

# (RE)ENGINEERING THE FUTURE OF FASHION

AN IN-PERSON & LIVESTREAMED SEC NEWGATE UK EVENT

THURSDAY 20 APRIL 2023

# INTRODUCTION

It's been 10 years since the Rana Plaza sweatshop factory disaster (24th April 2013) and the founding of the Fashion Revolution movement in its wake.

Today, the fashion industry still faces social and environmental challenges on all sides, from reducing carbon emissions, water, waste and environmental pollution, to shifting to more humane production methods and circular models. The sector is also one of the worst offenders when it comes to greenwashing, transparency and human dignity. As the fast-fashion market continues to spiral out of control, is it time to completely rethink how clothing is designed, produced and marketed?

"Reengineering the Future of Fashion", a live panel and networking event, will reinvigorate the debate to kick off Fashion Revolution Week. Our panel of experts will dive into the highly innovative world of eco textiles, circular garment production and new human-centred manufacturing approaches that are providing material solutions to many of fashion's environmental and ethical disaster areas.

# ABOUT US



**ANDREW ADIE - HEAD OF GREEN & GOOD**

Andrew heads SEC Newgate Green & Good which works with organisations to put environmental and social purpose at the heart of their strategy, communications, and direct engagement. He is a former journalist and has worked with a wide range of consumer-facing brands, investors, NGOs, activists and charities to build their brands and help them drive their mission for change. He is also co-leading SEC Newgate through its B Corp verification process.



**NAOMI KERBEL**

Naomi is director, communications at SEC Newgate UK. She has a deep expertise in broadcast journalism from her time at Bloomberg, Sky News, and CNBC. She is also an advocate for social justice, and women's rights and has her own podcast, [Show Me The Way](#) which profiles women making a difference to lives of others.



**IMOGEN O'RORKE**

Imogen is an associate director in SEC Newgate's Green & Good team. A former journalist and entrepreneur, she has extensive content and communications experience and hands-on expertise when it comes to launching products and services, having founded two businesses, an outdoor footwear brand and a digital content service.

SEC Newgate UK's Green & Good team works with organisations to define, articulate and communicate their environmental and social purpose and build ESG stakeholder communications and advocacy.

We help organisations to interact with all the stakeholders (commercial, political, consumer and activist) that surround them in order to build trust and secure buy-in for strategies that deliver purpose as well as profit and which will help the transition to a net zero world.

Click [here](#) to read more about our Green & Good team.

# PANEL 1: "WORKING WITH NATURE, NOT AGAINST IT": CIRCULARITY & NEW MATERIALS

Our panel of experts will look at new climate-positive materials, circular production methods and the future of sustainable fashion production in the UK.



**ANNA ELLIS, HEAD OF BUSINESS DEVELOPMENT,  
MAKING FOR CHANGE (LONDON COLLEGE OF FASHION)**

Making for Change is the London College of Fashion's training and ethical manufacturing initiative, delivering projects in the community, curriculum and business enterprise. It has two manufacturing units supporting designers in scaling production and providing employment opportunities to communities in East London and women in prison. Prior to Making for Change, Anna was Resident Production Manager for the Centre for Fashion Enterprise, LCF's pioneering fashion business incubator and has industry experience spanning retail, wholesale and supply chain management.



**CARLO CENTONZE, CEO, HEIQ AEONIQ**

Carlo Centonze is an entrepreneur, materials innovation specialist, and CEO of HeiQ, a Swiss-based textile and materials innovator company. He studied Biology and Forest Engineering at the Swiss Federal Institute of Technology (ETH) and went on to co-found an ETH spin-off called Myclimate in 2002. HeiQ was his next environmental venture which he founded with Dr. Murray Height. He's been CEO since 2005, developing the firm from a two-employee company to 240+ employees operating globally.



