IF WE CAN CHANGE FASHION, WE CAN CHANGE EVERYTHING.
As patron of Copenhagen Fashion Summit, it is my pleasure once again to welcome you to Copenhagen and to the fifth edition of the world’s largest event on sustainability in fashion.

This year marks the Summit becoming a yearly event, and with good reason. The €1.5 trillion fashion industry is one of the most resource and labour intensive industries in the world. It is an industry which leaves an extensive and growing environmental and social footprint across the globe. In order to tackle the enormous challenges facing the industry and work towards the vision of a global sustainable fashion industry, it is essential that we take a holistic approach and that continuous efforts are made. The Summit becoming a yearly event reflects the need to intensify all efforts, from all sectors within the industry.

The new Global Fashion Agenda is a forum convening the major fashion industry decision-makers on a global scale. Its aim is to mobilise the international fashion industry to transform the way production and consumption of fashion is done. It is encouraging to see industry-wide support for this agenda, because only with a unified front and unified efforts do we have any chance of tackling the environmental and social challenges facing the fashion industry. With an ever-growing population and the rapid pace and expansion of the industry, the challenges are only getting bigger. The need and urgency for change has never been as pressing.

The fashion industry simply cannot continue at its current pace. If so, according to the Pulse of the Fashion Industry report, conducted by The Boston Consulting Group and Global Fashion Agenda, it would result in more than 21 million workers being paid less than the minimum wage in 2030 – compared to the 14 million workers of today. This is one example out of the many disturbing findings that are outlined in the first-edition of the annual Pulse of the Fashion Industry report. On the positive side, the report highlights strong potential growth opportunities for businesses and society. This important report for the fashion industry and its stakeholders will be released during the Summit.

It is fundamental to the development of the fashion industry that the next generation of designers, business leaders and consumers is engaged and leading in the transformation of the industry. Again this year top students from the Youth Fashion Summit will take part in the Summit and provide the next generation’s perspective on tomorrow’s fashion industry.

This year major changes have been made to the programme to take the Summit into a much more interactive forum that inspires action and innovation. The 2017 Summit will emphasise the need for commitments from participants and will provide more solutions and tangible outcomes.

The key word for this year’s Summit is ‘commitment’. We know that fashion and its stakeholders have the power to create change. So now it’s time to commit and make it happen.

Warmest regards,

HER ROYAL HIGHNESS
Crown Princess Mary of Denmark
PATRON OF COPENHAGEN FASHION SUMMIT
PROGRAMME

09:00
WELCOME ADDRESS by Brian Mikkelsen, Denmark’s Minister for Industry, Business and Financial Affairs

CRADLE TO CRADLE AND THE CIRCULAR ECONOMY
William McDonough, chief executive, McDonough Innovation

TAKING THE PULSE OF THE FASHION INDUSTRY
Javier Seara, partner and managing director, The Boston Consulting Group
Caroline Chalmer, chief operating officer, Global Fashion Agenda

SHifting to a CIRCULAR SYSTEM
Ellen MacArthur, founder, The Ellen MacArthur Foundation
moderated by Lewis Perkins, president, Cradle to Cradle Product Innovation Institute

CALL TO ACTION FOR A CIRCULAR FASHION SYSTEM
Eva Kruse, CEO & president, Global Fashion Agenda

INVESTING IN SUSTAINABLE GROWTH
Mark Lee, managing director, IDEO

SUSTAINABILITY AND STRATEGY
Mark Lee, managing director, IDEO

11:45
BREAK

11:45
LEARNING THROUGH ACADEMIA
Jody Willats, director, Centre for Sustainable Fashion, London College of Fashion

YOUTH FASHION SUMMIT
INNOVATION WITH THE NEXT GENERATION
Ellen Fisher, founder, EILEEN FISHER, INC, and Jules Brown, social innovator in conversation with Julie Gibbs, creative business consultant

OF DIRT AND FINE JEWELLERY
Michael I. Kowalski, chairman of the board and interim CEO, Tiffany & Co. in conversation with Vanessa Friedman, The New York Times

CONSTRUCTIVE FASHION ADVOCACY – THE NEXT FRONTIER
Lisa First, founder and creative director, Eco-Age
Corinna Buccell, model and activist
Jessica Xaver, lawyer, European Court of Human Rights

13:00
HOSTED LUNCH SESSIONS

14:30-15:35
BREAKOUT SESSIONS

CIRCULAR DESIGN
Anna Gullberg, director, Fashion Positive, Cradle to Cradle Products Innovation Institute
Cecilia Renald, director, Materials Innovation Lab, Kering

TECHNOLOGY INNOVATIONS
Marco Lucietti, global marketing director (SKO), head of marketing (SKO), Aquafi Group
Professor D. Lo, managing director, Fung Academy
Leonard Lane, managing director, Fung Academy

CUSTOMER ENGAGEMENT
Sara E. W. Ley, director of sustainability, Saffridges
Kirsten Brede, campaign leader, Greenpeace

SUPPLY CHAIN TRANSPARENCY
Paul van Zyl, CEO, Maiyet

GLOBAL FASHION AGENDA: A CALL FOR INDUSTRY-WIDE COLLABORATION
Mark Lee, managing director, IDEO

HER ROYAL HIGHNESS CROWN PRINCESS MARY OF DENMARK

16:25
INTERLUDE

FASHION FOR A CAUSE
Prabal Gurung, designer, PRABAL GURUNG
Daor Soirat, chief executive, Copper & Diamonds, Rio Tinto
moderated by Simon Collins, founder, Fashion Culture Design

GLOBAL FASHION AGENDA: A CALL FOR INDUSTRY-WIDE COLLABORATION
Anna Gedda, head of sustainability, H&M
Kelly Caruso, president, Target Global Sourcing

HER ROYAL HIGHNESS CROWN PRINCESS MARY OF DENMARK

17:30-18:00
CLOSING REMARKS by Eva Kruse, CEO & president, Global Fashion Agenda
Denim fabric technology takes you to the next level of fashion.

ISKO BLUE SKIN™, stretch innovation for unconventional lifestyles.

360° freedom of movement  3D shaping  4+ way stretch

Satisfying the desire for denim that combines performance, comfort and style, ISKO BLUE SKIN™ is the result of ISKO™’s pioneering research on stretch denim. Freedom is the aim, technology is the way.

ISKO BLUE SKIN™ is a trademark of SANKO TEKSTIL.
There’s nothing like spring in Copenhagen. As I write the magnolia tree outside my office window is in full bloom. The air is crisp. The days are getting longer and the city is alive with bicycles and lovely sea breezes. It’s an energetic, optimistic time, the perfect season for fashion insiders from around the world to meet for Copenhagen Fashion Summit. I believe the future of the fashion industry is bright, but – as we all know – there’s tremendous work to be done.

Our office has been abuzz with activity the past few months. We’ve put in long days, nights and weekends, undertaking more initiatives this year than ever before in response to what we believe is an important and exciting era in the fashion industry, filled with challenges and opportunities. The world may be chaotic and unpredictable, but sustainability is an issue that is clearly not going away. Climate change and planetary boundaries are affecting our natural resources, communities and geopolitics. People inside and outside our industry understand that fashion must make changes to survive and thrive in the long term.

Businesses, policymakers, NGOs, academia and journalists are watching the markets and runways to see what will happen next. The fashion industry needs leadership, a role Copenhagen Fashion Summit is uniquely positioned to provide.

Since we last met in Copenhagen, I’ve shared with the world our desire to expand what happens at Copenhagen Fashion Summit by creating a new, year-round initiative called Global Fashion Agenda, with a mission to mobilise the international fashion industry to transform the way we produce and consume fashion. This requires engaging with the broader fashion community on the most pressing issues and solutions facing our planet and industry. We must make sustainability fashionable, rally decision-makers on concrete commitments and reach all corners of the fashion sector, while amplifying and demystifying expert knowledge.

Global Fashion Agenda and our knowledge partners at The Boston Consulting Group have worked tirelessly to launch the Pulse of the Fashion Industry report in time for Copenhagen Fashion Summit 2017. This groundbreaking report provides transparency on where our industry stands today, advancing the business case for sustainability and providing real recommendations for companies across the supply chain. Nothing like it has ever been done before and we’re thrilled to share it with you first, laying out an impressive rationale for change and more than forty pragmatic steps to produce change in economically viable ways.
This year we invited some of the world’s sustainability leaders in fast, mainstream and luxury fashion sectors to join Global Fashion Agenda as Strategic Partners. Initial meetings with this impressive group – Kering, H&M, Target, Sustainable Apparel Coalition and advisors from Li & Fung – have been incredibly productive. Their knowledge, experience and talented teams are an incredible asset to our cause. What’s more, we will seek their advice and support concerning additional initiatives in 2017.

You may notice that this year’s Summit has a narrower focus, but the programme still has fresh, new aspects. The overarching theme this year is commitment to change. My team and I are committed to turning words into action and will, as part of this year’s Summit, propose a call to action, an ambitious plan to transform our industry into being more circular. Read more on page 24. Your participation is key!

Last year you told us how much you enjoyed the dynamic discussions and conversations you had with other Summit participants, which is why we’ve made the breaks longer and have added a Solutions Lab to provide a peek into future technology and innovation opportunities. I hope you’ll come away inspired and with more tools, information and relationships to improve your businesses and brands within a global context.

I look forward to moving as a joint force and am confident that – together – we can improve not only the way fashion is produced, consumed and perceived, but also how we promote innovation and sustainable solutions that will change the way we structure our businesses and societies.

If we can change fashion – we can change everything!

Eva Kruse
CEO & PRESIDENT
GLOBAL FASHION AGENDA

IF WE CAN CHANGE FASHION – WE CAN CHANGE EVERYTHING!

TOGETHER WE CAN CLOSE THE LOOP

By reusing and recycling, old clothes get a new life. Don’t forget to bring back your unwanted textiles to any H&M store.

hm.com/garment-collecting

H&M CONSCIOUS
For a more sustainable fashion future
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182 PRESS SERVICES
The first Copenhagen Fashion Summit was held in 2009 in conjunction with the UN Climate Summit, COP15. Ever since then Danish Fashion Institute has been driving international initiatives to strengthen the focus on sustainability and innovative solutions in a world where the environmental, social and ethical issues facing our industry are threatening our current business model, while presenting an immense opportunity for smart growth.

Over the years, the need for sustainable solutions and the search for new responsible business models has become one of the most pressing topics for the €1.5 trillion fashion industry, one of the most resource and labour intensive industries in the world. Meanwhile, the need has increased for a unified effort across categories, borders and size of businesses to ensure the sustainability of our industry.

In response to this need, we are introducing Global Fashion Agenda, established in 2016 with a mission to mobilise the international fashion industry to transform the way we produce and consume fashion.

Global Fashion Agenda is a new non-profit, year-round initiative with multiple activities and deliverables - the biggest of which is Copenhagen Fashion Summit, now a yearly event. Moreover, Global Fashion Agenda will create smaller events during the year in other markets, operating under the auspices of Danish Fashion Institute as the primary initiative and sole topical focus of an organisation enriched by a decade’s worth of experience in advancing sustainable fashion.

To realise its mission, Global Fashion Agenda aims to engage the broader fashion community in the most pressing sustainability issues and solutions and to create joint commitments to achieve significant progress.

**SETTING A COMMON GLOBAL AGENDA**

In collaboration with a select group of Strategic Partners and Strategic Advisers, all of whom are leading international fashion enterprises within innovative sustainability, Global Fashion Agenda will lead the global sustainability conversation and spearhead the transition towards a sustainable fashion industry. To do so, Global Fashion Agenda and its Strategic Partners will co-develop yearly recommendations and set the agenda on the most serious environmental, social and ethical issues and jointly support industry commitments to take tangible action.

The founding group of Strategic Partners and Strategic Advisers are: Kering, H&M, Target, Sustainable Apparel Coalition and Li & Fung.

**PROVIDING A CLEAR REFERENCE POINT AND TANGIBLE GUIDANCE**

Global Fashion Agenda aims to fulfill the need for a common frame of reference on how the fashion industry is performing on sustainability, as well as a common understanding of what the largest opportunities are. This year’s Summit sees the release of the first-ever Pulse of the Fashion Industry report, a groundbreaking document developed in collaboration between Global Fashion Agenda and The Boston Consulting Group. The report will, for the first time ever, provide the fashion industry with a common baseline of sustainability performance and a landscape of change with actionable recommendations for fashion executives and regulators.

The report, a foundational document for the work of Global Fashion Agenda, follows the conviction that the industry’s current environmental, social and ethical challenges represent both threats and immense, untapped value-creation opportunities. 2017 marks the first edition, with a new publication to follow every year to track the industry’s progress.

**OUT OF THE LAB, INTO THE BOARDROOM**

Global Fashion Agenda aims to engage mainstream fashion decision-makers and provide them with guidance on sustainability. It targets top management from the entire fashion sector, not just those who are fully engaged in sustainable business practices. In this spirit, Copenhagen Fashion Summit is first and foremost a fashion event that looks at sustainability from a business perspective, providing inspiration and guidance that makes sense for executives interested in driving smart growth. It takes sustainability out of the lab and into the boardroom, influencing decision-making at a strategic and operational level.

**CONVENING THE CONVENERS**

Achieving significant impact calls for collaborative action-taking. That is why Global Fashion Agenda takes a collaborative approach to curating, amplifying and tapping into the best of ongoing sustainability programmes and to supporting and pooling resources with existing leading initiatives. We see the need to combine efforts and reinforce the message of these initiatives to a wider, non-expert audience, translating often complex knowledge and tools into accessible insights for executives, creatives and policymakers alike.

**CALL TO ACTION FOR JOINT COMMITMENTS**

At every Copenhagen Fashion Summit, Global Fashion Agenda will propose a call to action for the industry on a targeted topic, with a focus on putting words into action. During the year Global Fashion Agenda will follow up and support the fashion industry in achieving the goals.

This year’s call to action proposes a circular fashion system, with focus on collection of garments and increased use of recycled fibres in the industry. Read more about this on the following pages.

For more information on global fashion agenda, contact COO Caroline Chalmer at caroline@globalfashionagenda.com
GLOBAL FASHION AGENDA PARTNERS

Kering
A global Luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra. By ‘empowering imagination’, Kering encourages its brands to reach their potential, in the most sustainable manner. The Group generated revenue of €12.385 billion in 2016 and had more than 40,000 employees at year end. The Kering share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

STRATEGIC PARTNERS

H&M
H&M’s business idea is to provide fashion and quality at the best prices in a sustainable way. H&M wants to make fashion sustainable and sustainability fashionable. As part of this the company makes sustainable fashion choices available, attractive and affordable to as many people as possible and using its size and scale to help lead the fashion industry towards full sustainability.

Target
Target has long been focused on being a responsible corporate citizen. And it is taking that commitment to a new level. Target believes that what makes it unique is its ability to leverage on scale, expertise in design and innovation, its pledge to transparency and its long-standing commitment to be a responsible, sustainable company to achieve greater good.

Sustainable Apparel Coalition
The Sustainable Apparel Coalition is the apparel, footwear and home textile industry’s foremost alliance for sustainable production. The Coalition’s main focus is on building the Higg Index, a standardised supply chain measurement tool for all industry participants to understand the environmental and social and labour impacts of making and selling their products and services. By measuring sustainability performance, the industry can address inefficiencies, resolve damaging practices and achieve the environmental and social transparency that consumers are starting to demand. By joining forces in a coalition, we can address the urgent, systemic challenges that are impossible to change alone.
The Boston Consulting Group

The Boston Consulting Group (BCG) is a global management consulting firm and the world’s leading advisor on business strategy. BCG partners with clients from the private, public and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges and transform their enterprises. Its customised approach combines deep insight into the dynamics of companies and markets, with collaboration at all levels of the client organisation. This ensures that its clients achieve a competitive advantage, build more capable organisations and secure lasting results. BCG is a private company with 85 offices in 48 countries.

Li & Fung

Li & Fung is a multinational corporation that manages complex supply chains for brands and retailers around the world. It offers end-to-end supply chain solutions from product design and development, raw material sourcing, factory selection, production management and quality control, to in-country logistics, global freight management and e-logistics.

With more than 250 offices and distribution centres in over 40 markets across the globe, as well as an extensive network of suppliers, Li & Fung is creating the supply chains of the future, with a mission to make life better for people everywhere along global supply chains.

Centre for Sustainable Fashion

Centre for Sustainable Fashion (CSF) is an internationally recognised University of the Arts London research centre, based at London College of Fashion. Established in 2000 by Professor Dilys Williams, the centre’s unique focus lies in the development of fashion design for sustainability. CSF’s founding vision was to realise design-led innovation that connects fashion’s ecological, social, economic and cultural elements to contribute to better lives in and through fashion’s artistic, business and educational practices. Operating at the nexus of research, industry and education, CSF seeks to transform the learning environment with future-facing curriculums and by collaborating with visionary stakeholders on innovative projects that address real-world needs.

