

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 Mizrahi**, 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:**

