



*Image: Mindful Fashion member Twenty Seven Names, Lenny Dress Made in New Zealand*

## Welcome to our May Newsletter!

Kia ora koutou Mindful Fashion community,

Thank you to all our members, partners and supporters who came along to our **4th AGM** last week at Wall Fabrics HQ. It was wonderful to see the industry come together for a shared purpose. Together we celebrated our successes over the last year, launched our new strategy, and welcomed our new Board Members.

**Congratulations to our newly elected Board members** Mat Junge, Emma Wallace and Trevor Hookway, and to our newly appointed Chair Juliette Hogan! What a privilege to have each of them joining the Mindful Fashion Board and bringing their expertise to our mission. Read more about our Board in the AGM recap below.

The AGM gave me an opportunity to reflect on what we've achieved over the last 12 months, and what we are working towards this year. We have **achieved some milestones** over the last year and we've been able to do this thanks to all of our members who have participated in our programmes and working groups, who have answered my questions and helped shape our impact. It shows what we can achieve by working together, so thank you, and please **continue to get involved**.

We presented our **revised strategy** and I'm excited to be able to share this with you today. It's an evolution that we have been working on over the last 6 months and outlines our plans to

**support our growing community** of businesses committed to creating an industry ecosystem that's good for people planet and business. Read more about the new strategy below.

We have some fantastic educational seminars coming up and I encourage you to share these with your teams and sign up. Highlights include **Communicating Sustainability**, and **Digital Design using Clo 3D**. Check out our events section below.

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 to our new Chair and Board Members!

We are delighted to announce **our new Chair, Juliette Hogan**. Juliette is the founder and owner of New Zealand clothing label Juliette Hogan.

We are also delighted to welcome newly elected Board members:

**Emma Wallace** - Managing Director, Kowtow.

**Matt Junge** - General Manager, Albion Clothing & Cactus Outdoor.

**Trevor Hookway** - Director, Hawes & Freer, confirmed for the second term.

Read more about the Mindful Fashion Board [here](#).

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## Mindful Fashion 2023 AGM

We held our 4th AGM last week! The Mindful Fashion team along with our Board and members from across New Zealand's fashion and textiles industry gathered together at Wall Fabrics in their Morningside HQ.

Together we reflected on the past year, launched our new strategy, and introduced our new Board Members, including the appointment of our new Chair Juliette Hogan.

[Read our recap, watch the recording, find out more about our new Strategy here.](#)

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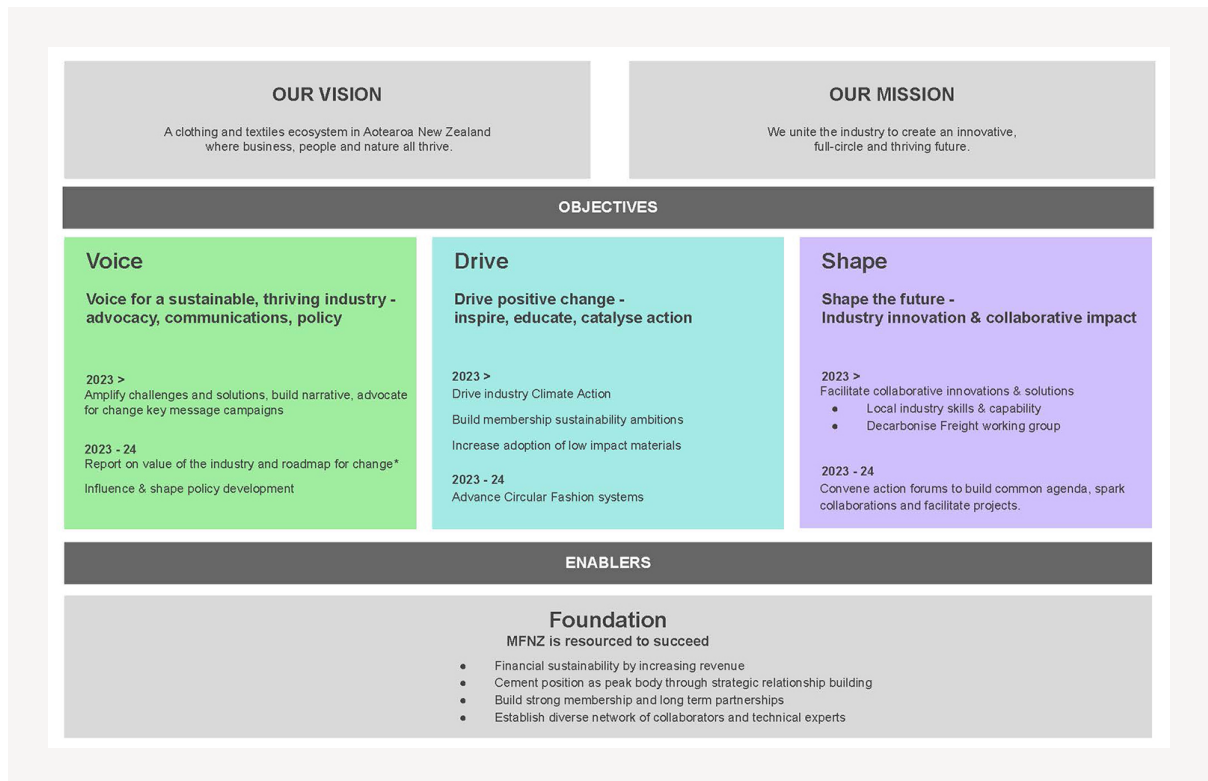
## Mindful Fashion Strategy 2023 - 25

At the end of 2022 we reviewed our strategy, updating our vision and pillars to reflect our ambitions for the industry. Our new strategy is an evolution, continuing our focus on working with our members to accelerate critical **sustainability and innovation** work, and catalysing action through impact programmes that influence wider industry change.

