



Mindful Fashion New Zealand | July 2023



Image: Edmund Hillary

Welcome to our July Newsletter!

Kia ora members and our partners,

While we might be in the depths of a wintery blast, i'm feeling happy we've passed the shortest day and are making our way towards Matariki, and then longer and lighter periods.

The last month has seen us focussed on **launching our inaugural Circular Design Award**. The Award supports our mission to create an innovative, full-circle and thriving future for the clothing and textiles industry in Aotearoa New Zealand. We are excited to be **building a platform that spotlights innovation**, fosters connection to nature and local networks, and inspires people to reimagine the way clothing is designed, made and circulated. Our aim is to show fashion can be at the leading edge of change towards a circular, regenerative and inclusive ecosystem where business, people and nature all thrive.

The Award is open to individuals and collectives and we would **love to see those working in our member businesses apply to enter**.

I was honoured to attend the recent WeCreate Hui in Auckland as a **representative from the fashion and textile industry**. WeCreate is the alliance of New Zealand's creative industries, with representative bodies from areas such as design, media, publishing, music, broadcasting, game development, and photography. The hui was an opportunity to **explore the significant role creative industries** play in Aotearoa New Zealand, and you can read my recap below.

We're putting the finishing touches on our sustainability and education events for the rest of the year including an important session in September on **Modern Slavery and Supply Chain Due Diligence**, so look out for confirmed dates shortly.

The global fashion industry has held some key **sustainability conferences** over the last month. The [Sustainable Angle Future Fabric Expo](#), held over 3 days in London showcased over 10k+ sustainable materials and innovations, with a seminar series, exhibitors and an innovation hub. It is now considered the leading platform for sourcing more sustainably and responsibly produced materials to drive positive change and having attended in the past myself, is highly recommended.

At the [Global Fashion Summit](#) in Copenhagen the theme was 'ambition to action', a nod to industry-wide frustration with the pace of progress on sustainability. The two day event was a bid to champion the changemakers and create constructive collaborations, and covered everything from regenerative agriculture and next-gen materials to logistics and investment, spanning four open stages and 10 closed-door roundtables. While the event saw the launch of AllBirds net-zero carbon shoe, many experts believe progress remains slow and siloed. _

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 News

Welcome new members!

[Paper Theory Patterns](#)

Instantly downloadable and easy-to-use PDF Sewing Patterns, with modern silhouettes.

[Dea](#)

New Zealand-based GOTS Certified and botanically dyed underwear label.

[Amber Dawn](#)

Limited edition pieces using vintage Indian saris in linen, cotton & silk, handmade in India.

[Textile Hub](#)

New Zealand-based Design & Technology Studio Learning Hub.

Clo 3d Fashion Design Pilot: Expressions of interest sought

We are exploring the potential to run a **pilot programme**, in collaboration with Weft Digital and a select group of members to trial upskilling staff and incorporating digital design into workflows, in order to understand and quantify the benefits that this technology brings.

3D fashion design software has the capacity to streamline design workflows and reduce both the time to approved sample and the number of samples made, leading to a reduction in waste and emissions, and more efficient workflows.

Express your interest by email ask@mindfulfashion.co.nz

Upcoming Seminars

We're putting the finishing touches on our sustainability and education events for 2023 including a session in September on **Modern Slavery and Supply Chain Due Diligence**, a dynamic panel discussion at **NZ Fashion Week**, and **Exploring Circular Business Models** in October. Watch this space for more to come on these.

Mindful Fashion Launches Inaugural Circular Design Award!



We are excited to announce the **Mindful Fashion Circular Design Award**, a sustainable design competition that launched on Monday, June 26th! Brought to you in partnership with the Gattung Foundation, this award will further advance Mindful Fashion New Zealand's mission to create an innovative, full-circle and thriving future for the clothing and textiles industry in Aotearoa New Zealand.

[Viva reported](#) on the collective desire for real, transformative change permeating the local fashion industry, and how circular solutions that consider a sustainable future for fashion are gaining traction.

We're supporting the Award with a **programme of learning workshops** which are open for all members as well as entrants to the Awards. See more on these below.

The Award is open to all individuals and collectives over the age of 16, who live in Aotearoa New Zealand. **Applications to enter close July 21st**, with submissions due by November 10th!

