



Mindful Fashion New Zealand | August 2023



Image: Mindful Fashion Member Nicole van Vuuren

Welcome to our August Newsletter!

Kia ora members and partners,

We're celebrating!

We've hit an exciting milestone this month at Mindful Fashion, reaching **100 members!** We are thrilled to have this strong support from the industry, it's a huge endorsement for our work and the platform we are building. Congratulations to Nicole Van Vuuren for being our 100th member!

Our work this year continues to build on our strategic focus areas for the industry identified from our member survey in 2021 and engagement with members over the last two years. Under the pillars of Voice, Drive, Shape, we are supporting members to address **climate and textile impacts**, minimise waste through **circular economy**, and build **local industry innovation and skills development**.

Last month we held an online seminar on the tools and resources available in our Climate Action Toolkit, and **Briar Lloyd shared Ruby's** learnings from participating in the pilot programme. I highly recommend watching this to learn how your business can get started on addressing climate impacts. Work on Phase 2 of this programme is underway; we are exploring **how best to support members** in addressing freight emissions, and how to share key actionable insights on reduction strategies.

We also launched our Inaugural **Circular Design Award** and are thrilled to have received 86 entries! This important programme will enable Mindful Fashion to build a platform to spotlight local solutions to

sustainability challenges, educate on circular design, foster innovation and inspire people to reimagine the way clothing is designed, made and circulated.

There's been a lot of movement in the global **policy landscape**. Our Government has just announced development of legislation to address **modern slavery**. Under the proposed law, organisations with annual revenue over NZ\$20 million will need to report on modern slavery risks in their operations and supply chains, and the actions they are taking to prevent, mitigate and remediate those risks. We're running **a seminar on Due Diligence** in September so join us to learn about what steps your business can take now.

We have built up a close relationship with our counterpart in Australia, the **Australian Fashion Council**, over the last few years and are keeping abreast of their developments. In particular their National Clothing Product Stewardship scheme "**Seamless**" which is likely to impact NZ businesses trading in Australia. You can read my update on Seamless as well as other global policy development below. We will keep you updated as this work unfolds.

Later this month sees NZ Fashion Week in action and we are delighted to be **hosting a panel discussion** on the opportunities and challenges with unlocking a circular economy for fashion and textiles in Aotearoa.

Over the next month we will be sending out our annual **Member Survey** - a short pulse survey to understand our members' sentiment. Please tell us how we are doing and share any feedback, it's an important way to have your say.

Lastly, I was saddened to hear about the passing this week of industry stalwart **Gary Fernandez**. We featured Gary in our industry spotlight in 2020, as one of our few remaining skilled cutters. Gary left school at 16 and did a 5 year apprenticeship at Rainster, which had a factory on Queen St with over 250 staff. Gary has been cutting for the industry for more than 60 years, and has worked with many of New Zealand's favourite brands. He will be sadly missed.

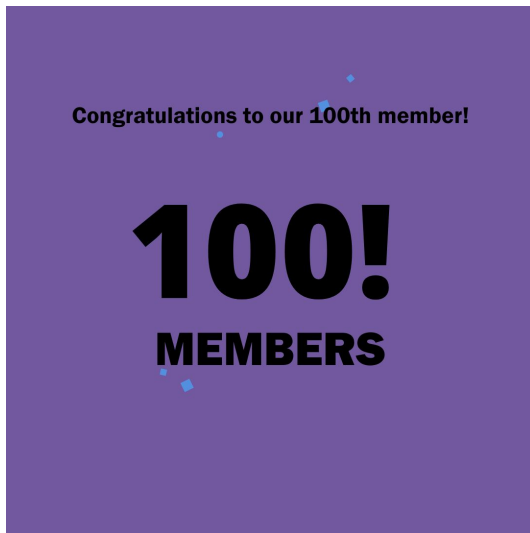
Reach out if you want to chat, and I look forward to continuing this journey together.