The Ellen MacArthur Foundation

The Ellen MacArthur Foundation was established in 2010 with the aim of accelerating the transition to the circular economy. Since its creation the charity has emerged as a global thought leader, establishing the circular economy on the agenda of decision-makers across business, government and academia. With the support of its Core Philanthropic Funder, SUN and Knowledge Partners (Arup, IDEO, McKinsey & Co. and SYSTEMIQ), the Foundation’s work focuses on four interlinking areas: education, business and government; insight and analysis; systemic initiatives; and communications.
Global Fashion Agenda is calling on fashion brands and retailers to take leadership in accelerating the fashion industry’s transition to a more circular system, increasing the volume of textiles collected, reused and recycled by 2020.
A viable alternative exists

A circular system for fashion is a viable alternative to today’s linear model that could allow the industry to create an approach that is less wasteful and that reduces negative externalities. By acting now, the fashion industry can lead the transition to a circular system that restores and regenerates materials while offering new opportunities for innovative design, increased customer engagement and the capturing of economic value.

Global Fashion Agenda has identified four immediate action points to accelerate this transition over the next three years:

1. Implementing design strategies for cyclability
2. Increasing the volume of used garments collected
3. Increasing the volume of used garments resold
4. Increasing the volume of garments made from recycled textile fibres

These action points require fashion brands and retailers to take leadership in accelerating the transition to a circular system for fashion, due to their influential role in the supply chain concerning both production and consumers. By signing the commitment (see the following), fashion brands and retailers unite under a shared vision for a circular system for fashion, committing to take action by increasing the extent to which garments and footwear are designed, collected, reused and recycled.

Today’s linear “take, make, dispose” economic model relies on large quantities of cheap, easily accessible materials and energy. It is a model that is reaching its physical limits with the world population expected to exceed 9 billion people and global garment production to increase by 63% by 2030.

Research by Global Fashion Agenda and The Boston Consulting Group in the first Pulse of the Fashion Industry report shows that a majority of fashion brands have not yet realised the opportunities of an increased focus on the end-of-use phase of the value chain. An accelerated effort is needed to capture important resources from being wasted and meet future resource demands. Today a few pioneers are leading the way but for a circular system to succeed on an industry level, collaboration and transparent action is needed. With this call to action Global Fashion Agenda wants to push beyond the boundaries of where we stand today and create tangible progress by 2020.

HOW DO WE MAKE THIS HAPPEN?

To facilitate a unified effort, Global Fashion Agenda is taking on a coordinating role, using its multi-stakeholder platform to lobby the most important players on this topic. Global Fashion Agenda provides the network, knowledge and advocacy to ensure that these issues get communicated and implemented in the broader industry.

This work is built on the following three pillars:

1. A commitment to be signed by fashion brands and retailers that obligates them to set targets for implementing one or more of the four action points identified by Global Fashion Agenda. Over a three-year period, the signatories commit to reporting on their progress of implementing the commitment and actively contributing to the platform. To sign the commitment go to: copenhagenfashionsummit.com.

2. A toolbox with expert advice and case studies from key fashion brands, charities, collectors, recyclers, researchers and policymakers to support brands in implementing the commitment. This first level of the toolbox was created in partnership with I:CO, a global solutions provider and innovator for the collection, re-use and recycling of clothing and shoes. It will also include a guide to the why, what and how of garment collection, in addition to recommending ways to achieve maximum impact.

3. Policy engagement to co-develop the wider framework necessary for a circular fashion system. A policy brief will serve to inform EU policymakers about the challenges and opportunities for fashion brands in transitioning to a circular fashion system, and recommend specific actions from regulators and authorities. Download the policy brief at: copenhagenfashionsummit.com.
As is reflected in the breadth of perspectives offered at Copenhagen Fashion Summit, sustainability in fashion can be approached from any number of angles and agendas. The information and views that circulate — from data on recycling and waste reduction to arguments on transparency and consumer responsibility — can be a jungle to navigate. Moreover professionals in certain areas and positions may want to focus on a given concept or direction, while others may want to pursue a broad overview of developments pertaining to sustainability in the industry.

That is why the 2017 Summit addresses four specific paths to sustainability: the macro perspective, circular design, supply chain transparency and sustainable consumption. All four paths pertain to topics that are of particular opportunity, as uncovered in the inaugural Pulse of the Fashion Industry report, jointly researched and produced by Global Fashion Agenda and The Boston Consulting Group.

Each panel debate, conversation, hosted lunch session, breakout session and Solutions Lab exhibitor has a novel perspective to offer relating to one of these four areas, which are described on the following pages.

FOUR PATHS TO SUSTAINABILITY AT COPENHAGEN FASHION SUMMIT

As is reflected in the breadth of perspectives offered at Copenhagen Fashion Summit, sustainability in fashion can be approached from any number of angles and agendas. The information and views that circulate — from data on recycling and waste reduction to arguments on transparency and consumer responsibility — can be a jungle to navigate. Moreover professionals in certain areas and positions may want to focus on a given concept or direction, while others may want to pursue a broad overview of developments pertaining to sustainability in the industry.

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The macro perspective

What is sustainability, and what should I be worried about as a fashion industry decision-maker? Is sustainability a values game, or just purely good for business? How should I be prioritising investments in sustainability for the future?

These are just some of the questions tackled in this area, where a macro perspective is taken on sustainability in fashion to explore how to think about and address sustainability in fashion, while also exploring the enablers of a sustainable industry, from organisational shifts to technological innovation.

PLENARY

— Taking the pulse of the fashion industry —
— Welcome address by Brian Mikkelsen —
— William McDonough, cradle to cradle and the circular economy —
— Sustainability and strategy: Mark Langer in conversation with Tyler Brûlé —
— Global Fashion Agenda: a call for industry-wide collaboration —
— Her Royal Highness Crown Princess Mary —
— Closing remarks by Eva Kruse —

BREAKOUT SESSION

— Technology Innovations —

SOLUTIONS LAB

— CO: Common Objective —
Circular design

Sustainability starts and ends with design that takes the entire life cycle of clothing into consideration. A garment that has been designed for durable wear, easy decomposition and that uses sustainable materials has far less negative environmental impact than one created based on the sole imperative of low cost.

The circular design path shines light on how to integrate sustainability into the design process and on available circular design solutions, particularly on the choice of sustainable materials and the recycling of fibres.

Supply chain transparency

In the manufacturing and processing stages of the fashion value chain, garment workers often face abhorrent labour, health and safety conditions. Currently, 14 million of these workers live below what is considered a living wage. At the same time, they work in places frequently riddled with toxic chemicals that are later released into the environment, particularly as wastewater.

While faced with this reality, many brands lack awareness about their supply chains and do not have enough control over them to bring about change. This path highlights the top issues that must be addressed in the pursuit of supply chain transparency.

PATH 2

Circular design

PATH 3

Supply chain transparency
Sustainable consumption

Waste disposal is one of the largest challenges the fashion industry faces. How can we justify continuing to churn out billions of new items of clothing every year when the majority of them end up in a landfill or are incinerated?

The sustainable consumption path explores not only how to engage with consumers so they utilise products more sustainably, but also how to reduce the immense amount of waste that the current business model of fashion produces.

PLENARY
— Fashion for a cause —
— A call to action for a circular fashion system —

HOSTED SESSIONS
— Driving transparency and building trust hosted by Diana Verde Nieto, co-founder and CEO, Positive Luxury, and Daniella Vega, director of sustainability, Selfridges —
— Future consumer priorities: product, purpose and peace hosted by Vanessa Belleau, head of consultancy EMEA, WGSN MINDSET —

BREAKOUT SESSION
— Customer Engagement —

SOLUTIONS LAB
— Trash-2-Cash —
— Dutch Awareness —

Making fashion a force for good

C&A Foundation is working with partners across the globe to spark the change that will transform the fashion industry.

www.candafoundation.org | @CandAFund | CandaFund
Her Royal Highness Crown Princess Mary of Denmark is a passionate advocate for health, gender equality and the empowerment of women and girls. She is committed to creating awareness, respect and acceptance of women and girls’ sexual and reproductive health and rights, including access to family planning and the reduction of maternal and child mortality.

In 2007 Crown Princess Mary established the Mary Foundation with the mission to prevent and alleviate social isolation through the development and management of innovative projects using unique social partnerships as a platform.

Crown Princess Mary is patron of the Copenhagen Fashion Summit and an advocate for sustainability in fashion.

The Crown Princess served as a member of the High-Level Task Force for the International Conference on Population and Development and is patron of several international organisations and agencies, among others: the United Nations Population Fund, WHO Regional Office for Europe and the Danish Refugee Council, as well as of the following Danish NGOs: Maternity Foundation, LOKK, which is a national association of women’s shelters, and the Danish Heart Association.

She is a frequent speaker at international conferences and an honorary member of various associations and societies.

Before moving to Denmark, the Crown Princess worked in management in the advertising and communications sector in Australia. She also holds a double degree in law and commerce from the University of Tasmania.

Crown Princess Mary is married to His Royal Highness Crown Prince Frederik, heir to the throne of Denmark. Together they have four young children.

IF WE CAN CHANGE FASHION, WE CAN CHANGE EVERYTHING
"The fashion industry is made up of hardworking, artistic and forward-thinking individuals and businesses. Most importantly, it is an industry that inspires and leads. I think it’s time that our industry develops a path where business practices become equally forward facing, creative and responsible. There’s no reason fashion can’t really be conscientious, innovative and beautiful."

Amber Valletta, actress, model, entrepreneur and activist, is the founder of Master & Muse, a premiere lifestyle brand for responsibly made, cutting-edge fashion.

Valletta is committed to advancing smarter consumption and environmental awareness. An industry icon, she has been the face of some of the most prestigious names in fashion and graced countless magazine covers. After moving to LA Valletta found success as an actress, transitioning seamlessly between modelling and acting over the last 25 years. Her screen credits include Hitch, What Lies Beneath and The Spy Next Door, along with TV roles on ABC’s hit show Revenge and Blood & Oil.

Valletta is featured in and produced Driving Fashion Forward, a series of documentaries on fashion and sustainability for Lexus’ online platform, L-Studio. She serves as a mentor for the CFDA’s Sustainability Committee and is on the advisory board for Fashion +, Cradle-to-Cradle’s initiative in fashion and the Environmental Media Association. She was a juror for the 2015 and 2016 H&M Global Change Awards and serves as special adviser to Copenhagen Fashion Summit.
Tyler Brûlé

Monocle

“As two of the most highly regarded and influential sectors, both fashion and retail have a unique opportunity to show proper stewardship, and innovation across a variety of areas relating to sustainability and change behaviours for consumers and related industries alike.”

Tyler Brûlé, the editor-in-chief and founder of Monocle, has had a highly distinguished career in journalism and magazine publishing, as recognised by numerous awards and achievements.

In 1996 Brûlé launched Wallpaper*, which has won numerous awards for its design, international relevance and use of typography. In 2001 Brûlé became the youngest-ever recipient of the British Society of Magazine Editors Lifetime Achievement Award.

After selling his stake in Wallpaper* in 2002, Brûlé focussed on developing Winkreative, the full-service branding and design agency he set up in 1998.

Monocle has become the second groundbreaking publication of Brûlé’s career. It is a monthly international briefing on current affairs, business, culture and design read by over 80,000 paying readers across the globe, with an additional one million people tuning into its radio service, M24, every month.

In 2011 Brûlé was awarded Ad Age’s Editor of the Year trophy, while in 2012 Monocle was named ‘Best brand for living the good life’ in Ad Week’s annual Hot List. Brûlé’s prior work included reporting for the BBC and writing for The Independent, Stern, The Sunday Times, The Observer and Vanity Fair.
Brian Mikkelsen
Danmark’s Minister for Industry, Business and Financial Affairs

I am very excited about participating in this year’s Fashion Summit in Copenhagen. The ambitions of the summit are high, and I understand why. In order to inspire such a large industry to a sustainable transformation, tangible advice, commitment and high ambitions are needed. As the Minister for Industry, Business and Financial Affairs it is a great honour that Denmark is hosting an event of this size and with such an important goal.

William McDonough
McDonough Innovation

“The Cradle to Cradle-inspired Five Goods—Good Materials, Good Economy, Good Energy, Good Water and Good Lives—represent an inspirational model we can all use to work towards a world in which we can create fashion endlessly, with grace and dignity. We can share tools that allow so many of us to embed our products, processes and relationships with values as well as value. By celebrating collaborators like Fashion for Good, C&A Foundation, the Cradle to Cradle Products Innovation Institute/Fashion Positive Initiative, the Ellen MacArthur Foundation and the Sustainable Apparel Coalition, the Copenhagen Fashion Summit lets us share our unique gifts as we fashion a better world together.”

Brian Mikkelsen is Denmark’s Minister for Industry, Business and Financial Affairs, and a member of the Conservative People’s Party of Denmark.

Spearheading the Ministry of Industry, Business and Financial Affairs, Mikkelsen leads a team charged with improving business conditions in Denmark, conducting thorough economic analyses and, on that basis, recommending policy initiatives in areas imperative to economic growth, such as intellectual property rights, competition and consumer policy.

Mikkelsen has previously served as a Member of Parliament and in a range of other cabinet posts, including as Minister for Culture and Minister for Justice. He holds a master’s degree in political science from the University of Copenhagen and has co-authored and contributed to books on a wide range of subjects, from democracy in Namibia to American cinema.

William McDonough, a globally recognised advocate of sustainable development, advises leaders worldwide through McDonough Innovation. He is also active with William McDonough + Partners, architects and MBDC, a Cradle to Cradle consulting firm.


He has received numerous awards, including the Presidential Award for Sustainable Development in 1996, the first Presidential Green Chemistry Challenge Award in 2004, the National Design Award the same year and the Fortune Award for Circular Economy Leadership from the World Economic Forum in 2017.

McDonough is co-author of Cradle to Cradle: Remaking the Way We Make Things and The Upcycle: Beyond Sustainability—Designing for Abundance. He also co-founded the not-for-profit Cradle to Cradle Products Innovation Institute, and in 2012 he became the subject of Stanford University Libraries’ first living archive.
Where does the fashion industry stand today in terms of sustainability efforts, and what is the business case for specific actions for such ends? This session presents the main findings of the first annual Pulse of the Fashion Industry report, a groundbreaking study developed by Global Fashion Agenda, together with The Boston Consulting Group as a knowledge partner. The Pulse report aims to offer a common baseline of ideas about sustainability that we believe will enable and empower the fashion industry to act on sustainability, making critical findings about the efficacy of different models available to boardroom decision-makers and others influencing business strategy. Exposing where we stand on the critical environmental and social challenges facing fashion, the presentation will outline the Pulse report’s top priorities for decision-makers to capture the €160 billion opportunity from sustainability in fashion, building on a wealth of data, including case studies and best practices from industry leaders, economic impact figures by brands and manufacturers, and much more.
Caroline Chalmer, the COO of Global Fashion Agenda, an overarching initiative to promote sustainability in the fashion industry, is in charge of the operational and commercial aspects of realising its ambition to transform the way fashion is produced and consumed across the globe.

Chalmer holds an MSc in international business from HEC Paris, with a specialisation in luxury management. Previously, she was a management consultant at McKinsey & Company. As a member of McKinsey’s apparel, fashion and luxury practice, Chalmer has led strategic projects for some of the world’s leading apparel and retail giants in Europe, Asia and the US.

Javier Seara is the global leader of The Boston Consulting Group’s (BCG) fashion and apparel sector and a member of the leadership team of BCG’s Social Impact Practice Network.

Seara’s client work at BCG covers all steps of the value chain in fashion and apparel retail. It includes brand identity and repositioning, the shopping experience, product development and sourcing. In his role as sector lead Seara supports teams across the world on re-organisation projects for fashion brands and the growth strategies for leading multi-brand apparel retailers. The author of several studies on the apparel sector he is regularly quoted in industry publications and press.

Seara believes that the business case of sustainability is viable and an opportunity for the industry to do things differently. Those who develop novel approaches and reinvent their business models will more easily be able to create new revenue streams and establish a lasting advantage.

As part of BCG’s Social Impact activities, Seara works with organisations in the humanitarian and non-profit sector. For the last ten years he has collaborated with the United Nations on various development topics.

“We all are aware of the negative aspects of the apparel industry – environmental and human. Now all signs point to the readiness of the fashion world to tackle the ‘dark side’ of the industry. There is a clear case for change to transform the industry of style, beauty, waste and unfairness into a positive story for all those involved in it: consumers, producers, workers, brands and the planet as a whole.”
Since the first Industrial Revolution the textile industry’s linear business model (take, make, waste) has eroded natural capital in pursuit of economic capital. The fashion industry has the opportunity, and arguably an obligation, to lead the transition to a new circular system that restores and regenerates materials – moving from doing less harm to doing more good. This new system offers fresh opportunities for innovative design, increased customer engagement and the capturing of economic value. This panel debate will explore new opportunities ahead and partnerships for creating a circular system for apparel and other fashion goods – moving from the present linear value chain into the full potential of safe materials, intelligently cycled with positive impact on people and the planet, while generating greater value for all stakeholders.

"The way we produce, use and reprocess clothing today is inherently wasteful, and current, rising demand increases the negative impacts. The Ellen MacArthur Foundation’s new initiative aims to catalyse change across the industry by creating an ambitious, fact-based vision for a new global textiles system, underpinned by circular economy principles that has economic, environmental and social benefits, and that can operate successfully in the long term."

