



Image: Mindful Fashion member Shen Clothing, The Cubist Silk Maxi Kimono

Welcome to our April Newsletter!

Kia ora Mindful Fashion members and partners,

The last month has been a busy one for us as we continue to raise awareness with media and our Government partners about the challenges and opportunities for the New Zealand industry, as well as build sustainability programmes that our members find useful.

Educational Seminars

We've planned a range of educational events for you this year, where **we bring experts to our platform** to share their knowledge. Topics range from understanding the rules of communicating sustainability with customers, to using digital technology to reduce waste in the design and sampling process. One of the **benefits of your membership** is unlimited tickets for your staff to attend so I encourage you to share these with your colleagues and come along. Check out our events section below to see what's coming up over the next couple of months, with more to be announced soon. If there is something specific you want to hear about let us know.

Local industry skills in the spotlight

I'm thrilled to share that we have had some recent **success** on our journey to the development of a machinist training program! **Thank you to all our members** who have engaged in our process with Hanga Aro Rau, the Manufacturing Workforce Development Council. Their leadership team have agreed that the current qualifications do not meet the needs of the industry as outlined in our White paper and through stakeholder engagement, and have **approved the development of a qualification** targeted at the needs of sewing machinists across industry. There is still much

work to be done, and I urge you to engage with this process to make sure what is developed meets your needs and is useful. A huge win to celebrate!

Are you **looking for a skilled machinist**? We've heard through the grapevine of some machinists in the market for employment, so if this is of interest email me and I'll share more details.

Members Resources

We're putting the **finishing touches on our Climate Action Guide** for Clothing and Textiles businesses in NZ and are excited about sharing our learnings and case studies from running this pilot programme last year. We are gauging interest from members who are interested in participating in a programme in 2023 to measure your carbon footprint. If your business is interested please let me know.

Our AGM is coming up on April 26th at 5.30pm and it's **important for members to attend** as this is where we are accountable to you. We will share what we've done over the last 12 months, talk about our plans for 2023, introduce the newly elected Board members and you can network with other members over a drink. Your team is also invited. Please attend, we would love to see you there whether online or in person! Register below.

As ever all our work contributes to enabling the conditions for an innovative, full-circle and thriving future for New Zealand's fashion and textile industry.

Reach out if you want to chat, and I look forward to continuing this journey together.

Mā te wā,

Jacinta

Mindful Fashion Updates

Welcome new members

[Paper Scissors Cloth](#) - Online provider of ethically sourced high-quality fabrics, yarn and haberdashery.

Upcoming Events



Mindful Fashion AGM

It's important for members to attend our upcoming AGM as this is where we are accountable to you. Join your peers to hear what we've done over the last 12 months, our plans for 2023, and meet the newly elected Board members. Bring your team and network with other members over a drink.

Mindful Fashion AGM Wednesday 26th April | 5:30pm - 7pm

Wall Fabrics, 25 Gordon Road Morningside, Auckland (& online)

[Register to attend here.](#)



Mindful Fashion New Zealand
presents

COMMUNICATING SUSTAINABILITY

An online education session with:

- The Commerce Commission
- GoodSense Marketing

7 June 2023 | 11.00am - 12.30pm

Sustainability Communications in 2023

Wednesday 7th June | 11:00 am - 12:30 pm | Online

Getting your sustainability communications right is critical in 2023. Mindful Fashion is hosting **The Commerce Commission** alongside **GoodSense**, experienced communications specialists, for a balanced discussion to help you navigate the challenges and opportunities of communicating sustainability impact.

We unpack the rules in New Zealand around communicating about sustainability, and learn about strategies that will help you communicate in an honest and transparent way.

What you will learn:

- The **rules for communicating** about sustainability in New Zealand;
- **Rights and responsibilities** under the Fair Trading Act;
- How businesses can talk about their sustainability impact and ambitions in a way that engages people but is also **honest, transparent and rigorous**;
- How to **master good sustainability communications** and avoid greenwashing.

