



Mindful Fashion New Zealand | December 2023



Image: Josh Szeto

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 a big year for us, we've grown our programmes and our impact, and your continued support and participation has helped make **2023 a huge success!**

It's been very inspiring to see so many of you at our events, our monthly educational seminars, participating in our working groups, and making great strides in your sustainability impact over the last 12 months.

Thank you to a large number of you who participated in our industry survey, along with many outside our membership. This data will inform the report being produced by EY NZ. Economic analysis and research are currently being undertaken to build a picture of the **value of the industry** and identify pathways towards a **thriving industry for all**. This work will continue in the new year with the final report due in April.

I spoke with BfM last month about the impacts of the fast fashion industry in New Zealand and worldwide. I talked about the need to change the way clothes are **designed, made and used to work in a more circular system**. We can't escape that fast fashion is a model that thrives on over-production, is highly polluting and is clogging up charity shops and landfill with unwanted clothes. We need to focus on better quality, longer lasting products that can be circulated.

Our Circular Design Award programme challenged designers to tackle this. Running for 6 months from June 2023, through the programme we **educated over 100 designers** on circular design strategies, working with textile waste and looking at design as a problem solving exercise.

The programme culminated in an **Awards gala** where the finalists and inaugural Award winners were celebrated. It was a fantastic night where the industry got together to celebrate both the best of sustainable design and the end of 2023! Winning entries included old jeans that were **deconstructed and reconstructed** as a new yarn, a **zero-waste design** using waste household linen, and artfully **repurposed obsolete parachutes**. We're so excited about the success of this year's programme and starting to plan for 2024. Let us know if you want to be involved!

After our successful advocacy over the last 3 years, last month work commenced reviewing qualifications and skills required for a new **machinist training qualification**. We're absolutely thrilled that this work is finally underway. Building pathways for skills development is a critical part of continuing to manufacture high-quality, long-lasting products locally and enabling circular systems where clothes are kept in use for longer through repair, remanufacturing and repurposing. **Local production** also allows companies to be more responsive to the market and produce to meet demand, using mostly renewable energy!

Black Friday has been top of mind this month. It has grown exponentially in NZ and has fast become a **global symbol of overconsumption**, waste and disconnection. It's been encouraging to see so many brands both here and globally increasingly using Black Friday as an opportunity to take a stand and approach the period mindfully with considered communications and sustainable initiatives. 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.

We're excited about plans taking shape for 2024. Watch this space as we continue driving forward our circular economy, climate action and local industry skills and capability work, and building an engaged community around some of the most critical issues facing the fashion industry to collectively work towards positive action.

Happy holidays everyone, I'm looking forward to a happy and prosperous 2024 for all!

Mā te wā,

Jacinta

Mindful Fashion News

Welcome New Members

[Ali Davies](#)

Ali Davies is a textile artist based in Auckland who creates printed homeware products using hemp, organic cotton and linens crafted in India.

Become a Member

Membership is open to all members of New Zealand's clothing and textile ecosystem whose values and actions align with the Mindful Fashion mission. Join us!

End of the year industry celebrations!



It was great to see so many of the industry out in force in Auckland, Wellington and Christchurch for our end of year networking! Everyone enjoyed the opportunity to come together and celebrate the end of 2023 and the start of summer. It was a great opportunity for members and non members to connect, and build networks. For us, a stronger, interconnected community is instrumental in strengthening our industry for the benefit of everyone!

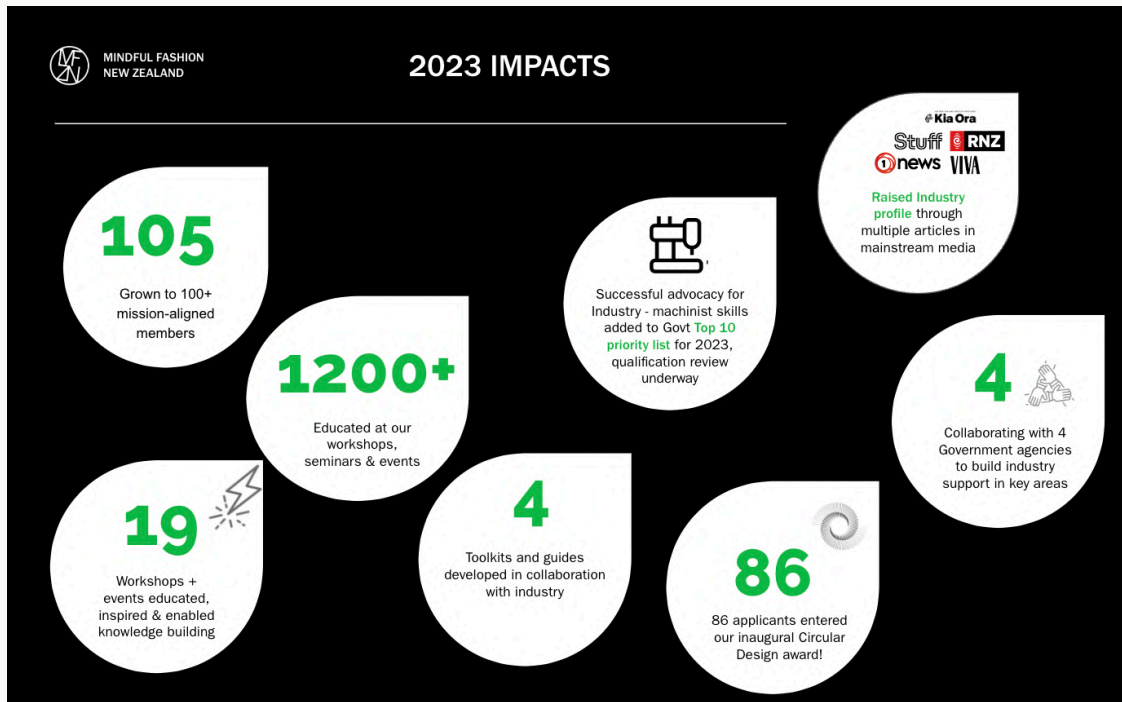
Celebrating Excellence in Circular Design!



