinion: go to art galleries, start to understand the world you live in. You're a freedom fighter as soon as you start doing that." - Vivienne Westwood