STORYTELLING FOR A CHANGE IN THE FASHION SYSTEM

Next Gen Assembly Manifesto

We are a youth collective with diverse voices that call for a transformative change in the fashion system. With storytelling as our core instrument, we engage everyone in a journey towards sustainability, inclusivity, equity, just transition, and equitable purchasing practices to make an exponential impact. We want to make sustainability and the intricacies of the industry accessible to the wider audience because what we require right now is collective action.

Mission

Make sustainability tangible, visible, and experiential by engaging with all stakeholders—from policymakers to producers, from retailers to consumers.

A net-positive fashion system where a diversity of stories thrive; we imagine people and the planet to sit at the center of all processes and products in fashion.

Vision

Interwoven mindsets.

We believe in an interdisciplinary dialogue and a global shared understanding of fashion, its challenges, and its role in the human experience. Diverse storytelling can help change the exploitative and limiting system of fashion and amplify underrepresented voices of the supply chain as we seek to incorporate lived experiences and local realities of the global south into the narrative.

Critical creativity.

We leverage creativity as a source of solutions. Through systems thinking, we create a space of hope where sustainability paints a vivid fashion future. Storytelling stands as a strong agent for this: to stir the imagination, invoke empathy, and inspire action.

Just transitions.

As we create new narratives for fashion, we spring forward from a point of care, empathy, and regeneration for people and the planet. We advocate the push to evolve outdated business models focused on short-term profitability, and promote sustainable practices through collective actions made possible through storytelling.