Dame Ellen MacArthur made yachting history in 2005 when she became the fastest solo sailor to circumnavigate the globe. Having become acutely aware of the finite nature of the resources our linear economy relies upon, MacArthur stepped away from professional sailing in 2009 to launch the Ellen MacArthur Foundation, which works with education, business and analysis to accelerate the transition to a restorative and regenerative circular economy.

MacArthur sat on the European Commission’s Resource Efficiency Platform and her foundation has published three seminal macro-economic reports, featuring analyses by McKinsey, which have received accolades at the World Economic Forum in Davos. She regularly interacts with European governments and institutions and received the French Legion of Honour from President Sarkozy, three years after having been knighted by Queen Elizabeth.

MacArthur remains the UK’s most successful offshore racer ever, having won the Ostar, the Route du Rhum and having finished second in the Vendée Globe at just 24 years of age.
Wendy Schmidt is the president of The Schmidt Family Foundation, where she works to advance the development of renewable energy and the wiser use of natural resources. The foundation houses its grant-making operation in The 11th Hour Project, which supports more than 150 non-profit organizations in areas such as climate and energy, ecological agriculture, human rights and oceans.

On Nantucket, The Schmidt Family Foundation operates ReMain Nantucket, devoted to enhancing the economic, environmental and social life in the downtown of America’s oldest continuous community.

With her husband Eric, Schmidt founded the Schmidt Ocean Institute, which operates the research vessel Falkor, a mobile platform to advance ocean exploration, discovery and knowledge, and also to catalyze sharing of information about the oceans.

Schmidt serves on the boards of the Natural Resources Defense Council, Climate Central, the Cradle to Cradle Products Innovation Institute, 1851 Trust, XPrize Foundation and Grist. Schmidt earned a magna cum laude bachelor from Smith College and a master’s in journalism from the University of California at Berkeley.

“Some of the most important work we do is investing in new processes and approaches to material use that can help address the massive pollution brought to the living systems of our land and oceans by industrial processes of the last century. It is a great opportunity to be able to share some of what we’ve learned over the past decade during the discussions at Copenhagen Fashion Summit, where the focus is on developing sustainable, circular-economy approaches for the fashion industry.”

Lewis Perkins, a champion for sustainability, is the president of Cradle to Cradle Products Innovation Institute, the non-profit behind the Cradle to Cradle Certified™ product standard, and has worked for green causes for decades.

Prior to joining the Cradle to Cradle Products Innovation Institute, Perkins consulted for companies on creating programmes for environmental and social initiatives. He served as director of sustainable strategies for the Mohawk Group, a leading carpet manufacturer, and prior to that in strategic roles with organisations such as the Clean Air Campaign, 360i and the Robert W. Woodruff Arts Center. He has also worked with various non-profits, including Sustainable Life Media, and been a featured speaker at such forums as the White House Council for Environmental Quality Greengov Symposium and the Forbes Magazine Green Visionary Series.

Perkins holds an MBA in marketing and strategy, with a focus on social responsibility, from Emory University. He is a member of the World Economic Forum’s Future of Consumption Council and the H&M Global Change Award Expert Panel.

“More and more, designers are recognizing that the impact of the pieces they create extends far beyond the wearer. As a result, we’re seeing fashion emerge as a new and powerful sector of the circular economy, powered by methodologies like Cradle to Cradle Certified and the Cradle to Cradle Products Innovation Institute’s Fashion Positive initiative, which gives designers and brands access to a toolkit of traditional and innovative materials optimised for human and environmental health and safety, allowing them to push the boundaries of current functionality, aesthetics and performance, while contributing to the growing circular economy.”
In an increasingly resource-constrained world, sustainability factors represent risks as well as opportunities for the fashion industry. A broad range of new technological advancements is developing in fields like recycling, waste minimisation and fabric innovation, but it can be difficult to navigate which of these hold the most promise, not just for the environment, but for profitability. Fashion companies and external investors need to consider carefully which sustainable business practices to prioritise as they become more critical to innovation and the creation of long-term stakeholder value. Furthermore, fashion companies and investors must consider which startups to invest capital in for the technical and business solutions to environmental and societal challenges. But where in the fashion value chain do we see the best opportunities for return on investment, and will investments in sustainability potentially conflict with the fiduciary duty to maximise returns?

Miroslava Duma
Fashion Tech Labs Venture Inc.

Miroslava Duma is the founder of several innovative ventures, among them digital magazine Buro 24/7, which covers fashion in 11 countries. In 2017 she founded Fashion Tech Labs Venture Inc., a venture capital fund and accelerator that helps new technologies and sustainable innovations connect, collaborate and create products and brands to evolve the fashion industry and help reduce its social and environmental footprint. The fund focuses on biotech, nanotechnologies, tech textiles and wearable tech.

A year earlier Duma co-founded The Tot, a curated e-commerce destination for mothers looking for advice, information and healthy, safe and innovative products that have been tested by moms and industry experts.

Duma has been cited as “a force of the fashion industry” by the Financial Times and as the “most connected digital entrepreneur in fashion” by Vogue. Besides her work as special adviser for Copenhagen Fashion Summit, she is also a member of the host committee of Stanford Philanthropy Innovation Summit.

“The fashion and apparel industry is one of the most resource intense industries in the world. As a representative of the millennial generation, I demand sustainability and innovations in every step I take and this is the future I envision for my kids.”
Martijn Hagman
Tommy Hilfiger Global, PVH Europe
Panellist

“At a time when our industry and consumers are changing more quickly than ever, innovation is core to our success. This includes our vision for sustainability at PVH, where responsible innovation is leading bold new approaches to how we create our product, operate our business and connect with the communities around us.”

Martijn Hagman is the chief financial officer of both Tommy Hilfiger Global and PVH Europe. In these roles he oversees their finances, planning and controlling, business development, supply chains, corporate responsibility and legal functions.

Hagman joined Tommy Hilfiger in 2008, and after having held a number of areas of responsibility within the company, was appointed as chief financial officer, PVH Europe, in 2013. The following year his oversight was extended to Tommy Hilfiger’s global operations.

Prior to joining Tommy Hilfiger, Hagman worked at Ernst & Young for a decade. He graduated from the University of Amsterdam with a master’s in business economics in 1998. He is a Dutch certified auditor and has a CPA license with the California Board of Accountancy.

David Roberts
Singularity University
Panellist

“Figuring out sustainability is not optional and the textile and fashion industry is one of the worst offenders. We must remember it was our successes with technology that got us here, and it is our successes with technology that will get us out.”

David Roberts is regarded as one of the world’s top experts on disruptive innovation and exponentially advancing technology. His passion is to help transform the lives of a billion suffering people in the world through disruptive innovation.

Roberts served as vice president of Singularity University and two-time director of the Graduate Studies Program. An award-winning CEO and serial entrepreneur, he has started ventures backed by over 100 million dollars in investments from Kleiner Perkins, Vinod Khosla, Cisco, Oracle, Accenture, In-Q-Tel and others.

Roberts received his BS in computer science and engineering from MIT, was a distinguished graduate and majored in artificial intelligence and bio-computer engineering. He also holds an MBA from Harvard Business School. Roberts’ leadership, management and decision making have been the subject of case studies written and taught by the business schools at Harvard, Stanford and Berkeley. He has been featured on the cover of the Wall Street Journal, and in USA Today, Fortune Magazine, The New York Times, Business Week, CNN and dozens of others.
Peder Michael Pruzan-Jorgensen

BSR

DISCUSSION LEADER

Peder Michael Pruzan-Jorgensen is senior vice president of BSR Copenhagen. He leads BSR’s work with grant funders and partners as well as the development and management of business and multi-stakeholder collaborations. A member of the BSR executive team, he co-leads BSR’s relationship management activities and provides executive guidance on BSR’s women’s empowerment work.

An experienced sustainability executive, Pruzan-Jorgensen works with the world’s leading companies in the consumer, financial services, transportation, healthcare and energy sectors on business strategy and operations to help them manage sustainability risks and opportunities. He is a member of several sustainability advisory boards, including the Melton Foundation Advisory Board and the Stakeholder Advisory Panel of BAT, and a member of the UN Women/UNGC Women’s Empowerment Principles Leadership Group.

Prior to joining BSR Pruzan-Jorgensen was a key player in growing PricewaterhouseCoopers’ sustainable business solutions practice in Copenhagen. He also spent five years with the Danish Foreign Service, where he worked on human rights in international development and foreign policy.

To discuss how WGSN’s products and services can empower your business contact jennifer.stewart@wgsn.com
HUGO BOSS has recently launched a new corporate strategy focussed on profitable growth. This conversation between HUGO BOSS CEO Mark Langer and Tyler Brûlé, editor-in-chief of Monocle magazine, will explore what role sustainability plays in reaching HUGO BOSS’s strategic goals, and what new initiatives are being planned and implemented in order to succeed in reaching those goals for the forward-looking German fashion label.

Mark Langer in conversation with Tyler Brûlé

Sustainability and strategy

Mark Langer is the CEO and chairman of the managing board of HUGO BOSS, having joined the German luxury brand in 2003, where he has since held a wide range of strategic positions. In his current capacity he oversees finance and administration, operations, global communications, compliance and labour relations for the company.

Langer has placed sustainability at the top of the agenda of HUGO BOSS, and it is his personal objective to further advance development in this area.

Previously, Langer worked in various positions for McKinsey & Company and Procter & Gamble. Born in 1968 in Pforzheim, Germany he studied in Munich and Hagen, obtaining a master’s degree in business administration and mechanical engineering.

Tyler Brûlé

Monocle

“The world of fashion is a fascinating one. We continuously reinvent ourselves year after year as we design, source, distribute and sell our collections in order to meet the evolving expectations of our customers. There is no doubt, our industry faces a paradigm change as we seek to find solutions to complex environmental and social challenges and the impact of new developments, such as changing values. Sustainability goes hand in hand with innovation and assuming responsibility, and needs to become the driving force to enable positive change in our industry so that we can ensure that fashion continues to fascinate in the future.”
Academia and industry have been collaborating for over a century, but the enormous challenges facing the industry have intensified the need for strategic partnerships that go beyond the traditional funding of discrete projects. Global Fashion Agenda aims to organise and structure existing strategic partnerships and projects to increase impact. The hope is to bridge the gap by convening academia and industry.

As an essential part of its ambitions for sustainability, Global Fashion Agenda aims to merge the discovery-driven culture of the university with the innovation-driven environment of business and industry. The mission is to unlock the potential for fashion education to make a distinctive and vital contribution to the transformation of fashion. A metamorphosis from its current standing as a heavily polluting industry that involves modern slavery for a high percentage of its mainly female workforce, to being a net contributor to the environment, communities, culture and economies across geographic locations.

A three-pronged focus on students, educators and academic management will serve to intensify the connection between often disparate industry and academia through three key events leading up to Copenhagen Fashion Summit: Youth Fashion Summit, Educators Summit and Academic Leaders Roundtable.

**THE VOICE OF ACADEMIA**

As an essential part of its ambitions for sustainability, Global Fashion Agenda aims to merge the discovery-driven culture of the university with the innovation-driven environment of business and industry. The mission is to unlock the potential for fashion education to make a distinctive and vital contribution to the transformation of fashion. A metamorphosis from its current standing as a heavily polluting industry that involves modern slavery for a high percentage of its mainly female workforce, to being a net contributor to the environment, communities, culture and economies across geographic locations.

Some teachers are already proactive and great advocates for sustainability, but imagine the impact they could have collectively if they were all committed to being knowledge-based drivers of long-term sustainability. The Educators Summit is a platform for teachers to exchange ideas and experiences on how to effectively teach sustainability and to build a strong international network around it. The mission is to bring industry and academia together in order to unlock their interactive potential and to help overcome the challenges facing fashion.

The Educators Summit took place 10 May, was delivered in partnership with the Centre for Sustainable Fashion and was facilitated by Alex McIntosh, course leader of MA Fashion Futures at London College of Fashion.

**EDUCATORS SUMMIT**

The Educators Summit provided teachers of design, communication and business a convenient and effective opportunity to build and grow their networks, explore new collaborations and help each other navigate the broad, vaguely defined and quickly developing topic of sustainability.

**ACADEMIC LEADERS ROUND TABLE**

Academic Leaders Round Table sought to convene the most influential decision-makers from across fashion education, industry and non-governmental organisations for an intimate discussion informing the development of sustainability in global fashion.

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**KNOWLEDGE PARTNER**

**centre for sustainable fashion**

Academic Leaders Round Table took place 10 May, was delivered in partnership with the Centre for Sustainable Fashion and was facilitated by its director, Professor Dilys Williams.
Having grown up with greater awareness of environmental issues than any previous generation, today’s youth represent the single best hope for the implementation of sustainable practices in fashion and the wider society. The goal of Youth Fashion Summit is to equip young talents with the knowledge and networks to become true game changers in their future professions.

In short, Youth Fashion Summit is a vehicle for unleashing the potential of the participants to become effective agents of sustainability in fashion, not just now, but throughout their careers. It is a forum for discussions about the challenged industry they will soon inherit, and how to address the major problems of fashion manufacturing and consumption.

DRAFTING THE FIRST-EVER UN RESOLUTION ON FASHION

Besides the broader networking and knowledge-sharing agenda, the 2017 Youth Fashion Summit had a specific aim in sight: preparing a resolution on fashion to be presented to the fashion industry and the world’s political leaders.

At last year’s Youth Fashion Summit, students from around the world explored how the 17 Sustainable Development Goals (SDGs) could represent opportunities for companies to align their own sustainability goals with broader societal aims: from gender equality and poverty reduction to responsible consumption and climate action. This year, the same students were invited back to transform their ideas and demands for corporate action related to the SDGs into a draft for a UN resolution — the first-ever concerning fashion.

The students will present their resolution on stage at Copenhagen Fashion Summit to inspire the industry to act.

Held in connection with Copenhagen Fashion Summit, the Youth Fashion Summit is an educational platform that gathers young industry talents from around the world, not only to learn from each other and more established professionals, but to enact real change.

The fourth edition of Youth Fashion Summit took place 9-10 May and was hosted by Copenhagen School of Design and Technology (KEA), in collaboration with Global Fashion Agenda, with Swarovski as principal sponsor. Learn more at youthfashionsummit.com

What are the Sustainable Development Goals?

The 17 Sustainable Development Goals (SDGs) were adopted in 2015 and aim to guide the global development agenda until 2030, with support from the General Assembly’s 193 members. SDGs address targets within social and environmental aspects of sustainability, from gender equality and poverty reduction to responsible consumption and climate action.
LEARNING THROUGH ACADEMIA

Dilys Williams
CENTRE FOR SUSTAINABLE FASHION
Presenter

Professor Dilys Williams, Fellow of the Royal Society of Arts, is the director of the Centre for Sustainable Fashion, a University of the Arts Research Centre based at London College of Fashion.

In establishing the Centre for Sustainable Fashion, Williams has been able to embed sustainability into fashion education, business and research. Her work contributes to the study of fashion as a life well lived within ecological boundaries and practices of human equity. This study is applied to new forms of education, business, and public and political dialogue.

Williams’ work draws on her extensive experience as a lead womenswear designer with international collections, including Katharine Hamnett and Liberty, alongside an internationally recognised teaching and research portfolio. Her place on the Evening Standard’s London’s Progress 1000 list evidences the influence of her work.

Acting as co-secretariat to the House of Lords All Party Parliamentary Group on Fashion, Sustainability and Ethics, she brings a range of climate and social-change considerations to the attention of key political figures. Trained at Manchester Metropolitan University and holding a UAL professorship, Williams publishes widely on fashion and sustainability in academic journals and books.

Susie Bubble
STYLE BUBBLE
Ambassador

Susanna Lau, also known as Susie Bubble, is a writer and editor living and working in London. Lau started her blog Style Bubble in March 2006. It consists of her widely read thoughts, personal experiences and observations on fashion — with a focus on spotlighting young and unknown talent.

Lau was editor of Dazed Digital, the website of Dazed & Confused magazine, from 2008-2010. She now works full-time on her blog and other freelance projects, including writing for magazines and newspapers such as POP magazine, Dazed & Confused, Elle UK and The Guardian, as well as contributing to BBC World programming. She is in the process of writing a book to be published by Bloomsbury to encourage individual personal style.

“As somebody who came into fashion through an alternative route, I’m increasingly intrigued and interested in the alternative in fashion. And how that alternative way of thinking — be it innovative materials, processes or concepts — can become the mainstream. Sustainability in fashion isn’t just the ‘right’ thing to do but it’s where the future of fashion lies.”
This conversation between American designer Eileen Fisher, social innovator Teslin Doud and veteran retail consultant Julie Gilhart will explore how to rethink and redefine the fashion system, from design to manufacturing to retail, and how inspiration from the next generation of designers can help question some of the established ways of working within fashion to go beyond business as usual. It is not just new technologies that have the potential to change fashion, but innovations in business models and consumer outreach. Some of the best minds in the business will offer keen insights as to how.

**INNOVATION WITH THE NEXT GENERATION**

Julie Gilhart, a fashion industry veteran, is a creative business consultant for a concentrated, influential set of clients, including the leading online e-commerce platform Amazon.com and the luxury goods group Louis Vuitton Moët Hennessy (LVMH).

