

Model Health Inquiry

Terms of Reference

The British Fashion Council has commissioned an inquiry with the primary aim of investigating and making recommendations to address the perceived use of unhealthy thin models on the catwalk at London Fashion Week. It will focus mainly on the health of models in respect of their size and what the fashion industry should do to promote their well being on the catwalk. During the course of the inquiry, wider, related issues concerning models' health and unhealthy body images may be identified which require subsequent detailed investigation but which are outside the remit of the BFC and London Fashion Week. These will be flagged for Government and others to take forward as appropriate. The Inquiry should be conducted openly, transparently and with the input from a wide range of stakeholders and interested parties.

Terms of reference:

1. To explore what affects a designer's choice of models;
2. To identify and investigate the scale of any potential issue in the fashion industry;
3. To look at best practise and evaluate and report on the measures taken to address the issue in New York, Madrid, Paris, Milan (and others upcoming fashion weeks), explaining the anticipated impact of these measures (both positive and negative) were they to be applied to London.
4. To make practical recommendations that are effective and can be implemented in London.

Inquiry Composition

- No more than 10 persons including a Chair. The Chair will have flexibility about determining the people necessary to ensure the success of the inquiry.
- Proposed categories of people to sit on the inquiry include:
 - Social psychologist
 - Physician (general health consultant)
 - Fashion academic
 - Model agency
 - Designer
 - Show producer
 - Fashion editor
 - Buyer

Consultation and Engagement

In order to get balanced and expert input, and, to gauge the acceptability of any proposals the inquiry should engage with a range of key stakeholders and interested parties in developing its recommendations. This should include Catwalk models, Fashion retailers, Clinical eating disorders experts, Lawyers, Policy makers, Politicians, London Fashion Week sponsors, Print and broadcast media.

Deliverables

1. Full report setting out recommendations for London Fashion Week and how to implement to include how the findings will be communicated and disseminated.

Reporting

The Inquiry should regularly report its progress and findings to the BFC as follows;

- Initial publication of Taskforce Members and Terms of Reference – 2 weeks from appointment of Chair
- Regular (fortnightly) updates – May to Sept.
- Draft report – June/July
- Final report published before September Fashion week

Measures of Success

- Whether or not there has been any actual change in the perception of the choice of models on the catwalk at London Fashion Week;
- The take up by the industry of any recommendations
- The reaction of stakeholders and media to the recommendations