

Ethical Fashion Magazine

Volunteer Recruitment

About Ethical Fashion

Ethical fashion has many definitions. It has alternative names like 'sustainable fashion', 'green fashion'...

In general, ethical fashion cares about two social issues – environment protection and people. "People" means ethics of people and inclusion of people who are normally ignored by the mainstream of the society: those who are disabled, poor, less-educated, affected by AIDs etc.

Fashion industry in general generates high pollution and conspicuous wastage due to its nature of 'chasing the trend'. Ethical fashion was firstly launched in Western by a group of designers/brands who saw the growing social issues and aimed to design, produce, sell the fashion products in an ethical way.

In general, ethical fashion primarily includes following categories:

- Use of organic material.
- Use of recycled or upcycled products.
- Use of new-invented material that is green.
- Use of wastage products
- Zero-wastage cutting technology
- Fair trade
- Offering fair job opportunity to people with disability, AIDs disease, or in poverty, those who normally don't get working opportunity from business enterprises.

Positions in Need

- Journalists
- Text Editors
- Artistic Editors
- Fashion Model
- Fashion Photographer

General requirements

- High sense of responsibility.
- Good on time management.
- Truly caring about the social issues.
- Gentle, caring and patient! All following positions will need to work with disabled people!
- Experience of working for NGO is a plus!
- Passion for fashion!
- If you are capable in multi-tasks, you are encouraged to apply for two positions at the same time.

Project time length

1 year

Volunteering Time

Different position may need different contribution on timing, it is generally between 10-15 hours per week.

What you will gain

- Show your name on a unique and valuable fashion magazine.
- Experience of working as media person
- Learn about ethical fashion
- Build up your own social networking with celebrity, media, NGO, social enterprises in Hong Kong.
- Possible opportunity of working for the project in a long term! (This will be an on-going Social Enterprise project)
- Chance of winning 2500 HKD in cash. There will be a Reward Competition upon the accomplishment of the project. One outstanding volunteer will be selected and rewarded.

Application Deadline

April 25th 2013.

Application Method

Please read through the details about the recruitment listed as below. Please send your CV, the application form (the last page) and all other required files to Christine at christinetsui@126.com before the deadline.

Ethical Fashion Magazine

Recruitment Details

5 Journalists

Duty

Write articles for the magazine by interviewing people in the field or re-editing the text from other sources.

Requirement

- 2 journalists are needed for clothing-fashion column. Students with journalist and or fashion/clothing background is preferred.
- 1 journalist is needed for Chinese medicine and health care column. Student majored in Chinese medicine is preferred.
- 1 journalist is needed for organic food column. Student majored in relative subject is preferred.
- 1 journalist is needed for social issues. Student majored in social work and or journalist is preferred.
- Students interested in this position should write a Chinese article – any type of article that is related with your targeted position (fashion/health care/food/social issue), approx. 1000 words in length, and send it together with your CV. As this is a fashion magazine, you are strongly recommended to read some fashion magazines and learn about the writing style for fashion readers.

2 Marketers / Promoters

Duty

- Promote the fashion magazine to the public audience through facebook/bloggers/twitter, emails, conventional social/fashion media, flyers.
- Organize marketing events to promote the magazine.

Requirement

- Sociable and articulate.
- Creative in thinking
- Good at using social media (facebook, blogger, twitter...)
- Good at approaching unknown people including celebrity, local magazine editors and newspaper journalists.
- Experience of organizing any type of events in the schools.

1 Text Editor

Duty

Edit the articles written by the journalists or translated by the translators.

Requirement

Good at reading and writing. Students majored in Chinese literature study is preferred.

1 Artistic Editor

Duty

Design and layout all the texts and pictures for the magazine and turn it into a visually-shocking one.

Requirement

- Strong in graphic design
- Creative in thinking
- Students majored in fine arts / design is preferred.
- Students interested in this position shall send portfolio of your graphic design work.

2 Fashion Models

Duty

Modelling for the magazine.

Requirement

- 162-172 cm tall.
- Healthy and fit body – good on camera.
- Like being photographed
- Students interested in this position shall send 1 portrait picture and 1 full-body picture – with no make-up to us.

1 Fashion Photographer

Duty

Shooting pictures for the magazine

Requirement

- Be able to work with journalists and or models.
- Good skills in photographing
- Students interested in this position shall send portfolio of your shooting work.