[Discover the Design Brief and How to Apply](#)

Mindful Fashion at the WeCreate Hui

Jacinta attended the recent WeCreate Hui in Auckland as a representative from the fashion and textile industry. Carmel Sepuloni, Minister for Arts Culture and Heritage and deputy Prime Minister, gave a ministerial address about the importance of **the creative sector in defining our culture** in Aotearoa, and Ginny Anderson, Minister for Digital Economy and Communications, spoke about recent successful budget recognition for creative sectors.

Keynote Melissa Clark-Reynolds shared **signals from the future** with a focus on AI, including that 34% of knowledge workers are already using AI in their work, that with new technology employment goes up, and put forward that rather than be afraid of AI technology, train people to work with the tool in order to get the work you want from it, including the skills to create new knowledge and to be able to critically assess what comes out.

The rangatahi panel was a highlight, with **Mindful Fashion represented by Charlie Walkley** from MFNZ member Flo and Frankie. Charlie spoke about the power of creatives to make people's lives better, and shared that for her, success in her work means creating something of value that can stand the test of time. A powerful message that resonated with many there. A huge thank you to Charlie for representing our industry so powerfully!

Learn and Connect



GET STARTED ON CLIMATE ACTION

Introducing Mindful Fashion's
Climate Action Toolkit

TUESDAY 11 JULY 2022

Learn how our Climate Action Toolkit can work for you!

July 11 2023 | 11:30 am - 12:30 pm | Online

Learn how to use the tools and resources in the Toolkit, and hear from a business that took part in our Climate Action pilot programme. We'll share and take you through step-by-step how to get started on your climate action journey, and outline the support what Mindful Fashion can provide.

All welcome!

[Register to attend here.](#)



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.

1: Working with Waste - with Samantha Jones, Little Yellow Bird.

- Friday July 28 2023 | 10 am - 11:00 am | Online

2: Connection to Place - with Johnnie Freeland, Ngaati Te Ata Waiohua, Ngai Tūhoe.

- Friday August 4th 2023 | 11:30 am - 12:30 pm | Online

3: Circular Design Strategies - with Jacinta FitzGerald, Mindful Fashion.

- Friday August 11th 2023 | 11:30 am - 12:30 pm | Online

Workshops are open for all Mindful Fashion members and Award entrants to attend.

[Register to attend here.](#)

Member Spotlight



Offcut x Common Good

We love Offcut's new partnership with Common Good Coffee. Common Good's now redundant coffee bag product, originally intended to store and transport coffee beans, has been reimagined by Offcut into something completely new, a collection of Offcut caps. Thereby avoiding this resource heading to landfill.

[Launching Friday 7 July 12 pm](#)

Industry Events

New Textile Hub launches Short Courses for industry

Explore the range of **short courses** for industry professionals from the newly launched Textile Hub in Auckland. Created for designers, product developers, artists and teachers, these courses will build on current knowledge and expand design thinking to explore **new possibilities** and **innovative ideas** for the future through interactive and collaborative learning.

Read about the short courses [here](#).

OFPANZ Fabricator Workshop | 24 August | Tauranga

Join OFPANZ for the 3rd Annual Marine and Auto Fabricator Workshop on 24th August 2023, which will be held in advance of the annual OFPANZ Conference and Trade Show in Tauranga. This workshop will feature experienced and knowledgeable speakers, including industry experts and professionals who have a **wealth of experience in textile trimming**.

[Register to attend here.](#)

Industry News

UN Sustainability Communications Playbook



The UN Environment Programme (UNEP) and UN Climate Change have launched the **Sustainable Fashion Communication Playbook**, to provide industry stakeholders shared vision, principles and guidance on how to align **consumer-facing communication** across the global fashion industry with sustainability targets. This is especially relevant with green claims legislation coming into full force both in New Zealand and in international markets.