**PAUL ALGER, INTERNATIONAL BUSINESS DIRECTOR, UKFT**

For almost 35 years, Paul has promoted and supported the British fashion industry, helping textile designers and brands succeed in new, global markets. In 2009 the British Clothing Industry Association and UK Fashion Exports came together to form what is now UKFT, and he became director of the export side. In 2018, he has been Chairman of the Sponsors' Alliance, an organisation representing a wide cross-sector of industries to government in the field of exports.



**HEINZ ZELLER, PRINCIPAL SUSTAINABILITY, HUGO BOSS**

With a background in chemical research, Heinz joined HUGO BOSS Switzerland in 1998 to insource all existing textile and leather licensees. He went on to establish the HUGO BOSS sustainability strategy and roadmap, implementing various programs towards publishing the company's first sustainability report in 2013. Heinz's work in the field has resulted in HUGO BOSS becoming a CDP DACH sector leader, a RobecoSAM industry mover and being listed in the Dow Jones Sustainability Index 2017.

# PANEL 2: "TURNING THE WHEELS OF CHANGE": PUTTING THE 'S' (SOCIAL) BACK INTO FASHION

Our guest speakers will talk about how we can put the human element firmly back centre-stage in the sustainability debate and present alternatives to fast fashion.



**DELPHINE WILLIOT, POLICY & CAMPAIGNS MANAGER, FASHION REVOLUTION**

Delphine is the Policy and Campaigns Manager for Fashion Revolution. With a background in environmental policy, Delphine's work includes the Fashion Transparency Index, an annual report which ranks 250 fashion brands on disclosure of their human rights and environmental policies, practices and impacts and the Good Clothes Fair Pay campaign, which demands living wage legislation at EU level for garment workers worldwide.



**SUSANNA WEN, CEO, BIRDSONG**

Susanna Wen is founder /CEO of ethical and sustainable brand Birdsong. Wen has recently launched Birdsong Ink - a social enterprise merchandise printing service. Wen was listed on F30U30 for Social Entrepreneurs in 2019 and was a WISE100 Environmental Champion Finalist in 2022.



**GAVIN MILLER, REGIONAL SECRETARY & MIDLANDS-NATIONAL OFFICER FOR LIGHT INDUSTRIES, COMMUNITY TRADE UNION**

Gavin Miller is the National Officer for the Light Industries sector of Community trade union (West Midlands based) and has worked for the union for 12 years. He leads on green manufacturing. Community are a national trade union who are affiliated to the TUC, they have regional offices around the country and represent around 50,000 members in sectors such as light industries, steel, justice, education, logistics, the 3rd sector, finance and many more.



**DONALD BROWNE, CEO, THE CODED**

Donald Browne has worked in the fashion industry for 49 years specialising in manufacturing, ethics and sustainability. For 30 years, he was production director at Ted Baker and responsible for everything product. He left in 2020 to help set up two ethical fashion businesses: THE-CØDED (as co-founder), which is reinventing manufacturing model to make human sustainability as important as profit, and Circulariti (advisor, interim chair), which is a cloud-based master data solution for sustainable fashion from first thread to second life.

# HEIQ AEONIQ



HeiQ AeoniQ™ is manufactured through an innovative proprietary process. Water is recycled more than 99% and the choice of raw materials prioritize those that help to decarbonize the atmosphere. HeiQ AeoniQ™ can be manufactured from different cellulosic raw materials which can be locally sourced depending on regional availability.



Climate Positive



100%

Eternal Circularity

HeiQ AeoniQ™ was awarded with  
a Selection in the ISPO Textrends Awards

[HeiQ AeoniQ™ Corporate Video](#)

[HeiQ AeoniQ™ Biodegradation experiment](#)

# HUGO BOSS

As an international fashion and lifestyle company we have specific responsibility. Our actions have a global impact in many areas: the quality and safety of our products; the people who interact with us; and the climate, which bears the consequences of our ecological footprint.

