

.RawAssembly.

Responsible & Ethical Sourcing

Post Show Report | Melbourne October 2019



Presented by

Lenzing

Innovative by nature



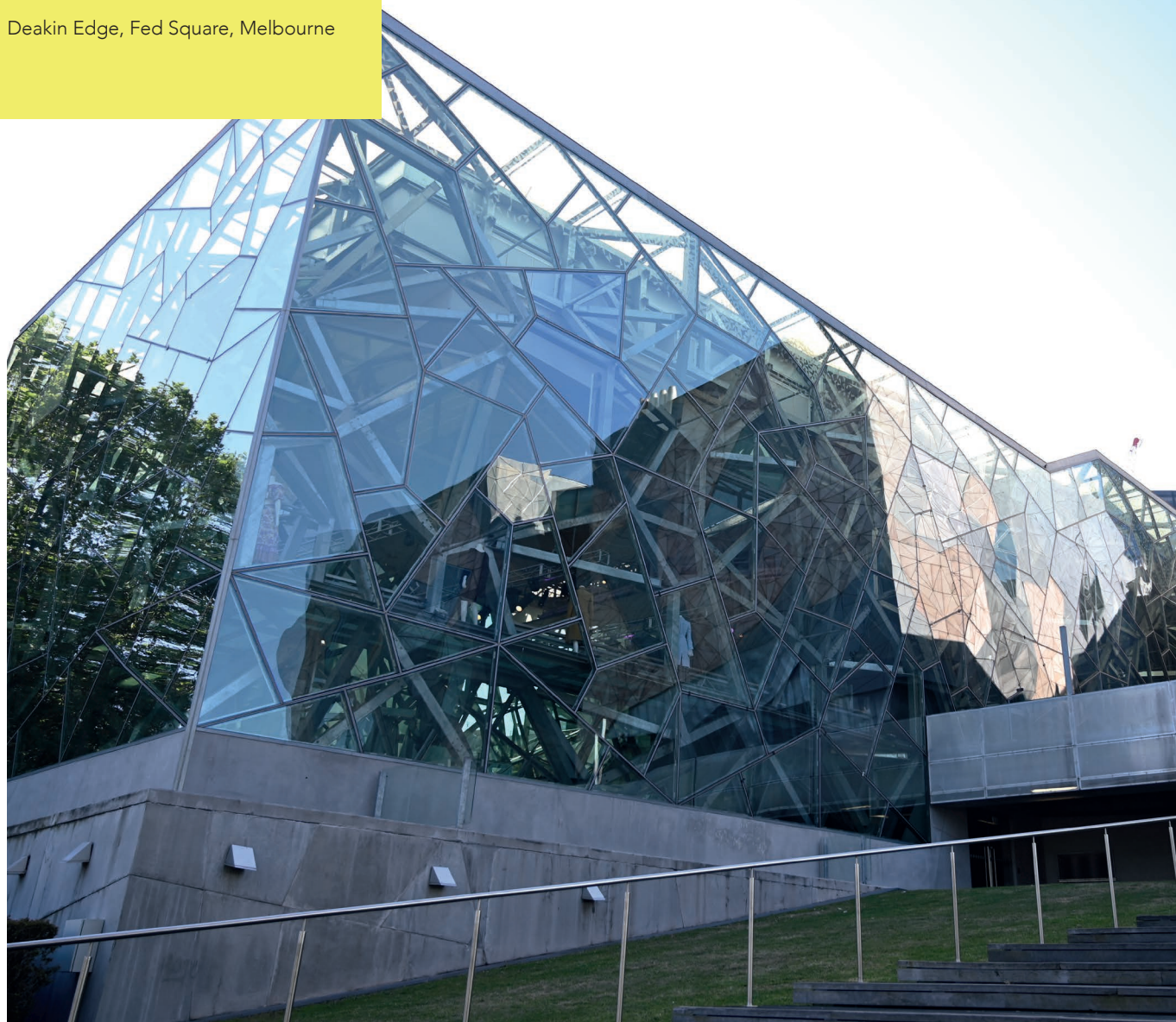
Kit Willow, KitX & Clare Press, Vogue's Sustainability Editor and the presenter of the Wardrobe Crisis Podcast



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Deakin Edge, Fed Square, Melbourne



MELBOURNE

The second edition of RawAssembly™, presented by Lenzing, was held from the 28th to 29th October 2019 at the Deakin Edge in the heart of Melbourne. With an extended portfolio of exhibitors and fabric showcase companies, the event also saw a comprehensive industry speaker schedule.

