



Image: Christchurch Meet & Greet

## Welcome to our November Newsletter!

Kia ora everyone,

This last month has been action-packed, with the culmination of a few things we've been working on coming together. Forgive me for the novel!

Last week we held an industry gathering in Christchurch where I met some of our members in person for the first time! It was truly awesome to see such a large group of the local industry come together and get so much value from connecting to a wider vision and community. Peri Drysdale from Untouched World generously hosted us in their flagship space, and many new connections were made. It cemented for me the power of the collective. We know we need to work together to create a sustainable future for people and planet, it's an imperative. It also makes business sense to tackle our complex challenges collectively, as it's safeguarding the future of the industry.

I was fortunate to attend the official opening of Board member Kiri Nathan's new operations whare in Auckland, Te Āhuru Mōwai. The space will also be a hub for the Kāhui Collective and community education initiatives. Huge congratulations Kiri, what an awesome achievement!

We had an informative and fun session on B Corps earlier this week which I recommend watching if you missed it. B Corp is an important tool for businesses to advance their sustainability and impact, and it's becoming more and more relevant for customers.

This week we also held the final workshop in our Climate Action Programme, where Ekos took participants through the process of identifying their emissions hotspots and developing reduction strategies. Congratulations to all the participating businesses for your hard work to get to this point, a massive undertaking. We are looking forward to releasing the resources developed as part of this project with our wider membership over the coming weeks.

Lastly, if you're in Auckland I hope you can join us for a pre-Christmas get-together to connect with others in the industry. More on that is below.

Thanks for your ongoing support as we continue to unite the industry and catalyse an innovative, full-circle, and thriving future. I look forward to continuing this journey together.

Mā te wā,

Jacinta

## Mindful Fashion Updates

### Member News

A huge congratulations to Mindful Fashion member and Board Member Kiri Nathan for the opening of her beautiful new operations whare in Glen Innes, Auckland, Te Āhuru Mōwai. Kiri's iwi of Ngāti Pāoa welcomed esteemed guests, including the Kīngitanga and Prime Minister Jacinda Ardern. Amazing work Kiri! it's such an awesome opportunity and facility to support emerging and established Māori fashion designers.

### Our News

#### **Christchurch Meet & Greet**

Last week we held our first foray out of Auckland, hosted at the Untouched World flagship cafe, more than 60 members of the local industry came together for an engaging evening of conversations, connections, and delicious canapes!



Jacinta welcomed everyone and talked about the important work we're doing at Mindful Fashion, then handed over to Peri Drysdale founder and CEO of Untouched World. Peri inspired us with her sustainability journey and ethos, her vision for New Zealand to be the sustainable fashion capital of the world, and the importance of collaboration.



Our own Emily Miller-Sharma gave a really powerful vision of how she sees Mindful Fashion's role. Emily says "Sustainability can't be a competitive advantage anymore. Our competitive advantage as a business lies in our design and aesthetic. We must work on sustainability together now, for the good of our planet."

We look forward to our next in-person event and seeing you all again, and if you did attend please get in touch with any follow-up thoughts!



### **Becoming a B Corp with Tim Jones from Grow Good**

This week we hosted an online session, Becoming a B Corp, with Tim Jones from Grow Good, and guest speakers Emma Wallace from Kowtow and Fiona Bretherton from Untouched World shared their experience of becoming a B Corp from different angles of producing in New Zealand and offshore.

Tim took us on an interactive and energetic online workshop journey, with his extensive knowledge of the B Corp process and break-out rooms that gave attendees an opportunity to share ideas and learnings with each other. We have shared some useful resources and the recording [here](#).

Here's some of what we learned:

- It works best when you get the whole company involved
- Identify a Queen or King B to lead it
- It's an important part of the development and growth of a business
- You can do the [B Impact Assessment](#) for free, anytime. It's a great tool to develop your own sustainability plan.

If becoming a B is mission-critical for your business and you're interested in being part of a cohort we take through the process with Tim, [let us know!](#) If there's enough interest we will run

a program.

## Introducing our next Mindful Fashion Role Profile

We are thrilled to highlight our next role profile from our Industry Role Map, the CAD Technician / Pattern & Marker Maker role. To bring this role to life we have featured Emma who is the CAD Pattern and Marker Maker Specialist at Pattern Potentials, Emma shares her skills, loves, and a typical day in her role through our Case Study.

The Mindful Fashion and Textile industry [Role Map](#) provides a snapshot of core roles in the industry, broken down by function. We are bringing these roles to life through our [Role Profile Library](#), spotlighting people in the industry to understand what they do on a day-to-day basis. These are useful tools for businesses, educators, and learners to explore the broad range of careers the industry has to offer.

We are building on our library, so if you have any suggestions on which role to profile next or have someone in your business we can shine the light on, let us know.

# ABOUT THE ROLE

## CAD TECHNICIAN / PATTERN & MARKER MAKER

CAD (Computer-aided design) technicians use specialised software to develop and manipulate patterns. Working from design concepts, they create sample patterns, ensuring the fit and construction will meet specifications, and will work through the manufacturing process. Sample patterns are then graded across a range of sizes, and used to make lay plans - called markers - for cutters to cut from. CAD Marker Making is an effective way to maximise fabric usage and enables more accurate fabric purchasing and less wastage. This is a technically skilled role. Careful consideration for fit, form, and function is needed. A CAD Technician requires in-depth knowledge of pattern-making, grading, textile properties, garment construction, and the cutting process.

