

style in progress

DANIELA SOTO-INNES

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CHANGE FOR THEIR TOMORROW

On the 22nd of May 2025, the eternal city of Rome was not just the typical backdrop for sunshine, streams of tourists, and Dolce Vita, but rather the setting for a vision. The opening of the new headquarters of Inside Out Fashion, Textiles & Home represents a powerful statement by Suzy Amis Cameron and Matteo Ward. The time has come to radically rethink lifestyle, sustainability, and responsibility – from the inside out and, more importantly, now. We were on site and invited them to chat.

Text: Janaina Engelmann-Brothánek.
Photos: IO

Responsibility is no longer a footnote, rather it is the new narrative. Yet in an industry that thrives on spectacle, fast pace, and constant reinvention, this raises an uncomfortable question: can fashion ever be truly mindful? Suzy Amis Cameron and Matteo Ward are convinced it can. But only if we are prepared to rewrite the entire process – from supply chains to how we perceive ourselves. As founder of Inside Out, Suzy Amis Cameron outlines a holistic impact framework that connects fashion, food, education, and media – an entire ecosystem based on responsibility. Matteo Ward, co-founder of WRAD and now CEO of Inside Out Fashion, Textiles & Home, contributes more than a decade of activism, strategic thinking, and design disruption to this new dimension of influence and purpose. "At the end of the day, this is about our children," says Suzy Amis Cameron during her opening speech and asks those present to reflect on an important child in their lives. The sentence resonates and captures the essence of this initiative: Responsibility for the future from the perspective of children – and their children's children.

THE POWER OF THE COALITION

Allow us to take you back to the beginning. What happens when an environmental activist, former actor, and three-time author meets a radical fashion innovator? The result is more than a mere collaboration; it is a genuine connection with the power to fundamentally change the status quo. When Suzy Amis Cameron first heard about Matteo Ward's documentary "Junk – Arma di Pieni", she was sitting in her car. "I called immediately and expressed my desire to contribute as an executive producer." A spontaneous impulse that quickly evolved into a deep, trusting collaboration.

"I initially thought it was a joke," recalls Matteo Ward, who had worked at Abercrombie & Fitch in the American fast fashion business before founding the WRAD platform. With more than a decade of experience at the interface of design, research, and activism, he realized



United in a common mission to radically rethink sustainability and responsibility: Suzy Amis Cameron and Matteo Ward.

immediately: "We not only share the urgency, but also the vision and, above all, the will to rise above criticism." Jointly, the duo is now weaving together threads that have long hung loosely alongside each other: education, technology, textiles, architecture, agriculture. The goal is radically new: Regenerative systems that are based on responsibility instead of exploitation – neither of people nor of resources.

CLOTHING AS A MIRROR OF OUR ATTITUDE

"What we wear is not a neutral act," Suzy Amis Cameron is convinced. Clothing is much more than a textile shell; it is a statement, both political and personal, and often a reflection of our own values. This is precisely where Inside Out Fashion, Textiles & Home comes in: at the sensitive interface where aesthetics, ethics, and everyday life converge. Suzy Amis Cameron has advocated this approach for some time. She founded the Red Carpet Green Dress initiative back in 2009, long before sustainability emerged as a buzzword in the fashion industry. The idea was to harness the glamor of the Oscars to introduce environmental responsibility to the world's most visible red carpet.

The year 2025 marks a new chapter. In an emotional statement on insta, Suzy Amis Cameron announced the end of RCGD Global and her next, greater step: the full integration of the initiative into the new Inside Out Fashion, Textiles & Home platform. "It was time to lift the topic out of its niche," she says. Red Carpet transforms into Real Change.

"Fashion was never just about clothing," adds Matteo Ward. "It has always been an instrument of power and exclusion. Today, we stand before the ruins of this ideology. Clothing has become a disposable commodity. We need to rewrite the system."

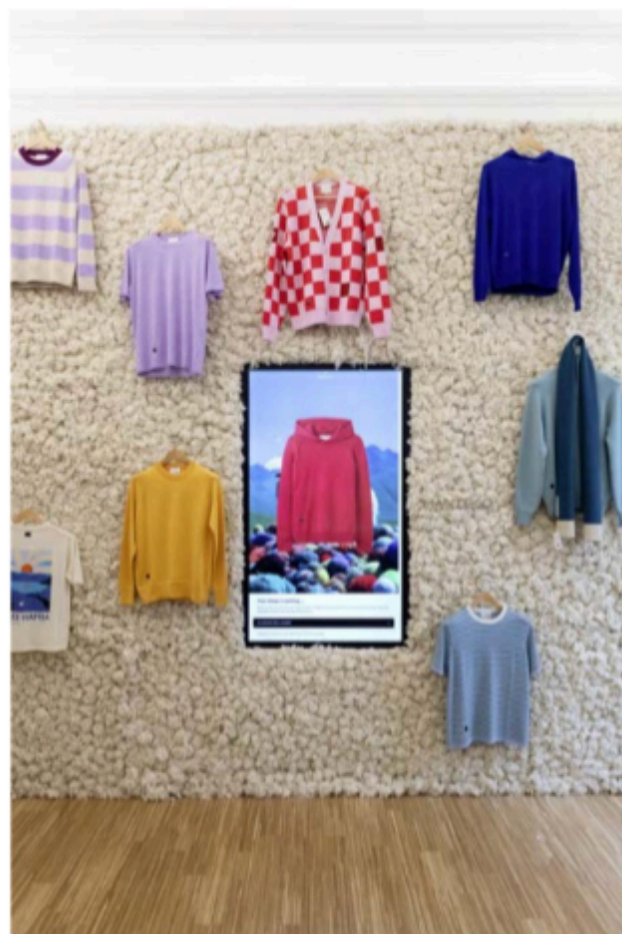
Inside Out does exactly that and consistently approaches fashion as a systemic issue. Fast fashion is replaced by durable materials, regenerative supply chains, local production, circular thinking. Greenwashing is replaced by real research, new technologies, educational partnerships. In collaboration with universities, start-ups, and biotechnology labs, they develop textile innovations that are measurably better – for both people and the planet.