The partnership RawAssembly™ has with Lenzing reflects the ethos of the event as a place where creativity, industry, research and commerce can collaborate in ways that positively impact value and supply chains. A great example of this, and something both RawAssembly™ and Lenzing were both proud of, was that RawAssembly™ Melbourne saw the official launch of Lenzings' ECOVERO™ fibre into the Australian market.

Exhibitors at RawAssembly™ Melbourne met with 462 visitors in total over a two-day period, which compared to the RawAssembly™ launch event in April 2019, saw an increase of 32% which is a positive result, indicating more brands and producers are looking to create new business partnerships, source differently and educate themselves further.

Inspired by Michael Braungart & William McDonough's book *Cradle to Cradle*, 'law of return' was the core theme of RawAssembly™ Melbourne 2019.

"Put simply, the law of return, means that a farmer should try and repay the earth for what he took from it, not sitting at his fireside and chewing his nails asking himself whether he got the best of the bargain. It is not a 'law' that worries him, it's just the right thing to do"

Braungart & McDonough (Cradle to Cradle) Vintage 2019

During the event opening Thea Speechley, Founder of RawAssembly suggested that,

"The concept of the Law of Return should underpin the work of sustainable sourcing. "[The fashion industry] needs to act now as we face immense challenges," she said. While new textile innovations reduce water and energy of traditional materials, and front-runners are looking to switch in more sustainable materials, the bulk of the industry is still locked onto virgin polyester - which accounts for about two thirds of the fibre basket. Conventionally grown cotton comes next; organic cotton still accounts for less than 2 per cent of the whole global crop. We might get excited about those eco-sequins but they and their ilk form a tiny fraction of the fashion whole.

Clare Press, Sustainability Editor, Vogue Australia

RawAssembly™ Melbourne showcased a wide variety of exhibitors and product innovations that embraced the 'law of return' and the positive impact this has on the earth. These exhibitors and innovations were just a small part of what was accessible to all visitors during our Melbourne event.



OPENING SESSION

“I only want to work with materials that don’t pollute”
Kit Willow, founder, KitX

Kicking off the show on Monday morning, a panel discussion facilitated by Clare Press, Vogue’s sustainability Editor and founder of the Wardrobe Crisis podcast, focused on ‘Searching & Sourcing for Change, perspectives on the challenges, opportunities and frontiers of future materials’

Facilitated by Press, the panel set the stage for not only the tone of RawAssembly™ Melbourne, but reinforced the range of sentiments that exist in the current industry regarding sustainability. On stage, Press was joined by Kit Willow, founder of KitX and Harold Weghorst, VP of Global Branding at Lenzing Group.

“I only want to work with materials that don’t pollute, that includes the health and wellbeing of the farmers and workers who handle (the fibres), and also looking at circularity, so the fabric’s end of life. I don’t want to make clothes from fibres that have been drenched in toxic chemicals or negatively affected biodiversity. It’s almost planet over profit with every decision I make”
Kit Willow, founder, KitX

“For Lenzing™, the driving factor is increased consumer awareness around big environmental issues such as plastic microfibres polluting our oceans, and the current focus on the fashion industry’s carbon footprint”
Harold Weghorst, VP Global Branding, Lenzing Group





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Harold Weghorst, Lenzing
Kit Willow, KitX
Clare Press, Vogue sustainability Editor, and Founder of the
Wardrobe Crisis Podcast.

WHAT WE LEARNT OVER THE TWO DAYS

The key subject and conversation led by our visitors focussed on sustainability from a fibre perspective. Whether it was small designer brands, emerging brands or established global retailers the priorities are action, with sustainable fibre and materials being their top priority alongside process improvement within their supply chains. Companies were very aware that they must form a robust sustainability roadmap that addresses both social and environmental imperatives and deliver this at speed and scale, harnessing, materials, processes, standards and, communication.

Throughout the event and in discussion with both exhibitors, visitors and speakers, the following five key areas are those of high priority to the industry and are driving the conversation.

