



Image: Pendulum Studios

Welcome to our February Newsletter!

Kia ora Mindful Fashion members,

What a tumultuous start to 2023 we've had! I was planning an upbeat message, but the recent extreme weather has made me rethink. I know many of you and your staff have been impacted, and our thoughts are with you. If we can facilitate any assistance or you want to chat, don't hesitate to get in touch.

Science tells us that extreme weather events will become more frequent as greenhouse gases in the atmosphere increase. The flooding, landslides and extreme temperatures we've experienced recently have hit home to me how important it is for us to continue to **drive forward our climate action work** at Mindful Fashion.

Over the last 6 months it's been gratifying to have helped 10 businesses measure their carbon emissions and develop reduction strategies. This is the first and arguably most important step a business can take to start addressing its own emissions. Business that took part in our pilot now understand exactly where they are generating the most emissions, and have identified steps they can take to make reductions. Now we've completed the pilot we are using the learnings to refine our **Clothing & Textile Industry guide to Climate Action**, so more businesses can take action. The toolkit will be available for all our members from March.

The pilot has also catalysed the formation of a **working group** to look at how members can **reduce freight emissions**. The objective of this group is to accelerate action through sharing knowledge and developing strategies, and it's open for any MFNZ member business to participate. If you want to take part read on below for more information.

We've been working with Hanga Aro Rau to build the business case for **Government investment in machinist skills training**. The next step in this process is an industry round table with HAR to discuss possible pathways, which will be held later this month. If you would like to participate in this work get in touch. We are continuing to build out our role library to showcase the diverse range of skills, roles and people that bring our industry to life. If there's a role or person you would like to see us spotlight, get in touch.

We are continuing to build on our **Rethink | Redesign Textile Waste** theme. Reducing textile waste is a key lever to reducing emissions and virgin resource use, so we are bringing members a unique **Zero Waste Pattern Design workshop**. The goal of the workshop, is to inspire and enable pattern makers, designers and production teams to reduce waste generated at the design stage and generate cost savings. I encourage you to get your teams to come along and learn more about these strategies.

I would love to hear from you, so reach out if you want to chat. I'm looking forward to continuing the journey to building an innovative, full-circle and thriving future for our industry in Aotearoa with you!

Mā te wā,
Jacinta

Mindful Fashion Updates

Welcome new members

[Sweet Cheeks Merino](#) - Made in New Zealand pure merino baby and kid's clothing.

[Studio Bibi](#) - Virtual stylist & shopper who specialises in empowering men and women to create their own unique style.

Communications Specialist wanted!

We're looking for a part-time Communications specialist. Do you know someone who might be

interested in joining our small team? If so, please share it! Find out more [here](#).

Climate Action Programme update

We wrapped up our Climate Action pilot programme in December last year and are thrilled to have taken 10 businesses through the process of measuring their emissions and developing reduction strategies - no small feat. We are putting the finishing touches to our 'Clothing & Textile Industry guide to Climate Action' toolkit and will be releasing it to our members in March.

Join our Decarbonise Freight Working Group

Participants in our Climate Action Programme identified freight emissions as a significant contributor to their organisational footprint. These businesses are committed to reducing their emissions and recognise that working together to tackle the complex challenge of freight is necessary to achieve reductions. We are looking for members who share this ambition to join our working group - due to start in March. The working group is open to anyone from within the Mindful Fashion membership and is a unique opportunity to collaborate with your peers. If you are interested in joining the group [get in touch](#) by February 24th.

AGM - Save the date

Wednesday 19 April | 5:30 AM - 7:30 PM

We're excited to be able to once again host an in-person AGM this year! We would love to see all of our members there. The AGM will be in Auckland and we will let you know more details including the guest speaker announcement once finalised. Mark the date in your calendars and watch this space...

Upcoming Events

Zero Waste Pattern Design with Emma La Rocca

Date: Tuesday 27 March | 11:00 AM - 12:00 PM

Location: Zoom - [you must register to attend here](#).

Mindful Fashion is delighted to host Emma La Rocca, a zero-waste pattern design specialist. Emma will share her technical knowledge and expertise in innovative pattern-cutting techniques in this Introduction to Zero Waste Pattern Design workshop for the Mindful Fashion Community.

The workshop will cover:

- Why and how zero waste pattern design is used.
- Examples and strategies for making innovative patterns and markers.
- Cost and fabric use efficiencies.