And so, sustainability, for us, means taking responsibility through ethical corporate management. As such, we are committed to a sustainable and future-oriented strategy and vision in three key areas:

**PRODUCT** - to long-lasting products that meet high social and ecological standards

**PEOPLE** - to social well-being along our entire value chain

**PLANET** - to production processes that are environmentally friendly and conserve resources

This commitment is a significant part of our **CLAIM 5** strategy, which sets the path to our goal of becoming one of the top 100 global brands and, also, of adding value, to society and to the planet.



# FASHION REVOLUTION



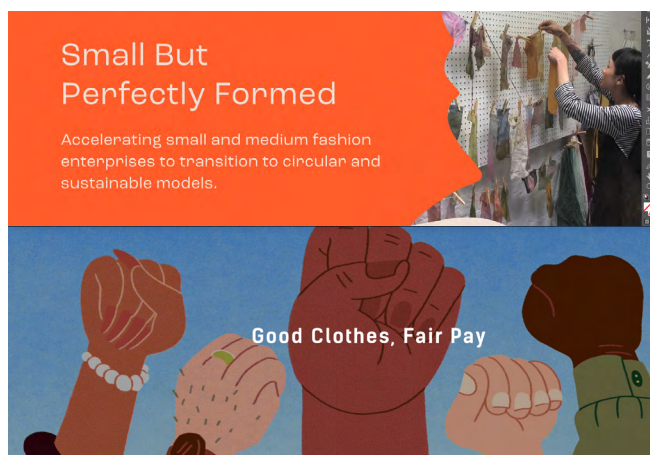
Founded by Carry Somers and Orsola de Castro in the wake of the Rana Plaza disaster in 2013, we are a global movement of people who make the fashion industry work. Ten years on, we have grown to become the world's largest fashion activism movement, mobilising citizens, brands and policymakers through research, education and advocacy.

We are designers, academics, writers, business leaders, policymakers, brands, retailers, marketers, producers, makers, workers and fashion lovers. We are the industry and we are the public. We are world citizens. We are Fashion Revolution.

## OUR AIMS

- An end to human and environmental exploitation in the global fashion industry
- Safe, dignified working conditions and living wages for all people in the supply chain
- Redistributed and more equal balance of power across the global fashion industry
- A bigger and stronger labour movement in the global fashion industry
- A global fashion industry that works to conserve precious resources and regenerate ecosystems
- A culture of transparency and accountability across the value chain
- An end to throwaway culture and shift to a system where materials are used for much longer and nothing goes to waste
- Heritage, craftsmanship and local wisdom are recognised and valued

## OUR CURRENT CAMPAIGNS



**Good Clothes, Fair Pay**



# UK FASHION AND TEXTILES ASSOCIATION

ukft<sup>®</sup>

The UK Fashion & Textile Association (UKFT) is the largest network for fashion and textile companies in the UK. We bring together designers, manufacturers, suppliers, agents and retailers to promote their businesses and our industry, both in the UK and throughout the world.



We are in a unique position representing the entire UK fashion and textile supply chain, from spinning, weaving and knitting, right through to the catwalk. We are headquartered in London and we have staff working in Scotland, the East Midlands, Lancashire, Merseyside and Yorkshire.

Our President is HRH The Princess Royal

Link to sustainability conference:

[The UKFT Sustainability Conference | 28 September 2023 - UKFT](#)

# MAKING FOR CHANGE, LONDON COLLEGE OF FASHION

Making for Change is an award-winning project established in 2014 with the Ministry of Justice, offering women prisoners a route away from re-offending whilst addressing a skills shortage within the UK fashion manufacturing industry.

In Autumn 2019, Making for Change expanded its operation to a purpose-built design and manufacturing space at Poplar Works, in Tower Hamlets, as a hub for social engagement in the heart of the local community. This exciting development includes LCF's partnership with The Trampery and Poplar HARCA.

Making for Change works with designers, industry, and early-stage businesses producing orders using sustainable and ethical production practices. Participants of the programme are given the opportunity to gain industry-recognised qualifications, whilst building their experience, confidence and employability through training and skills development.