- Sustainable Raw Materials and Fibre Choices
- Opportunities in Design
- Transparency and Traceability
- Hybrid Supply Chains and Purchasing
- Customer Expectations



Australian Fashion Brands listening to RawAssembly speaker line up

Sustainable Raw Materials and Fibre Choices

Increasing the use of sustainable materials and creating sustainable and responsible fabric libraries that contain traceable and verified supply chains, reinforcing the brands identity and authenticity at the same time creating a reduced and balanced portfolio of materials that can be utilised across multiple product types and departments.

Opportunities in Design

A handful of brands are aware of the need to design out waste, design with circularity and with efficiency in mind. They appreciate they need to become leaner in their product development processes and are seeking ways to do this. This is an area they are struggling with due to not yet addressing their sustainable material libraries in full, slow up-take of sustainability agendas by senior leadership and current material commitments in core programs. Brands are also struggling with knowing how to handle their products if take-back schemes were implemented, how could their company then reuse or redesign those materials without infrastructure being already in place, and with a the lack of remanufacturing solutions onshore? Brands are asking if their only solution is back with their original manufacturing partners off shore? Brands are keen to achieve this, especially at 'end-of-life' where they have the opportunity to regenerate their materials back into new fibres and start the design process all over again. Brands are excited about becoming circular, but due to infrastructure on-shore not being available they are unsure how to achieve this economically using global partners. Key questions we heard in relation to this significant challenge and opportunity are as follows:

1/ Could their international mills help them to regenerate the yarns and re-spin them ready for reuse if they were kept pure?

2/ How can they use fibres produced in Australia, spin them, knit or weave them, sell or lease garments and then regenerate them at 'end-of-life' onshore, creating fully traceable and circular products?



The New Denim Project - Guatemala.
Textiles made from denim factories waste

Transparency & Traceability

Having in-depth and first hand knowledge of where, how and who produces their fibres and materials. Brands are keen to make sure that fibres come from regenerative agricultural locations or closed loop systems that embrace best practice land management, environmental, water, energy and chemical management as well as animal welfare.

Having the knowledge and ownership of their supply chains allowing them to share information about their suppliers in their storytelling and at the point of purchase. Brands recognize the value of story telling as a significant part of the value-chain that customers are interested to hear and understand. Brands understood that transparency allows for improved efficiency, simplified supply chains and cost improvements in the long term and are working on opening up their supply chains to achieve this.

Hybrid Supply Chains and Purchasing

Sustainable sourcing will have impact on current supply chains that are set up for take-make-dispose linear system thinking. Brands are aware and are seeking supply chain partners that can offer a circular package helping them to design for the future. They are seeking supply chain partners that already work with full transparency and efficiency within their own supply partners allowing more transparency and security, due to shared business practices.

Larger retailers are looking for the most efficient, developed and mature suppliers and may consolidate the number of suppliers they work with in order to improve their overall sustainability, transparency, control and efficiency. Smaller brands are looking to create their products on-shore where they can, seeking to know each maker personally, have complete flexibility and make-to-order, based on customer demand. They are advocating traceable demand driven supply chains.

Customer Expectations

Sustainable fashion is becoming a key decision making factor when customers purchase clothing. Brands are aware that this will be a critical factor in their competitive success in the near future. Brands are seeking ways to differentiate themselves from their competition with a wide variety of strategies that relate directly to the customer experience from reinventing their in-store experience, exploring garment leasing models, creating cross-brand community sourcing platforms, through to their overall material choices.

A recent report developed by the McKinsey Group describes an industry-wide move towards positive change. Researchers surveyed 64 sourcing executives from big companies, responsible for a total sourcing budget of over US \$100 billion, and the report describes "a race to the top not bottom." ¹

"The clear majority of survey respondents expect the industry to transition to a much more sustainable model by 2025. They foresee wider use of sustainable materials, an improved ecological footprint, increased transparency, and strengthened supplier relationships and purchasing practices, with sustainable materials the number one ranked concern." ¹



Courtney Holm, Founder: A.BCH
Tess Whitford, Founder: Pendulum Studios

The report also goes on to describe why sustainable apparel sourcing is a must and highlights that sustainability is starting to become a real driver for purchasing decisions, and is likely to be critical for competitive success in the near future.