Written for marketers, brand managers, image-makers, storytellers, media, influencers and beyond, The Sustainable Fashion Communication Playbook, presents the need to redirect fashion **communication towards sustainable** and **circular solutions** as a creative opportunity, and **provides a framework** when policies around how to communicate environmental claims increasingly come into force. [Download the Playbook here.](#)

Introducing UPtexas by Upparel



UPPAREL has recently launched a revolutionary new product, **UPtexas**. Made of old garments, uniforms, PPE and textiles recovered from NZ companies, the rigid product **is** manufactured in NZ using a mechanical recycling technology and can be recycled again in the same process to be given a new life. UPtexas provides sustainable and circular alternatives for corflute, cardboard, fibreglass, polyurethane, and polystyrene.

Read more about UPtexas [here](#).

Step by Step Guide to implementing Traceability

The Traceability Roadmap by Trust Trace is a practical guide to implementing **traceability in supply chains**. It aligns theory with real-life case studies, interviews and useful tools. The Roadmap looks at the whole supply chain and is a helpful guide to tracing complex networks of suppliers and manufacturers.

Find out more and [download the roadmap here](#).

Textile Exchange - Deforestation-Free Leather Pledge and Guide

The Textile Exchange Deforestation-Free Call to Action for Leather Toolkit provides specific guidance for brands and retailers on the extent of supply chain mapping required within phase one of the Deforestation-Free Call to Action for Leather. It outlines what is expected and encouraged for **supply chain mapping** within the Call to Action, and **provides guidance** on data verification, as well as what to consider when appointing a third-party solution provider for supply chain mapping services.

Find out more and download the guide [here](#).

On the Horizon

Amsterdam's Effort to Become a Circular Economy



In 2020 Amsterdam declared itself the first city to commit to building a **circular economy**, focusing on food and organic waste streams, and consumer goods. This is evident through businesses such as the United Repair Centre (URC) which works with fashion brands including Patagonia, Scotch & Soda and Decathlon. URC currently turn around roughly 20,000 repairs per year, with a target to reach 200,000 per year by 2026. [Read more here](#).

If you work in Sustainability, this is for you.

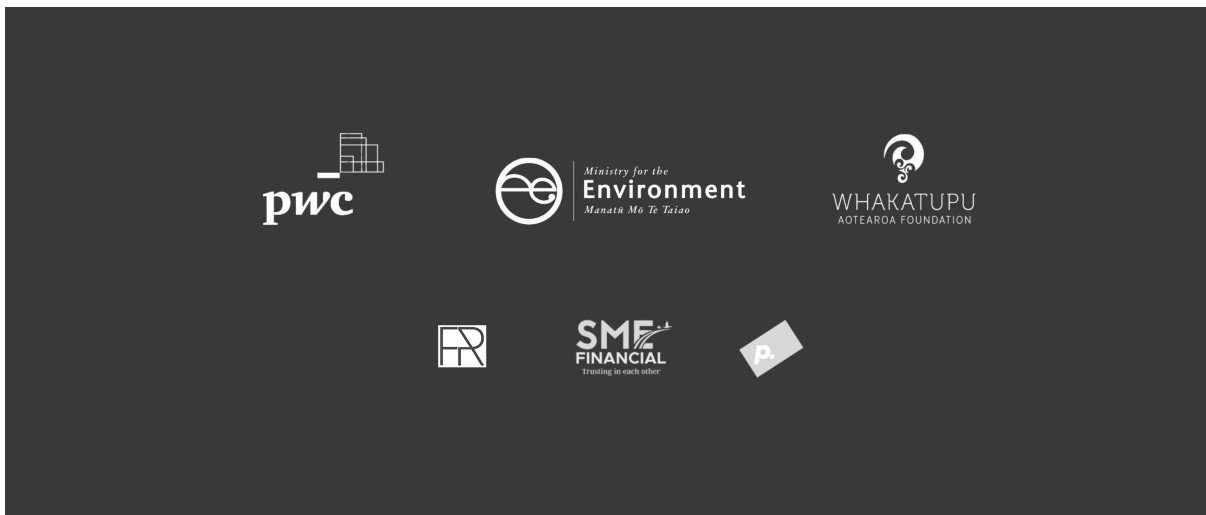
Working in sustainability, and with purpose can be challenging on both a professional and a personal level. Solitaire Townsend, Chief Solutionist & Co-Founder at Futerra, shares her views on how to stay sane whilst working in sustainability. Solitaire shares some practical tactics on how to maintain momentum, support yourself and avoid burnout. [Read Solitaire's advice here.](#)

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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