We had an incredible celebration of fashion and sustainability at the **Mindful Fashion Circular Design Awards** held in Auckland last week! On show were some of the many and varied ways that clothes can be designed for the circular economy. The Award celebrates the best of emerging talent in sustainable fashion design. Congratulations to the 2023 winners and finalists!

- [Find out more about the finalists and winners here.](#)
- [Read more about the Award night here.](#)

2023 in Review!



We've been reflecting on our impact over 2023, on our journey to creating an innovative, full-circle and thriving future for the fashion and textiles industry in Aotearoa.

We're excited that as an organisation we've grown in size and impact! We now have over 100 members businesses, 5 tertiary education providers and many partners, all committed to a **thriving future for the industry**, who want to collaborate to make that happen. Our 2023 workshops and events covered a variety of sustainability impact areas from Zero Waste Pattern Design, and Communicating Sustainability to CLO 3D and Due Diligence in Supply Chains. We worked with a wide range of industry experts and had attendees from across the industry actively engaged in our interactive sessions. We are proud of what we have delivered this year, and we're looking forward to our series of workshops and programmes for 2024! [Read more about our impact here.](#)

MFNZ CE Jacinta FitzGerald commended at SBN Awards!



Last month's 21st annual Sustainable Business Awards was a celebration of the incredible organisations in Aotearoa putting sustainability front and centre. We are incredibly proud of Jacinta for receiving a **Commendation** in the **Sustainability Superstar Award**. This Award celebrates a person who inspires and leads others to make a difference. [Read more about the SBN Awards here.](#)

Jacinta says "It was a huge honour to receive a commendation in the Sustainability Superstar category of the Awards, and be recognised alongside many others working to make change happen."

Member Spotlights



Liz Mitchell

Liz Mitchell is an established NZ designer who launched in 1990 and specialises in bespoke tailoring and bridal wear using predominantly natural fibres. Liz works with a skilled team to provide a personal service with attention to detail, through her couture atelier. Liz is currently running an exhibition This Raw



Paris Georgia

Paris Georgia is a contemporary New Zealand womenswear label. Launched in 2015 by friends Paris Mitchell Temple and Georgia Cherrie. The NZ-based designer label employs a local workroom team and an in-house pattern-maker who has been with the company since its beginning and it has established close

Material at Corban Estate Arts Centre, until the 9th of December.

relationships with many local makers.

Sustainability Spotlight

Circular Design Award Partner Spotlight

Through the Mindful Fashion Circular Design Awards, we partner with aligned businesses to help bring the Awards to life. Circular Design Award 2023 partners **Deane Apparel** and **Loveblock** align with our principles of circular and sustainable business. Ka pai Deane and Loveblock, we're proud to have such innovative sustainability-focused businesses as partners of the 2023 Circular Design Awards.

“It’s a lot of trial & error but exciting to see how up-front design decisions can have such a positive impact on end-of-life”

Sonya Flynn, Head of Product & Design,
Deane Apparel

Deane Apparel | Advancing Circular Business Models

Circular Design Award partner Deane Apparel, a corporate uniform supplier, is working towards keeping its garments in circulation for longer and finding solutions for their end of life. Deane tells us about its circularity principles in this Sustainability Spotlight. [Read more.](#)



Loveblock | Grown with Love, Made with Care

Circular Design Award partner Loveblock is dedicated to organic grape growing and sustainable winemaking methods. Loveblock considers sustainability holistically across the business from soil to bottle, and organic farming is at the heart of its approach. [Read more.](#)

Industry News & Resources

State of Fashion 2024 report - top ten themes for 2024!

The State of Fashion 2024 report shares vital insights into business trends and forecasts for the year ahead, and has identified ten emerging themes that will be high on fashion leadership agendas for 2024. A recommended read!

[Download the report here](#)

Patagonia opens a repair centre in London



Patagonia opened a new repair centre in London with the United Repair Centre (URC) and Fashion Enter. Founder of URC, Thami Schweichler, comments: “We want to help people **wear their clothes longer and consume consciously** in the future if we want to have a vibrant planet to do business in. With the launch of URC London, we are making it easy for **responsible clothing brands to join the growing repair movement.**” [Read more.](#)

Vestiaire Collective expands its ban of fashion brands



Second-hand resale platform Vestiaire Collective has said that it will be expanding its ban on fast fashion in a bid to further its **efforts of tackling waste in the industry**. This latest move was announced in a letter on Vestiaire's website from founders Fanny Moizant and Sophie Hersan, who said the reason behind launching the ban was down to hefty production and the rising amount of textile waste. [Read more here.](#)

Stella McCartney unveils AI and biological recycling at COP28



Stella McCartney unveiled a parka jacket in partnership with US biological recycling company Protein Evolution at COP28, **crafted using artificial intelligence and biology** to produce raw ingredients of polyester from plastic waste instead of fossil fuels. The collaboration is the first garment made using biological recycling marking a breakthrough in seeking sustainable alternatives to virgin polyester and plastic. [Find out more here.](#)

Hari kirihimete!

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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