

Model Management Creating Change: WE SPEAK'S (EVOLVING) GUIDE TO A BETTER INDUSTRY

Working with We Speak models means working toward a just industry. By hiring a We Speak model, our partners are supporting ethical, people-first decision making in an industry where such practices have long been missing. Our industry will never be perfect, but it can be better. Below is one guide (created in collaboration with models) We Speak uses to assist in making decisions and we encourage others to do the same. Join us and make your impact.

TOKENISM

Tokenism is real and it is hurtful. Tokenism is the bi-product of bias: a performative effort towards representation without including those you seek to represent in the greater conversation. Real inclusion and equality in fashion is a commitment to do better. It is a commitment not just to show Black, POC, LGBTQ+, disabled bodies, and all age groups in advertising, but to include these and other marginalized people in the workforce and conversation. *That means:*

- Hiring those from marginalized communities in positions of power.
- Hiring hair stylists and makeup artists equipped for all textures of hair and all skin tones.
- Planning ahead for predetermined hair or style changes. Reimburse and compensate for styles requiring model's time before shoot day. Consider non-traditional and protective styles.
- Hiring experienced stylists who can fit and dress bodies of all sizes.
- When casting, refuse to "tick a box." Include casting considerations for non traditional features. Consider models of all walks of life. Your campaigns will be authentically inclusive when your internal teams are, too.
- Have an understanding of and respect for model requirements and make the whole set aware in advance. This includes hair, wardrobe/modesty, gender pronouns, dietary restrictions, etc.
- Being aware of cultural appropriation: ie. do not ask models to don contrived cultural symbols that do not match their personal beliefs or background.
- **Listening & educating** yourself and those around you how to do better.
- Engaging in conversation that does nothing to make light of or demean on the basis of race, age, ethnicity, gender identity, weight, ability level, and other aspects of personhood.
- Allow a safe space for models to speak up without judgment or backlash by discouraging discrimination of any sort immediately and verbally.

THE PLANET

In fashion, we have a responsibility. Our industry holds power. We represent and spotlight the most powerful influencers on the globe. It's our responsibility to enact the change we wish to see. While this won't happen overnight, our individual actions will add up when we act toward a common goal. We encourage you to make the changes both on set and off:

- Consider making content production a zero waste/carbon-neutral activity.
- Eliminate plastic bottles from set completely. Use reusable bottles instead.
- Consider providing sustainable local and organic farm sourced food and **donating** leftover food.
- For large companies and large productions, consider purchasing carbon offsets to balance what cannot be eliminated.
- Secure set locations and studios that place an emphasis upon renewable-energy.
- Dismantle the overproduction of products and invest in biodegradable fabric along with non-harmful chemicals that push your company towards slow fashion.
- Commit to producing quality products made to last.
- Eliminate animal testing.
- Commit to carbon-neutral packaging and consider new ways packaging can be reduced, reused, and recycled.
- Consider ways to incorporate renewable products and materials into production. Find ways to repurpose old materials and designs to promote zero waste.
- Source an ethical manufacturing and supply chain from beginning to end. Consider staying local.