



MINDFUL FASHION NZ
Our clothing & textiles collective

Welcome to the MFNZ monthly newsletter!

FEBRUARY 2021



Zambesi workroom, image courtesy of MFNZ.

Kia ora koutou,

Welcome to February 2021!

This year is about creating positive change at Mindful Fashion, and we have some exciting projects underway to kickstart this.

Later this month we launch our **Sustainability Action Framework** (more details below). The clothing and textiles industry has no unified, or globally recognised path or methodology to act on sustainability. We've developed our framework in response to feedback, and in consultation with members and global initiatives to provide guidance for members to take sustainability action.

Over the course of 2021, we will partner with aligned organisations so members have the tools needed to take further action in support of their sustainability ambitions. Watch this space!

In March we launch the MFNZ T shirt **fundraising campaign**. The purpose is to raise critical funds for our ongoing operations, so we can continue to advocate on your behalf.

The certified organic cotton T shirt will be made and printed in NZ and have a circular lifecycle. Please share this campaign with your networks when it launches.

In January, we took MFNZ to the **Beehive, a big coup for us!** Board member Trevor Hookway and I met with Jan Tinetti (Minister for Women and Ass. Min. Education) and a senior policy advisor to Chris Hipkins. We discussed industry challenges and opportunities, in particular around workforce development. This supports our ongoing work with Competenz developing an Apprenticeship program, where scoping is approved for feasibility of updating Unit Standards and creating Assessments in 2021.

Our upgraded **Website** will launch mid-March, with a database of members and their capabilities, industry news and a members only area where tools and resources will sit. More to follow soon on this.

We have big plans for the year and I'm looking forward to working with all of you as they unfold! Don't hesitate to reach out with any comments.

Noho ora mai, stay well,

Jacinta

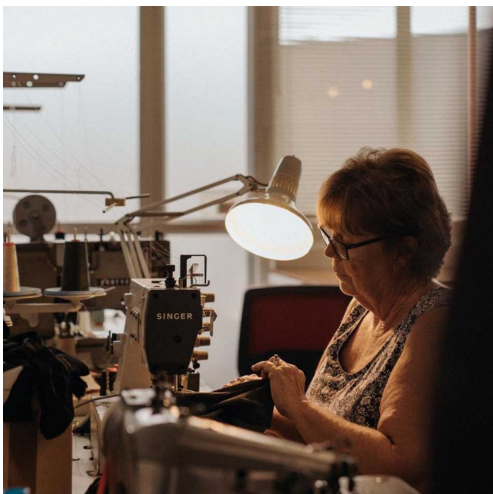
Jacinta FitzGerald
Programme Director | MFNZ

WELCOME TO NEW MEMBERS

Out of Comfort

Garment Guru

OUR COMMUNITY



Avenue Clothing is located in Morningside, Auckland. Owned and operated by Steven Greer, Avenue began as a one-woman sampling business and has grown to a team of 8 skilled people.



Charles Parsons is a family owned business that was established in 1915, and supplies a wide range of fabrics and trimmings to the uniform, workwear, fashion and general apparel market.

Avenue is a boutique manufacturer which makes a range of garments for many of NZ leading designers, brands and retailers.

Phil Southgate, Textiles General Manager, and his team have recently launched 'Thoughtful Threads' an indent range, which builds on their commitment to supplying a range of ethically sourced textiles from sustainable sources.

MEMBERSHIP EVENTS

Sustainability Action Framework launch

[Thursday February 25th, 4pm](#). Online - members only event, details to follow.

Over the last few months we have developed a *Framework for Sustainability Action*, in consultation with industry stakeholders and members. The Framework outlines sustainability action areas that are considered important for businesses to address. It's been designed to provide guidance to members to navigate the industry's sustainability challenges. The webinar will be recorded for those unable to make it.

INDUSTRY NEWS



Upcycling proves successful for Patagonia

Patagonia launched its experimental upcycling initiative a year and a half ago. Using old clothes destined for landfill Patagonia's **ReCrafted** initiative has created a lucrative new revenue stream for the brand while diverting textiles from going to waste. Could other brands follow their lead? [Read more](#).



H&M expands its second-hand business

H&M has expanded its second-hand platform Sellpy to the Netherlands and Austria, after seeing steady growth in demand for second hand. It comes as H&M increases its focus on circular strategies having launched initiatives in rental, repair and re-commerce in recent years. [Read more](#).

NOTICEBOARD

Inventory for sale

Angela Lowe from Angel Fashions has recently retired and has offered Mindful Fashion members her inventory. Angela has fusing, hangers, trims, mobilon, elastic, needles, folders for sewing machines, cover seam machines and cotton. If you would like any of the listed inventory please contact Angela on 0211777689.

Let us know if you have any notices/events you would like to share in future newsletters.

Online events

[NZTE Digitally Speaking - Selecting the right platforms and tech](#) - February 25, 10am

[Perceptions of NZ in a global market](#) - February 15, 2:30pm.

[Patagonia: Leading through uncertain times](#) - February 24

What we're reading this month ...

[42 percent of companies exaggerate sustainability claims, says new report](#)

The European Commission (EC) is cracking down on greenwashing and companies who wildly “exaggerate” their sustainability credentials.

[The global crises that changed fashion forever - and gave women pockets](#)

World War I offers clues about how COVID-19 might permanently alter the way we dress, in this article from **Fast Company**, which looks at the history of the way women dress in response to their changing lifestyle and environments.

THANK YOU!



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