

BRITISH FASHION COUNCIL

PRESS RELEASE

Tuesday 10th September 2019

British Fashion Council Launches Institute of Positive Fashion

The British Fashion Council (BFC) announces today its intention to launch the Institute of Positive Fashion (IPF). The BFC recognises that the fashion industry engages consumers daily, and whilst it is often seen as forward thinking, it also appreciates that through global supply chains the industry can have a negative impact on the planet. There is an urgent need for industry-wide coalition to help set industry standards in a new way, embrace innovation and develop the need for leaders to create green businesses fit for the future and enable positive change.

Through the IPF, the BFC aims to create an industry blueprint by bringing together expertise from different areas to help brands in the industry navigate an often confusing to understand topic and kick-start a much-needed comprehensive step-change. Informed by research, expert opinion, industry insights and the significant industry experience of individual businesses and organisations, the power of collective effort will amplify independent activity.

Sustainability has been a part of the BFC's strategy since 2006. The *Esthetica* showcase put sustainable fashion at the heart of London Fashion Week before evolving into *Positive Fashion* in 2013, a platform designed to celebrate industry best practice and encourage future business decisions to create positive change. Many international organisations are also taking action, from our counterparts in other territories to the G7 Fashion Pact which includes several British businesses including Burberry and Stella McCartney and local organisations such as Fashion Revolution and Common Objective, to name only a few. The BFC is uniquely placed to help lead the change and accelerate an industry-led transition towards a sustainable future. It will bring

together a broad range of businesses and stakeholders as well as leverage global platforms such as London Fashion Week and The Fashion Awards to reach international audiences, empowering and educating them to be part of the Positive Fashion movement.

The IPF will galvanise opinion and industry best practice across the fashion industry. It will accelerate progress made in all areas of sustainability that will be impactful and lasting, by creating educational programmes and campaigns aimed at both industry and the public. The aim being to catalyse and expedite change. The IPF ambition has been pushed forward by the Positive Fashion Committee since early 2019. The next quarter will see further development of the programme, that will build on the existing resources of the Positive Fashion Committee.

The BFC takes its role in shaping a truly sustainable industry for future generations seriously. As we build momentum we encourage and welcome participation and invite all parties to register their interest with us - positivefashion@britishfashioncouncil.com

To coincide with London Fashion Week, DHL, in association with the BFC, have commissioned a White Paper highlighting the importance of sustainability in the fashion industry. The paper provides businesses with easy to follow recommendations ensuring positive fashion remains at the heart of the industry. The White Paper will be launched on the British Fashion Council's website on Friday 13th September.

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Background Information

The Institute of Positive Fashion Roadmap

The sustainability success stories of some British businesses are evident, for example the impact in water and energy usage and recycling, which translates to commercial sense. Promotion of such stories underpinned by strong evidence-based business cases are integral to change. Furthermore, the growing demand from the investment community for green strategies will help reinforce the commercial imperative for sustainability.

Since Q1 2019 the BFC and the Positive Fashion Committee set out the challenge to come up with a proposal to accelerate change and place sustainability at the heart of British designer businesses through sharing best practice and a blueprint for the industry. The BFC is currently reviewing the framework and funding opportunities, but is committed to moving forward as a business imperative.

The mission of the IPF will be broad to enable the creation of a blueprint for the sustainable brands of the future. The blueprint will need to encapsulate all the dimensions of being a responsible business and we will be setting metrics against each of the dimensions.

In mobilising the IPF we will be creating an industry level roadmap for change. The IPF will engage across the industry during Q4 2019 and seek to establish industry level targets against a broad set of sustainability KPIs – reflective of the breadth of change required. Led by the Positive Fashion Committee and supported by our patrons, many of whom are leaders in sustainable thinking, we will set out a blueprint for the sustainable fashion brand of the future.

We will mobilise this programme, led by the BFC, that will be governed initially through our existing Positive Fashion Committee to achieve the stated ambition for the IPF with clear metrics. We will have a structured approach and will be transparent regarding our progress. The roadmap for change will span 3 years.

Positive Fashion Programme

Positive Fashion is informed by three key pillars:

SUSTAINABILITY – Ethics – Focuses on social, environmental and business governance to drive a more sustainable fashion future.

EQUALITY & DIVERSITY – People – Represents the people, from the product makers to the staff, students and models who pioneer our brands.

CRAFTSMANSHIP & COMMUNITY – Community – Supports the community of talent, skills and craftsmanship that make up our unique industry.

BFC Positive Fashion Committee

Launched in 2014, the BFC Positive Fashion Committee is a panel of industry leaders at International fashion businesses who meet quarterly to come together and share intelligence with the objective of leading the industry to take positive steps to make positive change.

Committee brands and businesses include: British Fashion Council, Accenture, Allbirds, Burberry, Farfetch, Fenwick, Google, Kering, M&S, MatchesFashion, Mother of Pearl, Podmore Consulting, Positive Luxury, Project Everyone, RAEBURN, Roland Mouret, Selfridges, Sicol Consulting, SWAROVSKI, Teatum Jones, UAL, Vivienne Westwood, YNAP.

