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For immediate release:

Global Fashion Agenda welcomes Nike as new Strategic Partner

Today, Global Fashion Agenda bids Nike welcome to its Strategic Partner group, which is working to set a common agenda and direction for focused industry efforts on sustainability in fashion.

[Global Fashion Agenda](#) announced today that [Nike](#) will join its group of Strategic Partners, a small group of hand-picked industry leaders within sustainability that includes BESTSELLER, H&M, Kering, Li & Fung, Sustainable Apparel Coalition and Target. With this new addition the group expands into the athletic segment, tapping into another important part of the fashion industry. In collaboration with its Strategic Partners, Global Fashion Agenda aims to mobilise the global fashion system and guide and support industry leaders in changing the way we produce, market and consume fashion.

As a Strategic Partner, Nike will provide expert opinion to shape the sustainability agenda and play an active role in developing Global Fashion Agenda thought leadership content, ultimately helping to spearhead the fashion industry's journey towards a more sustainable future.

"Nike has been a leader in sustainability for many years and we've had them on our radar as a potential partner for a very long time. They come with excellent skills and experience that will enhance our efforts, and we're beyond excited to have them as partners in shaping the initiatives of Global Fashion Agenda going forward. Having an athletic company in our group will not only help push the agenda in an important segment, but with Nike's global reach and innovative thinking, they'll be able to help us propel the agenda further," says Eva Kruse, CEO and president of Global Fashion Agenda.

Nike is deeply committed to sustainability, and its approach to sustainable innovation has delivered a pipeline of products – like Flyknit and Nike Air – technologies, manufacturing and business model innovations. Nike's latest [Sustainable Business Report](#) details how Nike is working towards creating a more sustainable future.

"At Nike, sustainability is embedded into everything we do. It's a driving force for innovation, and we believe that there should be no compromise between sustainability, style and performance. We're looking forward to working with Global Fashion Agenda to accelerate sustainability in the industry," states Noel Kinder, Chief Sustainability Officer at Nike.

About Global Fashion Agenda

Global Fashion Agenda is the foremost leadership forum for industry collaboration on sustainability in fashion. On a mission to make sustainability fashionable, the organisation guides and supports industry leaders in changing the way we produce, market and consume fashion, *for a world beyond next season*. In partnership with a group of Strategic Partners, currently counting the industry leaders BESTSELLER, H&M, Kering, Li & Fung, Nike, Sustainable Apparel Coalition and Target, Global Fashion Agenda spearheads the fashion industry's journey towards a more sustainable future.

A non-profit organisation, Global Fashion Agenda has organised and hosted Copenhagen Fashion Summit, the world's leading business event on sustainability in fashion, since 2009. Global Fashion Agenda also publishes the annual *Pulse of the Fashion Industry* report in collaboration with The Boston Consulting Group and the annual *CEO Agenda*.

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