Mā te wā,

Jacinta

Mindful Fashion News

Welcome New Members



MFNZ 100 member milestone!

Since our launch in 2019 with Kate and Emily pulling together a small group of businesses to unite as an industry collective, we have grown to a collective of over 100 member businesses in Aotearoa New Zealand's clothing and textile industry! Congratulations to all our members and supporters for contributing to Mindful Fashion reaching this huge milestone!

Nicole van Vuuren

Our 100th member! A circular collection hand-made in Tāmaki Makaurau using offcuts and remnants.

Repertoire

New Zealand-owned and operated designer womenswear label.

Blaire

Circular Tween online fashion brand launching soon.

Mr Weekend

One-of-a-kind handcrafted clothing using vintage, organic and recycled textiles.

Tortoise and Hare

Clothing rentals, repairs and custom pieces handmade in New Zealand.

Climate Action - Insights from Ruby

Last month we held **Get Started on your Climate Action Journey**, an online workshop where we shared the tools and resources in our Toolkit, gave a step by step on how to get started on your climate action journey and outlined what's involved in measuring your business' carbon footprint and developing reduction strategies.

RUBY's Planning and Logistics Manager Briar Lloyd joined us to talk about the insights gained from taking part in the Mindful Fashion Climate Action Pilot Programme. Briar shared what RUBY learned during the programme, and how measuring its carbon footprint has started to influence decision-making, internal planning and its procurement processes.

Watch the recorded session [here](#).

Seamless - Australian Product Stewardship Scheme Update

What does the Australian Textile Product Stewardship Scheme mean for your business?

We've been in close contact with our counterpart in Australia, the **Australian Fashion Council**, and will be providing regular updates for our members on what this important development will mean for their business. If you are exporting to Australia this is likely relevant for you. Read our first update after our CE Jacinta's recent conversation with the Australian Fashion Council CEO Leila Naja Hibri [here](#).

Mindful Fashion Seminars



Future Fashion - Unlocking a Circular Fashion Economy in Aotearoa

August 31, 2023 | 5.00 pm - 6.00 pm | Viaduct Events Centre

Join us for a dynamic panel discussion as part of **New Zealand Fashion Week 23's** Discussion Series. This event is being held during the **Auckland Climate Festival**, and aims to shine a light on the actions New Zealanders can take to bring a low carbon future to life. Hosted by Mindful Fashion, this wide ranging conversation will unpack the challenges and opportunities of moving towards a circular fashion economy. Panellists include:

- Emma Wallace | Managing Director Kowtow
- Emily Miller-Sharma | General Manager Ruby

- Johnnie Freeland | Ngaati Te Ata Waiohua, Ngai Tūhoe
- Vanessa Thompson | Director Supply Chain, Go Well

[Register to attend here.](#)



Mindful Fashion New Zealand Presents

DUE DILIGENCE IN SUPPLY CHAINS

An online workshop with
Daniel King | Co-founder, The Nature of Business

SEPTEMBER 26th, 2023 | 11.00am - 12.30pm

Due Diligence in Supply Chains with the Nature of Business

September 26 2023 | 11.00 am - 12.30 pm | Online

Join us to learn about **supply chain due diligence** for local and global supply chains; what good due diligence looks like; modern slavery risks; and how proposed modern slavery legislation in New Zealand will impact you. The workshop will share practical tips for members on getting started with risk assessments, and available tools for domestic and overseas markets. This workshop will be led by due diligence specialist **Daniel King from The Nature of Business.**

[Register to attend here.](#)



