



Image: MFNZ Christmas Get-together

Welcome to our December Newsletter!

Kia ora Mindful Fashion community,

A huge thank you for being part of the Mindful Fashion journey this year!

It's been very inspiring to see so many of you **engaging with our programmes** and making great **strides in your sustainability** work over the last 12 months.

As a direct result of our [Climate Action](#) programme, we've seen 10 businesses not only build internal capability to measure and **understand their carbon footprints** but also start to reduce them through planning and decision strategies, especially around freight. Well done participating businesses!

Our **Rethinking Textile Waste** programme has enabled many businesses towards a more circular economy by introducing circular design strategies and by connecting businesses that have waste, with textile recyclers such as Upparel and Textile Products who use it.

Congratulations to all those businesses who are now **Zero pre-consumer waste to landfill**, no small feat!

I spoke with [RNZ](#) last month about how clothing and textiles do not belong in landfill. We need to design products that last, they should be kept in use for as long as possible and only when genuinely unusable should they look to enter a recycling stream. We can't escape that fast fashion is overproducing, highly polluting and clogging up charity shops and landfill. We need to

focus on better quality, longer lasting products that can be circulated. Catch up here if you missed it, and check out our resource on [current solutions for textile waste](#) (let us know what we've missed!).

We continue to advocate for **Government investment** in skills development for our industry. This is the **handprint of the fashion industry** and a critical part of continuing to manufacture locally. Local production connects us to our clothes in a way that global supply chains can't, it allows companies to be responsive to the market and produce to meet demand (**using predominantly renewable energy!**) rather than mass produce, and means we will have the skills to not only produce high quality long lasting products but become more circular through initiatives such as repair, remanufacture and repurposing.

Hyper-consumption has been on my mind this month. Black Friday started as the equivalent of our Boxing Day sale in NZ, falling on the day after the US Thanksgiving day. But over the past decade, it has become a global symbol of the hyper-consumption, waste and disconnection plaguing our society. It is growing each year here in NZ, so it's great to see so many brands both here and globally increasingly using Black Friday as an opportunity to take a stand against the madness.

Some advocate that the occasion could serve a function for conscious consumers if approached mindfully. Regardless of where you sit, it's a timely reminder that **we all have a role to play in advocating for the world we want to see** both on a personal and a business level.

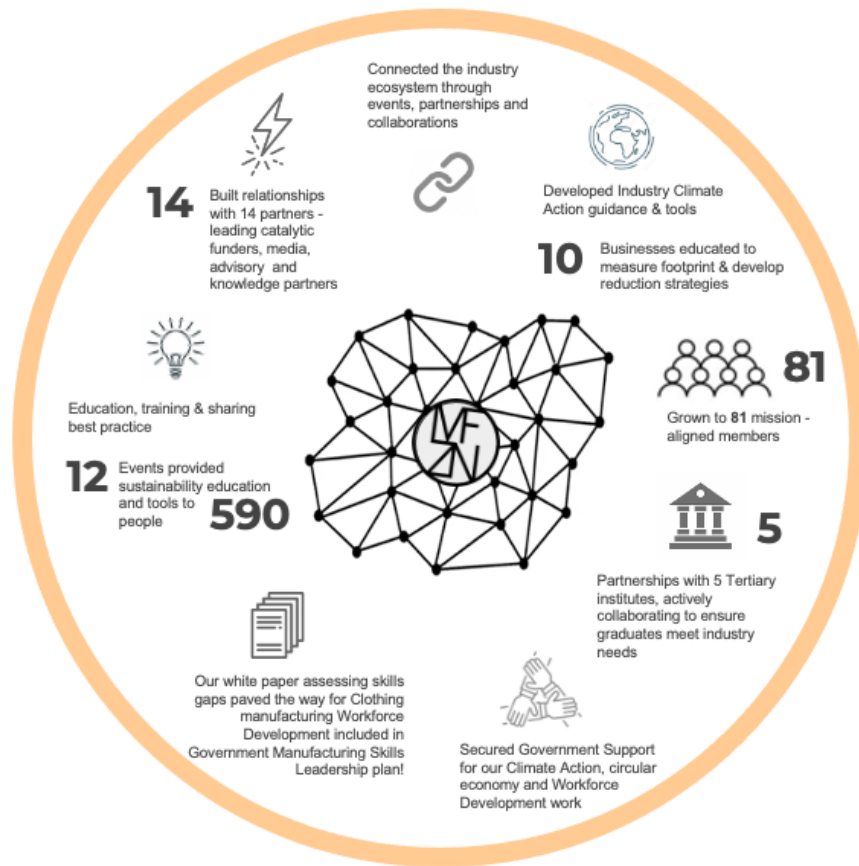
Watch this space as we continue driving forward our climate action, circular economy and skills work, building an engaged community around some of the most critical issues facing the fashion industry to collectively work towards positive impact.

