



Image: Moin

## Welcome to our June Newsletter!

Kia ora Mindful Fashion community,

I hope you are all doing well and enjoying the shorter days.

Over the last month we've been **focussed on education** and putting together useful seminars to support our members. A **highlight for me** was this weeks Communicating Sustainability event which saw over 70 businesses in the NZ industry engage with us on this complex topic. I share some of our **key takeaways** below and I encourage you to watch the recording to learn what might work for your business. Sharing your sustainability work in an honest and contextual way is only becoming more important to customers and to regulators so now is the time to get it right.

I'm also looking forward to learning how **CLO 3D** can revolutionise design and production processes, and lighten the load (impact, cost, resource use) for SMEs in New Zealand, which is coming up in a couple of weeks, see our events below.

We are pleased to announced that **Ministry for the Environment | Manatū Mō Te Taiao** has renewed its strategic partnership with Mindful Fashion for a second year to support our work on sector specific circular economy, climate and nature action and education programmes, allowing us to build on the work started in 2022 with our Climate Action pilot programme and Toolkit, and our circular design workshops.

Over the next month we will be sending out our **annual Member Survey**. The purpose of this is to help us understand and prioritise where we to focus our attention, both to **support our members**, and to

**advance sustainability** of businesses and the industry ecosystem. Look out for this in your inboxes and please engage and have your say.

Work to have a **machinist training qualification** developed, being led by Hanga Aro Rau, is due to start in August. Now we have successfully achieved formal recognition of the skills shortage, we need industry feedback and input into the development so get in touch if you want to be part of this work. It's critical your business engages to ensure what's developed meets your needs.

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 new members!

#### [Sabon](#)

New Zealand-based premium leather handbag and accessories label.

#### [The Carpenters Daughter](#)

Designed and made in Aotearoa, womenswear that empowers curvy women.

#### [Newlands Studio](#)

South Island designer womenswear focussing on timeless pieces.

#### [Think Like Vink](#)

Hand-made New Zealand jewellery using fair-mined metals.

#### [Vintage Stitch Up](#)

#### [Juna](#)

Boutique womenswear designed and made in Aotearoa New Zealand.

#### [Norsewear](#)

New Zealand wool and possum accessories and apparel products manufacturer.

#### [Polished Frocks](#)

Handmade, one-off pieces created from vintage and pre-loved textiles.

#### **Weft Digital**

Digital fashion services including 3D software training and pattern making.

#### [Luni Maternity](#)

Home wear and wearable objects made from vintage and discarded textiles.

Rental service for elegant maternity wear made in Aotearoa New Zealand.

## Key takeaways from our Communicating Sustainability seminar

This week we brought together the Commerce Commission and GoodSense Ethical Marketing specialists to discuss how to get your sustainability communications right for businesses in 2023. We shared the complexities and rules in New Zealand around communicating about sustainability, and looked at what good, and bad, looks like.

### >> Our 5 takeaways for communicating about sustainability:

1. Speak the truth.
2. Specific and accurate - don't use vague claims.
3. Be clear - use plain language, not jargon.
4. Provide context - take a whole lifecycle approach, rather than cherry picking.
5. Evidence - Provide evidence to back up your claims.


Access guidance from the **Commerce Commission** [here](#).

## Upcoming Seminars



ONLINE EDUCATION  
SEMINAR

# CLO 3D DESIGN & SAMPLING TO REDUCE WASTE



JUNE 20TH 2023  
11.00am - 12.00pm

**CLO 3D | Digital Design and Sampling to Reduce Waste**

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

This session is not to be missed. Digital specialist Helena Steinmann brings her international experience to New Zealand businesses and will share how software such as CLO3D can help your business improve environmental performance by reducing waste, and save time and money.

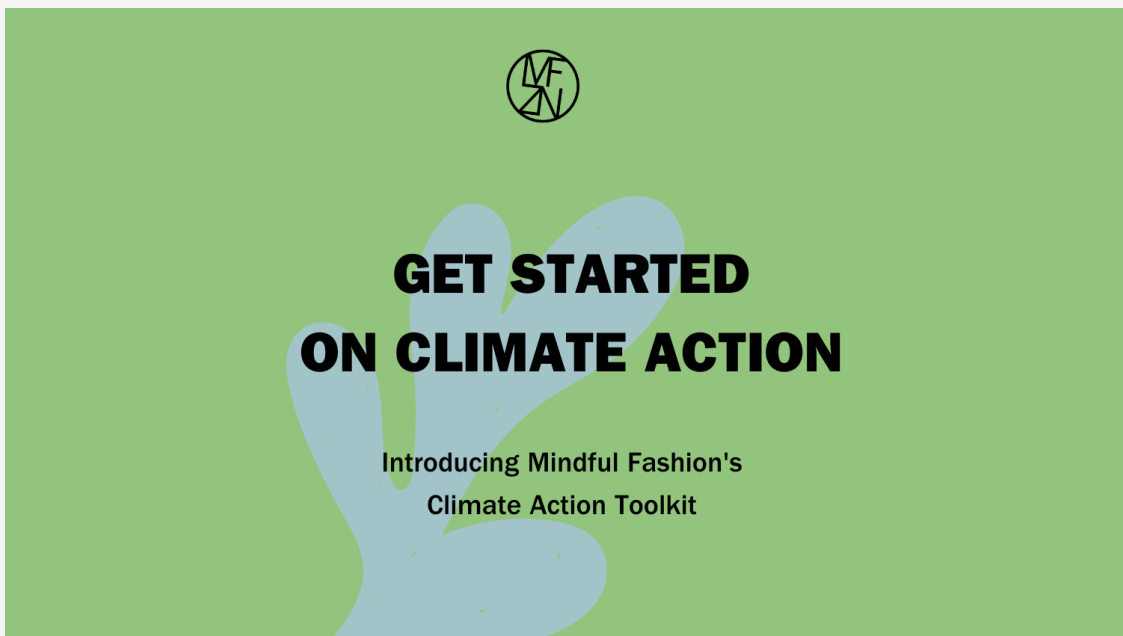
What you will learn:

