



Arizona Muse
Aveda's Global Advocate for Sustainability



Since her emergence in 2011, Arizona Muse has been the face of campaigns for the world's most illustrious brands including Chanel, Dior, Louis Vuitton, Fendi, Saint Laurent and Prada. She has covered and been featured in a multitude of major magazines from Vogue, Harper's Bazaar, Elle to i-D, Self Service and Dazed. Arizona has also been an inspiration to chief names in the fashion industry such as Steven Meisel, Steven Klein, Mario Testino, Alasdair McLellan, Inez & Vinoodh, Patrick Demarchelier, Willy Vanderperre, Craig McDean, Mert & Marcus, and David Sims.

In 2016, Arizona was burdened by the realization that she didn't know where the clothes she was wearing and selling came from. She then devoted herself to the cause of sustainability. As a stalwart of the industry, she is in an advantaged position to be the bridge between the worlds of fashion and environmental activism.

Alongside environmental experts and scientists, she participates in an ongoing United Nations round table discussion on the future of the textile industry. She contributed to Remake's #payup campaign to enlighten people on the grave injustices in fashion, be it human rights violations or environmental.

In fact, she began to attract attention from clients aspiring to be eco-friendlier thus fortifying her role as an advocator for the planet. Serving as a freelance consultant to clothing brands, she facilitates the passage into a regenerative future. She also collaborates with brands who are already sustainable such as Olistic the label with whom she created a line made entirely out of



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

certified organic fibers and modeled their wardrobe as well. Likewise, Arizona helped Skiim Paris to transition into a high standard of sustainability encompassing everything from operations, materials, manufacturing all the way down to using paper tape on boxes so they can be recycled. Additionally, she is a member of Fashion Revolution, a not-for-profit movement that aims to shift the focus of this line of business towards a future filled with equality and devoid of human rights abuses. Muse is also on the advisory board of The Sustainable Angle, who are the organizers of Future Fabrics Expo— an annual fabric fair showcasing only sustainable materials. In conjunction to her fashion-focused work, she is an Ocean Ambassador for Greenpeace, ambassador for Women for Women UK, Synchronicity Earth, and Blue Marine Foundation. She has also taken to the streets with Extinction Rebellion and has campaigned for them.

In terms of personal practice, Arizona is particularly passionate about regenerative agriculture, consisting of farming practices that restore the ecosystem, and she volunteers at biodynamic farms with her family. She is constantly seeking out new lifestyle changes and renders her discoveries accessible through her weekly IGTV Channel called "Sustainable Sundays". Arizona embraces "eco-hypocrisy", acknowledging that solving the climate emergency is a life-time labor that is well worth it. "Nobody is perfect now," she says "so let's all work together to improve our impact on our communal home, Planet Earth."

In January 2021, Arizona was named Aveda's Global Advocate for Sustainability. In this role, Arizona serves as an advocate for the brand's sustainability work, sharing more about their high-performance hair care created with clean energy, responsible sourcing, recycled packaging, clean ingredients and a commitment to environmental leadership.

Press contacts : Marie Wauters, mwauters@be.clinique.com