



*allbirds* GANNI

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## **Global Fashion Agenda welcomes Allbirds and GANNI as new Associate Partners**

**Allbirds and GANNI have joined Global Fashion Agenda's Associate Partners group, supporting the organisation's efforts to establish sustainability in the fashion industry.**

Today Global Fashion Agenda, the world's foremost leadership forum for sustainability in fashion, has announced that [Allbirds](#) and [GANNI](#) will support the organisation as Associate Partners. The brands join current Associate Partners – Crystal International, ERDOS Group, Everlane, G-Star RAW and Selfridges Group – to provide feedback and input on Global Fashion Agenda's mission to drive widespread change in the fashion industry.

The Associate Partners are handpicked companies that are dedicated to improving their sustainability performance or that are demonstrated leaders in sustainability. Distinguished for its environmentally friendly footwear, Allbirds utilises new proprietary sustainable materials, including eucalyptus fibre and SweetFoam™, which is derived from renewable sugarcane. GANNI, an advanced contemporary brand, is committed to reducing its carbon footprint amongst 25 other sustainable initiatives and is transparent about its conscious efforts to adopt more sustainable practices.

Acting as a secondary sounding board to Global Fashion Agenda's Strategic Partners, the Associate Partners offer another perspective on sustainability as they vary in market segments, target demographics and product offerings, to further represent a range of different business demands across the value chain. The brands will partake in shaping the global sustainability agenda by providing feedback and input on initiatives, content and policy developed by Global Fashion Agenda and its Strategic Partners.

Eva Kruse, CEO and President, Global Fashion Agenda, says, "Sustainability is an issue that can't be ignored and it's crucial that the industry comes together to take immediate action. Bringing sustainable shoe brand Allbirds and fashion forward GANNI on board will expand and diversify our Associate Partners circle. I am looking forward to drawing on their feedback to drive our sustainability agenda forward."

Joey Zwillinger and Tim Brown, co-founders and co-CEOs of Allbirds say, "At Allbirds, our mission is to make incredible products that have the lowest carbon footprint possible, with the ultimate goal of becoming an entirely carbon-negative company. We're proud to join Global Fashion Agenda to work closely with like-minded brands who also believe that we must collaborate around sustainability rather than compete."

Nicolaj Reffstrup, founder, GANNI, says, “At GANNI, we believe that sustainability is rapidly becoming a prerequisite for doing business in the fashion industry but also a moral obligation. And as with any other moral matter, we all need help and guidance to get there. Partnering with Global Fashion Agenda gives us access to knowledge and offers opportunities to collaborate with like-minded players in the industry, as well as nudges us in the right direction on a daily basis.”

The Global Fashion Agenda network includes: Strategic Partners, Associate Partners, Knowledge Partners, Network Partners and Commitment Signatories. [Read more](#) about Global Fashion Agenda’s partnership structure.

For information about Global Fashion Agenda’s content and initiatives visit [globalfashionagenda.com](http://globalfashionagenda.com)

#### **About Global Fashion Agenda**

Global Fashion Agenda (GFA) is the foremost leadership forum for industry collaboration on sustainability in fashion. As a thought leadership and advocacy organisation focusing on industry collaboration and public-private cooperation, GFA is 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 its Strategic Partners, currently counting the industry leaders ASOS, BESTSELLER, H&M group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, GFA spearheads the fashion industry’s journey towards a more sustainable future. A non-profit organisation, GFA has organised and hosted Copenhagen Fashion Summit, the world’s leading business event on sustainability in fashion, since 2009. GFA 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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