



MINDFUL FASHION NZ
Our clothing & textiles collective

Welcome to the MFNZ monthly newsletter!

MARCH 2021



Boshra, Elisha, Fowziya and Rana at the Nisa workshop in 2017.

Kia ora koutou,

The last month has been a busy one for us at Mindful Fashion! We are thrilled to finally be able to share some big projects we've been working on.

Mindful Fashion's new website now live!

Announcing the launch of the new [Mindful Fashion website](#). Some highlights:

- [A directory of our members](#). You can personalise your listing with your logo and imagery, as well as details about your products and services. A great way for new customers to find you! We'll send an email later this week which will ask you to create a password for your user account. Once you've created your account, you will be able to edit your listing, and access the members-only area.

- [Project updates](#). Latest developments on the key projects we are working on.
- [Members Resources](#). Once we've sent you the link and you've created your account, you'll have access to this area, where we will provide members-only resources and tools. Right now, this includes video content from our recent sustainability workshop, along with a range of production templates. You will also see an overview of how we plan to build this area out over time.

Full circle T shirt showcase

We are excited to announce the upcoming launch of the **Mindful Fashion Full-circle T shirt** showcase. We have partnered with members and industry to create a circular t-shirt as a pilot project, to demonstrate how through collective action we can find solutions to shared sustainability challenges. The project launches to the public and media on Tuesday March 23rd. More information will be sent to members next week, and will be available on the Mindful Fashion website from Monday.

Circular economy for textiles

Do you have textile waste? We want to hear about challenges you have with **textile waste** regardless of where you operate in the supply chain. This is part of our work to help the industry shift to more circular systems for textiles, in a number of ways:

- We are participating in the **Usefully Product Stewardship pilot** scheme design for end of life of problem textiles.
- Our **Circularity working group** is currently identifying projects we can work on as a collective, at both the start and the end of life of textiles.

Please complete our short survey so we can understand the challenges and any opportunities in this space to take collective action!

Textile Waste survey

Kia pai tō koutou rā

Jacinta

WELCOME TO NEW MEMBERS

The Merino Collective

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OUR COMMUNITY



RUBY Academy Workshop

RUBY's first academy apprenticeship workshop was scheduled for 4 days at the end of February, and was a huge success. The first three days saw attendees learn new skills in machining, patternmaking and design problem solving, and was based at the Longdon Factory in Auckland. The theme was exploring solutions to the industry's textile waste problem, and it quickly became apparent how much talent we have within our graduates. Unfortunately, the apprentices were in the middle of their final task (ironically it was focused on "finishings") when Auckland moved overnight to Alert Level 3. While this cut the program short by one day, it was an undoubted success with many lessons for all. Mindful Fashion plans to write a case study with the support of RUBY so these learnings can be shared with the industry.