Our mission continues to be **uniting the industry** to create an innovative, full-circle and thriving future. Working towards our vision of a clothing and textiles ecosystem in Aotearoa NZ **where**

business, people and nature all thrive.

[Read the MFNZ 2023-25 Strategy here.](#)



## In the News



**Fashion is making some progress on sustainability, what needs to come next.**

In this op-ed for Stuff on the 10 year anniversary of the Rana Plaza factory collapse in Bangladesh, our CE Jacinta FitzGerald reflects on what progress the industry has made and where we need to see more ambitious action to address fashion's impacts. [Read the article here.](#)



VIVA

## Viva x Mindful Fashion collaboration

Mindful Fashion x Viva presents the video series Behind The Seams: What It's really like to work in fashion.

In episode 1 we talk to Casey Reid, digital marketing manager at Juliette Hogan. This role is fast becoming pivotal in the success of any fashion brand navigating our digital world. [Watch the clip here.](#)

## Upcoming Events

Mindful Fashion New Zealand  
presents

# COMMUNICATING SUSTAINABILITY

An online education session with:

- The Commerce Commission
- GoodSense Marketing

7 June 2023 | 11.00am - 12.30pm

## Communicating Sustainability in 2023

**Wednesday 7th June | 11:00 am - 12:30 pm | Online**

It's critical to get your sustainability communications right, especially in 2023. Mindful Fashion is hosting **The Commerce Commission** alongside **GoodSense**, experienced communications specialists, for a balanced discussion to help you navigate the challenges and opportunities of communicating sustainability impact.

[Register to attend the online event.](#)

This event is free for Mindful Fashion Members, and \$25 for non members to attend.

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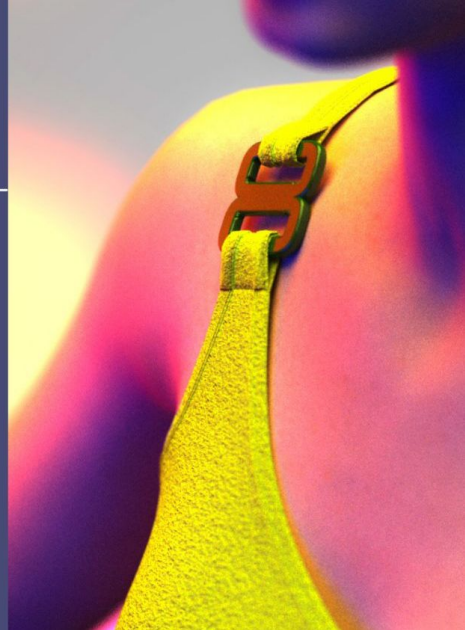
Mindful Fashion New Zealand  
presents

## Introduction to **CLO 3D DIGITAL DESIGN & SAMPLING** to Reduce Impact

An online education seminar with:

**Helena Steinmann**

20 June 2023 | 11.00am - 12.00pm



## CLO 3D | Digital Design & Sampling to Reduce Impact

**Tuesday 20th June | 11:00 am - 12:00 pm | Online**

Join Mindful Fashion and digital specialist Helena Steinmann to learn how software such as CLO3D can help your business improve environmental performance by reducing waste, and save time and money.

### What you will learn:

- How brands can use CLO3D at different stages of design, sampling, specs, marketing and production.
- Realism in digital garments.
- How to get started and set-up costs.
- Business innovation, and the opportunities of the digital age.

[Find out more and register to attend the online event here.](#)

This event is free for Mindful Fashion Members, and \$25 for non members to attend.

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# ZERO WASTE PATTERN DESIGN MASTERCLASSES

with

**Emma La Rocca**

26 | 29 | 30 MAY 2023

GREY LYNN AUCKLAND

## Zero Waste Design - Masterclasses

Emma La Rocca is holding a series of in-person Zero Waste Design Masterclasses for the fashion industry in May 2023. The masterclasses will be in person in Auckland and cover Design, Grading and Marker-making. You can attend one or all three.

[Find out more and Register to attend.](#)

## Member Spotlight



### **Yu Mei**

Mindful Fashion member Yu Mei works with circular principles, and designs its products for circularity, enabling the circular system through both its repair and refurbishment service, and its buyback initiative. Through buy-back, customers can return their Yu Mei bags to the brand to repair and refurbish, often adding to their value.

## Partner Spotlight

# FRAME.

*We partner with leading local and international fashion brands to support them with their talent acquisition.*

*Our specialist areas are;*

Retail Management  
Marketing, Digital & PR  
Design & Production  
Buying, Planning & Wholesale  
Executive Appointments

*Visit the vacancies page on our website to discover the latest listings.*

AUCKLAND | CHRISTCHURCH | WANAKA



## Frame Recruitment

Frame is a leading **HR and recruitment agency** that specialises in finding the best talent for fashion, retail and lifestyle brands.

With a strong presence in **Auckland, Christchurch, and Wanaka**, Frame has deep connections in the industry and can source talent nationwide. The company's team of Account Managers brings their firsthand experience in the fashion industry to their work, ensuring that they find the perfect fit for each position.

Frame's **areas of expertise** include marketing and PR, design and production, buying and wholesale, retail management, and executive positions. With a focus on professionalism, honesty, integrity, and transparency, Frame partners with brands to find **top talent** that compliments their company culture, offers bespoke HR consulting services and supports candidates looking for their next career move.

Contact Rachel Smart, Director [rachel@frameretail.co.nz](mailto:rachel@frameretail.co.nz) and check out [frameretail.co.nz](https://frameretail.co.nz)

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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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