Positive Fashion Committee objectives include:

- Encouraging businesses to lead in Positive Change
- Educating and inspiring younger businesses for the future growth of our industry

- Facilitating debate on Positive Fashion topics

Positive Fashion Activity To Date:

- 1997-present Scholarships – Access to Education
- 2006 Co-launched Estethica to promote sustainable businesses within London Fashion Week
- 2013 Environmental Audit of LSR in Paris and BFC
- 2014 Launched Positive Fashion, a focused programme to address issues focused around
- People
 - Sustainability
 - Craft and Community
- 2015 Launched Manufacturing Report
- 2016 Launched Saturday Clubs – Access to Arts Education
Launched new content around develop sustainable businesses on the Designer FactFile
Franca Sozzani – Inaugural Swarovski Award for Positive Change, The Fashion Awards
- 2017 Launched High End Manufacturing Database with The British School of Fashion
Adwoa Aboah appointed BFC Positive Fashion Ambassador
Launched Switch to Green Campaign with Vivienne Westwood
Maria Grazia Chiuri - Swarovski Award for Positive Change, The Fashion Awards
Stella McCartney – Innovation in Material, The Fashion Awards
Supported launch of BFMA and Models First Initiative
Grew Saturday Clubs Programme
- 2018 Launch of Queen Elizabeth II Award for British Design and inaugural recipient Richard Quinn
Kering and BFC Positive Fashion Roundtable at British Embassy Paris
Launch of PF Working Group to vision opportunity for maximum impact around sustainability
Prince Charles Sustainability Designer Seminar
First fur free London Fashion Week
#BehindEveryGreatCity Campaign
Dame Vivienne Westwood - Swarovski Award for Positive Change, The Fashion Awards
Cyrill Gutsch – Innovation Award, The Fashion Awards
Grew Saturday Clubs Programme
- 2019 BFC X BBC EARTH X MOTHER OF PEARL Positive Fashion Project #SustainableMe
Queen Elizabeth II Award for British Design to Bethany Williams
Inaugural Positive Fashion Forum
Scholarships – largest co-hort to date
Grew Saturday Clubs Programme
Launch Design Studio Apprenticeship
Set Ambition for Institute of Positive Fashion

Positive Fashion at London Fashion Week September 2019

1. Launch BFC X DHL Fashion & Environment Report

DHL continues to support up-and-coming British Fashion designers helping them achieve their potential and take their business globally. As international logistic experts DHL can help designers take designs to new, international markets through their extensive experience in the fashion sector working with some of the most prominent designers around. DHL's expert team will be in the Positive Fashion Exhibition, all designers are welcome to drop by to see how DHL can help their business' realise their international potential. The team can assess business websites and help identify key areas of improvement to open up new doors to international markets. Lastly, DHL, in association with the British Fashion

Council, has commissioned a White Paper highlighting the importance of sustainability in the fashion industry. The paper provides businesses with easy to follow recommendations ensuring positive fashion remains at the heart of the industry.

2. Fur Free London Fashion Week

September 2019 marks the third London Fashion Week where the catwalks and designer exhibition at the event are fur free. The BFC survey around use of fur continues to reflect what is seen as a cultural change with more designer businesses and international brands choosing not to show fur as part of their collections and increasingly more moving to being completely fur free businesses.

3. SWITCH to BLUE

The British Fashion Council and Roland Mouret have joined forces with Arch & Hook to launch the SWITCH to BLUE campaign at London Fashion Week this September, asking designers and brands to move from existing plastic hangers to hangers made by Arch & Hook which are developed from 80% marine plastic which is harvested from oceans and waterways and actively removes plastic waste from the environment and minimises additional production. The British Fashion Council and Roland Mouret contacted British designers at the beginning of the summer and asked them to SWITCH to BLUE and replace sample hangers from a single use plastic solution with no circular life cycle, to Arch & hook marine plastic hangers and to come together as an industry and be a catalyst for global change.

4. UN 17 Sustainable Goals and #TOGETHERBAND

For the very first time, the United Nations will bring the 17 Sustainable Development Goals, also known as The Global Goals to London Fashion Week. The Goals are a universal route map and call to action to end poverty, protect the planet and ensure that every global citizen enjoys peace and prosperity by 2030. #TOGETHERBAND is a campaign from British sustainable accessories brand BOTTLETOP that aims to engage a billion people globally through 17 ethically produced friendship bands in the colours of the Global Goals. Made from upcycled Ocean Plastic and recycled steel from seized illegal firearms, the production of the bands generates skills and livelihoods for female artisans in Nepal. Every pack contains two bands (one to wear and one to share) to spread the word about the Goals. Funds generated from sales of the bands will go to projects that directly benefit each Goal.

5. The Positive Fashion Designer Exhibition

As part of the new public-facing London Fashion Week proposition, the BFC has curated a Positive Fashion Designer Exhibition which will fully embrace #PositiveFashion, the initiative designed to celebrate industry best practice and encourage future business decisions to create positive change. #PositiveFashion is led by three key pillars: **Sustainability, Equality & Diversity, Craftsmanship & Community**; each brand showcasing in the Designer Exhibition answers to one or more of those pillars.