



Image: Knitwear from MFNZ member Dalston, produced by MFNZ member Beverley Productions.

Welcome to our July Community Newsletter!

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, the 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.

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!

We're supporting the Award with a **programme of learning workshops** that are open for all entrants to the Awards. See below for details.

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

Getting started with the Mindful Fashion Climate Action Toolkit

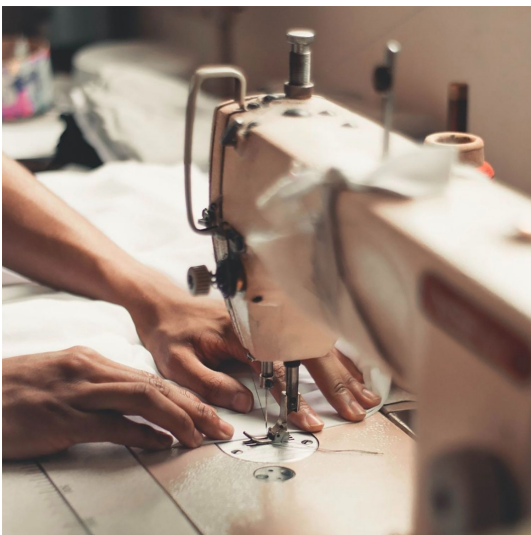
This week we held an online session showing businesses how to get started on their climate action journey using our recently launched toolkit. We showed **how our toolkit provides a step-by-step guide** to measuring emissions and developing reduction strategies, and outlined how it was developed to support our members in NZ's fashion and textile industry on this journey, based on **learnings from our recent pilot programme.**

Briar Lloyd, Planning and Logistics Manager at Ruby who took part in the pilot programme shared **Ruby's learnings from the pilot** programme and how they are taking this work forward.

Find out how the Toolkit can work for your business today!

[Watch the recording here.](#)

MFNZ succeeds in advocacy for Machinist Skills training



After more than 2.5 years of meetings and stakeholder engagement we are pleased to share that **Sewing Machinist skills** have been recognised as a critical need in the NZ apparel and textile sector by Hanga-Aro-Rau, the Manufacturing Workforce Development Council. The development of a **new fit-for-purpose qualification** has been approved targeted at the needs of sewing machinists across industry.

Work to have a machinist training qualification developed is being led by Hanga Aro Rau and due to start in August. Now we have successfully achieved formal recognition of the skills shortage, we are seeking industry input into qualification development so get in touch if you want to be part of this work. It's critical your business engages to ensure what's developed meets your needs.

[Read more about our progress here.](#)

In the News

Circular Design Award celebrates Circular Solutions in Fashion



Mindful Fashion's Circular Design Award media partner **Viva** announced the Award launch with a feature article outlining the challenges and opportunities that Mindful Fashion is seeking to address with this initiative.

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.

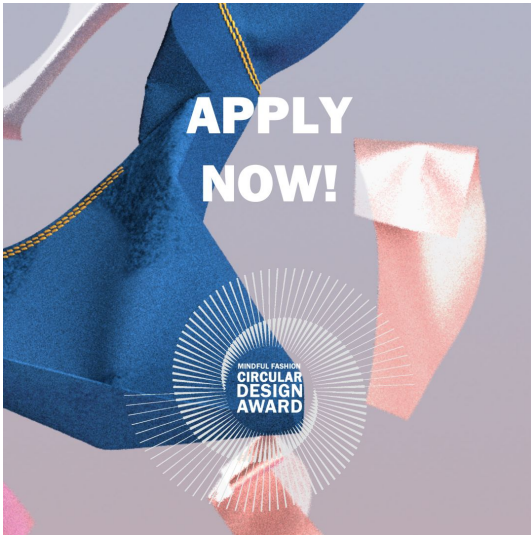
“The aim of our Circular Design Award is to inspire Kiwi creatives to reimagine how clothing is designed, made and circulated to keep these valuable resources in use,” says Jacinta FitzGerald, chief executive of Mindful Fashion. *“Each year, millions of tonnes of clothing is produced, worn and thrown away, with more than 85 per cent not finding its way into recycling or circular systems.”*

The Award aims to inspire and support designers to **reimagine** how they use textiles, weaving principles of mātauranga Māori with local industry knowledge, skills and resources, the programme will support designers to reimagine creative ways to breathe new life into old textiles.

[Read the full article here.](#)

Learn and Connect

Apply to enter the Circular Design Awards



Are you a creative problem solver?

We are looking for innovative ideas that reimagine fashion as circular from a unique Aotearoa New Zealand perspective.

Apply Now!

- **Applications** due - July 21st at 5pm.
- **Final Submission** due - November 10th.

[Read the full brief and Apply Here](#)

Circular Design Award Learning Journey for Entrants



The Circular Design Award Learning Journey is **open to all Award entrants**, as well as Mindful Fashion members to attend. The series of workshops during July and August are guided by Mindful Fashion alongside industry and knowledge partners and explore the principles of a holistic 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

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

- Friday August 4, 2023

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

- Friday August 11, 2023

[Find out more here.](#)

Textile Hub Short Course Introductory Offer

The Textile Hub offer a range of short course to upskill professionals in a range of technical and digital areas. The Textile Hub is offering a **15% discount** for registrations made by 31 July on its August and November short courses covering **Photoshop for Textile Design, Introduction to Digital Fashion Design** and more. To take advantage of this offer, use promo code TH15 when registering on the Eventfinda website. Course numbers are limited to ensure participants receive a high quality learning experience.

[See Textile Hub's range of short courses here.](#)

Member Spotlight



Offcut

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 reimaged by Offcut into something completely new, a collection of Offcut caps. Thereby avoiding this resource heading to landfill. [Check the range that launched last week!](#)

On the Horizon

Auckland Climate Festival | 31 August - 29 September 2023

See what's on offer across Tāmaki Makaurau this September during the **Auckland Climate Festival** that aims to unite communities, celebrate inspiring mahi and accelerate climate action! With a programme of 150+ events, kicking off with its launch with Iwi Host Ngaati Te Ata Waiohua, for a **dawn ceremony** at the Auckland Botanic Gardens on the 31st of August from 6.30 am.

Browse the initial release of **programmed events** [here](#).

Australian Textile Product Stewardship Scheme launches



Last month the Australian Fashion Council led consortium launched its product stewardship scheme for textiles, **Seamless**. The scheme recognises that brands who place clothes on the market are responsible for the entire life of that garment. It aims to transform business models, drive innovation, change citizen behaviour and recycle clothing in high-value applications through introduction of a 4c per garment levy.

Initially voluntary, some of Australia's leading fashion retailers have signed up, however Environment Minister Tanya Plibersek has given the remaining brands and retailers a 12-month ultimatum to participate or face mandatory regulations. Learn about [Seamless here](#) and watch this space as we explore further what this means for New Zealand brands and retailers.

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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