Our community projects provide the space for participants and students to engage with social and community-based agendas enabling them to connect with real-world issues and translate into their practice.



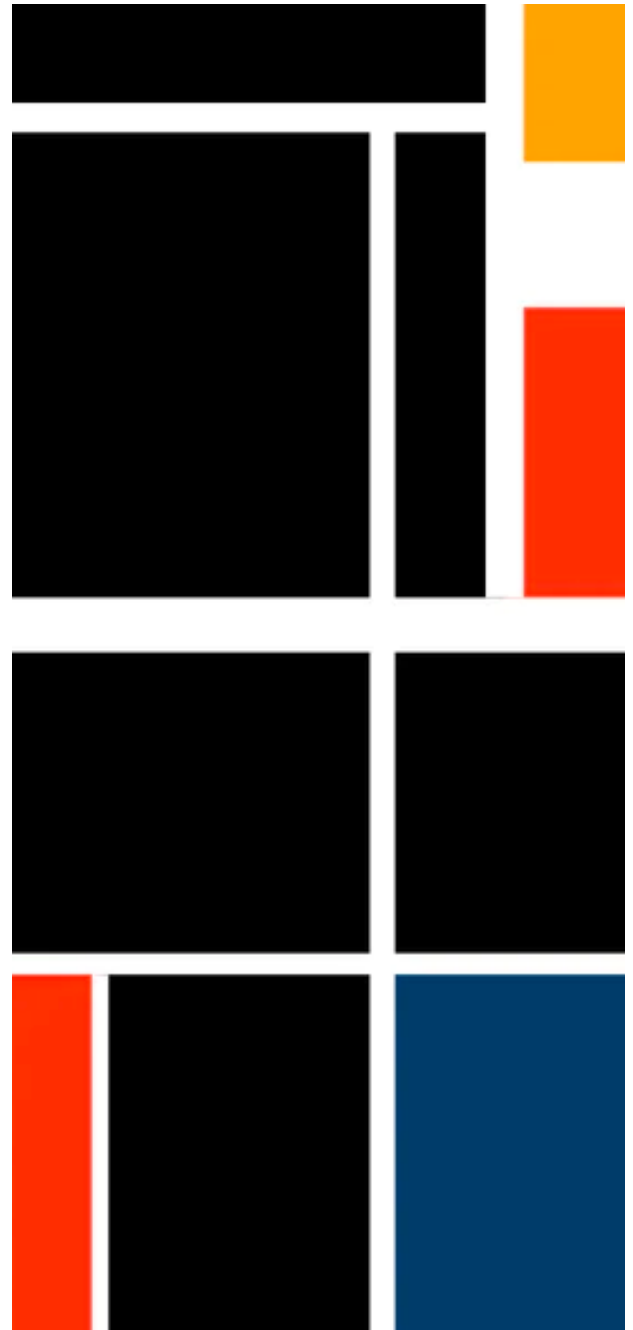
# THE-CØDED

At THE-CØDED we are prioritising human sustainability and the fair treatment of workers in the fashion industry.

We believe that our business model of paying our factory partners a minimum of 50% of the selling price of every product sold via our platforms is a step in the right direction towards ethical business practices and social responsibility.

We believe that educating future leaders of the fashion industry is crucial to driving positive change, and we will continue engaging with schools, colleges and universities to create projects, programmes and initiatives aimed at equipping tomorrow's leaders with the tools required to create a more equitable and sustainable supply chain.

It is essential that we recognise that sustainability goes beyond just environmental concerns, and human sustainability must also be a priority. By putting people first and working with like-minded partners, we believe that we are taking an important step towards creating a more sustainable future for the fashion industry.



# PARTICIPATING ORGANISATIONS

## COMMUNITY UNION

We're a modern trade union. Community has spent decades supporting, advising and bringing together working people from across the UK. It's our job to protect and support you, so you can focus on the things that matter most.

