FOR IMMEDIATE RELEASE

**Vegan Fashion Week™ Collaborates with Red Carpet Green Dress For 2020 Oscars Campaign**

Los Angeles, California (February 10, 2020) — Vegan Fashion Week™ was invited to contribute to Suzy Cameron’s Red Carpet Green Dress™ pre-Oscars party. The annual pre-Oscars Gala hosted an intimate plant-based dinner and cocktail party with over 100 friends, partners and industry executives to celebrate the collaboration with textile giant Lensing’s new luxury brand TENCEL™ Luxe. The event was held at the Absolut Elyx house in the Hollywood Hills, where RCGD founder Suzy Amis Cameron’s husband James Cameron hosted the evening.

Vegan Fashion Week’s 2020 theme is Expansion, this year is also synonymous with Collaboration. Emmanuelle Rienda, Founder & CEO, selected eco-luxury designer Matea Benedetti to represent Vegan Fashion Week with the creation of a surprise gown unveiled at the party. The dress is animal free and able to biodegrade in water, soil and compost under industrial, home, soil and marine conditions. TENCEL™ Luxe textiles can fully revert back to nature — within 8 to 12 weeks. The filament yarn is derived from wood pulp from sustainably managed sources, which means it is 100% plant based.

“This collaboration is the symbol of the future of fashion where Sustainability meets Ethics. Our mission at Vegan Fashion Week is to lead and inspire positive change through fashion, because Fashion is Activism” says Vegan Fashion Week creator and animal rights activist, Emmanuelle Rienda.

Our founder Emmanuelle is both humbled and honored to be such a main feature of this year’s RCGD event alongside all the high-profile, eco-conscious attendees such as French actress Léa Seydoux, Kaitlyn Dever, Mena Suvari, Danielle Macdonald, Tiffany Haddish, Zelda Williams and Tyrese Gibson. We thoroughly believe this won’t be the last time you’ll see Vegan Fashion Week alongside a historically founded fashion institution; our involvement in this Oscars event proves that the call of Emmanuelle has been received. We officially have a reserved seat at the table.

Vegan Fashion Week returns to Los Angeles the first week of April 2020, for its third edition.

For more information visit [www.veganfashionweek.org](http://www.veganfashionweek.org).

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**About Vegan Fashion Week:** Vegan Fashion Week™ (VFW) is the World’s Leading Ethical Fashion Movement. A countercultural perspective on fashion, lifestyle and intersectionality. Vegan Fashion Week™ has proven to be a historic event because of its unique message and global impact both in the media and the fashion industry. The concept is outpacing major mainstream fashion movements with superior media impact and farther reach.

**About Red Carpet Green Dress:** Red Carpet Green Dress™ (RCGD) is a women-led global change-making organization. Conceived in 2009 by Suzy Amis Cameron, RCGD challenges designers from around the world to deliver eco-friendly garments through a no-waste approach, focusing on social impact consideration, fair and humane treatment of manufacturers, a clear supply chain, and materials which use a high proportion of recycled and biodegradable materials.