Gilhart helped launch the inaugural LVMH Prize for Emerging Talent, engaging young, promising talent from all over the world in the most innovative design-focused prize ever established. Previously, she was senior vice president and fashion director at Barneys New York for 18 years and has been responsible for discovering new designers and building their businesses, including Alber Elbaz at Lanvin, Alexander Wang, Nicolas Ghesquière at Balenciaga, Riccardo Tisci at Givenchy and many more.

Besides serving on several boards, including Mulberry’s, Gilhart is an adviser to the CFDA, most recently working with them to establish the CFDA x Lexus Fashion* Initiative for Sustainability.

Gilhart is an ambassador for One Percent for the Planet and co-developed and launched Christie’s the Bid to Save the Earth environmental auction, raising over three million dollars for the environment. She is a founder of Fashion Girls for Humanity, a non-profit focused on raising funds for immediate disaster relief.

Eileen Fisher is the founder and chairwoman of EILEEN FISHER, INC., the largest women’s fashion company to be certified a B Corporation. It voluntarily meets high criteria for social and environmental performance, accountability and transparency.

Fisher’s original concept — pieces that work together to help women get dressed easily — still defines the company’s collections. Besides hundreds of other locations, the collections are available at two Green Eileen stores, which are part of the company’s innovative recycling programme.

In 2015 the company announced VISION2020, a bold five-year plan that addresses sustainability and human rights. The same year, Fisher also launched the Eileen Fisher Learning Lab, where employees and the public are invited to embark on journeys of inquiry to explore purposefulness, mindfulness and embodiment.

Fisher is the recipient of numerous prestigious awards, including the Committee Encouraging Corporate Philanthropy’s Force for Good Award in 2016 and the Fashion Group International’s Sustainability Award in 2015.

Teslin Doud is a circular designer and aspiring world saver, utilising fashion as a vehicle for change. She attended Parsons New School of Design and spent three months as a fellow at the Cradle to Cradle Products Innovation Institute in San Francisco and was later awarded the inaugural CFDA x Eileen Fisher Social Innovator Award. This led to Doud’s current role at EILEEN FISHER, INC., which focuses on the company’s take-back programme and its “Remade in the USA” capsule collection. She also contributes articles about sustainability and fashion to the Council of Fashion Designers of America at CFDA.com.
This conversation, between Tiffany & Co. chairman/interim CEO Michael Kowalski and fashion editor Vanessa Friedman of The New York Times, will explore Kowalski’s ideas for responsible mining, his background in environmentalism, why it took luxury so long to become public about its actions, consumer reactions — and what the Trump presidency means to all of this. Expect a wide-ranging conversation that puts fashion into relevant economic and political contexts.

OF DIRT AND FINE JEWELLERY

Vanessa Friedman
THE NEW YORK TIMES

As the fashion director and chief fashion critic of The New York Times, Vanessa Friedman leads its global fashion coverage on all platforms.

Before joining the paper Friedman was the inaugural fashion editor of The Financial Times, where she edited the Style pages and Luxury360 vertical, wrote a column on Saturdays and created the paper’s annual Business of Luxury conference. She has also worked with InStyle UK, The Economist, American Elle, Vogue, The New Yorker, Vanity Fair and Entertainment Weekly.

Friedman’s writing is renowned for its direct, pragmatic approach to fashion, offering incisive commentary on the socio-political ramifications of its role in today’s society. She was the recipient of the 2012 Front Page Award for fashion writing and received the 2013 Fashion Monitor Journalist of the Year award.

Friedman, the author of Emilio Pucci, holds a degree from Princeton University and is an honorary professor at Glasgow-Caledonian University.

Michael J. Kowalski
TIFFANY & CO.

“The luxury industry has an opportunity to influence culture and set standards for excellence – not only in heritage and craftsmanship but in what it means to be a responsible corporate citizen. Sustainability leaders within fashion must recognise the power brands have to raise awareness about critical issues and demonstrate how luxury can lead the way to a brighter future.”

Michael J. Kowalski is chairman of the board and interim CEO of Tiffany & Co., the internationally renowned jeweller and global house of luxury, and also a sustainability leader within its sector. He was appointed president of Tiffany & Co. in 1996, assumed the role of CEO in 1999 and was appointed chairman in 2003.

Besides these roles in the luxury house, Kowalski became president of its foundation upon its establishment in 2000, holding the position until 2006, when he became a board member.

Kowalski serves as a trustee of the University of Pennsylvania, as chairman of the board of Overseers of the Pei Museum, as a board member of the Conservation Lands Foundation and as chairman of the Caribbean Board of Trustees of the Nature Conservancy.

He earned a bachelor’s degree in economics from the University of Pennsylvania and a master’s degree in business administration from Harvard University.
This panel brings together key representatives of significant streams of new fashion advocacy who have, until now, been part of the sustainable fashion usual suspects, including fashion industry CSR professionals, ethical fashion enthusiasts and concerned consumers. Panel participants acknowledge that for the first time in history, we have defined internationally agreed-upon goals and standards for activating sustainable development through human industry – the UN’s Sustainable Development Goals. This panel debate will unveil and discuss an initial report that shows how the legality of the living wage has been established as a fundamental human right.

Livia Firth is the founder and creative director of Eco-Age, a brand consultancy that helps businesses grow by creating, implementing and communicating bespoke sustainability solutions.

Under Firth’s leadership, Eco-Age simplifies sustainability for its clients, offering tailored, measurable solutions that help companies achieve growth, establish sector leadership and enhance the bottom line, creating long-term value for themselves and the societies they work in.

As an Oxfam Global Ambassador, Firth has travelled to Ethiopia, Kenya, Bangladesh and Zambia, connecting with the people at the beginning of the supply chain.

Firth was the Harper’s Bazaar Netherlands International Woman of the Year in 2016, the year she was also bestowed an honorary doctorate from the Open University in the UK. Previously she has been awarded the Rainforest Alliance Award for Outstanding Achievement in Sustainability and the Honorary Award of the National German Sustainability Foundation.

She is also a founding member of Annie Lennox’s The Circle, a powerful women’s advocacy group. Firth is a UN Leader of Change and has also been recognised with the UN Fashion 4 Development Award.

“It is nice to be back at the Copenhagen Fashion Summit, where so many different stakeholders meet to move the agenda on sustainability from ‘talking’ to ‘doing’. But do they? This year I look forward to stop ‘discussing’ the options and ‘showing’ that change is not only possible, but it has now become a ‘must’.”
Cameron Russell has worked for over a decade as a model for clients like Prada, Calvin Klein, Vogue and ELLE. She gave one of the top ten most popular TED talks of all time on the power of image and uses her unique background to bring alternative content and culture to the mainstream.

As a writer, producer and engagement strategist, Russell finds creative ways to bring together art, fashion, social media and social justice. She’s produced video content on topics ranging from climate change to race and gender equity, and you find her writing about climate change, fashion, public art and political power.

Russell also serves as an advisor to Hollaback, Design Studio for Social Intervention, Bitch Magazine and Art & Abolition. Besides this, she is an ambassador for the Rainforest Alliance and a UN advocate for the Women & Trade Programme at the International Trade Centre. In 2012 she completed an honours thesis at Columbia University’s political science department on grassroots public art and political power.

Jessica Simor, widely recognised as one of the UK’s leading human rights lawyers, has represented parties in numerous human rights cases before domestic and international courts. Formerly a lawyer in the European Court of Human Rights, as well as legal adviser to the Human Rights Ombudsman in Bosnia and Herzegovina, Simor was nominated by the UK to be a judge in the European Court of Human Rights in 2016.

Simor’s clients include not only victims of human rights abuses but also governments, NGOs and corporations. Her work covers regulatory, data protection and competition law issues, with particular expertise in EU law. She was lead counsel to the second claimant (Gina Miller) in the recent Brexit litigation in the UK. Her interest in the law stems from her studies in geography and environmental sciences, as well as her concern with necessary policy responses, including social and justice issues. She is a founding member of Matrix Chambers.

Simor is the author and current editor of Human Rights Practice, published by Sweet and Maxwell.

“Fast fashion and global trade represent a perfect storm of human rights and environmental challenges. Retailers profit whilst consumers enjoy cheap clothes made using methods that would be criminal in the EU. These challenges are not insurmountable; the problem is one of will. Retailers claiming in defence that they pay the ‘minimum wage’ under the RGM country law are in fact admitting that they pay insufficiently to meet basic living standards.”
Ulla Tørnæs is the Minister for Development Cooperation of Denmark, a cabinet position under the Ministry of Foreign Affairs responsible for Denmark’s work promoting sustainable economic development abroad. She has served in this role since 2016 and previously from 2005 to 2010 but has also been the Minister for Higher Education and Science.

Tørnæs has a long parliamentary career representing the Liberal Party of Denmark, for which she has served as spokesperson and as a member of its parliamentary group’s management committee. She has also served as a Member of the European Parliament from 2014 to 2016.

Tørnæs studied at the University of Copenhagen and Chambéry University in France, among other institutions of higher learning. She entered politics in 1986, working for the secretariat of the parliamentary group of the Liberal Party.

Lucy Siegle is a journalist and broadcaster specialising in environmental and social justice issues. She writes principally for The Guardian/Observer, where she has been the ethical living columnist since 2004. She also founded the paper’s Ethical Awards and is known for her ongoing work as a TV presenter on BBC1 and Sky News. Siegle also makes short films for ITN Productions.

Her book, To Die For: Is Fashion Wearing Out The World?, published by Harper Collins in 2011 and nominated for the George Orwell prize, traces human slavery in the supply chains of major fast-fashion brands while unmasking the giant ecological footprint of fashion. It is regarded as one of the core texts on ethics in fashion.

Along with Livia Firth, Siegle was executive producer of Andrew Morgan’s acclaimed documentary The True Cost. Recent examples of on-stage interviews about fashion and ethics have taken place with Stella McCartney and Emma Watson and on climate change at the 2016 Manchester Literary Festival with Vivienne Westwood.

“Fashion corporations continue to define and control the field of play on human rights and social justice in this industry and that is not working. So it’s an exciting time to broaden fashion advocacy and get some real results. That’s the purpose of our report launch at Copenhagen Fashion Summit.”
Would you like to explore a crucial theme pertaining to fashion and sustainability while having lunch and meeting other Summit participants with interests similar to yours? Copenhagen Fashion Summit offers eight different lunch sessions, each hosted by a professional with keen insight into an important matter within the overall scope of the theme.

From integrity in circular design and technology’s role in a shifting fashion landscape to transparency, trust building and the pitfalls and opportunities of corporate values, there are multiple issues of interest for you to explore, all while enjoying your midday meal and getting energised for the rest of the day.

Read more about each of these sessions and the key questions they will explore on the following pages.

Please note that walk-ins are not permitted and that you must pre-registered prior to the Summit.

HOSTED LUNCH SESSIONS

With facilitated networking

HOSTED LUNCH SESSION 1, STUDIO 3

INTUITION + INTEGRITY ON THE WAY TO CIRCULAR DESIGN

This session explores key questions on how to foster creativity while aiming for sustainable solutions, based on the business model of EILEEN FISHER, INC., which involves working through an organic process on the way to circular design. With founder Eileen Fisher at the helm, the company is reusing quality materials and embracing the integrity of timeless design. Central questions explored in the session include how to ensure predictability in an unpredictable business environment, how to foster creativity while confronting lofty issues and how to stay profitable while nourishing people and the planet.

Hosted by Eileen Fisher, founder, EILEEN FISHER, INC.
How can technology create transparency and trust along the supply chain? What are the barriers to transparency and how can they be managed? And how should responsible businesses manage the impact of technology adoption on jobs in factories? These are some of the important questions explored in this tech-focussed lunch session, hosted by Pamela Mar, sustainability director of the Fung Academy of the Fung Group. The context of these questions is an industry facing increased pressure on supply chains, both due to rising costs and higher expectations concerning sustainable practices. The session also explores how to deal with these developments simultaneously with technological progress.

HOSTED LUNCH SESSION 2, STUDIO 4
TECHNOLOGY FOR SUSTAINABILITY: TRANSPARENCY, VISIBILITY AND TRUST

To put good back into fashion, supply chain actors must change the way they run their businesses. Innovations like waterless dyeing and new leasing models already exist but are not being produced at scale. This session explores why transformative innovations are not being embedded in the industry and discusses what needs to be in place to change this: What is causing this (cost? lack of demand? unavailability?), what are the exceptions that show how innovations can be successfully scaled, and how can we go about implementing more new ideas across the fashion industry?

HOSTED LUNCH SESSION 3, FOYER
HOW TO SCALE INNOVATIONS FOR GOOD FASHION

Hosted by Leslie Johnston, executive director, C&A Foundation

Hosted by Pamela Mar, sustainability director, Fung Academy
The European Clothing Action Plan:

TAILORING THE CIRCULAR ECONOMY TO SUIT THE FASHION INDUSTRY

The ECAP project, which is funded by EU Life, addresses the environmental costs of clothing while also seeking to generate value for businesses through collaboration and knowledge sharing. During this session two of the project partners, Danish Fashion Institute — the organisation from which Copenhagen Fashion Summit and Global Fashion Agenda spring — and MADE-BY, will discuss their work. This includes their innovative design platform and the tangible benefits of selecting more sustainable fibre alternatives.

Hosted by Tobias Noe Harboe, project manager, European Clothing Action Plan (ECAP) and Christina Raab, principal consultant and head of strategy, MADE-BY

The role of business in society is changing. As legislators, customers and employees expect businesses to contribute to society beyond profit, good business is in turn shifting to become more purpose driven. The focus on sustainability has broadened beyond the supply chain and is becoming an integral part of the wider business culture. This session endeavours to uncover how this transition can help to build trusted and resilient brands through greater transparency. Significant questions include whether brands are prepared for the greater demand for transparency, whether sustainability can become a true driver for purchasing decisions, and what luxury and sustainability are perceived to have in common.

Hosted by Diana Verde Nieto, co-founder and CEO, Positive Luxury and Daniella Vega, director of sustainability, Selfridges
How consumers place their priorities has a huge impact on the future market landscape. By predicting the market, WGSN will look at three key components affecting consumer priorities: product, purpose and peace. Product is no longer just about selling, but about experiences; purpose has to do with radical honesty; and peace refers to the consumer quest to connect with themselves and their surroundings on a deeper level. This session asks how consumer mindsets will change from now until the end of 2019, and how businesses can adapt to and engage with new consumer mindsets.

Hosted by Vanessa Belleau, head of consultancy EMEA, WGSN MINDSET
FOR A WORLD BEYOND NEXT SEASON

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MODELS: Nastya Sipulina & Christian Risdahl / Scoop Models

JOOZY COLLECTION
DESIGNED BY
Elena Trukhina
BREAKOUT SESSIONS
This is the most exhilarating era to be a designer. Transitioning to the circular economy is one of the biggest creative challenges of our times, and design thinking is a great innovation tool for tackling complex systemic challenges. It offers a creative confidence-building approach, generates momentum through prototyping and feedback loops, and strengthens insight around what works. The shift towards circular design is already in motion and innovators in other industries have shown that radical new designs are possible. How can circular design be of value in the fashion industry, how can the creatives get started and what are the current material opportunities?

Annie Gullingsrud is the director of the fashion and textiles sector at the Cradle to Cradle Products Innovation Institute, where she leads the globally focussed Fashion Positive Initiative, leading apparel companies and suppliers in developing Cradle to Cradle Certified circular materials for the fashion industry.

Gullingsrud has studied natural dyeing and weaving with local artisans in Guatemala; worked as a fashion designer at a sustainably run factory in Madhya Pradesh, India; and has developed a process of cutting and patterning that eliminates pattern-cut waste. Annie has consulted for Gap Inc.’s corporate social responsibility department along with providing sustainability education to Swedish companies through the textile association TEKO. Her first book, Fashion Fibers: Designing for Sustainability, was released in 2016 by Bloomsbury New York. It provides a holistic overview of the benefits and environmental impacts of fibres at each stage of a garment or product’s lifecycle, offering suggestions, guidance and design exercises on how to design around or reduce the impacts.

“Circular systems for fashion are impossible to create and implement alone. Collaborating with each other is vital, as is developing and trusting aligned leadership on multiple fronts. Working together in this way, we save effort, time and resources. We can do more, faster and with greater impact when we work together. Copenhagen Fashion Summit gives us the opportunity to explore, together, solutions around trying to achieve the circularity ideal.”

In her current role at Kering, Takayama has been integral to embedding sustainability across the group by managing the strategy and operations of the MIL. Located in Northern Italy the MIL boasts a comprehensive library of over 2,000 sustainably certified fabrics. In addition to overseeing the MIL’s team of experts in textiles, alternative materials, R&D and supply chains, Takayama drives cross-cutting approaches to material innovation. As a key resource for Kering’s brands, the MIL supports and promotes the integration of more sustainable materials into the brands’ supply chains.

Takayama holds an MBA in luxury brand management from ESSEC Business School, a JD from the University of Virginia School of Law and a BA with honours from Stanford University.