### ROUTES IN

CAD Technicians can learn their trade either through a tertiary course such as fashion technology or fashion design, or they may learn their skills on the job in a design or production workshop.



### CAREER PATHWAY



### SKILLS NEEDED

- Accuracy and attention to detail
- Digital technical skills
- An excellent understanding of the design and manufacturing process
- Good understanding of textiles and their properties
- Excellent patternmaking, and garment construction skills

### STUDY

- Pattern making, manual and digital
- Computer Aided Design (CAD) software
- Garment construction and textile technology
- Advanced pattern making
- Grading and Marker Making

### COMPANIES LOOKING FOR THIS ROLE

- Pattern Making/Grading Service Providers
- Garment Cutting Specialists
- CAD Service Providers
- Garment / Uniform Manufacturers
- Brand / Designers

NAME Emma

POSITION CAD Pattern & Marker Making Specialist

COMPANY Pattern Potentials

### A TYPICAL DAY

Each day is different as we work for many clients. Within a day if I am not marker making I can be digitizing and grading a customer's pattern, or setting up new design patterns and specs sheets in our CAD system. Once a sample is cut and made and fit-checked by the designer, we will receive a further brief about any alterations that need to be made to improve that style. For us it's all about collaborating closely with the designer, understanding their concept and producing patterns that fit into that.

### WHO DO YOU WORK WITH

- Designers
- Cutters
- Manufacturers
- Production managers
- Collaborate with co-workers

### CAREER JOURNEY

After finishing my Bachelor of Fashion I worked in retail for a New Zealand fashion label. After working there for over a year, I was ready for a new challenge. That was when the opportunity to work at Pattern Potentials came up. This position has given me the scope to put into practice what I had studied. I have since learned so much more with my retail experience being a good backup for my daily work.



### LOVES

I love the variety in my role, every day is different along with our customers' requirements. There is always something new and exciting to work on and you get to blend technical with creative skills. It's rewarding to see your 2D work come to life once it's made up into fabric.

### CHALLENGES

Some fabrics are challenging, including narrow, twisted checks and shrinking fabrics, and fitting the patterns correctly onto these. While marker making fabrics can be challenging we always aim to get the best for our customers, and ensure an accurate cut for the cutters.

# CASE STUDY

## Upcoming Events

### Mindful Fashion Christmas Get-together

Date: Thursday 1 December | 5:00 - 7:00 pm

Location Juliette Hogan, 34 Ethel Street, Morningside.

This year Mindful Fashion Board Member Juliette Hogan is inviting us to her Morningside, Auckland workspace for our annual Christmas get-together. Join us to celebrate the year, and connect with others in the industry around our shared mission.

[Register to attend.](#)

## Community Events

### CLO 3D Design Workshop by Textile + Design Lab at AUT

**Saturday 26 and Sunday 27 November**

**AUT Auckland, 55 Wellesley Street East**

Learn how CLO is transforming the industry through the Textile + Design Lab CLO 3D Design Workshop at AUT. This introductory step-by-step workshop will show you the basics of this amazing tool, and how to navigate around the 3D Fashion Design programme using the relevant virtual sewing and pattern-making construction tools to develop a garment. [Learn more about this unique short course and register here](#)

## Resources for Members

### Tools and Resources

#### **Privacy and Data Security**

As part of our ongoing strategic relationship with PWC Legal, we are delighted to share their Privacy Fact Sheet outlining key data privacy practices for businesses.

*"The way you handle information about people speaks to your business's values and purpose, meaning good data privacy practices are fundamental to a sustainable business. We set out some key pointers to help you create responsible and intentional data privacy practices which both enhance trust and ensure compliance with the Privacy Act 2020."*

[Download their factsheet here.](#)

#### **Responsible E-Waste Solutions**

Mindful Fashion member Seabreeze has recently partnered with responsible e-waste collection service Computer Recycling. Seabreeze received an Environmental Certificate related to the recycling of their e-waste in September, this certificate highlighted the kilograms of e-waste their company successfully diverted from landfill and provided details regarding the amount of greenhouse emissions reductions as a result of recycling, instead of disposing of e-waste.

According to Computer Recycling, it's estimated that every New Zealander creates 20kg of e-waste per person, per year and their best estimate suggests that 2% of this is being recycled.

Seabreeze highly recommends this initiative with [Computer Recycling](#) and wanted to share with our network how easy it is.

## Responsible Industry

### Need to know

#### **The Award for Circular Economy - Celebrating the creatives bringing circular design to life**

The CNMI Sustainable Fashion Awards in partnership with the Ellen MacArthur Foundation took place last month in Milan and celebrated the efforts of creatives that are driving an industry that's fit for the future. The Ellen MacArthur Foundation Award for Circular Economy was introduced to celebrate the work of fashion brands that are demonstrating the principles of a circular economy - to eliminate waste and pollution, circulate products and materials, and regenerate nature. The 2022 Award was given to Timberland for taking considerable strides toward integrating a circular economy with their Timberloop Trekker. [Read more about the awards and meet circular design pioneers who are reinventing the future of fashion here.](#)

### Industry Talks and Tools

#### **Paths to circularity by Vogue Business - Rethinking the fashion model.**

Vogue Business breaks down how brands and retailers can work together to help emerging circular labels into circular global brands, without compromising on their sustainable sourcing.

[Listen 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:



Ministry for the  
**Environment**  
*Manatū Mō Te Taiao*



WHAKATUPU  
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