"As an indicator of growing public concern about the topics, internet searches for "sustainable fashion" tripled between 2016 and 2019. Hits on the Instagram hashtag #sustainablefashion quintupled between 2016 and 2019 in both the US and Europe. That is an indicator that sustainable fashion is becoming part of a broader movement, driven, in part, by the concern, activism, and rising spending power of Generation Z consumers." ¹

¹ McKinsey & Company (McKinsey Apparel CPO Survey 2019)

FIBRES

Wool

During RawAssembly™, we heard from more brands starting their own sustainability roadmaps and re-evaluating their materials and the impact they have on the planet.

Within the wool sector, almost without exception, each meeting centred around traceability, wool supply chains, recycled materials, ethical sourcing with a specific interest and focus on non-mulesed wool. Wool will come from farms certified under the Responsible Wool Standard (R.W.S), from farms that are fully traceable and verified as non-mulesed, or from recycled wool materials.

Animal welfare, land management alongside holistic and regenerative agriculture are key in knowing the true source and the grower.

In addition to pure merino yarns and fabric, brands were chasing wool blends with other renewable fibres such as Wool/Tencel™, Wool/Yak, Wool/Ramie and on occasion Wool/Recycled Polyester. We saw a range of activewear brands, looking for renewable and natural alternatives for their man-made fibre options

From inside the wool industry itself there is a call for brands to help educate the wider community of growers enabling them to understand the needs of brands and customers that mulesing is no longer acceptable and that brands will only purchase non-mulesed wool going forward.

Since the show, Target Australia have announced that by July 2023, 100 percent of wool used in its own Target-branded clothing and bedding will be either from farms certified under the Responsible Wool Standard or equivalent standard, from farms fully traceable and verified as non-mulesed, or from recycled wool materials. Kmart will be working to meet the same commitment by July 2024.

Australian wool prices have been declining in recent months, however non-mulesed wool has been fetching premium prices because of the demand in Europe by retail brands looking for ethically produced wool.

“One of the key points in our company’s current strategy is to focus on traceability, and the setting up of entire wool supply chains “from sheep to shop” whether it be from a single wool-growing property or a region in Australia or New Zealand. During the Raw Assembly event we met many retailers, brands and designers where traceable wool supply chains were at the top of their “shopping list”, so this gave us great confidence that our company’s strategy was pretty much on the right track”

George Shen (Founder & CEO) Diyang Merino Textiles Ltd



Photo Credit: RawAssembly - Glenwood Merino Station

FIBRES & STANDARDS

Cotton

Cotton conversations focussed on recycled cotton materials in our showcase section. Brands were introduced to Hallotex from Barcelona, PureWaste from Finland, The New Denim Project from Guatemala and a case study brand Teemill from the UK. All of these companies utilise waste cotton, pre-consumer or post consumer textile streams in the production of their new recycled materials. These are some of the leading mills and producers that have recognized there are many useful materials and resources already in existence that we are currently landfilling or incinerating and these very materials have provided each of them with areas of opportunity and the buyers were embracing these.

When the cotton conversation moved from recycled materials back to virgin cotton supply chains, GOTS, BCI & Cradle to Cradle prevailed.

Standards and Certifications

Key themes, issues and comments that came up frequently included government regulation, role of government in the industry, the difficulty in understanding the impact various materials really have on the environment and the need for consistent, clear labelling, guidelines and standards.

Some of the exhibiting mills highlighted a need for a centralised standard system or agree upon a final set of certification standards as they are struggling to cover so many certification costs for different buyers needs. This same issue has been in discussion globally for the last 3-5 years and was recently a topic of conversation at Copenhagen Fashion Summit in 2018.

'The industry lacks a common language when it comes to sustainable sourcing, let alone a shared set of standards'

McKinsey & Company (McKinsey Apparel CPO Survey 2019)



Photo Credit: Full Circle Fibres, Australian Super Cotton

RESOURCES

Effective use of resources

Conversations amongst exhibitors and visitors focused on the necessity to act in a more resource-saving manner. Ranging from transparency, recyclability to surplus production at the fibre stage and both pre and post-production.

These conversations were partly inspired by Nin Castle, co-founder of Reverse Resource, who delivered a keynote via a web link from Spain, and the brands desires to incorporate recycled materials from their own supply chains into their ranges, helping to reduce the use of virgin materials.

