



EVERLANE

G-STAR RAW

SELFRIDGES GROUP

28 February 2019

Global Fashion Agenda introduces new Associate Partners group

Renowned businesses G-Star RAW, Crystal International, ERDOS Group, Everlane and Selfridges Group have joined Global Fashion Agenda's new Associate Partners circle, supporting the organisation's mission to make the fashion industry sustainable.

Today, Global Fashion Agenda, the world's the foremost leadership forum for sustainability in fashion, announces its new partnership circle: the Associate Partners group, which initially includes five diverse companies – Crystal International, ERDOS Group, Everlane, G-Star RAW and Selfridges Group. The circle will expand to include other brands in the coming months. Driving widespread progress in the fashion industry, these hand-picked companies are sustainability leaders or are dedicated to improving their sustainability performance.

The new Associate Partners will act as a secondary sounding board to Global Fashion Agenda's primary Strategic Partners, adding another perspective to sustainability to represent different sized businesses. They will partake in shaping the global sustainability agenda by providing feedback and input on initiatives and content developed by Global Fashion Agenda and its steering committee, made up of Strategic Partner representatives.

Expanding the Global Fashion Agenda network

The five Associate Partners vary in size, market segments, target demographics and product offerings, broadening Global Fashion Agenda's network to further represent a range of perspectives that cater to differing business demands. All Associate Partners have incorporated sustainability into their business strategies in some form. Crystal International is a pioneer in apparel manufacturing and committed to implementing environmentally conscious practices throughout its business. The companies ERDOS Group, Everlane and G-Star RAW actively use sustainable manufacturing processes and materials to reduce their environmental impact, while Selfridges Group has established itself as a responsible retailer and trusted curator of brands.

Eva Kruse, CEO and President of Global Fashion Agenda, says: "The fashion industry must collaborate to achieve urgent and significant change, so I am thrilled to expand our network further by introducing our Associate Partner group and bringing such esteemed businesses on board. There is no one-size-fits-all approach, which is why our objectives and content must reflect the diverse nature of the industry. The insights we can draw from this new group will be extremely valuable."

In addition to sharing their expertise in the development of the annual [CEO Agenda](#) and [Pulse of the Fashion Industry report](#), the group will participate in [Copenhagen Fashion Summit](#), which is the leading business event on sustainability in fashion. Associate Partners will also play a key role in policy engagement by convening with decision makers to influence wider regulatory frameworks.

Comments from the Associate Partners

Catherine Chiu, General Manager, Corporate Quality and Sustainability, Crystal International:

“As one of the global leaders in the apparel manufacturing industry, we focus on stakeholders’ interests and have been committed to operating our business in a sustainable manner since 2008. Through partnership with Global Fashion Agenda, we shall drive industry peers to gear towards sustainability for the betterment of our future.”

Jane Wang, General Manager, ERDOS Group

“Cashmere, the precious resource of Earth, represents human's nature advocacy and emotional inheritance. As the inheritor, innovator and the promoter of cashmere industry, popularising the sustainable development concept has become the significant responsibility of ERDOS. Therefore, our cooperation with authoritative organisation such as Global Fashion Agenda can further maximise and disseminate cashmere sustainability in fashion industry.”

Kimberley Smith, General Manager of Apparel, Everlane

“We believe that to impact the global supply chain, companies need to take responsibility and lead the change to push sustainability forward. Global Fashion Agenda has given us a platform to collaborate with leaders in the industry and share ideas and solutions to create real change.”

Frouke Bruinsma, Sustainability Director, G-Star RAW

“Global Fashion Agenda is spearheading the fashion industry’s journey towards a more sustainable future. As a brand with innovation and sustainability rooted in our very core, we want to be part of this global discussion in order to set the agenda and lead by example to create a positive, more sustainable future within our industry.”

Anne Pitcher, Managing Director, Selfridges Group

“We believe it is our responsibility to lead the sustainability agenda and we are delighted to join forces with GFA to shape its future. Partnership and sharing ideas is key to addressing these challenges as well as driving innovation and action that will help us transition to a more sustainable future.”

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

About Global Fashion Agenda

Global Fashion Agenda (GFA) 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 its Strategic Partners, currently counting the industry leaders ASOS, BESTSELLER, H&M group, Kering, Li & Fung, Nike, PVH Corp., 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*.

Contact

Alice Roberta Taylor, PR Manager, Global Fashion Agenda
+45 2894 0827, alice@globalfashionagenda.com