

10 IDEAS TO FIGHT FASHISM

1. Be a positive role model for other women, by challenging fashion dictates and being true to your self. Talk about your feelings and choices, so others may also take these risks.
2. Encourage others to free themselves from fashism; also, be supportive of friends, associates, and young people who express their own sense of style despite the latest trends.
3. Challenge others when they criticize people who are not following current fashion fads.
4. Fashion gives you a negative, demeaning message, or just does not fit, tell companies, designers, manufacturers and stores what you do not like. Begin to assume control over your body by controlling what you wear.
5. If you belong to a nationally-organized group- i.e. Sorority, American Association of University Women - pick a fashion trend that contributes to Body Wars and ask your organization to boycott it.
6. Organize a community or school campaign to publicize the negative effects of fashion on women. Start with a consciousness-raising session with others who share your concerns. Get women and men of all ages talking about how the fashion industry has affected and oppressed them. Publicize your group's sentiments in the newspaper or on local radio. Use your creativity to design flyers, buttons, or signs, to distribute at school or community events, such as sporting events, rallies or parades.
7. Research resources for alternative styles, such as specialty shops, mail order catalogues or the internet.
8. Get your clothes made for you or learn to sew your own! Define your own fashion style and flaunt it!
9. Write the fashion houses or designer directly to request styles for your particular lifestyle. Make the greatest impact by sending a copy of your letter to your local media or women's groups: The more attention the better.
10. Just say no to allowing the fashion industry to take our money and our self-esteem away from us so easily. Let's rid the world of fashism.

Source: Body Wars, Making Peace with Women's Bodies, An Activist Guide by Margo Maine, PhD., Gurze Books, 2000

**For more information contact the
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