“At Kering, sustainability is part of our business imperative for the long run. Responsibly sourced raw materials and incorporating sustainable fabrics and innovative approaches into the supply chain is the only clear pathway to our industry’s future. We must all work together to find radical solutions to our global challenges.”

Chris Grantham is the circular economy portfolio director of IDEO, where he leads the global design company’s consultancy business in the circular economy, while working with organisations on system change and breakthrough innovation.

Grantham has been closely involved in a number of design-led initiatives with the Ellen MacArthur Foundation, including the development of The Circular Design Guide. Launched at the World Economic Forum in 2017, the guide aims to develop a generation of creatively confident, systems-orientated circular designers and more resilient organisations capable of thriving in the circular economy.

“... the circular economy is putting the sustainability in fashion industry sustainability. Out are CSR fads, marketing and communications, in are industry systems change and business model innovation.”

Panellist

CECILIA TAKAYAMA
KERING

Panellist

CHRIS GRANTHAM
IDEO
Cecilia Strömblad Brännsten heads H&M’s 100% circular strategy efforts in the H&M Group, including implementation of a circular approach to how products are made and used, but also only using recycled or other sustainably sourced materials by 2030.

Since the launch of the H&M Garment Collecting Initiative in 2013, Brännsten has acted as its global project manager and pushed forward the H&M group’s efforts to close the loop on textiles.

“It’s very exciting to take part in the 2017 Copenhagen Fashion Summit focusing on circular fashion and the panel on circular design. At H&M we truly believe that 100% circular is the only way forward towards a sustainable fashion future and that we need a systemic change to how products are made and enjoyed.”

Joe Iles is the editor in chief of Circulate, the Ellen MacArthur Foundation’s source for the latest news and insight on the circular economy. In this role he helps deliver leading commentary on design, business, economics, cities, food and society, through the lens of a circular economy.

Iles also helped design and create the Disruptive Innovation Festival (DIF), an online celebration of ideas contributing to strategy, content and delivery. Now in its fourth year, DIF invites thought leaders, entrepreneurs, innovators, businesses, makers and learners to explore the changing economy and their role in it.

As part of the editorial team, Iles writes and curates entries for the Ellen MacArthur Foundation’s circular economy case study library, sharing success stories from businesses that embed the principles of regeneration and restoration into their operations. He joined the Ellen MacArthur Foundation in 2011 after studying history at the University of Bristol.

“The circular economy is a new way of thinking that invites people to experience more, rather than just use less. I can’t wait to see more designers, businesses, retailers and customers start re-thinking the fashion industry through this lens.”

“Panellist

CECILIA STRÖMBLAD BRÄNNSTEN

H&M

Discussion leader

JOE ILES

ELLEN MACARTHUR FOUNDATION
TECHNOLOGY INNOVATIONS

Innovations in technology have an immense impact on nearly all aspects of our lives and have changed our ways of manufacturing from scratch. The automation of production continues and provides us with ways to reduce pressing issues around working conditions and environmental problems. But if we reach the point where robots replace workers in factories, we are simultaneously faced with the challenge of jobs being lost on a massive scale, consequently depriving workers of their livelihoods. This session is dedicated to exploring promising technologies that have the power to change the industry, from 3D printing to robotics in cut and sewing factories, but from a critical perspective that takes into account societal consequences of such progress. Brand representatives, solution providers, and technology experts will discuss the various possibilities of these technological innovations as well as their intrinsic challenges.

MARCO LUCIETTI

Marco Lucietti is the global marketing director of world-leading premium denim manufacturer ISKO™, a part of SANKO textiles. He manages the company’s worldwide marketing activity with a global and highly structured output combining marketing, sales, and communication strategy, including partnerships, cultural and educational projects, events, and promotions.

Lucietti advocates a comprehensive approach to sustainability, arguing that you cannot call yourself sustainable as a company unless waste and environmental harm are slashed at every stage of production and consumption. ISKO™’s factories are particularly renowned for how little water they use in an otherwise water-intensive denim industry.

Thanks to various complementary experiences, Lucietti has comprehensive expertise in marketing and management, both for business-to-consumer and business-to-business markets. He holds a degree in international economics from Pavia University and a master’s degree from Bocconi University.

“...The fashion industry needs a strong change and we have to make it happen. At ISKO™ sustainability is a deep, solid commitment woven into all of our actions. It’s no accident then that we have decided, with enthusiasm, to be here again at the Copenhagen Fashion Summit, absolutely the place to be to discuss and explore new frontiers in terms of best practices. We are happy to share our experiences on a stage like this.”

ISKO™

PANELLIST
Giulio Bonazzi is the chairman and CEO of Aquafil SpA, where he began working in their commercial and technical divisions in 1987. Under his direction, Aquafil SpA has been transformed from a small family-run nylon-6 manufacturing business into a successful global enterprise. This expansion has turned Aquafil SpA into a sustainability leader and a key driver within the synthetic textile industry, with 15 plants in eight countries across three continents.

“Recently, mainstream brands like Levi’s and Speedo have adopted sustainable materials, showing how much they value a circular or closed-loop approach. When brands take this type of leadership, consumers are more aware of their ability to make a positive impact on the environment. Together, we’re helping people to realise that it’s no longer fashionable to be disposable. I’m looking forward to hearing from the brilliant minds at the Summit.”

Bonazzi was honoured with Ernst & Young’s 2011 Entrepreneur of the Year Award in the industrial products category for his entrepreneurial excellence and leadership ability in expanding Aquafil SpA globally. With Bonazzi at its head, Aquafil SpA has earned several sustainability accolades, including the 2017 Green GOOD DESIGN Award, Recycler of the Year by Carpet America Recovery Effort (CARE) and more.

Dr Leonard D. Lane, the managing director of Fung Academy and group director of leadership development at Fung 1937, is responsible for their overall direction and implementation of strategy linked to accelerated learning programmes. He has organised the academy to deliver a unique value proposition linking organisational development processes with a platform of innovation focused on convening learning across the group.

A seasoned line manager and international management consultant, Lane previously ran his own consulting firms, LL Strategic Development Group and LLA Pacific, Ltd, where he worked with Li & Fung, DHL, Hong Kong Bank, V-Tech, Caltex, the Airport Authority, Peninsula Hotel Group, and China Light and Power, in addition to helping with the formation of the Hong Kong Logistics Council.

Lane has taught various subjects at the University of California, Irvine and lectured at numerous MBA programmes globally. He holds a bachelor’s degree in political science, an MBA from the University of Southern California and a doctorate in management from Case Western University.

“Over the next two decades, the emergence of two billion new consumers in China, India and other parts of the developing world will decisively shift global consumption to the East and open up new markets for consumer products companies everywhere. Yet we cannot just replicate present supply chain practices to service these markets. Discriminating, connected consumers won’t stand for it, nor will the planet. This challenge is now converging with the rise of new technologies to create an unparalleled opportunity to create a new paradigm for the fashion industry: technology savvy, sustainable and market driven. The time to adapt is now.”
**CHRISTOPH HAHN**  
**PANELLIST**

“My vision for the fashion industry is a circular system in which all valuable resources in our clothes are kept in loops and are realised for new products. For this to become reality, end of life must be an integral part of every fashion brand’s product strategy.”

Christoph Hahn is the managing director and co-founder of I:CO, which is short for I:Collect, a company that innovates for collection, re-use and recycling of used clothing and shoes, following the vision of a circular textile industry. In his executive role there Hahn established the first global in-store take-back system for used apparel and footwear.

The scale of I:CO’s global take-back system and logistics network is unique in the textile industry. The system aims at decreasing the amount of apparel going to landfills but also builds the infrastructure for a resource-efficient circular fashion industry. One of Hahn’s milestones in this journey is, together with his team, developing procedures to reintroduce recycled fibres into existing textile supply chains.

Before his time at I:CO Hahn worked as a business consultant at Ernst & Young and entered the textile industry by leading a vintage clothes retail chain.

**AMIT GAUTAM**  
**LENZING**  
**PANELLIST**

“The most fundamental shift required in the fashion industry (and that will eventually happen) is the mindset shift from ‘transactional/fly-by’ relationships along the textile value chain to more value-creating and long-term partnerships (e.g., between fibre, yarn producer and retailer; between dyeing houses and fibre producers). This will essentially bring the fashion industry to the same level of value-chain collaboration as seen in advanced industries (e.g., electronics, food industry).”

Amit Gautam, based out of Hong Kong, is the global vice president, business management textiles and director of the board of Lenzing Fibers Shanghai. In his management of this global textile business, he is responsible for commercialisation of all textile innovations, new business development across textile segments, creating innovative and long-term partnerships in the textile value chain, and setting global pricing and sales guidelines.

Prior to Lenzing, Gautam accrued more than fifteen years’ international management experience in leading cross-functional and culturally diverse teams across Europe, Asia and the US. He has published several articles on sustainability topics, such as scaling up of solar energy, low carbon pathways and sustainability roadmaps.

Gautam was conferred the Brightest Young Climate Business Leader award by The Hindustan Times and CNN. He holds an MBA from Carnegie Mellon University, USA and a BA in mechanical engineering from IIT Bombay, India.
Dio Kurazawa, with close to 20 years’ experience in the world of denim with design, development, washing and finishing, and fabric sourcing, brings a vast amount of industry experience to his role as denim director of trend forecasting at WGSN.

Kurazawa has previously worked for many of WGSN’s top clients, consulting for the likes of Levi’s, Forever 21, C&A, Bestseller China and Tommy Hilfiger, to name a few.

A passionate conservationist, Kurazawa is very eager to promote cutting-edge denim innovations that are not only trend driven, but environmentally sound. He holds an MBA from the University of the Virgin Islands, a bachelor of fine arts from Virginia Commonwealth University and a bachelor of arts from Amsterdam Fashion Institute.

“Brands and manufacturers eager to embrace social responsibility should consider re-examining the foundation that their business is built on. Establishing a firm, socially responsible foundation that considers the environment first sets the tone of the business, which in turn ensures that all products are designed, produced and delivered with our planet in mind. Reduce, Reuse, Recycle; consider the planet, its resources and its people.”

Peter Jensen was the first designer to receive the Magasin du Nord Foundation’s fashion award, along with many words of praise, in 2012. He lives in London and is celebrating his 15th jubilee this year, has the merit of being the only Danish brand to have had his collections shown on London Fashion Week’s official fashion show schedule.

Since being named talent of the year in 2013, Anne Sofie Madsen has had the wind firmly in her sails. She can now be found on the international fashion scene, presenting her collections at fashion weeks all over the world, including those in Paris and Tokyo.

Just one year after launching his own brand, this young designer won the DANISH Design Talent - Magasin Award. He has since received The Crown Prince Couple’s Stardust Award and achieved widespread international acclaim.

When Tonsure won the Talent Award, the fashion industry began to take notice of the brand’s characteristic men’swear collections, which are now available in Magasin. Since then, life has moved quickly for the designer duo’s brand, which has reached beyond the Danish borders to become an established name in both Europe and Japan.

Since winning the DANISH Design Talent - Magasin Award 2016, Cecilie Bahnsen has had a promising future predicted for her in both the Danish and international fashion industries. This year she showed her collection for the first time during Copenhagen Fashion Week, which is part of the prize for the winners of the DANISH Design Talent - Magasin Award.

You can buy one or more of these stylish designer shopping bags in sustainable, ecological cotton. Profits from the sales will go to the Youth Fashion Summit.
Even though change and commitments must be made on behalf of the industry, consumers play a crucial role in pushing sustainability forwards. They are in the powerful position of being able to create demand and support brands that make efforts in that area. They have the power to push sales and decide which products will sell and which ones will remain shelf warmers. Consequently, companies need to know their customers and how they can reach them on sustainability matters. It is not a simple task for consumers to navigate the jungle of fashion labels with varying production practices, certifications and jumbled information about a product’s origins — and thus not easy for companies to easily communicate how they stand out in terms of sustainability. This session collects knowledge from very different standpoints and will discuss different ways and strategies for the fashion industry to be more sustainable and to communicate this to their customers in engaging formats.

Daniella Vega, as director of sustainability at Selfridges, created the high-end department store chain’s sustainability strategy, Buying Better, Inspiring Change and continues to head its implementation.

In 2014, under Vega’s leadership, Selfridges became the first department store to be awarded the Carbon Trust Triple Standard for reducing energy and water use and for improving waste management across its operations. In 2015, she led the award-winning initiative Project Ocean, which saw Selfridges ban the sale of single-use plastic water bottles in an effort to tackle marine plastic pollution. In 2016, Selfridges was awarded the World’s Best Sustainability Campaign by a Department Store.

Vega was previously head of corporate responsibility at Sky, where her team oversaw reputation risk management, responsible sourcing, accessibility of products and services, child safety, diversity and employee engagement. In 2013 she won the UK 2Degrees Sustainability Champion of the Year award for her work heading up the Sky Skills Studio, an experience for young children that develops life skills. Vega holds a master’s degree in sustainability and responsibility with a focus on systems thinking, action research and sustainable business.

“...We are on the edge of an exciting shift towards more conscious consumption. Fashion brands have an enormous opportunity to build trust and brand loyalty by weaving their sustainability story into their customer communications. There is an equally big risk to brands resisting transparency. Their customers and their talent will eventually abandon ship in favour of brands with a purpose beyond profit.”
“International surveys commissioned by Greenpeace show that, increasingly, people are developing shopping fatigue. Respondents report feeling empty and dissatisfied after buying more garments than they can actually wear. These results should ring alarm bells for the industry, that high volumes and fast changing trends are not catering to the real needs of their customers. There is an opportunity for new and groundbreaking ways of making and selling clothes that radically slow down the fashion cycle. That would be true innovation.”

Kirsten Brodde is the leader of Greenpeace’s global Detox My Fashion campaign, which has secured 78 global commitments since 2011 from well-known brands, retailers and suppliers to ban hazardous chemicals from their supply chains. The shift towards taking responsibility for production — rather than focusing on the finished products — has been a major paradigm shift for the fashion industry, one that the Detox campaign played a key role in bringing about.

Prior to joining Greenpeace, Brodde worked as a science journalist and author. In 2009 she published a book about eco fashion, followed in 2010 by one on modern campaigning. She is a well-known watchdog on consumer issues, especially the greening of the textile industry and the eco-fashion movement in Germany.

Brodde studied medicine, German literature and linguistics, receiving her PhD in journalism from Hamburg University. From 2011 to 2015 she was a member of the jury for the German Federal Ecodesign Award.

Vanessa Belleau is the director of WGSN MINDSET in EMEA, the consultancy division at trend forecasting company WGSN. A brand strategist and futurist, she develops and presents bespoke consulting projects on future trends in fashion, home, beauty, packaging, visual merchandising and retail strategy, as well as in consumer insight.

Belleau’s insight and analysis helps clients pinpoint strategic potential market opportunities and areas for growth. A dynamic and entertaining speaker and facilitator, she enjoys helping her clients understand and visualise how much more successful they can be. Information is a word that has been used in the past to describe her interaction style.

Before joining WGSN Belleau spent over eight years as a market-research consultant, working for two of the largest companies in that field globally, TNS/Kantar Worldpanel and Ipsos, providing tailored, bespoke and strategic insight for clients in fashion, beauty and fast-moving consumer goods on their brand equity and brand love, their consumers and communications campaigns.

“I am extremely excited to be part of the Summit as I truly believe that sustainability in fashion should not be a buzzword anymore. As social influencers or business professionals in the fashion industry we should all have it pretty high on our priority lists. In my role as a creative business consultant, I get my clients to understand that consumers demand radical honesty from brands — they want sustainability to be an industry standard and not a marketing ploy! Yet, there is still an overwhelming disconnect. I truly believe that 2017 is the year to create an engaging narrative that pushes us all to take action and responsibility and to make the industry the best it can be.”
Elin Larsson, the sustainability director of Filippa K, has worked for the fashion label since 1996 in various positions, including logistics manager and supply chain director. In her assorted management roles for Filippa K, Larsson has played a key part in developing and implementing overall strategies for the company.

Larsson participated in COP22 in Marrakesh, was keynote speaker at the Circular Transition Conference in London and is in continuous touch with the Swedish parliament on matters pertaining to sustainability and fashion. In addition to being on the Sweden Textile Water Initiative steering committee and on the board of Mistra Future Fashion, Larsson is also a recipient of the H&M & ELLE Conscious Award.

Larsson studied at Jönköping University in Sweden, where her academic focus was sustainable transition and the relationship between economic, political and environmental issues.

Shaway Yeh is one of China’s key opinion leaders on fashion and culture. Under Yeh’s editorial direction, Modern Weekly — China’s most influential lifestyle publication with circulation of over 980,000 copies— reaches China’s elite readers with the latest international news and discussions in the fields of style and culture.

“Sustainability is a necessity, not a choice. It is a joy, not a duty. It is a life force, not a science.”

