

**Nerida Lennon**  
**27 years old**  
**Melbourne, Vic**  
**neridalennon.com**



The Australian fashion industry is fast, glamorous and ever-changing; it also creates a tremendous amount of pollution and wastes precious resources through the clothing life-cycle.

Nerida Lennon is the founder of *The Whispering Threads*, which aims to drive consumer awareness and demand for sustainable fashion, while supporting the industry to meet that demand by educating it about the opportunities and challenges to move to sustainability.

The Whispering Threads will connect, showcase and educate the Australian fashion industry to encourage adoption of sustainable practices. By partnering with local and international businesses, The Whispering Threads will deliver industry and consumer initiatives to facilitate the Australian fashion industry's transition to a more socially, environmentally and commercially sound way of operating.

After enjoying a nine-year modeling career, Nerida is no stranger to the fashion industry. However, she has often felt that her values are incongruent with many of the fashion industry's common practices.

"Throughout my modeling career, I've loved many aspects of the Australian fashion industry, but I became concerned that there was very little consideration given to social and environmental sustainability," she said.

"Experiencing this darker side of fashion gave me the impetus to be proactive and initiate positive change within the industry."

Nerida has recently been chosen as one of the Foundation for Young Australians' 2011 Young Social Pioneers, and will take part in a year-long training and development program that supports, educates and equips young social change makers with the skills they need to successfully manage their own project or organisation.

"Taking part in the Young Social Pioneers program will give me the opportunity to develop my leadership skills, network with other like-minded people, and learn how to engage others with my message. I'm really excited to be taking part in a program that will help me make a positive impact in the fashion industry," Nerida says.