

LA: Vegan Fashion Week Rundown

February 8, 2019

Fashion, Design & Beauty





©Vegan Fashion Week

From 6th February, the first Vegan Fashion Week makes its grand debut in Los Angeles, in a collaboration between fashion and activism, in the form of a four-day experiential tribute to animals.

Vegan Fashion Week is dedicated to elevating ethical fashion globally. This four-day event is designed to empower conscious brands and humans with an elevated platform for achievement, inspiration, and discovery. A tribute to the animals and an ode to the end of animal exploitation in all forms, with two fashion runways at the Natural History Museum of Los Angeles and California Market Center in Downtown LA.

Vegan Fashion Week is produced and curated by French creative director and animal rights advocate, Emmanuelle Rienda, and merges fashion and activism with a deeply conscious twist.

Ahead of the events for New York Fashion Week, Vegan Fashion Week invited like-minded designers and activists to the runway to showcase innovative, cruelty-free, and sustainable styles. Designers included: Dr. Martens, Matea Benedetti, Noemie Devime, Altiir, Bayem, Ecopel, Enda, New Rock, Mink Shoes, Mistohn, Sarah Regensburger, Chloe Trujillo, Vegan Club, WastedLA, Arsayo...

Vegan Makeup: Kat Von D Beauty

Vegan Hair Products: Giovanni Cosmetics

Vegan Model Agency: Margaux The Agency

Key Makeup Artist: Charlotte Prevel

Key Hair Stylist: YUYU Yudelka Gonzalez Hair

Light Designer: Emmanuelle Pedron

Creative Director: Emmanuelle Rienda

"I created a collective runway with curated designer pieces from across the globe to show vegan alternatives that are ethical, sustainable and elevated," says Vegan Fashion Week creator Emmanuelle Rienda. "We showcased Piñatex[®] pineapple leather, apple leather, eco-friendly faux fur by Ecopel[®], faux wool, cork exotic skins and more."



©Vegan Fashion Week

In attendance at the California Market Center were notable vegan enthusiasts including Moby, Mena Suvari and Harley Quinn Smith among press, influencers, and the VIP ticket holders. Upon arrival, attendees were treated to culinary innovations by French *Naturaw* Chef Marie-Sophie L, plant-based, **vegan cocktails from Café Gratitude with FAIR. spirits**, and a musical performance by harpist Naomi Greene prior to the runway show.

"After a very successful launch, I am already planning the next vegan fashion week in one of the biggest fashion destinations of the world," says Rienda. "I am on a mission to challenge the fashion industry at its roots until cruelty-free is the norm."