**CIRCULAR
DESIGN AWARD
WORKSHOP
SERIES**



Connecting to Place
Friday 4 July | 11:30 - 12:30

Circular Design Strategies
Friday 11 August | 11:30 - 12:30

Working with Waste
Monday 14 August | 11:00 - 12:00

Online and On Demand

Mindful Fashion Circular Design Award Learning Journey

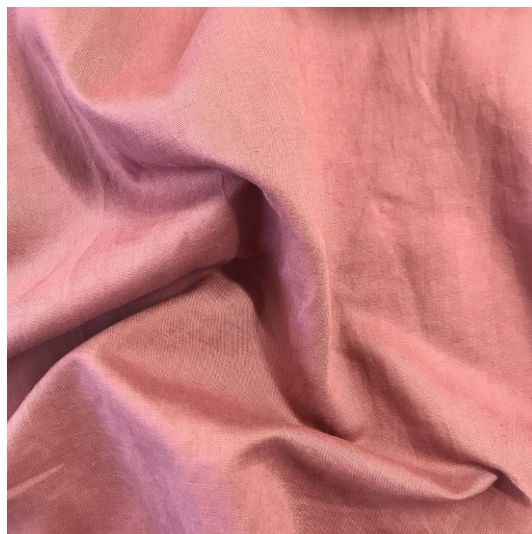
Join our series of workshops guided by Mindful Fashion alongside industry and knowledge partners to **explore the principles of a circular and regenerative economy**, with tools and strategies that can drive innovation. Workshops are open for all Mindful Fashion **members and Award entrants** to attend.

[Register to attend here.](#)

Member Spotlights



Wynn Hamlyn



Frost Textiles

Auckland-based label Wynn Hamlyn was established in 2014 by designer Wynn Cranshaw. Gaining international recognition for its use of traditional techniques and materials, Wynn Hamlyn incorporates certified sustainably sourced fibres and works closely with skilled craftspeople and artisans to produce handmade pieces for each collection such as macramé, crochet and unique prints (top).

Frost Textiles has over 40 years experience supplying fashion apparel fabrics to the wholesale market in New Zealand and Australia. Frost sources and develops textiles using its vast network of suppliers around the globe who are developing the latest textiles for the industry. Its collection incorporates wool, linens, viscose and Tencel, certified organic cotton and recycled polyester - to name a few (lower).

Sustainability Spotlight

Untouched World's in-store repair workshops

We are excited to launch our **Mindful Fashion Sustainability Spotlight** series, showcasing initiatives our members are running. If you have a sustainability initiative you're running we would love you to tell us about it so we can share with our community.

This month we caught up with **Development Manager Fiona Bretherton from Untouched World** who shared one of the sustainability initiatives they are currently working on.

[Read about the initiative on our website here.](#)

"Our mending workshops are building a closer connection between the wearer and our garments."

Fiona, Untouched World



Industry News

New Zealand Proposes Modern Slavery Legislation

The Government has taken the first step in taking action to fight modern slavery and worker exploitation. Under the proposed law, organisations with NZ\$20 million or more in annual revenue will need to report on modern slavery risks in their operations and supply chains and the actions they are taking to prevent, mitigate and remediate those risks. The next stage involves drafting the legislation, which is expected to take about 6 months and the bill will then be introduced to parliament for debate.

Sign up for our Due Diligence workshop to learn how your business can identify risks and take steps to address them. [Read more about the proposed policy here.](#)

British Fashion Council - Empowering Citizens for Garment Longevity

The role played by care, maintenance and repair has been under-explored in wider narratives on fashion and sustainability, and how these can combine to successfully reduce the impact of fashion once in the hands of the user. Findings from the 'Empowering Citizens' project led by the British Fashion Councils' Institute of Positive Fashion show the key challenges and opportunities for brands with practical tips that communicators and designers will find useful. [Read the report here.](#)

Industry Resources

Wrap's Circular Business Models Guide for the Fashion Industry

Learn about circular business models with Wrap's new guides for the fashion industry that sets out a **seven-step process** for adopting innovative business models, and the practical considerations businesses need to work through each step of the way.

