



Image: Mindful Fashion AGM 2023

Welcome to our May Community Newsletter



Introducing 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, and has been on the Mindful Fashion Board for the last 12 months prior to stepping into the role of Chair.

We would also like to welcome newly elected Board members:

- **Emma Wallace** - Managing Director, Kowtow Clothing.
- **Mat Junge** - General Manager, Albion Clothing & Cactus Outdoor.
- **Trevor Hookway** - Director, Hawes & Freer (Confirmed for his second term)

The Board is responsible for governing our organisation. Read about the Mindful Fashion Board Directors [here](#).

Mindful Fashion 2023 AGM

We held our 4th AGM in April! 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. We reflected on our achievements over the last year and shared our plans for the next 12 months.

[Check out our AGM recap for highlights](#)



Mindful Fashion unveils its Climate Action Toolkit!

We are delighted to unveil our Climate Action Toolkit for clothing & textile businesses in New Zealand.

It's been developed using **insight gained from the pilot Climate Action programme** we ran in 2022, with ten Mindful Fashion member businesses. The Toolkit is designed to support businesses to get started on the climate action journey, by providing industry specific guidance and tools to measure organisational emissions and develop reduction strategies.

Our CE Jacinta FitzGerald says, "Our pilot programme proved the case when we saw businesses taking immediate action to change policy and behaviour once they understood where their emissions were being generated. The Toolkit we've developed will be useful for businesses across the entire fashion and textiles industry to kick start their carbon reduction journey. It's no longer a nice to have, it's a necessity."

[Read more here.](#)



RUBY

"Going through this programme has helped us find great clarity about where we need to focus our attention. We found that the biggest proportion of our emissions came from freight and waste to landfill which was consistent with many others. What stood out was that whilst airfreight may only make up say 24% of our freight activity it can create 90% of the freight emissions." [Read Ruby's case study here.](#)



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**. Watch the clip and learn more! about the inner workings of our vibrant industry!

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.](#)

In the News



Challenges and Opportunities with Textile Waste

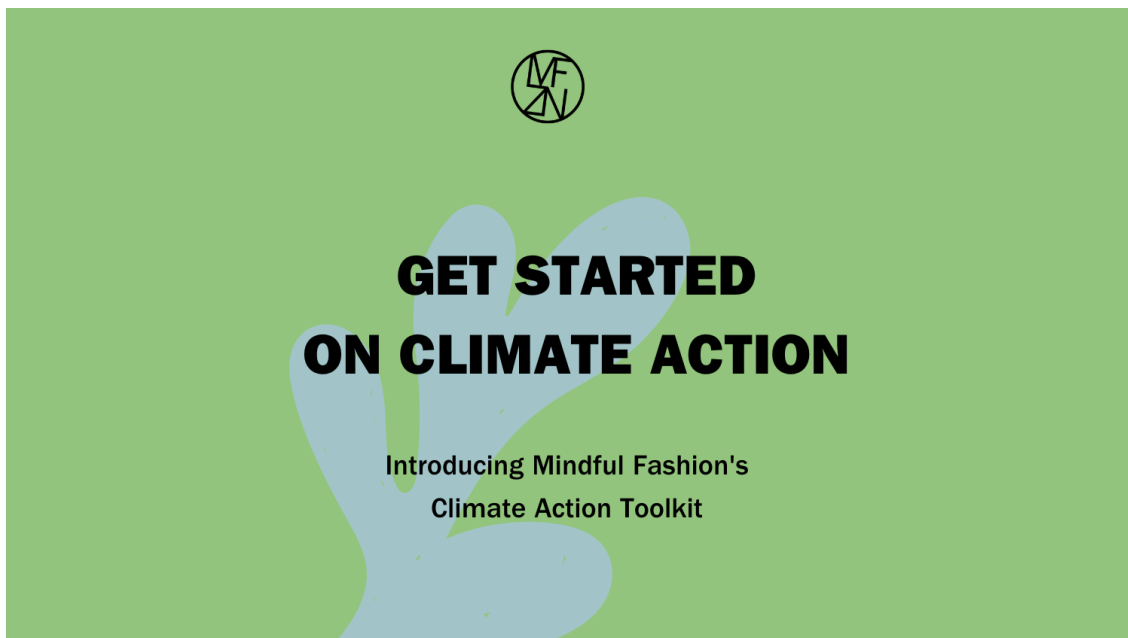
Mindful Fashion adds industry voice to illuminate the growing textile waste issues and opportunities in Aotearoa. Alongside Koha Apparel and Upparel our CE Jacinta FitzGerald contributes to this segment from TVNZ 1 News. [Watch the clip here.](#)



Fashion is making progress on sustainability, what do we need 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.](#)

Upcoming Events



Join us to learn about our Climate Action Toolkit!