Textile Exchange

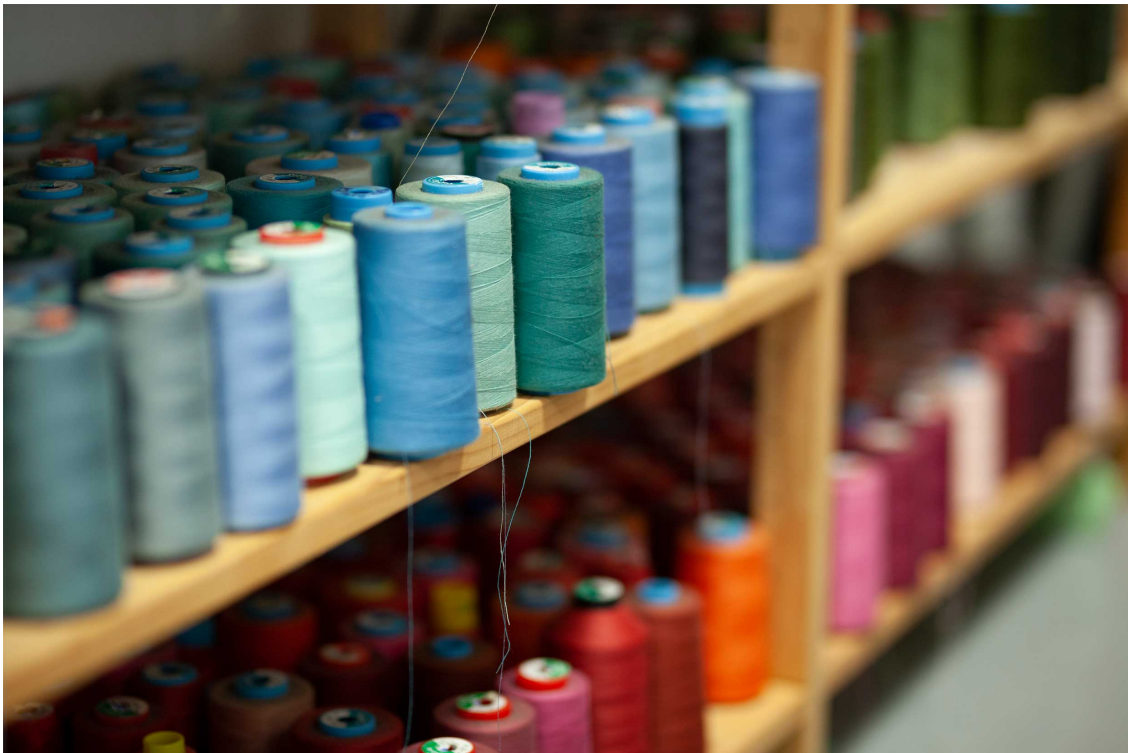
Mindful Fashion is now a member of [Textile Exchange](#), an industry organisation whose mission is to drive an increase in use of preferred fibres and materials, and increase integrity through the adoption of standards and certifications.

[Do you use organic cotton?](#)

Brands wishing to incorporate organic cotton into their supply chains may find there isn't enough to meet their needs. Demand for organic cotton has increased dramatically in recent years to the point that, without a plan to convert more conventional acreage to organic acreage, brands may not be able to ensure a future supply.

Textile Exchange are trying to determine global industry demand and need your help! If your company intends to use organic cotton this and / or over the next five years, please fill out the **below survey by April 4th**. Your information will be anonymised and aggregated, and used to provide a better understanding of predicted shortages, for TE to share with farmers and industry alike. [Survey here](#).

MINDFUL FASHION NEWS



Sustainability Action Framework launch

On Thursday 25 February, Mindful Fashion held an event launching our Sustainability Action Framework to members.

We began by providing an overview of current industry sustainability challenges to set the scene and give context. Then we introduced the framework which provides an overview of sustainability challenges the industry faces. Industry and sustainability experts talked about their experiences working in the area of sustainability, and how their companies are taking action to address some key challenges. Finally, we touched on ways to prioritise

action. We will be providing a guide on how you can do this in the coming weeks in the members area on our website.

- Watch Mike Barry's talk [here](#).
- View the framework [here](#).
- Talks Gary Shaw from Kathmandu, Fiona Bretherton from Untouched World and James Walker from JWC Consulting are available through the members only area. You can view these once you've set up your user account.

Next Steps

This is the first in a series of workshops that we are planning for members to educate and guide action on social, environmental and business sustainability challenges. See our plan for 2021 in the members area.

Consumer Clothing Care Guide

Mindful Fashion is interested in putting together a consumer clothing care guide and seeking contributions from members. Get in touch with ask@mindfulfashion.co.nz for more information about how to be involved.

INDUSTRY EVENTS



Climate Action Toolkit launch

There's urgent need for climate action in Aotearoa but many businesses aren't sure how to get started. SBN and Business NZ are launching a toolkit with a step-by-step guide for SMEs to help reduce your carbon footprint. [Register here](#).



iD Emerging Designer Awards

The iD Emerging Designer Awards are open to designers who have graduated in the past five years. iD Dunedin 2021 is four days of fashion and fun in Dunedin from Thursday 17 – Sunday 20 June 2021. [Read more](#).

What we're reading this month ...

- [Stuff](#): Covid has been a boon for second hand.
- [Sierra Club](#): Will a circular economy save the planet?
- [Vogue](#): Sustainable fashion trends.
- [NZ Police](#): Hows this for a great yarn?
- [The Guardian](#): UKs first degree in digital couture

THANK YOU!



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