First Ever Vegan Fashion Showroom Opens in Los Angeles

LOS ANGELES — Vegan Fashion Week™ takes the lead by launching the first fully vegan showroom in the world to promote ethical fashion. Developed as a solution to the suspension of in-person events due to COVID-19, Vegan Fashion Library is a permanent multi-brand showroom in LA. The concept aims to inspire and support ethical designers by offering a creative answer to the current environmental crisis, proving that cruelty-free is the future of fashion.

“Fashion is the semiotic representation of our social and political climate, and Vegan Fashion Week is the unapologetic voice leading the charge for change in the fashion industry,” said Emmanuelle Rienda, founder and creative director of Vegan Fashion Week.

Rienda’s mission emphasizes how animal byproducts are ranked highest among the most unsustainable materials used in fashion. This exploitation is directly linked to climate change, deforestation, and global pandemics - outbreaks of which have been identified on mink fur farms in various countries, including the Netherlands, Spain, and the United States. A conscious innovative lifestyle is the first step towards a sustainable future and consumers can begin making impactful decisions through ethical fashion choices.

“We are leading positive change through conscious creativity. Let’s take this opportunity to think about the cause of the pandemic, see beyond social distancing to create new awareness and change behavior,” Rienda continued, “We need to rethink the way we consume, what we consume, and how to sync sustainability with ethics.”

Vegan Fashion Library is an essential stop for retailers, stylists, and celebrities looking for unique ethical fashion samples. Located in the heart of downtown LA, this innovative concept is offering designer clothing, footwear, and accessories for editorial photoshoots, award shows, and film set wardrobes. The new industrial loft is filled with leading plant-based innovation including apple, cactus and pineapple leather, plant-based wool, vegan silk and more. By appointment only, this unique space offers convenient curbside pick-up and returns with implemented COVID-19 safety procedures.

In addition to the showroom, the ethical platform launched an online boutique as a premium shopping destination for fashion savvy consumers looking for a globally curated selection of vegan designers. Designers include Sylven New York, Bohema, Enda New York, Benedetti Life, Julien Esteves Berthier, and The Sweet Traveller. More information about the designers can be found here.

For more information, interview requests, and high-resolution imagery: press@veganfashionweek.org.

Vegan Fashion Week™ is the world’s leading ethical fashion movement founded in 2019 by ethical fashion expert and creative director Emmanuelle Rienda. The concept’s unique message and countercultural philosophy highlights leading innovators in fashion, lifestyle, and intersectionality. Vegan Fashion Week seeks to disrupt the status quo with its concept and global impact and is paving the way by syncing sustainability and ethics in the fashion world. For more information, visit www.veganfashionlibrary.com and www.veganfashionweek.org.