

BRITISH FASHION COUNCIL

MEDIA ALERT

Monday 8th June 2020

BRITISH FASHION COUNCIL LAUNCHES PLATFORM FOR THE INSTITUTE OF POSITIVE FASHION AND ANNOUNCES PARTNERSHIP WITH PARLEY FOR THE OCEANS

The British Fashion Council today launched the Institute of Positive Fashion (IPF) website in recognition of World Ocean Day. The IPF has been developed to help the British Fashion Industry lead in the goal to be more resilient, circular, equal and fair through global collaboration and local action. The website brings together global resources, information and campaigns to help businesses increase knowledge and embrace sustainable and people led best practices.

To tie in with this launch, and World Ocean Day, Cyrill Gutsch, CEO and Founder of Parley for the Oceans, will join the BFC advisory board and the IPF steering committee. To reciprocate the partnership, Caroline Rush, BFC CEO will join the advisory board of Parley for the Oceans, creating a long-term partnership between these world-leading organisations to encourage positive change within the fashion industry. The result of this partnership will involve pro-active projects for students, education and mentoring, with Parley providing dedicated missions for the BFC and IPF network. The BFC and IPF network will help raise awareness for Ocean Conservation and, in line with the IPF environment pillar's initial focus on reducing waste, the organisations will support Parley on a campaign to phase out single-use plastics as part of its commitment to Parley AIR (Avoid. Intercept. Redesign), Parley's strategy to end marine plastic pollution.

In February 2020, the BFC launched the IPF Global Initiatives Map at Downing Street, as the first step to bring global resources into one place and align to the IPF pillars of responsibility Environment, People, Craft & Community as well as identify how they support the UN Sustainable Development Goals. At the time, the BFC set the ambition to help future proof businesses in the context of adapting to climate change. Now every business is called to also adapt to the COVID crisis and answer the call to finally end prejudice, racism and injustices against human rights. the industry must take this time to focus on a re-set, and reinvent the status quo with collaboration, compassion and eco-innovation.

The IPF aims to become the engine room for change, bringing stakeholders together to support one another and address these significant challenges as a collective.

The BFC recognises that this website is just a start and by sharing with the fashion community, government, academia and NGOs openly, it looks forward to identifying further resources that can develop the content.

By leveraging global expertise, converging research, transformative innovation and industry initiatives we believe the industry will address systemic change. The BFC and the steering committee invite creatives, innovators and industry leaders to connect, collaborate, and recreate a more responsible fashion industry. The three pillars will focus on:

Environment

Exploring circular business models, circular design principles, innovative production processes, consumption and waste reduction.

People

Encouraging equal, diverse, empowered workforces from head office, to supply chain to shop floor. With open, considerate and fair places to work.

Community & Craftsmanship

Focusing on the positive impact the fashion industry has on communities and role skills and craftsmanship can play in sustaining local livelihoods.

Caroline Rush, CEO BFC and Chair of IPF Steering Committee said:

“Thank you to steering committee for time each week to support the launch of the IPF and this website that will empower business to have the knowledge they need to re-set. At times of crisis there is an opportunity to vision a new future. The UK’s creativity leads not just in design, but business thinking and there are no better businesses to now focus on what the industry should look like, who our workforces are, how they should be treated and the impact innovation can have on our national communities. We are proud to announce on World Oceans Day, but also to share a platform where we can pool global resources and unite in action. There is so much more our industry can do, in so many ways. It has a powerful voice that influences many and it should be used to confront issues from environment to tackling racism and prejudice.”

Cyrill Gutsch, Founder and CEO, Parley for the Oceans:

"Fashion is made from this innovative fabric of creativity, craftsmanship and collaboration. It is built on dreams. Our partnership with the British Fashion Council will support us to make our AIR Strategy the new standard for a new dream, one where toxic ingredients and harmful production methods are relics of the past. Together we will drive the Material Revolution! Avoid. Intercept. Redesign."

The BFC would like to thank list steering committee: Adam Mansell, UKFT, Claire Bergkamp, Stella McCartney, Cyrill Gutsch, Parley, Dax Lovegrove, Swarovski, Jalaj Hora, Burberry, Judith Rosser Davies, British Fashion Council, Lynda Petherick, Accenture, Shailja Dube , Accenture, Simon Platts, ASOS.

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The Institute of Positive Fashion website will go live at 10:00am BST 08.06.2020. The portal will be accessible via instituteofpositivefashion.com

ABOUT BRITISH FASHION COUNCIL

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes. The BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. BFC Foundation (Registered Charity Number: 11852152) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. BFC Colleges Council offers support to students through BA and MA scholarships and links with industry through design competitions and Graduate Preview Day. Through grant-giving and business mentoring the BFC support designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which includes womenswear, menswear and accessories, and the BFC Fashion Trust, a charity supporting UK based designers. The BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT IPF

Uniting the British Fashion Industry in the goal to be more sustainable through global collaboration and local action, the IPF brings together industry to share collective expertise. To identify common challenges where collective action and investment in innovation can make a difference. To adopt and where necessary develop standards and frameworks that accelerate towards a shared goal of moving the fashion industry sustainably forwards. We want to bring our industry in tune with the needs of the planet by taking an holistic approach across Environment, People and Community & Craftsmanship. Established by the British Fashion Council, led by a steering committee of industry experts, supported by advisory groups comprising industry, government and academia.

BFC would like to thank the Positive Fashion Committee and their role in sharing intelligence with the objective of leading the industry to take steps to make positive change and for their input into the development of IPF: Accenture, ASOS, British Fashion Council, Burberry, Farfetch, Fenwick, Goldsmiths, Google, Kering, LCF, Marks and Spencer, Matches Fashion, Mother of Pearl, Positive Luxury, Raeburn, Roland Mouret, Selfridges, Sicol Consulting, Stella McCartney , Swarovski, Teatum Jones, The Current, UAL, Vanessa Podmore, Vivienne Westwood and Yoox Net a Porter.

ABOUT PARLEY FOR THE OCEANS

Parley for the Oceans is the global network where creators, thinkers and leaders from the creative industries, brands, governments and environmental groups come together to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction. The organization has formed alliances with major partners including adidas, Anheuser Busch InBev (Corona), American Express; the Republic of the Maldives and collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, space and ocean exploration. Learn more and join the movement at www.parley.tv

In 2018, Gutsch was honoured with a Special Recognition Award for Innovation by the British Fashion Council at their annual awards gala, who noted that “the strength of Parley lies in its longer-term vision and strategy for a future beyond plastics and other harmful materials — and in the unity of its network working to bring that vision into reality.”