Buyers and designers have been realising that there is a problem with supply of recycled materials and in scaling up the use of these materials in the industry, as most of the technology for recycling is overseas, in locations such as europe and china. With a high percentage of materials being located in consumer led countries such as Australia, who are the second largest global consumer of textiles per capita, there is a huge opportunity for Australia

to look at on-shore fabric recycling and seperation facilities or being able to process textile waste back into raw materials such as yarns to then re-manufacture.

Brands are seeking solutions for recycling on-shore or near-shoring so they can implement circular business models into their businesses, brands are asking how the industry can achieve this domestically and globally?

“Collaboration is the key to sustainable and transformative change. The issues that face sustainable/circular fashion are extensive and no single person or organisation can make the level of change or address the innovation gaps that face the industry as a whole. We need a team of like-minded, focused people with a clear vision to plot a path forward”

Catherine McMahon (Circular Economy Strategic Lead) Institute of Frontier Materials Deakin University



Photo Credit: The New Denim Project - Guatemala

EXHIBITING COMPANIES PREVIEW

The Lenzing group is an international company that produces high-quality fibers from renewable wood raw materials, using environmentally friendly and innovative technologies. Lenzing's quality and innovative strength sets global standards for wood-based botanical cellulose fibre and at the end of their life cycles, fibres are biodegradable allowing them to return to nature. With more customers and brands alike seeking sustainable, resource preserving and natural materials, Lenzing's presence in the Australian and APAC region is on the rise. Already working closely with some of the regions leading retailers and fabric mills, Lenzing is disrupting and changing the landscape of traditional viscose production and enabling brands of all sizes to access their Tencel™ and EcoVero™ responsibly produced products.

Diyang Merino Textile Ltd. (Diyang) specializes in the production of circular knitted fabrics and garments made from 100% Australian Merino wool and Australian Merino wool in blends with other fibres to add enhanced functionality. Diyang has become one of the world's leaders in the manufacture of Merino wool and Merino wool blend circular knit fabrics and garments for the sports, outdoor, active Leisure, uniform and fashion sectors.

Diyang is accredited for WRAP and ISO 9001 and has recently become an accredited manufacturer by the Textile Exchange in relation to RWS (Responsible Wool Standard). Diyang has also been involved with and meets the requirements of the Greenpeace program, "Detoxification of the textile pipeline". Today, for many, traceability and knowledge of the entire supply chain from "farm to fashion" or from "Sheep to Shop" is becoming important. Diyang believes in the value of this process and can assist customers in how to maximize the benefits of this.

Sudwolle Group

Based in Nuremberg and renowned as the global market leader for worsted spun yarn, Sudwolle showcased a wide variety of their market leading, sustainable products at RawAssembly™ such as;

Jackson Betaspun, recently awarded the Gold Outdoor Industry Award is Sudwolle's evolution of their Betaspun product from their Yarn in Motion collection. The evolved Betaspun properties include being 100% biodegradable, durable, lightweight and abrasion resistant.



Sudwolle Group
Crabyon fibre & yarn

Crabyon, the fibre with an ocean of properties. Made using the shells of crustaceans, a waste product of the food industry, it is totally biodegradable. The shells are processed to create a textile with a high content of Chitosan, a substance renowned for its health benefits, whose structure is similar to cotton cellulose and viscose. The fiber It is antibacterial, non-allergenic and both anti sweat and odor.

LuckyTex

In addition to big international mills, RawAssembly™ has also focused on exhibitors from regional areas in the Asia-Pacific that are driving sustainability. Based in Indonesia and with a global reach, Lucky Textile group (LUCKYTEX) is an advanced print manufacturer using Huntsman dyestuff certified by ZDHC. LUCKYTEX uses Lenzing TENCEL™ in the manufacturing, spinning, weaving, dyeing and printing of a wide variety of innovative and sustainable products.



Carolyn Raff
An Ocean Full of Opportunities
Sequins made from Algae

SHOWCASE COMPANIES PREVIEW

For Melbourne we welcomed a few companies from both the Fashion for Good and Plug & Play accelerator program, allowing our visitors to discover products from disruptive 'global change award' recipients. Resortecs showcased their heat dissolving thread, which can help brands to disassemble and re-engineer clothing at the end-of-life stages.

