

Image: Mindful Fashion member Commonkind

Welcome to our March Newsletter!

Kia ora Mindful Fashion members and partners,

The early stages of this year have been a time to reflect and plan, and here at Mindful Fashion we've sharpened our focus on our mission to unite the industry towards an innovative, full-circle and thriving future for business, people and nature.

Mindful Fashion's focus in 2023

Our work this year continues to focus on four strategic areas. Guiding business commitment to responsible practices, advancing the circular fashion ecosystem, local industry innovation and capability, and building awareness and demand for a responsible and thriving local industry.

Join us at our AGM in April where we'll talk through in more detail what our key projects are under each of these pillars. This is also an opportunity to meet our Board Directors, and other industry leaders. We would love to see you there!

Local industry skills and career pathways

We continue to strongly advocate for our industry with all levels of government and have worked with Hanga Aro Rau over the last few months to facilitate roundtables with manufacturers, to build consensus on skills and training needs to boost skilled machinist numbers. HAR's next step in this process is to bring industry and education providers together to find the most effective way to launch training programs that meet industry needs. It's critical you get involved in this

process if you support this work, we need as many voices at the table as possible to illustrate how dire the need is.

Calling Industry leaders

We've opened our Board nominations this week, and are seeking senior leaders in the industry to join us to help guide the future of our organisation. If this sounds like you, I would love to hear from you.

New Appointment

I'm delighted to announce I have been appointed as Mindful Fashion's first Chief Executive. It's a huge honour and I am privileged to have the support of the Mindful Fashion Board. This signals a step change for us as an organisation, and we have big plans to grow our work supporting our members, and our impact this year. Thank you to all of you for your ongoing support of myself and of our mahi, as we work to bring our vision for a thriving future for our industry in Aotearoa to life.

Demand is there

I was encouraged this week to see that New Zealand shoppers are making it a priority to seek out products from companies that try to reduce emissions and ethically manufacture their goods. These two sentiments are directly aligned with our work over the last two years, and many of our members are shifting their practices and business models to implement more responsible and environmentally friendly practices. You can read more about the research [here](#).

Finally, my sincere thanks to each of you for your continued support of Mindful Fashion and our work. You guide and inspire us every day, and we look forward to sharing the journey to a thriving future for our industry with you all - this year and beyond.

Mā te wā,

Jacinta

Mindful Fashion Updates

Welcome new members

[Alyssa Lloyd](#) - Designed and made in New Zealand womenswear with custom-made service.

[Case Basket Comms](#) - Bespoke public relations and communications agency for enterprises, charities and businesses.

[Love and Glory](#) - Made in New Zealand designer womenswear using natural fabrics garments.

Upcoming Events



Zero Waste Pattern Design with Emma La Rocca

Monday 27th March | 11:00am - 12:00pm

Online - [You must register to attend here.](#)

We are delighted to host Emma La Rocca, a zero-waste pattern design specialist.

Image: Holly McQuillan's shape-shifting t-shirt, Credit: ZWDO

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:

Event is free for Mindful Fashion members. The charge for non-members is \$25.

Mindful Fashion AGM

Wednesday 26th April | 5:30pm - 7:00pm

Location: In person (TBA) and online (registration required).

[Register to attend here.](#)

We're excited to once again host an in-person AGM this year! Come along and hear about our plans for 2023 and beyond, meet our Board and network with industry. We would love to see all

of our members there. The AGM will be in Auckland and also online and is open to anyone in the industry. More details including guest speaker announcement coming soon. Mark the date in your calendars and watch this space.

Member Spotlight



Cactus Outdoor's repair programme keeps quality clothes in use

Mindful Fashion member Cactus Outdoor and Albion Clothing talked to Seven Sharp about the benefits of local manufacturing, and showed how local manufacturing and skilled machinists help them keep their quality outdoor products in use for longer. Watch the segment [here](#).

Industry News

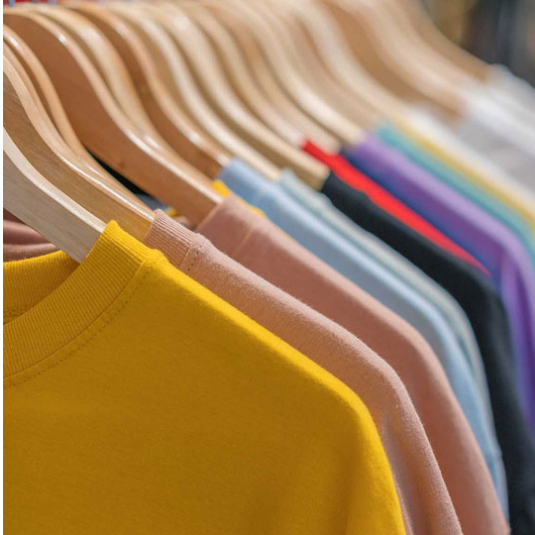


Nisa needs a values-aligned visionary to take it to the next level.

Nisa started almost 6 years ago to provide meaningful employment opportunities to women in our refugee and migrant communities. Since then its achieved jobs for 29 women from refugee and migrant backgrounds, and 25,000+ orders dispatched to 13,000+ customers. Due to a

change in personal circumstances, Nisa's founder Elisha is looking for a new owner to pass the baton to. Is this you, or someone you know?

Read [an article](#) about it, check out the [business listing](#) and contact broker Amy (amy@cmbusiness.co.nz) by March 22 for further details.



Australia announces National Clothing Product Stewardship Scheme

The Australian National Clothing Product Stewardship Scheme (NCPSS) has released its plan to achieve circularity for Australian clothing and fashion by 2030. This is big news for New Zealand businesses that are connected to the Australian market, as it could impact your customers requirements.

Initially voluntary, the scheme will shortly begin development and transition and will be operational from July 1, 2024. The scheme is the industry response to Australia's growing clothing and textile waste problem, to align with global sustainability and carbon reduction targets. Its target is 30 signatory businesses representing 60% of the clothing market to join in 2023.

The introduction of the scheme at a national level illustrates the importance of changing the way clothes are designed, made, used and circulated. From designing for circularity, to introducing circular business models, closing material loops and educating citizens to influence behaviour change, it's imperative the industry starts to embed circular practices, so we will be providing education, tools and resources for members this year to advance this agenda. Watch this space!

California introduces Act for responsible textile disposal and reuse

California's new [Responsible Textile Recovery Act of 2023](#) would require producers to establish a stewardship programme for the collection and recycling of "covered products," which include any apparel, textile, or textile article that is unsuitable for reuse by a consumer in its current state or condition. The Act is aimed at facilitating the repair and reuse of clothing and the recycling of textile fibres and will be enacted under Bill SB 707.

Addressing unsubstantiated sustainability claims - OECD forum panel

For many companies in the garment and footwear sector, product sustainability claims have been the answer to increased market expectations to prove their efforts. Recent investigations by consumer market authorities in the sector, however, found that product claims used by companies and retailers are often not sufficiently backed by product-specific data, were too generic or selective. This session explores the types of claims used by companies and retailers and discusses the implications of unsubstantiated claims for companies and the industry at large. [Recommended watching.](#)

Ripple - solution for childrenswear textile waste in New Zealand.

A new initiative to support people in the community and textile waste in New Zealand. Ripple collects, sorts and distributes unwanted and outgrown children's clothing (0 to 12 years) from excess inventory from retailers as well as from families. [Find out how to connect and get involved here.](#)

GenLess - going car-free in the workplace toolkit

Join a community of New Zealand organisations taking climate action by reducing their car use. Find out ways to use implement and use their toolkit [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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