This event will be ideal for designers, workroom teams, pattern cutters and marker makers. Also at this introductory session, Emma will outline an upcoming series of workshops delving deeper into practical activities and problem-solving.

Please note: This event is free for Mindful Fashion members. The charge for non-members is \$25.



JOIN MINDFUL FASHION +
EMMA LA ROCCA
 THURSDAY 27 MARCH, 11.00AM - 12.00PM

ZERO WASTE PATTERN DESIGN WORKSHOP

- INNOVATIVE TECHNIQUES FOR DESIGN, PATTERNS, MARKERS, CUTTING
- REDUCE PRODUCTION WASTE
- GAIN COST EFFICIENCIES
- LEARN MORE!

LOCATION: Zoom



Community News

LYB expands its textile recycling programme!

Little Yellow Bird can now accept returns for all-natural fibre clothing and textiles.

Mindful Fashion member Little Yellow Bird now accepts all natural fibres for recycling through its textile take-back programme. Over the last year, LYB has piloted its processes and is now ready to grow its capability and impact. This means that it can recycle and accept returns for all-natural fibre clothing and textiles alongside cotton and socks! If you have natural fibre textiles that have no further use or life, this is a fantastic solution for keeping them in circulation and out of landfill. Find out to get involved [here](#).



Calling Menswear Brands

Fix Up Look Sharp needs you!

Not-for-profit charity Fix Up Look Sharp assists male-identified tāngata in getting ahead by providing a free styling service together with an appropriate outfit for their upcoming needs, for example, an interview, a meeting, or a significant event.

Fix Up Look Sharp wants to connect with New Zealand menswear brands that are interested in building a relationship to redirect and repurpose men's clothing and shoes to support their kaupapa in the community. Email jane@fixuplooksharp.org and find out more about the organisation [here](#).

Planetary Facts Pilot

Join PAN and lead the way to a sustainable fashion future!

The Planetary Accounting Network (PAN) is a NZ organisation that has established a system that enables businesses to robustly calculate, manage, and communicate the environmental performance or “Planetary Facts” of their products in the context of critical global environmental limits, (such as for climate change, water, waste, and biodiversity).

- PAN are launching a Planetary Facts Pilot and are looking for participants.
- Be one of the first companies to receive a Planetary Facts assessment for your products.
- Gain strategic insights and provide oversight and direction to the programme.

Access valuable feedback from customers about how they interact with product environmental data. There are several pathways to partake in or support the pilot and receive brand recognition.

[Get in touch](#) with PAN for more information.



Responsible Industry

Tools and Resources

Commerce Commission guidance for communicating sustainability

With the increasing deluge of vague sustainability claims and dubious narratives around responsible business, there's never been a more important time to get your sustainability communications right. New Zealand's Commerce Commission has created guidelines for communicating accurately about sustainability and responsibilities under the Fair Trading Act.

This is recommended reading for our members!

- [Environmental Claims Guide](#)
- [Making Accurate claims](#)
- [Fair Trading Act](#)

WWF's new Biodiversity Risk Filter

The WWF has created a Biodiversity Risk Filter to sit alongside its Water Risk Filter. The free-to-access tools enable companies and investors to assess and respond to nature-related risks to strengthen resilience. [Access the tools here.](#)

Fibretrace Mapped

FibreTrace, the Australian tech company behind FibreTrace VERIFIED, has launched an open-access supply chain tracing tool called FibreTrace MAPPED. We've checked it out and think our members might find it useful. The tool allows you to trace products right back through the supply chain, add verified data and communicate traceability data with suppliers and customers. The tool is free to use for the first year. Find out more through these short videos:

- FibreTrace MAPPED – [Introduction](#)
- FibreTrace MAPPED – [Manufacturer User Journey](#)
- FibreTrace MAPPED – [Brand User Journey](#)

Industry Talks and Tools and Need to Know

- AFC Product Stewardship Scheme Town Hall Meeting: Wednesday, February 15th 2023
[Register here.](#)
- B-Corp Breakfast Panel Session: Christchurch, Thursday 9th March. [Register here.](#)
- [Being mindful in fashion](#) - Q&A with Peri Drysdale and Metropol
- [New transparency requirements in France](#) - which aims to push companies towards more circular production and shoppers towards more responsible consumption habits
- [NY moves to ban PFAs forever chemicals](#)
- [Californias fur ban in full effect](#)
- [Could Made in Italy become synonymous with sustainability?](#)

Mā te wā,

The Mindful Fashion Team



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



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