May 30, 2023 | 11:30 am - 12:30 pm | Online

We'll share the tools and resources in the Toolkit, take you through **step-by-step how to get started** on your climate action journey, and outline the support what Mindful Fashion can provide.

Learn what's involved in measuring your carbon footprint and developing reduction strategies, and hear from **businesses that took part** in our Climate Action Programme in 2022.

All welcome!

[Register to attend here](#)



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.



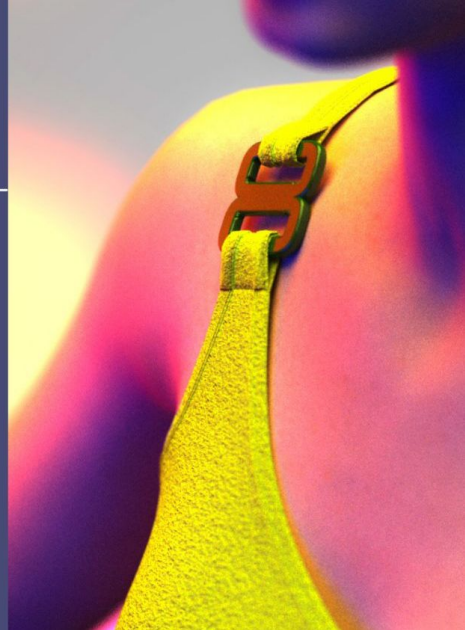
Mindful Fashion New Zealand
presents

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, while saving 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.

[Register to attend the online event](#)

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

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](#)

Join our Team!



New Opportunity

Frame Recruitment is partnering with Mindful Fashion in our search for a dynamic commission-based Sponsorship & Partnership Specialist. Does this sound like you?

The Sponsorship & Partnership Specialist will work closely with the MFNZ team to build on our existing business development strategy. If you or someone you know might fit this brief please contact Rachel Smart, Director rachel@frameretail.co.nz and check out frameretail.co.nz

Member Spotlight



Yu Mei

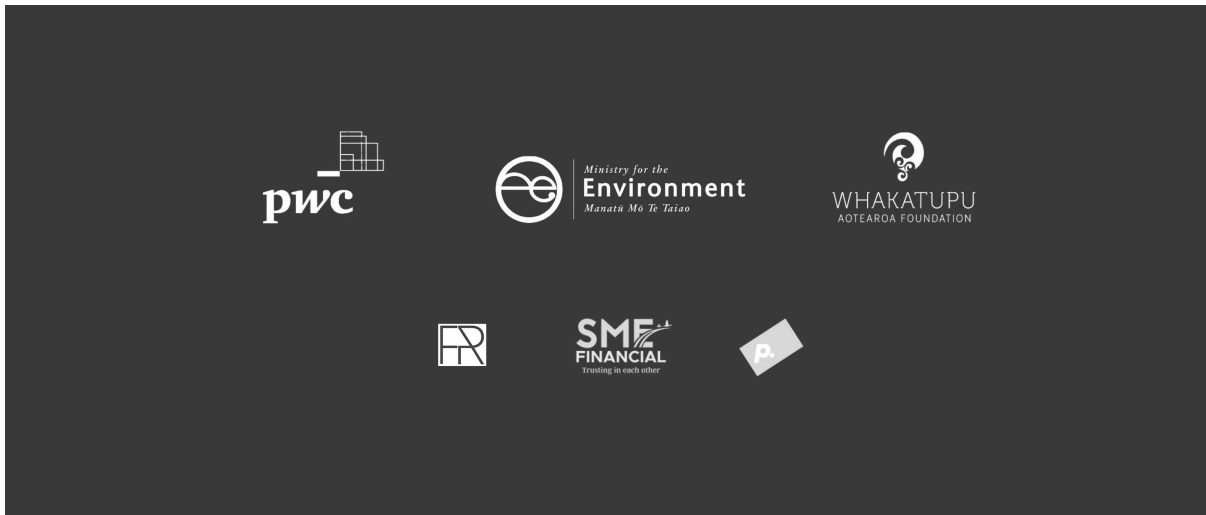
Mindful Fashion member Yu Mei works with circular principles, and designs its products for circularity, enabling the circular system through both its repair and refurbishment service, and its buyback initiative. Through buy-back, customers can return their Yu Mei bags to the brand to repair and refurbish,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

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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Mindful Fashion, 17 Nixon St, Grey Lynn Auckland, Auckland 1021,