Shaway Yeh
MODERN MEDIA GROUP
Panellist

Yeh launched aRDU magazine in New York in 1994 and GQ Taiwan in 1996, before moving to Shanghai in 2003 to prepare for the launch of Vogue China. In 2005 she stood at the helm of Prada’s communication activities in China, before joining Modern Media Group in 2006. In 2013 Yeh extended Modern Weekly’s creative panache to a digital platform by launching iFASHION, the first fashion moving images-based mobile app in China. She has steered the editorial direction of Modern Weekly Style towards issues of sustainability, editing a weekly column on green fashion since May 2016. In March 2017 the magazine published its first special issue dedicated to sustainable style. Yeh is currently working on the first Innovation Fashion Design Award in China.
“We can, and we must, imagine a better world. Because mindset is fundamental to creating change. The fashion industry will play an important role in making this happen. Let’s get to work!”

Lucy Shea

FUTERRA

Discussion leader

Lucy Shea is the CEO of Futerra, a creative agency that uses magic and logic to help big brands and major foundations create change.

Shea joined Futerra in 2003 and has grown the business from a start-up of five to a global agency with teams in London, New York and Stockholm. Majority-female owned and run, Futerra is a proud B Corporation that advises clients such as Kering and C&A Foundation.

Having radically re-imagined garment recycling over a decade ago by creating Swishing, the global clothes swapping movement, Shea has a particular passion for how fashion makes sustainability desirable. She helped Kering successfully launch their groundbreaking Environmental Profit and Loss in 2015, for which Kering was dubbed Luxury’s Activist by The New York Times. She has also sat on Fashion Revolution’s Global Organising Committee since its inception in 2014, on the board of the Ethical Fashion Forum from 2009 to 2016, and co-founded the RE:Fashion Awards in 2008.

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To what extent is it the responsibility of companies, brands, and retailers to have a transparent supply chain and open up about where they source from? This session will discuss the hot topic of transparency in the supply chain, including issues surrounding supplier list publication, human rights, and modern slavery. Supply chain transparency, which is the focus of public awareness and often the media, may be one of the biggest challenges the fashion industry is currently facing. Who is responsible for providing the necessary information, and how can fashion labels work together with NGOs and governments to create transparency standards that are fair to all and create a common language?

Paul van Zyl is the co-founder and CEO of Maiyet, a luxury fashion brand that celebrates and cultivates traditional design and culture by partnering with global artisans to incorporate exquisitely handcrafted details into collections.

Paul van Zyl is the co-founder and CEO of Maiyet, a luxury fashion brand that celebrates and cultivates traditional design and culture by partnering with global artisans to incorporate exquisitely handcrafted details into collections.

“\nThe empowerment of communities has been a cornerstone of Maiyet’s social mission from inception, and transparency through our supply chain is a crucial means to help us find more equitable and efficient ways of doing better business. Our first true supply chain initiative was an ambitious effort to ethically source high-quality, 100% pure white cashmere from Mongolia and have it sustainably produced and Cradle to Cradle certified in one of the world’s finest mills in Italy, Botto Giuseppe, where it is openly available to other brands. We believe that in order to make significant social change on a large scale, it’s essential to share resources and maximise opportunities.”

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Having grown up in South Africa, van Zyl spent many years actively opposing apartheid and served as the executive secretary of the Truth and Reconciliation Commission from 1995 to 1998. In 2001 he co-founded the International Center for Transitional Justice, an international human rights organisation, for which he initially served as programme director and executive vice president. He has also served as an adviser to NGOs and governments on transitional justice issues in countries like Colombia, Indonesia, East Timor and Bosnia-Herzegovina.

Van Zyl received the Skoll Award for Social Entrepreneurship in 2009 and is a member of the World Economic Forum’s Global Agenda Council on Fragile States. He was also the director of New York University School of Law’s Transitional Justice Program and a professor of law in both New York and Singapore.
François Zimeray
AMBASSADOR OF FRANCE TO DENMARK
Panellist

“François Zimeray is the ambassador of France to Denmark, former French ambassador-at-large for Human Rights, an attorney at law and former member of the European Parliament. A lawyer, politician and diplomat, he was a member of the European Parliament from 1999 to 2004 and has also served as mayor of Petit-Quevilly.

In his current position Zimeray has held a fundamental yet discreet role in spreading the culture of human rights into French diplomacy. Nearly 100 diplomatic missions have led him to the Syrian border, Chechnya, Colombia, Gaza, Burma, Lebanon, Uganda, Chad, Congo, Rwanda, Libya, Algeria, Egypt, Nepal and other areas crucial to human rights work.

Zimeray has advocated for every French embassy to be a centre of human rights and has also represented French diplomacy in key trials in recent years, including those of Mikhail Khodorkovsky, Yuriy Lutsenko and human rights defender Yevgeny Zhovtis. He also supports inter-cultural dialogue, such as the Aladdin Project in Baghdad.

Baroness Lola Young is a British actress, author, professor and member of the House of Lords.

Appointed as Head of Culture at the Greater London Authority in 2002, Baroness Young has also sat on the boards of the South Bank Centre, the Royal National Theatre and the National Archives, in addition to being a commissioner at Historic England. She has also been a judge for the Art Fund Prize and The Observer’s Ethical Awards.

Having received an OBE in 2001, Young went on to become an independent Crossbench member of the House of Lords in 2004, where she is actively involved in legislation, including campaigning for social justice issues.

Baroness Lola Young promotes ethical, sustainable fashion and is the founding chair of the All Party Parliamentary Group on Ethics and Sustainability in Fashion.

The Rana Plaza tragedy cruelly revealed the true victims of fashion. Ignoring the reality that many workers in the textile industry face has become impossible. Between ignorance and carelessness, as between carelessness and complicity, the difference is tiny. Informed consumers should take responsibility.

We are moving from corporate social responsibility to consumer social responsibility.”

“The need to develop our knowledge and experience, and the opportunity to share that learning, is most welcome. Are we up to the task of changing unsustainable practices in the industry? We have to be as the issues are more pressing now than ever. I look forward to working with colleagues to address the substantial challenges we face.”

Lola Young
BARONESS AND MEMBER OF HOUSE OF LORDS
Panellist

“Copenhagen Fashion Summit is firmly established as a key feature in the fashion and sustainability calendar; I’m delighted to be participating. The need to develop our knowledge and experience, and the opportunity to share that learning, is most welcome. Are we up to the task of changing unsustainable practices in the industry? We have to be as the issues are more pressing now than ever. I look forward to working with colleagues to address the substantial challenges we face.”

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Simon Platts

ASOS.COM

Panellist

“If our practices in the fashion industry are not good enough to show our customers, then they are not good enough. This simple barometer guides our decisions at ASOS and allows us to cut through the complexity of sustainable initiatives and keep moving fashion forward.”

Simon Platts is the director of sourcing of ASOS.com, the UK’s largest online independent fashion and beauty retailer.

With over 30 years’ experience — from merchandising the shop floor of Next to head office positions in buying, and sourcing in Asia — Platts has a deep understanding of the global apparel industry. Moving into supply in 2004 as director of Lazzati UK, a division of Lazzati Tessuti Innovativi, Platts was responsible for sourcing and developing multiple products for the high street. Following his passion for the outdoors he re-joined retail as head of buying for prominent outdoor retailer Blacks and Millets in 2011.

Joining ASOS.com as director of sourcing in 2013, Platts’ current role brings together his experience of retail and supply to drive the agenda for fashion with integrity. Responsible for sourcing, sustainability and ethical trade, he is building supply chain transparency as the enabler to progress in all areas.

Arnaud Soirat

RIO TINTO

Panellist

“Right across the global business of luxury we are witnessing a radical shift in consumer demand, where those who seek fulfilment for their desires and dreams also want to be sure that they do not come at a cost for any other person or for our fragile planet. Copenhagen Fashion Summit provides the ideal platform to discuss how our industry can be fair as well as fabulous, and in doing so, lay the groundwork for new business models and new ways of thinking.”

Arnaud Soirat is the chief executive of Rio Tinto’s Copper & Diamonds product group. Rio Tinto is in the unique position of operating between heavy industry and the luxury business. While primarily an upstream producer of diamonds, gold, silver and copper, the company is an active participant in the downstream supply chain, from the mine to retail.

Rio Tinto has been at the vanguard of reform in the jewellery industry to build better practices in governance and environmental and social performance. It was a founding member of the Responsible Jewellery Council.

Soirat was appointed to his current role in 2016, taking on accountability for Rio Tinto’s two world-class underground diamond mines in Australia and Canada, four operating copper mines in the US, Mongolia, Chile and Indonesia, and the sales and marketing of diamonds, copper and copper by-products, including gold and silver.

Soirat, who holds an engineering degree and a PhD in theoretical physics and chemistry, has some 25 years’ experience in the metals and mining industry and a wealth of operational and commercial experience.
Simone Cipriani is the founder and manager of the Ethical Fashion Initiative, a flagship programme of the International Trade Centre, a joint agency of the United Nations and World Trade Organization. Through the Ethical Fashion Initiative Cipriani has made it his mission to build a more responsible and sustainable fashion industry. Harnessing the power of fashion as a vehicle out of poverty by connecting artisans in the developing world to fashion’s supply chain, Ethical Fashion Initiative operates across the globe in a variety of countries, including Kenya, Ethiopia, Haiti, Afghanistan and Nepal. A multitude of brands — including Chan Luu, Karen Walker, Stella McCartney, Vivienne Westwood and Faustine Steinmetz — work with the Ethical Fashion Initiative. Cipriani collaborates regularly with fashion colleges, universities and other institutions and from 2015-2016 managed a series of conferences on sustainability at the Fashion Institute of Technology in New York. He has previously worked with the UN to improve the leather industry in Ethiopia.

"I believe fashion today requires a holistic approach to include social value in its performance, by remaining limited to engagement only on environmental aspects — albeit important — this won’t be enough to face the growing challenge of insecurity and inequality. We need an industry with a higher purpose."

Simone Cipriani
ETHICAL FASHION INITIATIVE, INTERNATIONAL TRADE CENTRE

Discussion leader

Our mission is clear. We go deep to unlock insight and have the courage to act. We bring the right people together to challenge established thinking and drive transformation. We work with our clients to build the capabilities that enable organizations to achieve sustainable advantage.

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Spring / Summer 2018
9–11 August 2017

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Copenhagen International Fashion Fair is the largest and longest-running fashion fair in Northern Europe. Over the past five years, CIFF has become a major biannual destination for the international fashion industry. Along the way, it has reinvented the trade show concept and earned the reputation of being one of Europe’s most dynamic and innovative sales platforms.

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Designers and fashion houses have taken to the runway to voice their opinions on the current political climate, using their designs as tools of expression to make statements, celebrate their values and pose questions about the future of our world. Such political or societal commentary is not, however, always met with applause all around: some statements can be seen as mere marketing ploys, while others may even be taken as counter-productive to a worthy cause due to the image of fashion houses as purveyors of luxury for the wealthy. So how do you effectively put a message out and what kind of message is the right match for a label and its company’s DNA? This panel debate will explore fashion’s role in current culture and politics, with panellists sharing their unique experiences and discussing the importance of taking a stance and challenging the meaning of fashion in our society.

Prabal Gurung launched his eponymous collection in 2009 with a philosophy encompassing modern luxury, indelible style and an astute sense of glamour. A focus on quality and innovation has placed Gurung at the forefront of American fashion, with designs worn by leading ladies, including former First Lady Michelle Obama and the Duchess of Cambridge. Notable accolades include the 2010 Ecco Domani Fashion Fund Award, being named goodwill ambassador of Maiti Nepal, receiving the 2011 CFDA Swarovski Award for Menswear and the inaugural Creativity Award from the Drawing Center in 2015. Gurung also collaborated on a collection with TOMS to support Shikshya Foundation Nepal in 2016.

Previously, Gurung spent five years as design director of the iconic US designer label Bill Blass, which was preceded by two years working with fashion designer Cynthia Rowley’s design and production teams. Born in Singapore and raised in Nepal, Gurung began his design career in New Delhi before heading to New York to finish his studies at Parsons School of Design, The New School.

“I believe that as a designer and a member of a highly visible industry, I have a responsibility to use my platform and voice to make a positive impact and invoke change. From day one, my goal has been to create a luxury brand with a soul, and a focus on sustainable practice - environmental, economic and social – is inherent to this ideal.”
Dao-Yi Chow and Maxwell Osborne founded their label, PUBLIC SCHOOL, in 2008 in New York City, where its collections are designed and manufactured. Incorporating fabrics from the best Italian, Japanese and American mills, it is paramount to the designer duo that production remains local, employing New York’s best tailors, pattern makers and skilled garment workers.

Blending high and low references from fashion, music and art, PUBLIC SCHOOL represents New York’s restless energy and attitude, earning Chow and Osborne a number of prestigious accolades. In 2010 it was the sole menswear brand chosen by the Council of Fashion Designers of America to be part of the inaugural Fashion Incubator business development programme, and in 2013 Chow and Osborne were honoured with both the CFDA Swarovski Award for Menswear and the CFDA Vogue Fashion Fund Award. In 2015 they claimed the International Woolmark Prize for menswear.

Upscale department stores and boutiques, including Bergdorf Goodman and Mr Porter, carry the PUBLIC SCHOOL label.

Panellists

Dao-Yi Chow and Maxwell Osborne
PUBLIC SCHOOL

John Moore, named one of GQ’s Menswear Designers of the Year in 2014, is as multifaceted as the projects he’s worked on. As a creative director and designer, Moore has been building brands, telling stories and designing experiences for more than two decades in various industries, including the creation of Hollister for Abercrombie & Fitch.

Most recently Moore co-founded sustainable menswear brand Outerknown with 11-time world surfing champion Kelly Slater, where he leads the design and marketing efforts for this sustainable lifestyle brand. Moore has dedicated himself and his design team to responsible innovation, such as the Outerknown + ECONYL collaboration, which transforms fishing nets and other nylon waste into regenerated nylon textiles.

To kick off 2017, Moore founded Group Efforts, a multi-disciplinary design studio to drive innovation in design, communication and brand building. Selected as a fellow for the inaugural Levi Strauss & Co. “Collaboratory” in 2016, the programme invites a small group within the apparel industry to come together to collaborate on environmental solutions for their organisations.

Panellist

John Moore
OUTERKNOWN

“At Outerknown, sustainability means making good products with great people. A sustainable supply network is all about relationships. The best thing you can do as a brand is to know your makers, know your growers, know their lives and their conditions. When you spend time with them and look them in the eyes, you have a vested interest in their wellbeing. When it comes to labour issues, you can’t unknow what you know. The sustainable business paradigm means caring as much about the workers in our factories as in our Head Office.”

Panellist

John Moore
OUTERKNOWN
Simon Collins, as founder of the Fashion Culture Design Series and principal of The House of Collins consultancy, is a creative seditionist, designer and advisor. Following a career as a fashion designer and then creative director for brands like Nike, Polo and Zegna, Collins recently spent seven years as dean of the School of Fashion at Parsons School of Design.

During his Parsons tenure, Collins was named one of the 500 essential voices of global fashion by The Business of Fashion. His Chinese CCTV6 show “Creative Sky” enjoyed a regular audience of five million viewers through its five seasons.

In 2014 Collins published his first book, The School of Fashion, which detailed the history of 30 notable Parsons alumni, from Donna Karan to Alexander Wang. He writes for such publications as The Wall Street Journal and frequently comments on design in the media, including The New York Times and CNN. Collins also speaks at major global conferences, including the Cannes Lions, and at the United Nations.

“There’s a lot of empty talk and fake concern in fashion. We need to lead by example with constructive suggestions and firm actions that companies and individuals can use in their everyday lives. Consumers need simple, transparent information so they can vote with their wallets. No person or company can do this alone and it’s no good relying on fickle politicians. We have to work together for solutions and share intelligence to create ideas people can actually do something with.”
The fashion industry is fraught with many well-meaning, often individually effective but fragmented and small-scale sustainability initiatives. Meanwhile, the sustainability issues facing our industry are too large for any one firm to tackle individually. What the fashion industry needs now is collaborative action taking and a joint focus on the most critical sustainability issues. In response to this need, Global Fashion Agenda has been created to lead the way on setting the sustainability agenda for the industry and bring this much needed focus, but also to spearhead a movement to clear the path towards identification and implementation of the most promising solutions. This panel debate will explore the motivations of Global Fashion Agenda’s founding partners in joining such a collaborative leadership movement, and their vision for a more sustainable way of doing business in fashion, for a world beyond next season.

Marie-Claire Daveu is the Chief Sustainability Officer and head of international institutional affairs at Kering, as well as a member of Kering’s Executive Committee. She is responsible for the continued development of Kering’s sustainability strategy and operationalising sustainability across the group, while also directing institutional affairs worldwide.

Previously working in the public sector, Daveu served as chief of staff to French politician Nathalie Kosciusko-Morizet within the Ministry of Ecology and other areas from 2007 to 2012. Prior to that, she was the senior director of sustainable development at Sanofi-Aventis Group. Daveu was also previously technical advisor to the cabinet of Prime Minister Jean-Pierre Raffarin and chief of staff to Serge Lepeltier, Minister of Ecology and Sustainability.

Daveu is a graduate of the Paris Grignon National Institute of Agronomy, the National School of Rural Engineering, Water and Forests, and the University of Paris Dauphine.

“Sustainability is an essential part of doing business in today’s world when risks such as climate change are already a reality and predicted to only increase. We all must proactively make real efforts to change our industry and gatherings like the Copenhagen Fashion Summit offer a platform to engage in this critical conversation.”

