



Image: Prosper Yarn

Welcome to our October Newsletter!

Kia ora members,

It's hard to believe we've reached October so soon; this year has flown by!

The last month has been **a tale of two halves** for me. I've spent time at a strategic level looking at our role as an organisation, as well as deep diving on project work with members.

As an organisation we've been **reviewing our strategy**, looking at our objectives and where we want to focus our work to build a **thriving future** for the clothing and textiles ecosystem in Aotearoa New Zealand. This process has involved talking to many stakeholders and working with the Board. We have big plans for the future which we can't wait to share with you.

I've also been working with the participants in our **Climate Action Programme** and getting down into the detail of calculating emissions from complex global freight supply chains. It's been a huge learning curve for all but rewarding to know these **leading businesses** now have a deeper understanding of where their emissions are happening. Later this month we are running our emissions reduction workshop, where businesses will develop their own **strategies to unlock reductions**. Well done to all those who have got this far, it's no small feat!

I'm thrilled we are running our **first event outside of Auckland!** Both myself and MFNZ co-Founder Emily Miller-Sharma are looking forward to meeting all our Christchurch members at our in-person event hosted by Untouched World coming up at the end of October. I'm also looking forward to our upcoming online B Corp event, with members sharing their insights and challenges of going through the certification process. More details on both of these are below.

I was honoured to attend the launch of the Auckland Climate Festival last week, kicking off a huge month of events during October. The festival is a **focal point** for the many and varied ways that climate action is happening in our region and community, from music to art to business. It's a great platform to find others to **draw energy and inspiration from** so check out what's happening in the local community.

And finally, I was encouraged this month by the new business model put forward by Yvon Chouinard, the founder of Patagonia. Ownership of the company, valued at about \$3 billion, has been transferred to a specially designed trust and a non-profit organisation, with all profits being used to combat climate change and protect undeveloped land around the globe. Patagonia is often at the leading edge of change, so it won't be long before others follow this direction.

Thanks so much for your continued support. We are thrilled to have you as a member of the Mindful Fashion collective, a group of over 80 leading **mission-aligned businesses** that are working towards a thriving future for our fashion and textiles ecosystem in Aotearoa New Zealand. I look forward to continuing this journey together.

Mā te wā,

Jacinta

Mindful Fashion Updates

Welcome new Members

[Little Yellow Bird](#) - Manufacturer and supplier of 100% organic cotton basics, made with full traceability back to the source and recyclable at the end of life.

Our News

Looking back to look forward

We've been reviewing our strategy and reflecting on what we have achieved over the last year to help inform our future work.

Some highlights include partnering with Textile Exchange to bring Climate + Stories from the Field to the New Zealand industry, and hosting a Circular Design Workshop with Tara St James who shared practical tools and global best practice. We believe the more cross-pollination across roles we have the more low-carbon, circular thinking can be introduced in every aspect of business.

We are continuing to grow our Role Library, so watch this space for new Role Profiles, with some exciting and engaging content that will bring these roles to life!

Through our Internships Project, our Workforce Development Working Group is creating a range of practical resources to facilitate more effective internship systems.

Our Climate Action programme is progressing well and we are looking forward to sharing the learnings and successes from this pilot programme including resources created specifically for the industry later on this year. Watch this space for more to come.

Upcoming Events

Mindful Fashion Meet & Greet

Thursday October 27 | 5:30pm - 7:30pm

Untouched World, Christchurch

Please join Mindful Fashion and Untouched World for an evening of connecting and learning, and the opportunity to meet one-on-one with some of the Mindful Fashion team. There will be an open discussion on the future of the industry and Mindful Fashion will talk about its role in supporting the sustainable development of the industry in Aotearoa New Zealand.

Untouched World will be treating us with yummy snacks from their in-store cafe, alongside light refreshments.

[Register to attend here.](#)

Becoming a B Corp

Wednesday November 2 | 11:00.am - 12:30pm

Online

Come along and learn about the benefits of becoming a B Corp with Tim Jones from Grow Good, a B Consultant who has helped more than 80 businesses in NZ on their B Corp journey. Join us online to learn about the process, the benefits, and the opportunities with B Corp certification. Hear from Mindful Fashion Certified B Corp members who will share their first-hand experience and insights:

- Tim Jones - Grow Good, B Consultant
- Emma Wallace - Managing Director, Kowtow
- Fiona Bretherton - Development Manager, Untouched World

This session will be an excellent opportunity to ask questions and get answers tailored to your business.

[Register to attend here.](#)

Mindful Fashion Photo Call

Deadline: Wednesday October 19 | 12:00am

We're looking for images that bring our country's unique ecosystem to life. From the farms and fields to the hands and the craft. The technicians and their machines, the tools, the fibre, yarn, and cloth, the workshop, the store, and the community. Tell us in pictures what you love about the journey of bringing our clothes to life. Selected images will be used to create a pictorial depiction and shared with our audiences.

[Find out more and how to submit here.](#)

Community News

Feedback Needed

Textile and Design Lab at risk

The lab's future is uncertain and needs your support, with AUT currently reviewing its activities which have been deemed 'non-core'.

Since its launch in 2006, the lab has collaborated with a significant number of New Zealand designers and businesses to help turn their ideas into reality through collaboration, technical expertise, workshops, and access to its range of textile technologies. This is one of the only innovation labs we have in NZ and it's essential that we fight to keep it in some form. [Add your voice here by this Friday 7th October.](#)

Resources for Members

Tools and Resources

PwC Employment Fact Sheet.