### LIGHT INDUSTRIES:

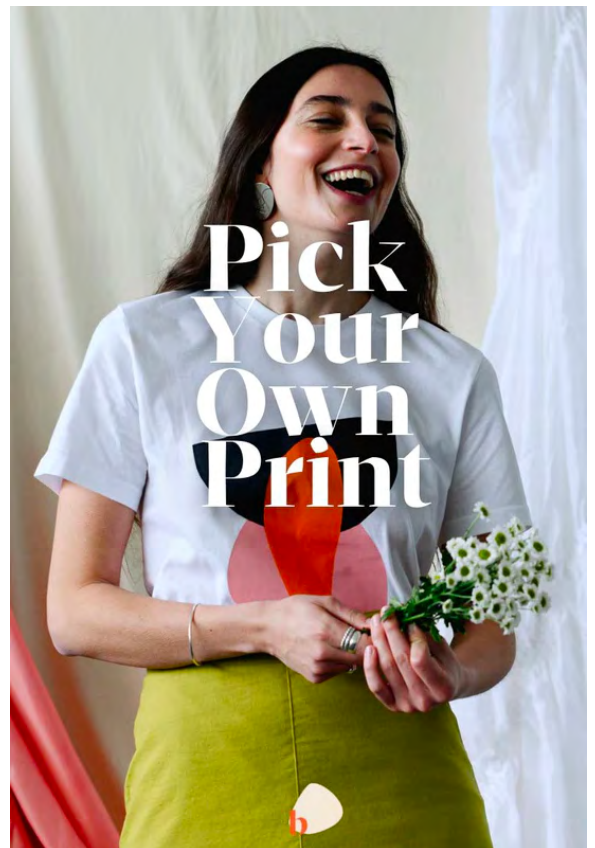
our members working in light industries such as footwear, leather and textiles have a long and proud history producing quality products for use in the UK and for export.



## BIRDSONG

We create clothing for women who dress in protest. Wearing our collection of original wardrobe staples is a protest in itself- against the fast nature of the fashion industry, against the obsessive pursuit of trends and against the systematic abuse of women in the production line. We know that women want more from their wardrobe but that the world of ethical, sustainable and local fashion can be a minefield. So we've ticked all the boxes for you. We design clothes for remarkable women, but we're also made by them. We work with expert women makers who face barriers to employment - from artists and printmakers to seamstresses and painters - and pay them London living wage to bring our designs to life.

This April Birdsong is Launching Birdsong Ink, a social enterprise printing service creating low impact merchandise to businesses and brands.





# Emily London

Pop-up curated by sustainable fashion stylist

Emily is a pre-loved and vintage luxury style expert. A former fashion and beauty journalist (Tatler, Vogue UK, Good Housekeeping) and e-commerce executive (Net-a-Porter, Refinery29 US), she knows her way around luxury brands, runway trends and style edits.

Shop her online boutique [here](#)



**Best Banking  
Communications Campaign**

PRCA City & Financial  
Awards 2023

Shortlisted

**Best**

**Integrated Agency for  
Corporate and Public Affairs**

PR Week CCPA  
Awards 2023

Shortlisted

**ESG Agency  
of the Year**

PR Moment Awards 2022

Shortlisted

**Purpose  
Award**

PRCA Dare  
Awards 2022

Shortlisted

**Communications  
Agency  
of the Year**

Business Green  
Awards 2021/2022

Shortlisted

**Consultancy  
of the Year**

PRCA Public Affairs  
Awards 2022

Shortlisted

**Best Handling  
of an IPO**

PR Week CCPA  
Awards 2022

Winner

**Best IPO  
Campaign**

PRCA City & Financial  
Awards 2021/2022

Winner

**Best CSR  
Content**

Corporate Content  
Awards 2022

Winner

If you'd like to discuss the challenges and opportunities that lie ahead for business in the transition to net zero and during the year ahead, please do contact us:

Green & Good Team  
[green&good@secnewgate.co.uk](mailto:green&good@secnewgate.co.uk)