

2 november 2023

To Members of the Global Fashion Community,

A Call for Solidarity: Fashion United for Humanity

Fashion has always been a powerful force in shaping culture, influencing perceptions, and advocating for change. Today, we write to you as creative individuals, and as a collective voice, urging you to join us in an urgent call for humanity.

On October 7th, Hamas terrorists have committed horrible massacres inside Israeli towns, and are now holding over 240 hostages, mostly innocent civilians, many of them young children. The Israeli response to this unprecedented attack has caused many casualties inside Gaza. This crisis is a heart-wrenching tragedy that not only affects the lives of those directly involved, families who lost their homes and their loved ones, but also creates deep turmoil around the world.

We are well aware of the complex geopolitical history of this conflict, but we firmly believe that the humanitarian release of the civilian hostages held by Hamas is the key to save lives on both the Israeli and Palestinian sides.

As members of the global fashion community, you hold immense influence, and the ability to inspire change on a grand scale. Today, we implore you to use your platform to advocate for the immediate humanitarian release of civilian hostages in Gaza. By doing so, we believe you can directly influence the wellbeing and safety of thousands of people in both the Israeli and the Palestinian communities, and **help prevent further bloodshed**.

You are agents of creativity, who have the ability to grasp complexity across industries, manufacturing processes, aesthetic trends, and so on. This exact ability to hold complexity is extremely necessary when formulating and expressing opinions about the Israeli-Palestinian conflict, and we encourage you to observe the current situation from as many possible directions as you can.

Fashion is a language that knows no boundaries, and it can be a unifying force in the face of adversity. Let us unite as a force for change, and use our collective influence to save lives, create new opportunities for dialogue, and above all - **demand an end to suffering**. With deep respect,

The Israeli Fashion Community;

[An updated list of all signatures - over 250 people signed!](#)

Sybil Goldfainer, Founder and CEO, *Comme il Faut*
Leah Perez, Dean of School of Design, Haifa University
Dr. Meital Peleg Mizrachi, Post Doctoral Fellow, Yale University
Hagar Alembik, Founder and Fashion Designer of Alembika
Michal Chelbin, Fashion photographer
Shahar Avnet, Fashion Designer and Artist
Motty Reif, Founder Tel Aviv fashion week
Sharon Tal, Head designer and owner, Maskit
Dudi Hasson, Fashion photographer
Sun Mizrahi - Model
Nir Hezroni, Founder & CEO - Inch" MODELS MGMT
Maya Negri, Owner and creative director at MayaNegri Israeli fashion brand
Ira Goldman, Fashion Designer and Lecturer, Shenkar College and Bezalel Art Academy
Maya Arazi, Senior lecturer, Shenkar College
Doron ashkenazi, Fashion Designer
Meital Weinberg, Creative Director and ceo at dmwa branding studio
Shay Lee Nissim, Fashion stylist
Tomer Almoznino, Fashion stylist
Kedem Sasson, Founder and Fashion Designer
Omri Emile Abraham, Fashion photographer
Ray Segev, Content creator & Podcaster
Gal Dahan, Model
Avia Malka, Actress & Model -
Romi Peled, Model
Ronit yudkevitch, model
Ori Lehavi, Head of Creative & CEO, Daniella Lehavi
Ya'ara Keydar, Fashion Historian and Curator
Tuma Gilon, mua
Shirly Buganim, model
Galit Gutman, model
Zohar Shitrit, fashion photographer
Lior Green, Hair and makeup artist
Miri Davidovitz, fashion photographer
Yana Goor, Model & Actress
Amit Zantkern Lavi, Founder & Editor ARE MAG
Reut Zantkern, Founder & CEO ARE MAG
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**In the name of thousands in Israel and around the world,
united behind this message, including our partners at:**