This guide has many tips you can apply to your business - no matter what stage you are at in your sustainability journey. [Download the guide here.](#)

WasteMINZ Packaging Communication Guidelines

WasteMINZ has released "**Guidelines on claims about recyclability, recycled content, reusability and repairability**". This guideline provides an explanation of terms relevant to **packaging and products** for

which Aotearoa New Zealand households are the intended or actual end-users. It explains simply what terms mean, when they can be applied and the regulations businesses need to know.

[Download the guidelines here.](#)

New Zealand Post - Customer Carbon Reporting

NZ Post has launched a new service for business customers, offering **customer carbon reporting for domestic parcels** sent with NZ Post. From pickup to delivery, the report reveals personalised data of businesses domestic courier parcels. These breakdowns are available for organisations that have more than one domestic courier account with NZ Post. You can find out more and how to sign up [here](#).

Understanding the Global Policy landscape - Fact sheets

Understand how impending sustainability-related legislation in the Global North might impact your business. These practical guides from Transformers Foundation look at key sustainability legislations in the EU, US, and UK and are intended to enable suppliers and brands in the apparel value chain - and others who are seeking to better understand upcoming legislation - to better understand how impending sustainability-related legislation in the Global North will impact them.

[Read the guide here.](#)

On the Horizon

Lab Grown Leather and Silk Spun from Sugar - too good to be true?



Lab-grown alternatives to leather, silk and even diamonds are being developed, to look at ways to reduce the impact of raw materials. These scientific developments could also eliminate supply chain risks related to human rights, animal welfare, and biodiversity loss. However, with this comes questions - this insightful article by the Guardian shares different views on the benefits and risks.

[Read the full article here.](#)

How its Made



Manufactured's "[How it's Made](#)" podcast series with Kim van der Weerd unpacks how different materials are made and what's involved in a range of processes in the textile industry.

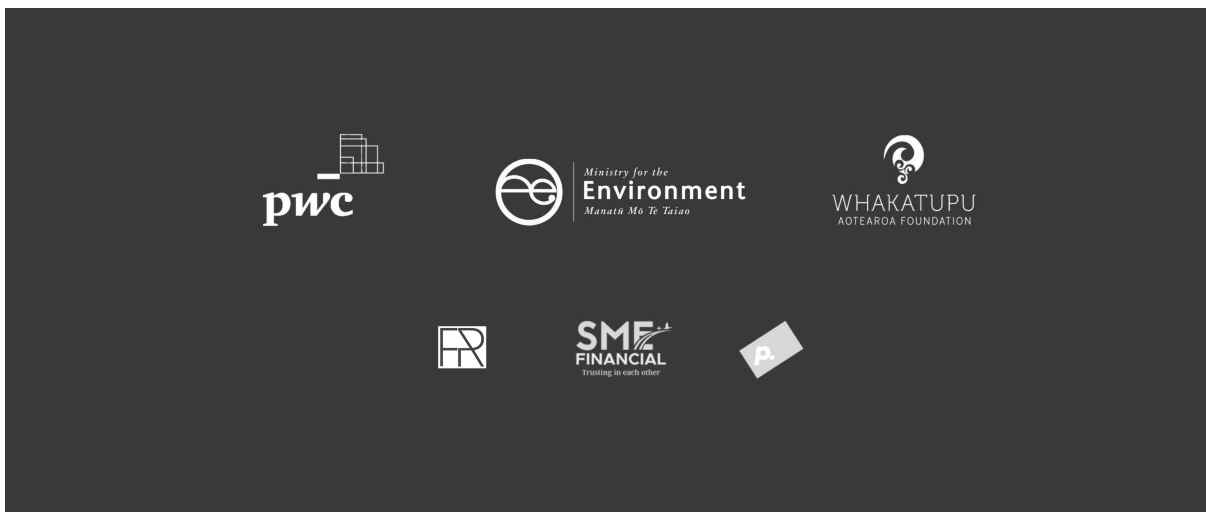
Learn about garment finishing, textile production and more. Highly recommended to understand more about the fibres and textiles used in your products.

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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