The employment relations landscape in New Zealand is particularly nuanced and can be tricky for organisations to navigate. Based on its experience, our partner PwC Legal has set out some common pitfalls for organisations to watch out for when managing their most important asset, their people.

[Download the factsheet here.](#)

Kering Standards Act

Kering publishes its 5th suite of standards for Raw Materials and Manufacturing Processes. The standards guide Kering's sustainability strategy and are a useful tool for businesses looking at the sustainability of their materials portfolio. Kering says they have been developed in collaboration with third-party experts and NGOs, and are based on the latest scientific research as well as existing standards, legislation, best management practices, and guidelines from different industries. [Download the report here.](#)

How to identify modern slavery in your supply chain

Is modern slavery taking place in your supply chain? Unfortunately, for most global companies the answer is "yes". It can be challenging for companies when it comes to identifying whether, and where, modern slavery or worker exploitation is taking place across their supply chains. For some companies, their supply chains are relatively short and consist primarily of domestic suppliers. For others, things can be much more complex and involve multiple tiers of sub-suppliers located in different parts of the world. Daniel King gives an overview of due diligence in supply chains in this excellent article for [Business Deck](#).

Organic Content Standard Policy Update.

As of December 1, 2022, OCS will mandatorily require that site inputs from Global Organic Textile Standard (GOTS), provide traceability of all transaction certificate data back to the original farm source (e.g. full transaction certificate data including product and input product) and farm input data (e.g. farm capacity).

Additionally, in order to decisively prevent fraud and to provide a double safety net, all first processors (e.g. cotton gins) that ultimately provide GOTS inputs into an OCS product down the

supply chain must be certified to the OCS and provide evidence of all inputs from farms.

Additional data is being requested from certification bodies and standards users. This may require certification bodies to change contracts, policies, and technology systems to make this possible. If this might impact you, reach out to your certification body/supplier for more details.

[Explore more about Textile Exchange Standards here.](#)

Responsible Industry

Need to know

Martine Serre - All-female leadership to push deadstock as luxury

One of Paris's most exciting young talents, Serre is hitting a reset in order to grow sustainably. The brand is grappling with balancing explosive growth with a desire for responsible and sustainable development. Serre says the brand's trajectory is not the product of a growth strategy, sales targets, or a five-year plan. "We are constantly questioning ourselves. Asking if things make sense and not just doing things without thinking, without questioning the system. Sometimes doing less is better." [read more on why upcycling can be luxury here.](#) or

[Alternatively, listen here.](#)

Landscape Report on Global Fibre Recycling Facilities

The Lifestyle & Design Cluster in Denmark recently published their latest report mapping fibre-to-fibre recycling facilities worldwide, the capabilities and stage each company is operating at, as well as their location. [You can download the guide and learn more here.](#)

Allbirds launches bio-based leather sneaker - what's it all about?

The Plant Pacer sneaker uses Mirum, a technology patented by NFW that creates a leather-like material by combining and "curing" natural components such as rubber, plant oils, and agricultural byproducts including rice hulls and citrus peels. In contrast to most other plant-based leathers which have a synthetic often polyurethane layer. [Read more about this material innovation here.](#)

The B Corp movement is changing the way in business, and it's gaining momentum in New Zealand.

There are currently 50+ B Corp businesses in New Zealand. This rapid growth of the B Corp movement has shown that more businesses are starting to look holistically at their impacts, on staff, customers, the environment, and on society as a whole to gauge their success, and not just

on monetary profits. Ben Fahy from the Spinoff and Qiulae Wong Aotearoa's B Corp Manager discuss with newly certified businesses how understanding transparency and accountability can be the most important part of undertaking the B Corp audit. [Read the full article here.](#)

Industry Talks and Tools

Auckland Climate Festival

- The 2022 Auckland Climate Festival kicked off last Friday. There are 100+ events through October with something for everyone with events focused on business, industry, conservation, biodiversity and restoration, arts, culture, kai for climate, as well as advice for taking your next steps individually and collectively on climate action. [Check it out and get involved.](#)

World Circular Textile Day - Friday 7 October 2022 | 4:30pm BST

- World Circular Textile Day takes place annually on 7 October, to report, reflect and celebrate progress in textiles circularity. Join speakers from the circular textiles value chain on the 7th of October, with conversations around textiles circularity, ensuring that it's an inclusive, global cultural movement. [Register here.](#)

Cradle to Cradle - Circular Solutions for Apparel, Textiles and Footwear - Wednesday 12 October 2022 | 3:00pm CEST

- Join the Products Innovation Institute digital forum for a showcase of innovative products that are safe, circular, and responsibly made. Hear first-hand from eight suppliers in the sector about their journey in the Cradle to Cradle Certified® Products Programme. [Register to attend here](#)

NZ Recycling Week - Monday 17 October - Sunday 23 October 2022

- Recycling week is all about educating New Zealanders on best practices, waste minimization, and recycling and encouraging procurement and disposal of items and packaging. [Check out these great resources to help you take part in recycling week.](#)
- Wise About Waste Workplace Challenge - Reduce waste in your workplace and win great prizes! [Take on the challenge.](#)

Mindful Fashion Photo Call

What does New Zealand's fashion and textile industry mean to you?



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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