



*press release*

**Maxine Bédât**

**IL LATO OSCURO DELLA MODA**

A journey into the environmental (and other) abuses of fast fashion

**Talk with Maxine Bédât, Matteo Ward and Sara Sozzani Maino**

On Monday, Sept. 26, 2022 at 6:30 pm, talk at the Fondazione Sozzani bookstore with author **Maxine Bédât** together with **Matteo Ward**, co-founder of WRÅD Design Studio and **Sara Sozzani Maino**, Creative Talent Curator, on the occasion of the publication of the book "**Il lato oscuro della moda /the dark side of fashion**" published by **Post Editori**.

In the book, entrepreneur, researcher and advocate Maxine Bédât follows the life of a pair of jeans to reveal what happens to one of the world's most popular garments as it travels from Bangladesh to China and from there to America and Europe. From Chinese dyeing and weaving factories to sewing lines in Bangladesh and Sri Lanka, made by women working for derisory wages to America, where jeans are shipped by Amazon warehouse workers who work under constant pressure to be as fast as robots, only to end up sold for pennies in flea markets or burned in landfills. The environmental and human cost of this "journey" is certainly greater than the profits generated.

What can be sustainable economic and production models both economically and socially so that fashion can set itself the goal of minimizing its environmental impact? Maxine Bédât, in the Italian translation from the book "Unraveled" (Penguin, 2021) among the Financial Times/ McKinsey Business Books of the Year, talks about this investigation with Matteo Ward and Sara Sozzani Maino.

MAXINE BÉDAT is the founder and director of New Standard Institute, a think and do tank using data to drive accountability in industry. Maxine co-founded and was the CEO of Zady, a fashion brand and lifestyle destination creating a transparent and sustainable future for the apparel industry. Bédât has been recognized by Fast Company in its Most Creative in Business in 2022 and Oprah included her in SuperSoul 100. Bédât began her career in international law working at the Rwandan Criminal Tribunal and Allen & Overy, and received a Juris Doctor from Columbia Law School.

MATTEO WARD Graduated in International Economics from Bocconi University, in 2008 Matteo worked for Abercrombie and Fitch as Senior Manager and co-administrator of the Diversity and Inclusion Council. An active panelist of TED Talk, in 2015 he founded WRÅD, a start-up dedicated to sustainable and social innovation, finalist at Compasso d'Oro 2019. Member of Fashion Revolution Italia, he has often participated as a speaker in international panels for the United Nations (UNECE), TEDx Talk, WIRED Digital Day, Fashion Tech and Fashion Sustain Berlin.

SARA SOZZANI MAINO Educational and Scouting Initiatives Advisor for Vogue Italia. Member in the juries of prestigious fashion competitions including LVMH prize, the International Talent Support (ITS), Woolmark Prize, Fashion Trust Arabia. Advisor to international advisory boards for environmental awareness in fashion including Fashion Impact Fund and Circular Fashion System among many. Since 2018 he has been International Brand Ambassador for Camera Nazionale della Moda Italiana.

The talk will be in English.

**Il lato oscuro della moda, Maxine Bédât**

Post Editori, pp. 380, euro 25

FONDAZIONE SOZZANI

Corso Como 10 – 20154 Milano, Italia  
Tel +39 02 29004177 fax +39 02 29004080  
press@fondazioneozzani.org  
www.fondazioneozzani.org