Happy holidays everyone, I'm looking forward to a joyful and prosperous 2023 for all!

Mā te wā,

Jacinta

2022 Year in Review



Mindful Fashion Updates

Welcome new members

[Waihetian](#) - Considered and timeless swimwear company based on Waiheke Island, made from fabrics using regenerated ocean waste.

[Griv](#) - Bespoke garments made to order using zero-waste design processes.

[Flo & Frankie](#) - A New Zealand-owned and family-run business known for its wide range of fashion, homeware and gifts.

Our News

Mindful Fashion Christmas Get-together

Last week we held our annual Christmas get-together, hosted by Juliette Hogan in her Morningside workspace, more than 40 members of the local industry came together for an engaging evening of conversations, and connections, with sustainable wine made from repurposed grape skins and beer made from repurposed bread by Citizen.



It was great to see such a good turnout of members joining the event, through engaging conversations and updates on what everyone has been focussing on during 2022, with many shared objectives, and the importance of businesses taking action on sustainability.

We look forward to our next in-person event and seeing you all again in 2023.

Upcoming Events

Topics in the Pipeline for 2023 - Dates to be announced soon.

Zero Waste Design

Authentic Sustainability Communications

Due Diligence in Your Supply Chain

Community News

Tongan Language Week

Vaka Teu, Future of Fashion

To celebrate Tongan Language Week 2022, Mindful Fashion Board Member Louina Fafifta held an inspiring fashion event with panel discussions and live music for aspiring fashion students at the Fourshells Kava Lounge in Auckland.

The event hosted leaders from the New Zealand industry including, Mindful Fashion Board Member Juliette Hogan designer and founder of Juliette Hogan, Elisabeth Findlay founder and design director of Zambesi, Agnes Loheni Director of Mena Fashions, and Mindful Fashion Board Member Dan Ahwa and Emma Gleason from Viva. Fashion students had the opportunity to speak directly with the panelists through a Q&A about their experience of working in the industry, the impact of Covid 19 on their businesses, and their vision for the industry in New Zealand



Responsible Industry

Industry Talks and Tools

- **Collaboration and sustainability featuring Allbirds with NZTE - Thursday 8 December**
[Register to attend here.](#)
- **Control Union regenagri webinar for the Textiles Industry - 12 or 14 December**
[Register to attend here.](#)

Tools and Resources

- **[Why do we need one universal Restricted Substance List \(RSL\).](#)** We recommend our members subscribe to this Transformers Foundation, [you can sign up here.](#)

Need to know

- **[Cutting the cloth: What it takes to make clothes in New Zealand](#)**
- **[Climate-conscious consumers to bale out wool industry](#)**
- **[Matches Fashion Launches its First Luxury Rental Service](#)**
- **[World's first commercial poly-cotton recycling facility opens in Australia](#)**

- [First of its kind commercial scale recycled textile-to-textile mill opens in Sweden](#)

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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