

One Dress: PLANET by the House of TAMMAM

Official showcase of the finished dress - **London Fashion Week, September 2024**

Saving the Planet in Style – A Dress against Ecocide - Renowned British sustainable fashion designer Lucy Tammam is using her platform at London Fashion Week in September to call for stronger legislation to protect our planet. In partnership with Stop Ecocide International, TAMMAM is creating One Dress: PLANET is a unique one-of-a-kind gown that embodies a commitment to environmental protection which will be showcased during their annual collection catwalk show.

Ecocide: A Crime Against the Earth - Stop Ecocide International is the driving force behind the growing global movement to recognise ecocide as an international crime, now being discussed by governments across the world. Ecocide legislation aims to promoting responsible and sustainable practices by holding business leaders and government policy makers personally and criminally accountable for decisions that result in severe environmental harm.

A legal definition of ecocide, as drafted by a panel of international expert lawyers and launched in 2021, has now been considered at governmental level by 27+ countries and is gaining traction worldwide. In 2024, Belgium introduced a domestic crime of ecocide, while the European Union included qualified offenses in its newly revised Environmental Crime Directive that can be considered 'comparable to ecocide'. Additionally, new ecocide legislation is advancing in Peru, Brazil, Scotland, the Netherlands, Italy, and Mexico.

One Dress: PLANET - TAMMAM's One Dress: PLANET is a collaborative couture piece that challenges the traditional fashion model. Instead of producing replicas of a design, this single gown will be adorned with hundreds of hand-embroidered flora, each purchased by an individual. These floras represent a commitment to protecting the planet and make the purchaser a co-owner of the dress. The finished dress, a spectacle of colour and craftsmanship, will be unveiled at London Fashion Week in September, it will then embark on a global tour, including climate events, to raise awareness of ecocide and inspire action.

A Call for Change - Tammam believes the fashion industry must play a crucial role in addressing climate change. By creating a platform for dialogue through fashion, she aims to engage a wider audience in environmental issues.

"Clothing is the best way to start a conversation," says Tammam. "One Dress: PLANET is a powerful tool to spark important discussions about ecocide and the urgent need for legislative change."

Not a newcomer to this concept, Tammam created the first One Dress (WOMEN) in 2016-2020 and has spent the last few years working with the European Space Agency and the Climate Stripes to use imagery that evokes the problem of climate change in her fashion collections.

JoJo Mehta of Stop Ecocide says, *"We are thrilled to collaborate with the trailblazing British sustainable couture fashion label TAMMAM on the One Dress: PLANET project. Establishing ecocide as a crime will provide a legal safety rail for the fashion industry, deterring and preventing the worst harms to nature, encouraging adherence to current protective regulations, and filling the intolerable gaps left by the existing fragmented landscape of environmental laws."*

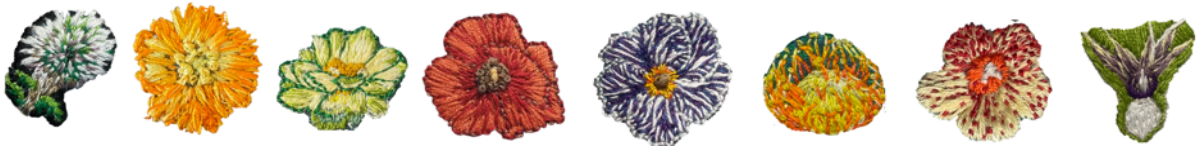
Join the Movement - By purchasing a flora at just £50 for One Dress: PLANET, individuals can contribute to a more sustainable future and become part of a global movement to protect our planet.

Floras can be purchased at - www.tammam.co.uk/onedressplanet

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