Sheep Inc of New Zealand, a label that combines regenerative agriculture with CO₂-negative production, is an excellent example. As is the Italian start-up Orange Fiber, which produces fibers from citrus peels – luxurious, vegan, and biodegradable.

"This is not about abstinence," says Suzy Amis Cameron. "This is about redefining beauty – with responsibility, transparency, and the clear goal of protecting the world for the generations we will never know."

EDUCATION AS LEVERAGE

This redefinition requires more than just products. It is about new narratives – or rather counter-narratives. "We firmly believe in the transformative potential of education," explains Suzy Amis Cameron. "Not just in schools, but everywhere." To this end, Inside Out is partnering with universities such as MIT, Texas Tech, and Georgia Tech in more than 17 interdisciplinary research fields – from soil health to water purification. One of the flagship projects is CASFER, a portable device for detecting antibiotic residues in drinking



Can the way things go also be in a cycle? Garments from Sheep Inc. in a curated installation by Manteco.

water. "Technology should not be a luxury," says Matteo Ward. "It must be accessible, democratic, and scalable in order to have a truly systemic impact."

Matteo Ward regards education as an active lever for change and a project dear to his heart. His WRAD Living platform has been providing radical, visual education in schools, at festivals, and in museums for years. The aim is never to moralize, but to create curiosity and context. One example is the "Storia di una maglietta", a free workbook for children developed together with the FAO, which is available in 17 languages worldwide. It is a tool for early awareness-raising that is both playful and well-founded. "If we expect the next generation to consume differently, we need to invite them to engage early on," says Matteo Ward. At Inside Out, education is not considered a checklist, but a process, an invitation to think, a collective act of cultural rewriting.

ROME AS A RESONANCE CHAMBER

Why Rome? "Because Rome is Rome," explains Suzy Amis Cameron with a chuckle. That sounds trivial, but there is much more to it than that. Rome is both a symbol and a system, past and present, chaos and energy. A



Suzy Amis Cameron addressed inspiring words to the audience, consisting of Rome's crème de la crème as well as fans and friends.

city in which politics, culture, spirituality, and civil society have been conflicting for centuries, a field of friction that gives rise to dynamism.

"Rome can be a resonance chamber for genuine change," adds Matteo Ward. "This is where global decision-making centers meet local realities. This is exactly what we need: places that listen and broadcast." Inside Out's new headquarters are strategically located in the heart of the city, within sight of the FAO, UNESCO, and WHO. A deliberately selected position that combines visibility with connectivity – because real transformation does not work in solo mode; it thrives on connections.

However, Rome not only symbolizes the interconnection of power and practice, but also continuity and renewal. "This city carries the spirit of repetition, but also of rebirth," says Matteo Ward. And it is precisely this attitude that the sustainable fashion and lifestyle world of Inside Out depends on: A departure from fast-moving trends in favor of an attitude that has a lasting effect – deeply rooted and future-oriented.

LESS THAN WEALTH

To Suzy Amis Cameron, sustainability is not a final destination, but a continuous journey. One that never ends and challenges us to rethink responsibility. It is not about sacrifice or restriction, but about true liberation. Fewer possessions can grant more freedom. Longevity is emerging as the new status symbol, while transparency is developing into the most valuable currency. When asked what practices they would remove from the fashion industry forever, Matteo Ward's answer comes loud and clear: "Planned obsolescence. This concept

that products are consumed and discarded rapidly must be eliminated. Instead, we need planned regeneration that renders fashion sustainable and alive." Suzy Amis Cameron adds: "Fashion must be designed in a way that uplifts people, nature, and society rather than exploiting them. This is the only way to make it sustainable." Cooperation is key for Suzy Amis Cameron. "In 2009, we often encountered closed doors," she explains. "Yet, slowly but surely, many luxury brands are opening up – not out of choice, but because the market demands it. We collaborate with Vivienne Westwood, Armani, and Louis Vuitton. Little by little, things are moving forward." When doors close, she looks for windows, roofs, or chimneys to gain access.

Matteo Ward emphasizes how important it is to preserve WRAD's own identity along the way: "Our DNA has not changed since we joined Inside Out. The values align perfectly. This means we can protect what we have achieved and pass it on, even when we are no longer here."

FOR THE CHILDREN – NOT APPLAUSE

Ultimately, one realization remains. This is a mission, not a marketing campaign. Suzy Amis Cameron, a mother of five and grandmother, says: "I do not want to lie in a coffin knowing I could have done more." Matteo Ward, 39, adds: "We are the first generation to know all the facts, and perhaps the last able to act."

That is why they continue to build, in small steps and persistently. With materials, platforms, curricula, tools, and, above all, with determination. "This is not about us. I am doing this for the generation I will never even know – and for their children."