Guest Speakers:

- **Vanessa Horne** - General Manager Fair Trading, The Commerce Commission.
- **Kirsten Mannix** - Investigations and Compliance Manager, Fair Trading, The Commerce Commission.
- **Kath Dewar** - Managing Director, GoodSense Marketing

[Sign up to attend the online event.](#)

This event is free for Mindful Fashion Members, and \$25 for non members to attend.



Zero Waste Fashion Masterclasses with

EMMA LA ROCCA

Emma La Rocca of Emroce presents a series of zero-waste pattern design workshops created for the fashion industry

Fri 5 May 2023 | Mon 8 May 2023 | Mon 29 May 2023

Zero Waste Design - a Masterclass series with Emma La Rocca

In-person. Venue to be announced

Following our introductory online Zero Waste Pattern Design Workshop, Emma La Rocca is delighted to be launching a series of in-person Zero Waste Fashion Masterclasses created for the fashion industry. Emma will be delivering three workshops sharing practical solutions on how to minimise pre-consumer waste throughout May 2023.

Masterclass 1

Designer and Pattern Maker Collaboration | Friday May 5th

Masterclass 2

Grading for Zero Waste Patterns | Monday May 8th

Masterclass 3

Analysing your Markers | Monday May 29th

Find out more and [register for masterclasses here](#).

Member Spotlight



Charles Parsons - Thoughtful Threads

Mindful Fashion member Charles Parsons has committed to supplying a range of ethically and sustainably sourced textiles alongside its full range. Its Thoughtful Threads range includes organic natural fibres, Tencel, Ecovero and recycled nylon, and is on a journey to increase this. You can see its full selection [here](#).

Industry News

Help New Zealanders learn about careers in our industry!

We have been asked by the Tertiary Education Commission (TEC) to provide some potential companies / employees for their 'day in the life' series. TEC are currently working on an exciting project to **help young kiwis decide what occupation they would like to pursue** in their future.

They are looking for people in all different fields of work who would be happy to be in a short 'Day in the Life' video, to go on the TEC website/socials to show anyone interested in different careers a glimpse of what their future may hold. If you have a good **candidate for this series** (particularly in manufacturing), let us know and we can connect you with the project co-ordinator at TEC for further discussion. [Email Jacinta@mindfulfashion.co.nz](mailto:Jacinta@mindfulfashion.co.nz)



Koha Apparel are looking for Brand partners

Working across Tāmaki Makaurau for four years, [Koha Apparel](#) is a registered charity that seeks to uplift our most marginalised, providing clean, quality clothing to those in need at no cost. To date, the not-for-profit has diverted over 21,000 garments from landfills, addressing textile waste through their community clothing exchange.

Koha pop up alongside meal services, offering clothing to anyone at no cost. At the same time, Koha provide sustainability pathways for brands seeking to reduce their impact through donating deadstock, samples and fabric. By caring for its communities, Koha are working towards making fashion circular.

Ways to get involved:

- Donate your deadstock, samples and fabric;
- Host an office wardrobe clear-out;
- Sponsor a repair workshop;
- Make a one-off cash donation. We are an approved donee organisation.

Contact Charli at koha.apparel@gmail.com to find out more.

On the Horizon



Scaling up Circularity in Fashion and Lifestyle - a Whitepaper

What is recommerce? Why does your brand grow when reselling returned items? How do you get started?

These questions and more are answered in this whitepaper unpacking the business case for recommerce for brands and retailers.

[Download the Whitepaper here.](#)



Circular innovation from Smartwool

Smartwool has launched the '[Second Cut](#)' [hiking sock](#) constructed from old socks turned in by customers. Smartwool collected more than 725,000 pairs of old socks and recycled them, respun the material into new yarn blended with virgin merino fibre, and created the new sock in partnership with Material Return, a circularity-specialised manufacturer in North Carolina.

Mā te wā,

The Mindful Fashion Team



Our work is possible with the support and collaboration of businesses across our network, including the following:



Mindful Fashion New Zealand

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