Marie-Claire Daveu
Kering
PANELLIST
Jason Kibbey is the CEO of the Sustainable Apparel Coalition, which uses the Higg Index, a supply-chain analysis tool, as a basis for transforming the worlds of fashion and home textiles through better practices for the environment and workers.

Previously, Kibbey was the CEO and co-founder of PACT, an apparel company combining design, sustainability and philanthropy. He also served as co-founder and interim executive director of Freedom to Roam, a non-profit initiative that brings together people, organisations and businesses to enhance and protect wildlife corridors and landscape connectivity in North America. He developed Freedom to Roam while working on environmental campaigns for Patagonia.

Having begun his career as an associate consultant at Bain & Company, Kibbey has experience with turnaround and product strategies for high-tech companies. He holds a bachelor’s degree in environmental economics and an MBA, both from the University of California Berkeley.

Anna Gedda was appointed head of sustainability at H&M in January 2015, when she also became a member of the company’s executive management team. As one of the first large fashion companies to recognise consumer demand for greater transparency and ethical production methods, H&M continues to invest in transforming its practices for the 21st century and to move towards its vision of becoming 100% circular, achieving a climate-positive fashion industry and ensuring fair living wages for workers. At the head of such efforts, Gedda advocates that this is in the company’s long-term interest and a prerequisite for continued growth and success.

Before taking over as head of sustainability, Gedda held various roles within the H&M sustainability department, including social sustainability programme developer and social sustainability manager. With a background at the Ministry of Finance of Sweden, Gedda holds a master’s degree in political science and a bachelor’s degree in business and economics.

“I want people to be able to love fashion and express who they are through what they wear, not only for current but also future generations. But with a growing population in a world of finite resources, it is our job to do this in a way that does not exceed the limits our planet sets us and ensures better lives for everyone involved. We need to provide not only great looking but also sustainable fashion that everyone can enjoy. As an industry, this requires us to move from a linear to a circular system and to keep innovating and collaborating for further solutions that can create the systemic change that is needed.”
Kelly Caruso, as president of Target Global Sourcing, leads a multi-national team responsible for the global sourcing of Target’s owned brands in Apparel, Accessories, Home and Hardlines. Target’s portfolio of owned brands is a key differentiator, with many brands delivering over $1 billion in annual sales.

Caruso and her team develop competitive sourcing strategies that deliver better products through superior design, higher quality and lower cost. She creates a culture that is built on business integrity and inclusivity. Caruso is also a champion within the manufacturing sector for elevating and adopting progressive responsible sourcing practices and sustainable design that builds a better tomorrow.

Caruso’s experience in the retail sector spans 25 years with companies such as May Merchandising, Abercrombie and Fitch, and Target. During her time at Target she has led numerous merchandising teams within the above categories, along with global retail operations teams.

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Rick Darling serves as executive director, government and trade relations for Li & Fung Trading, a multi-national consumer goods sourcing company recognised as a leader in design, development, sourcing and distribution. He is a long-time advocate for bringing innovation, creativity and sustainability to the apparel industry and its related supply chain. Darling oversees the company’s government and trade relations, vendor compliance and sustainability, and multi-stakeholder initiatives, such as improving worker safety in Bangladesh. He has served two consecutive terms as the chairman for the American Apparel & Footwear Association and is on the boards of the University of Arkansas, KIDS/Fashion Delivers and Clear Energy.

Darling has also been a member of the Parsons School of Design Board of Governors and on the advisory board of the Industrial & Labor Relations School at Cornell University.

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Thomas Tochtermann is director emeritus and senior advisor at McKinsey & Company, Inc. For more than 30 years he has advised international clients in the fashion and luxury and consumer segments. Tochtermann has been building and leading McKinsey’s global Fashion & Luxury Practice for many years. He has published numerous articles and is a frequent speaker, panellist and discussion leader at fashion, luxury and consumer conferences.

Today Tochtermann serves as a trusted advisor to senior executives in fashion, luxury and consumer companies around the globe, in addition to serving on supervisory boards in Germany and Denmark. He also has a special passion for the topic of sustainability in fashion and luxury, where he advises the World Economic Forum, chairs the knowledge committee of Global Fashion Council in Copenhagen and works directly with key players in the industry to improve the state of the fashion world.

Tochtermann holds a Dr. rer. pol. in business administration from the Ludwig-Maximilians-Universität in Munich.
Eva Kruse is the president and CEO of Global Fashion Agenda and Copenhagen Fashion Summit, the world's leading forum on sustainable fashion. A pioneer in promoting sustainability in fashion, Kruse has worked ambitiously to push this agenda globally since 2007, an effort that includes founding the summit you are attending. In 2013, she gave a TEDx Talk on "Changing the world through fashion", in which she advocated that not only companies and politicians, but also consumers, should be at the forefront of sustainability efforts.

In 2016 Kruse put forward a new and ambitious strategy for Copenhagen Fashion Summit and created the overarching Global Fashion Agenda, which aims to spear a worldwide movement within fashion towards positive change and responsible innovation, driving the industry towards a world beyond the next season.

Also in 2016, Kruse was included in Business of Fashion's professional index BoF 500, which lists the 500 most influential people shaping the global fashion industry. In 2017 the French Embassy awarded her its Human Rights Prize.

Tromborg operates under principles of simplicity, purity and science. With a down-to-earth minimalist philosophy and focus on delivering products that are as effective as they are natural, Tromborg operates under principles of simplicity, purity and science.

“When you care for your skin, it’s important that you feel confident about what you apply to your face and body. This is the key values behind the Tromborg name: A meeting between science and nature, where the purest of nature are combined with the latest innovative ground breaking active ingredients.”

- Marianne Tromborg, founder and head of Tromborg.
REDESIGNING EVERYTHING
With its history of acting responsibly for well over a century, Swarovski thinks in generations, not quarters. Company founder Daniel Swarovski believed that businesses should have not only their own employees’ well-being at heart, but also that of the environment and society at large. This sentiment remains at the heart of Swarovski today and is embedded in their actions to ensure a sustainable future.

A key ambition of Swarovski is to promote conscious luxury, creating responsible products while working with various collaborators to protect the planet and its precious resources. Building on a heritage of quality, integrity and craftsmanship, Swarovski aspires for its products to be created, sourced and purchased in responsible ways that could ultimately leave positive impacts.

Swarovski recently revealed its first Atelier Swarovski Fine Jewelry Collection, featuring Swarovski Created Diamonds and crystals at the Academy Awards 2017 in partnership with Red Carpet Green Dress, a positive fashion campaign which seeks to protect the planet and its valued natural resources. The company also created the Swarovski Award for Positive Change at the 2016 Fashion Awards, recognising individuals who promote the welfare of others in order to achieve change and a positive impact on good causes.

As part of its commitment to integrating sustainability into education, Swarovski has been engaged in creative projects and scholarships with iconic institutions like London’s Central Saint Martins and New York’s Parsons for over a decade. “At Swarovski we believe in the transformational power of education. Knowledge is power and nobody can take it away from you. Education and expertise is freedom – especially for women,” says executive board member Nadja Swarovski.

A flagship investment in this regard is the Swarovski Waterschool, which is committed to playing a role in global water challenges by empowering children with the knowledge and resources to lead the change for sustainability. Swarovski’s philanthropic ideals are further channelled through the Swarovski Foundation, which supports charitable initiatives and organisations working in the areas of culture and creativity, promoting well-being and conserving natural resources.

“In business, money is not the only currency. The impact we can create with our services and deeds, or with meaningful, positive products is very powerful,” as Nadja Swarovski explains. This belief is reflected in Swarovski’s engagement with the UN Sustainable Development Goals, as part of its role in the fashion industry and as a commitment to society as a whole. The company voluntarily adheres to a number of commitments developed by internationally recognised sustainability experts, such as the Responsible Jewellery Council and the UN Global Compact. In recognising where its sustainability efforts match a number of the seventeen UN Sustainable Development Goals, Swarovski has consult-
As the global leader in denim production and textile research, ISKO™ is deeply committed to conscious fashion and responsible innovation. For ISKO™, corporate social responsibility is not merely an expression, but a set of precise and concrete commitments woven into each and every part of its business model.

The yarn supplier of ISKO™ is SANKO Yarn, a pioneer of organic cotton production in Turkey. While using organic cotton is crucial to long-term soil fertility and to preventing harmful pesticides from entering the ecosystem, another important factor in denim production is water usage. The water purification plant in the local community, where SANKO Group is based, was mostly financed by ISKO™. This filtration and treatment plant cleans the water used in the manufacturing process, redirecting it for other industrial and civil purposes. CO2 emissions from fabric finishing are reduced through state-of-the-art chimney filters, and advanced fabric dyeing technologies allow the company to drastically reduce water usage.

**IF THE EARTH FITS**

ISKO™ has created a green-oriented platform, ISKO Earth Fit™, which is already bearing significant fruit and is an integral part of its responsible innovation agenda. Made with eco-friendly raw materials like organic cotton, Better Cotton, pre-consumer recycled cotton and post-consumer recycled polyester from PET bottles, ISKO Earth Fit™ offers responsibly innovated denim fabrics in the company’s most popular shades. Available in fabric concepts demanded by global consumers, brands are able to extend their best-selling styles using ISKO Earth Fit™.

Several ISKO Earth Fit™ articles have received the prestigious certifications Nordic Swan Ecolabel and EU Ecolabel, an accolade that no other denim company worldwide can claim, confirming that ISKO™’s concrete actions to create conscious fashion. Nordic Swan Ecolabel evaluates a product’s total life cycle, from raw material to waste/recycling, taking into account environmental problems in each part of the supply chain. Earning this certification was a result of ISKO™’s fulfillment of strict requirements for sustainable fibres, for chemicals used in every stage of production and for caring about the social and environmental impacts. Such a comprehensive approach is absolutely central to ISKO™’s attitude toward sustainability.

“At the moment, ISKO™ is the first and the only denim mill on the contemporary market that has received these two absolutely crucial recognitions,” explains Marco Lucietti, global marketing director at SANKO/ISKO™ division, adding, “We know that this is just the beginning, and we’re here to give our strong contribution for a real evolution in our sector. It’s no accident then that we’ve decided to support the Copenhagen Fashion Summit, absolutely the place to be to explore the next scenarios in terms of sustainability. The industry needs a total change of perspective, and this change has to involve all the players, from textile producers to brands. Consumers need a brand new green fashion, and our planet, too. We can’t miss this call.”
"Let the talent shine" is the mission of ISKO I-SKOOL™, an international fashion competition for students conceived by ISKO™, the global leader in denim production and textile innovation, and its style and design division CREATIVE ROOM™.

For the fourth consecutive year, and with the support of key brands, the 2017 ISKO I-SKOOL™ contest challenged students from all over the world in two categories: the Denim Design Award, for aspiring designers, and the Marketing Award, dedicated to students of marketing.

This year, the ISKO I-SKOOL™ competition, touching upon themes of identity and the environment, was more ambitious than ever. The design students presented 100% denim outfits inspired by the creative theme “Genderful,” a celebration of novel, inclusive and variegated forms of self-expression. Meanwhile, participating marketing students were asked to think about the relationship between fashion and sustainability, and to construct a marketing strategy for a product that respects this principle, complete with tactical activities and instruments.

“In ISKO™, sustainability is not just a slogan; it’s a serious commitment that guides our best practices every day,” says Marco Lucietti, global marketing director at SANKO/ISKO™ division, adding, “We’re proud about including all these fresh talents of fashion in our vision, helping them recognize, through their own efforts, the potential of our eco-products. It’s no accident then that we’ve decided to give sustainability heightened attention during this fourth edition of ISKO I-SKOOL™. Stay tuned, we’re sure this new chapter of the contest will turn heads again.”

Copenhagen Fashion Summit is the perfect setting for showcasing student creations from the last edition of ISKO I-SKOOL™, retranslated in a light of green consciousness. This special side project of the Denim Design Award 2016 culminated the day before the Summit with a fashion presentation and an award ceremony. The winner was chosen by a jury consisting of international fashion and sustainability experts that reviewed all designs in Copenhagen. Members of the jury were Peter Copping, Bandana Tewari, François Girbaud and Dio Kurazawa.
Sustainability and fashion do not typically go hand in hand. The nature of fashion alone to create desire for new products 2, 4 or 6 times per year goes against the concept of sustainability, yet there is absolutely no reason why they should not coexist. If designers, myself included, consider the process at every step in an intelligent way, many small gestures can make a significant difference. The time has come for us to be responsible for what and how we produce.

Peter Copping is an independent fashion professional with vast experience directing labels in Europe and the US. His most recent position was creative director of Oscar de la Renta in New York, before which he was creative director of Nina Ricci for five years.

Prior to working for Nina Ricci, Copping was a key part of Marc Jacobs’s team at Louis Vuitton, initially working on the label’s first ready-to-wear collection before becoming director of Louis Vuitton’s Women’s Design. His 12 years at Louis Vuitton were preceded by three years designing for Sonia Rykiel’s studio in Paris.

Equally passionate about interiors as he is about fashion, Copping recently became a contributing editor for Architectural Digest. Born and raised in Oxford, England he studied fashion design at the prestigious Saint Martin’s School of Art and Royal College of Art in London, before launching his career with a move to Paris, interning with Christian Lacroix Haute Couture.

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Bandana Tewari, as Vogue India’s editor-at-large, writes comprehensively on fashion and lifestyle, focusing on sustainability and indigenous handicraft industries of the world. She is the go-to-source for anyone who wants to learn about India’s rapidly evolving luxury market, as well as the made-by-hand indigenous ecosystem of the country.

Bandana Tewari was named in Industr Magazine’s fashion media A-list, alongside other leading fashion commentators, and is also a columnist for Business of Fashion, while also appearing on the BoF 500 list. She has written for some of the world’s leading lifestyle magazines and newspapers, including International Herald Tribune, The New York Times, US Vogue, UK Vogue, Tank, Wallpaper, Condé Nast Traveller India and Architectural Digest India.

In the past, Tewari hosted and scripted 50 episodes of the first primetime fashion and style show for Indian television and hosted the first series of fashion webisodes in India. She has been a longstanding champion of indigenous industries of handloom and made by hand.

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Buying jeans is a political act. Today we have the awareness, means and technology to make a difference; but it’s up to us to use it. It’s time to invent a new tomorrow.

François Girbaud is the founder and owner of international clothing label Marithé + François Girbaud. Since meeting in 1967, Girbaud and partner Marithé Bachellerie have been at the forefront of experimentation with materials, treatments and shapes through their eponymous company. The two have focused on ecologically and ethically conscious techniques, perfecting the use of lasers and ozone, and removing hazardous chemicals and processes from treatments.

Their eco-friendly Wattwash™ method creates a targeted, faded effect on fabric, allowing the design of a multitude of different patterns and textures. Importantly, this technology uses 97.5% less water than traditional methods and is far better for the environment, as well as the health of the two million factory workers around the world who are involved in denim production.

Girbaud is based in Los Angeles, where he continues to invent and innovate to advance the cause of sustainability within the fashion industry.

Dio Kurazawa, with close to 20 years’ experience in the world of denim with design, development, washing and finishing, and fabric sourcing, brings a vast amount of industry experience to his role as denim director of trend forecasting at WGSN.

Kurazawa has previously worked for many of WGSN’s top clients, consulting for the likes of Levi’s, Forever 21, C&A, Bestseller China and Tommy Hilfiger, to name a few.

A passionate conservationist, Kurazawa is very eager to promote cutting-edge denim innovations that are not only trend driven, but environmentally sound. He holds an MBA from the University of the Virgin Islands, a bachelor of fine arts from Virginia Commonwealth University and a bachelor of arts from Amsterdam Fashion Institute.
ON A MISSION TO BECOME 100% CIRCULAR

While offering high-quality fashion affordable to the many, H&M envisions a paradigm shift in the industry from linear to circular manufacturing, and increased social fairness. Its global sustainability agenda comprises not only a consideration for the environment, with ambitious targets for recycling and big investments in innovation, but for the people who make the clothing, with a range of initiatives like the Fair Living Wage strategy, skill development programmes, and health and safety training.

H&M and the rest of the fashion industry are facing their biggest challenge ever: increasing resource scarcity coupled with a growing global population. The industry is too dependent on virgin resources, and H&M aims to accelerate the transition to a circular economy that decouples growth from use of natural resources. Only then, in the company’s view, can economic and social development happen in a way that the planet can afford.

For H&M, it has always been important to act in a way that makes it possible not just for present but future generations to enjoy fashion. One of the pillars of the company’s strategy is to become 100% circular and renewable. This includes taking a circular approach to how products are made and used, with the aim of only using recycled or other sustainably sourced materials. This decreases the dependence on virgin resources, requires less chemicals, energy and water, and minimises the amount of materials that ends up as waste. Today, 26% of the materials H&M uses are either organic, recycled or otherwise sustainable. 43% of all cotton – which is the most widely used material – is sustainably sourced. The goal is to increase that figure to 100% by 2020. And the company continues to set goals for a more circular future in their latest Sustainability Report, which includes the commitment to use 100% recycled or other sustainably sourced materials by 2030, and to become climate positive throughout their entire value chain by 2040.