- Where CLO3D can be utilised across the production life cycle from design and sampling, to patterns, specs, marketing and production.
- Realism in digital garments and instant prototyping.
- How to get started and set-up costs.

[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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**Learn how our Climate Action Toolkit can work for you!**

July 11 2023 | 11:30 am - 12:30 pm | Online

Learn how to use the tools and resources in the Toolkit, and hear from a business that took part in our Climate Action pilot programme. We'll share take you through step-by-step how to get started on your climate action journey, and outline the support what Mindful Fashion can provide.

All welcome!

[Register to attend here.](#)

## Member Spotlight

### Stitch Perfect



Stitch Perfect is a CMT manufacturer that produces high-quality textile products in its Pakuranga facility. Established in 1980, Stitch Perfect provides both knit and woven specialist sewing capabilities. It offers sample-making and bulk-production services and prides itself on a high level of finishing. Find out more in our [directory of members](#).

## Industry News

### Australian Textile Product Stewardship Scheme launches



The Australian Fashion Council led consortium this week launched its product stewardship scheme for textiles, **Seamless**. The scheme recognises that brands who place clothes on the market are responsible for the entire life of that garment. It aims to transform business models, drive innovation, change citizen behaviour and recycle clothing in high value applications through introduction of a 4c per garment levy.

Initially voluntary, some of Australia's leading fashion retailers have signed up, however Environment Minister Tanya Plibersek has given the remaining brands and retailers a 12-month ultimatum to participate or face mandatory regulations. Learn about [Seamless here](#) and watch this space as we explore further what this means for New Zealand brands and retailers.

## Future Fabrics Expo | June 26 - 28 2023 | London

The [Future Fabrics Expo](#) is returning to London this year, a leading dedicated showcase for sourcing certified, sustainable and regenerative textile solutions. If you're unable to attend in person, you can find out more at the [Future Fabrics Virtual Expo](#), its online platform. The event is a multi day trade experience packed with discovery, exhibitions and seminars.

## Textile Exchange Conference - Registration open

Registration is now open for the **Textile Exchange Conference in London, October 23-27, 2023**. The Textile Exchange annual conference brings together leaders and experts from across the fashion, textile, and apparel industry, providing a space to collaboratively explore challenges and solutions to overcoming the climate crisis. [Visit the website here.](#)

## PFAs Guide from AFIRM

Ensuring textile products are PFAs-free is top of mind for many companies exporting to the US, where there is incoming regulation. To support businesses, AFIRM has published a comprehensive PFAs Phaseout Guide. The guidance will assist the global supply chain in the phaseout of PFAs and conformity with the AFIRM Product and Packaging RSLs, which include coverage of all relevant global regulations. Download the guidance [here](#).

## UN Environment launches Global Roadmap to Circularity

The UN Environment Programme's '**Sustainability and Circularity in the Textile Value Chain - A Global Roadmap**' which launched this week, is a blueprint for systems change in the sector, setting out the roles of each stakeholder group to reach the shared destination of a circular textile economy.

[The report identifies three core changes required:](#)

1. **A shift in consumption patterns and business models** to make more circular textiles available, desirable and accessible;
2. **An improvement of practices** when it comes to production processes, product design and care, and a just transition;
3. **A significant investment in infrastructure** such as renewable energy and technology to remove pollutants such as microfibres and hazardous chemicals.

On the Horizon

## Product Stewardship Regulation incoming

Regulators in the US and Europe are moving forward with policy to drive circular economy efforts, waking up to the mounting clothing waste problem that's clogging local landfills and overwhelming countries such as Ghana and Chile. Under rules that have been separately proposed in **California, New York, Sweden, the Netherlands, and Italy** - and are also under discussion in the **UK and EU** - clothing companies would have to fund textile recycling programs, in most cases by paying for the volume of clothing they produce. Read more about EPR policies and the solutions discussed by Fortune [here](#).

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## Upcycling at Scale - has LVMH Finalist Better cracked it?



Ukrainian designer Julie Pelipas, based in London is working to make up-cycling for the luxury market scaleable. Through the development of an algorithm and AI, Pelipas' tailoring label **Better** has developed a system to transform deadstock suits and uniforms into new garments. The brand's ultimate goal is to become a platform that helps big brands give deadstock garments new life. Read more on BOF [here](#).

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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:



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