INITIATIVES THAT DRIVE CHANGE

Maximising the use of recycled materials makes perfect business sense from a resource perspective. 95% of the clothes that end up in landfills could be used again. It’s now four years since H&M launched its global garment-collecting initiative, which altogether has collected over 43,000 tonnes of textiles that have been used in the creation of three fashion collections. The surplus from H&M’s Garment Collecting programme is donated to the non-profit H&M Foundation, which invests parts of it in a partnership with the Hong Kong Research Institute of Textiles and Apparel. The aim is to develop technologies to recycle blend textiles into new fabrics and yarns, a major step toward a truly circular method of production.

H&M Foundation also aims to drive change through the annual Global Change Award, one of the world’s largest competitions for early-stage innovations, providing a grant of one million euros to accelerate the shift to a circular fashion industry.

Investing in the development of new ideas within sustainability and innovation, H&M is involved in several initiatives pushing the re-use agenda forward. Among other collaborations, H&M works with the British innovation company Worn Again, the re-use focussed company Sellpy, as well as the Ellen MacArthur Foundation – one of the most prominent organisations for circular economy today. H&M is also engaged in MISTRA Future Fashion, a foundation for strategic environmental research that examines circular economy in terms of design, supply chains, consumers and recycling.
“Nature is like your mother,” explains Philomena John, director of Cotton Blossom. “And what can we say about a mother? You have to love her. You have to care for her. You have to hold her close to your heart. You can’t mess with your mother.”

John and her family have spent the last 20 years building up Cotton Blossom to be an eco-friendly garment manufacturer. “Our vision has always been to produce sustainably without harming nature. Today, all our garments are 100% organic and we make maximum use of energy and water,” she says, adding, “Most of our energy is from our own windmills and we give excess energy back to the grid. We reuse the water from our dye house and even reuse the heat from our boiling water. From the day we started, not one drop of water from our factory has gone back into waterways. I’m very proud.”

Over the past year C&A Foundation — through its founding support for a new global initiative called Fashion for Good — has been working closely with John and Cotton Blossom to demonstrate that it is indeed possible to put the “good” back into fashion, through good materials, good water, good economy, good energy and good lives. Every step in this process has been documented in an open-source Good Fashion Guide, to help others take similar bold steps.

Fashion for Good is bringing industry players together to reimagine how fashion is designed, made, used and reused. With its first hub in Amsterdam, Fashion for Good finds and nurtures those innovations with the potential to move this “make, take, waste” model of the global apparel industry to one that is regenerative and endless. Open and inclusive, Fashion for Good is already working with several brands (including C&A and Kering) as well as important industry partners such as the Sustainable Apparel Coalition, Plug and Play, IDH (the Sustainable Trade Initiative) and the Ellen MacArthur Foundation.

Fashion for Good is a great example of how C&A Foundation works. The challenges in the global apparel industry are far too vast and systemic for any one organisation to solve alone. That’s why they fund initiatives that bring stakeholders together for an impact greater than the sum of their parts, with a focus on such qualities as transparency and gender justice.
This year Copenhagen Fashion Summit is proud to introduce the first Solutions Lab, an exhibition space that presents some of the latest innovations addressing the fashion industry’s most pressing issues of sustainability. It is brought to you by a variety of different partners working at the forefront of technology and with avant-garde business models.

Throughout the Summit participants can visit ten different exhibition booths that put the spotlight on various projects, smart tools and innovations (described on the following pages). The idea is to experience the solutions up close and to ask the minds behind them questions.

The hope is to inspire the fashion industry to adopt new practices in their supply chains and to restart fashion with bold, new ideas, like the ones presented by our collaborators in Solutions Lab.

**SOLUTIONS LAB**

**Dutch Aewareness**

The aim of Dutch Aewareness is to support European corporate wear and workwear companies in the transition towards a circular economy. This involves the validation of circular fabrics and products and new business models, such as new product-service systems, the take-back recycle system and the management tool CCMS. Since the aims of Dutch Aewareness are to secure materials for the future, decrease various kinds of environmental pollution and to build bridges between state-of-the-art research and practical relevance, they want to collaborate closely with industry partners. At Solutions Lab, Dutch Aewareness will present its circular textile solutions created in collaboration with various partners, including fully recyclable workwear and circular composites — products made from post-consumer textile waste and used plastics.

**Lectra – Product development that fits**

Lectra’s solutions centre on 3D technologies and cover the entire product-development process, from pattern making to grading and virtual prototyping. The ability to work with flat patterns and 3D simulations enhances collaboration between developers and designers, while informing early decision-making. By reducing the number of physical samples by as much as 70%, Lectra 3D technology also cuts down on costs and can shave weeks off time to market. With over 40 years’ experience in fashion, Lectra’s mission is to provide a complete spectrum of design, development and production solutions to confront 21st-century challenges. From that first creative spark to the final product, their professional services address an end-to-end process. From fast fashion to luxury, Lectra’s 23,000 customers represent every development and sourcing model imaginable.
Refibra™ by Lenzing

Lenzing achieved a milestone in the textile industry by developing a new fibre based on cotton scraps and wood. Refibra™ — whose slogan is Reduce, Reuse, Recycle — is the first cellulose fibre featuring recycled material on a commercial scale and is an important part of a push for new solutions in the textile industry towards the goal of a circular economy. At Lenzing, developing circular business models in the fashion industry ensures the decoupling of business growth from pressure on ecological resource consumption. It reduces the need to extract additional origin resources from nature, lessening the net impact on ecological resources.

Martine Jarlgaard & Provenance

Designer Martine Jarlgaard, software company Provenance, Fashion Innovation Agency and A Transparent Company are collaborating for the world’s first showcase of fashion supply chain transparency using blockchain technology, which is a secure, distributed database. This groundbreaking project will track the production of garments made from sustainable British Alpaca fleece, from the animals themselves, to the spinning by Two Rivers Mill, through to final realisation in the sampling studio, Knitster LDN. Provenance’s blockchain model enables publicly accessible, decentralised, secure information storage and has the potential to become the social media of product origin and storytelling, built on robust data. By assigning each garment a unique digital token, Provenance verifies every step of the production journey, providing the platform for omnichannel communication.

CO: Common Objective

Great business is built on connecting with the right people, at the right time, from suppliers to buyers, advisors to peers. That is the philosophy of CO, an intelligent business network that matches people and companies with a common objective to work towards. The mission is to create a level playing field in which sustainability becomes an opportunity. The platform rewards more sustainable practices with higher search rankings, creating a commercial incentive for integrating best practices, building on ten years of work by the Ethical Fashion Forum, and a network in 141 countries. At the Summit, CO launches pre-registration for this year’s site.

Future Fabrics Expo by The Sustainable Angle

The Sustainable Angle is a not-for-profit organisation that connects producers of sustainable materials with partners in the fashion industry. Since 2011 thousands of people have visited The Sustainable Angle’s showcase, Future Fabrics Expo, which exhibits over 2,000 materials from over 80 suppliers, embodying a range of sustainable principles and new technologies sourced from international suppliers and mills demonstrating a commitment to lowering the environmental impact across the textile supply chain. At Solutions Lab, The Sustainable Angle highlights a selection of exhibitors, including Ananas Anam, Avery Dennison, Beyond Surface Technologies AG, the Cradle to Cradle framework, Doppelhaus, Nova Kaeru and Orange Fibre.
**Trash-2-Cash**

By creating high-end textiles from zero-value, pre-consumer waste sources, Trash-2-Cash will turn textile and paper fibres into new materials for luxury products through an international collaboration of design, strategy, and technology research. Designers will lead this regeneration-of-waste initiative, define the material properties and collaborate with material scientists to evaluate newly developed eco-efficient cotton-fibre regeneration processes and polyester recycling techniques. Novel materials will be constructed — starting at the molecular level — to generate new textile fibres and other products compatible with a sustainable future. Future exploitation will be developed through a two-sided exchange between designers and end-product manufacturers, taking into account consumer-related product needs. The project aims to support better waste utilisation, improve material efficiency, contribute to the reduction of landfill areas and decrease energy consumption in the textile manufacturing and design sectors.

**Hirdaramani Knit**

Hirdaramani’s first green factory, Hirdaramani Knit, opened in Agalawatte, Sri Lanka in 2009. A LEED Gold Certified Facility, it holds the distinction of being the first custom-built green apparel factory in the world and is also Asia’s first CarbonNeutral® apparel factory. Hirdaramani Knit focuses on conservation of energy and water, waste management and biodiversity enhancement. It has eliminated landfill waste and compared to conventional factories, it has achieved a 50% reduction in energy consumption and a 60% reduction in water consumption. The unique technologies it incorporates include an evaporative cooling system, a prismatic skylight system and a solar power system that provides up to 8% of the factory’s power needs while exporting power to the national grid.

**PILI**

Innovative biofabrics company PILI is focused on using microorganisms to produce efficient dyes as a replacement for petrochemical and vegetal ones. Its team has developed a proprietary technology based on fermentation of micro-organisms to produce dyes that are friendly to the environment by way of outstanding efficiency. Instead of petroleum as a raw material, PILI uses renewable carbon sources like sugar to produce natural colours. Contrary to vegetal cultures, the fermentation process PILI uses requires a low surface and only a few days to produce tons of dyes on a large scale. PILI’s ambition is to become a world leader in the colour industry by replacing dye petro-chemistry with efficient, competitive and renewable bio-dyes.

**Dragon**

Dragon uses oxidation for post-treatment wastewaters. Its technology is based on flow-through photocatalytic reactors, allowing inexpensive installation at the outlet from the factory. The defining features include a filter-free purification system that leaves zero waste and substitutes the use of harmful chemicals.
Copenhagen Fashion Summit is about bringing to light and discussing sustainable solutions for the fashion industry. That same spirit is embodied in the high environmental standards the Summit holds itself to, a commitment that naturally includes suppliers.

Reducing the ecological footprint of the Summit is a comprehensive effort that must include considerations for every product and process involved, whether before, during or after the Summit. Everything from the stage and the carpets on it, to the bottle you drink from and the programme you are reading, has been designed with this in mind.

As one of only two printing firms in the world, KLS PurePrint makes products from 100% biodegradable paper that are Cradle-to-Cradle certified, like the one you are holding in your hands. KLS PurePrint is also behind your Summit nametag and the notepad you received, while the accompanying Kikkerland pencils are made of recycled paper and the keychain is organic, like the delicious foods prepared for the Summit by Nordic Food Export and Løgismose Meyers.

Copenhagen Fashion Summit follows waste separation, which is why the items consumed will see a sustainable afterlife, such as the environmentally friendly FSC® cardboard water bottles and biodegradable Field Advice bamboo cutlery and plates made of palm leaf. Even the ege red carpet and stage carpets are sustainable, as are the Summit tote bags with customised designs from the various winners of DANSK Design Talent – Magasin Award.

Read about some of the partners who have made Copenhagen Fashion Summit sustainable – and how their innovations work to make the world greener and more pleasant – on the following pages.
Copenhagen-based Nordic Food Export has a simple vision grounded in proud traditions and artisanship, as put forward in its Nordic Food Manifesto. In addition to principles of nutrition, sustainability and organic ingredients, the manifesto demands peerless quality and, most of all, unforgettable taste. Creating awareness of Nordic cuisine, the company has solidified the region’s position on the gastronomic world map.

“Our vision is to share the experience and taste of Nordic gourmet foods produced by small, passionate and mostly organic producers. Nordic Food Export tells the story of these amazing Scandinavian products and ingredients, making them available for end consumers to experience,” says CEO Thomas Høy.

Nordic Food Export has partners across the Nordic countries that all share an unrelenting commitment to producing pure, simple and clean food at a very high standard. These visionary partners, for example: Oialla, Fiskrökeriet, Thise, Nord-T, Olof Viktors and Magnihill, promote Nordic food culture and build on the unique qualities of the region. They are among the finest local producers of bread, flour, cheese and tea, as well as organic chocolate, crispbread, wild berries and smoked salmon.

Logismose Meyers is a Danish food company that provides high-end products in various product categories and through a variety of sales channels. This includes restaurants, bakeries, bars, food courses, products, full catering solutions and lunch serving for 25,000 people every day. The company also does online sales, business development and events, in addition to publishing cookbooks and organizing wine and food tastings.

Since 2014 internationally renowned food entrepreneur Claus Meyer has been heavily involved in Logismose Meyers’ projects in the US, including Great Northern Food Hall and Agern Restaurant, both located in New York’s Grand Central Terminal.

Ethics, social responsibility and idealistic innovation in products, menus and services are part of the Logismose Meyers DNA. The company aims to deliver innovative food products based on original and artistic craftsmanship; preferably sourced locally. With a deep commitment to mastering the value chain, Logismose Meyers is driven by ambition, innovation and diverse tastes with health and sustainability on the road to achieving its goal of being more than 90% organic.

Corporate social responsibility is a vital part of Logismose Meyers’ business strategy, which encompasses a go-to-market approach at all levels, that reflects a high degree of commitment towards the environment, public health, the local community and animal welfare.
Ege carpets is one of Europe’s leading companies in design, development, and manufacture of custom, high-quality carpets with a focus on sustainability. Continuously seeking to innovate products and processes, Ege carpets has been passionate about doing what is right for the environment and people since its establishment in 1938. The company has aimed to be a first mover within the carpet industry in every possible way ever since.

Using the most advanced technologies, provides the perfect foundation for creating sustainable carpet fashions that meet the strict international requirements of European Eco-Management and Audit Scheme, Cradle to Cradle, and, as the only carpet manufacturer in the world, Denmark’s DS49001 standard, which is based on ISO 26000.

In line with the company’s pro-environmental underpinnings, Ege carpets uses industrial waste, such as abandoned fishing nets found adrift in the oceans, by collecting them and turning them into strong, hardwearing yarns for carpets, but also used water bottles, which are transformed into a soft, yet durable, felt backing. Both of these cases are excellent examples of product innovations that illustrate how Ege carpets manages to turn a circular economy approach into an extremely attractive business model without compromising product style, aesthetics and functionality.

“We’re grateful for the recognition we now get for our extensive CSR work and we hope that Ege inspires other companies to pull in the same direction. The incentive has never been greater; not only does our approach pay off, it also contributes with more orders and positive attention. And, it is also the right thing to do. The world needs companies to take responsibility starting with their business strategies,” says CEO Svend Aage Færch Nielsen.

The summit magazine you are holding in your hands, printed by KLS PurePrint, is Cradle to Cradle certified, which guarantees that it is a sustainably printed product, completely free of harmful chemicals and heavy metals. In producing the magazine, which is 100% biodegradable, KLS PurePrint reused natural resources in a circular process, leaving no harmful waste materials poisonous to people or the environment.

Cradle to Cradle certification represents the world’s strictest environmental documentation, guaranteeing a non-polluting product that does not use the earth’s limited resources by adhering to nature’s own cycle. It also ensures that printed products are produced in as environmentally friendly conditions as possible, e.g. completely CO2 neutral, by exclusively using renewable energy from wind power.

Only three printers in the world offer Cradle to Cradle certified printed products. KLS PurePrint is one of them.
Field Advice offers food packaging with an overarching ethos of sustainability. Their disposable packaging, cutlery and plates are all biodegradable, yet surpass the not-so-ecological alternatives when it comes to design, quality and feel for the user.

Eco-friendly and biodegradable products by Field Advice include cutlery, glasses, cups and salad bowls made from corn starch, a planet-conscious alternative to regular plastic that retains sturdiness and ease of use. Their plates, made of palm leaves and bamboo, draw on some of nature’s strongest resources and can be returned to nature without leaving a footprint. Field Advice also provides a wide range of other items made from wood and sugar cane that degrade without polluting in a short amount of time into 100% natural compost.

Field Advice’s suppliers and partners are certified and approved by various European environmental tests. Their philosophy is that good packaging must comply not only with the needs of the client but also burden the environment as little as possible in every respect, from sourcing to end life, composting in a matter of weeks.
THE HANDS THAT MAKE IT HAPPEN

Without the volunteers who bend their backs to make things happen, Copenhagen Fashion Summit would not be happening today.

We would like to thank all the fantastic volunteers who have contributed to getting our programme executed, aiding in the planning and realisation of the event while tirelessly helping participants. Our sustainable hats are off to you.

To all you summit participants, please remember to thank these dedicated people. All volunteers wear sustainable H&M Denim United outfits, making them identifiable as targets of our collective gratitude. Do remember that gratefulness causes no harm to the environment and that a warm nod of approval to a helpful volunteer is completely sustainable.

THANK YOU to the companies who have made sure our volunteers head home with amazing goodie bags:

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Madame Pom Pom
mash mash mind
NatureSource
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The Brew Company

Denim United is H&M’s new unisex denim collection, made in sustainable materials such as organic cotton and recycled cotton from old garments and textile leftovers.

WE WOULD LIKE TO THANK

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Our 50 volunteers represent 18 different nationalities: American, Australian, Brazilian, British, Bulgarian, Canadian, Danish, Estonian, Finnish, French, German, Italian, Lithuanian, Norwegian, Polish, Romanian, Spanish and Swedish.
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COPENHAGEN FASHION SUMMIT 2018
FOR A WORLD BEYOND NEXT SEASON