Fashion for Good – Plug & Play Accelerator

Dimplora showcased their biodegradable waterproof, fluorine free membrane for the outdoors industry, which replaces hazardous fluorine laminates that have been used up to now. Their

waterproof membrane can be added during the production of a garment or sprayed onto a finished item and can be applied to plant, animal, regenerated or synthetic fibres. Their product can be given directly back to nature without leaving a trace at the end of its life cycle when applied to a natural fibre base.

Fashion for Good – Plug & Play Accelerator

PureWaste showcased their range of fabrics and finished products that are produced using only materials that would otherwise go to waste. Purewaste have identified that we already have enough fabrics made today to produce enough to clothe the current population and they want to challenge our perception of waste. Purewaste is recycling upgraded. Their vision is to recreate the fashion industry, and lead into a future of sustainability. Purewaste want to industrialise textile upcycling globally as a common practice and offer brands the solutions to access this.

Fashion for Good – Plug & Play Accelerator

Other showcase companies included; **The New Denim Project**, who utilise waste material preventing it from going to landfill. Collecting pre-consumer denim off-cuts from jean manufactures' cutting tables, they grind these scraps back into fibre, allowing them to be spun into new yarns and weave fresh up-cycled fabrics. All of their fibres are kept pure making their yarns and fabrics 100% natural and compostable. Their own waste from their upcycling process is passed onto local coffee farmers to use as compost to grow speciality coffee in the highlands of Guatemala. They advocate circularity and encourage others to rethink their systems and their material life cycles.

We also showcased **Carolyn Raff's** work from her, An Ocean Full of Opportunities research. Raff's work featured 100% biodegradable embellishments made from different species of red algae, and natural dyes extracted from microalgae.

"The colours, textures and depth are mysterious, rather than shiny. Mind blowing"

Kit Willow (Founder) KitX



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SHOWCASE



RawAssembly's showcase section allows sustainable textile mills from all over the world to have their fabric ranges presented without being there in person. This creates opportunity to meet new clients and have a wider global reach

Showcase companies preview cont.

As a new and exciting product, RawAssembly™ showcased **Desserto** and their brand new Cactus leather alternative, which had been shown for the first time only two weeks prior at Lineapelle in Europe. Designers loved what they saw as it offered an additional plant-based alternative with a smooth surface finish in both colour and metallics. With more designers seeking plant-based alternatives to leather, we are seeing a vast increase in alternative materials emerging in this space and buyers looking at larger programs for these materials.

Piñatex™ by Ananas Anam, returned to our showcase section in Melbourne and was yet again a huge highlight for most visitors looking for leather alternatives for both fashion and accessories. We met with visitors that already use their materials as well as new designers who have not had the opportunity to see it in person until now. Our film content also featured Dr Carmen Hijosa, founder and creative director of Piñatex™, allowing our Melbourne visitors to hear from Carmen directly and understand the importance of responsible sourcing.

"Design is not just about product. Design is about responsibility."

Dr. Carmen Hijosa (Founder & Creative Director) Piñatex™



DESSERTO - Cactus Leather



Photo Credit: Otro.

Featuring; Ananas Anam - Pinatex



DESSERTO - Cactus Leather
Alternative
Clare Press - Vogue Australia &
Kit Willow - KitX



Ananas Anam - Pinatex



Ananas Anam - Pinatex



Desserto - Cactus Leather



SPEAKERS

A key component of RawAssembly™ is the speaker schedule, which provides an inspirational and informative component to visitors sourcing experience. During our Melbourne event we offered a wide range of speakers who presented on topics from circularity in the industry and end-of-life solutions to regenerative agriculture and the frontiers of textile innovation here in Australia.

The RawAssembly™ Melbourne speaker schedule was kicked off after lunch on day one by Julie Boulton and Aleasha McCallion from the Monash University Sustainable Development Institute, sharing the findings and completion of the first stage of a research project looking at how the textile industry in Australia could move towards a more circular model and in particular make significant impact in the area of UNSDG 12, responsible consumption and production. After her presentation, Julie offered the following reflective thoughts from her presentation and interactions with the audience.

“Momentum for change is building, RawAssembly™ is a fantastic opportunity to connect businesses with new and emerging technologies that can truly change the way textiles and clothing are produced. To operationalize UNSDG 12 we need events like RawAssembly™ that inspire and encourage change to take place, this event and the opportunity to speak shows that change to a more sustainable model of production and consumption is possible.”

Julie Boulton (Project Manager) Monash University Sustainable Development Institute

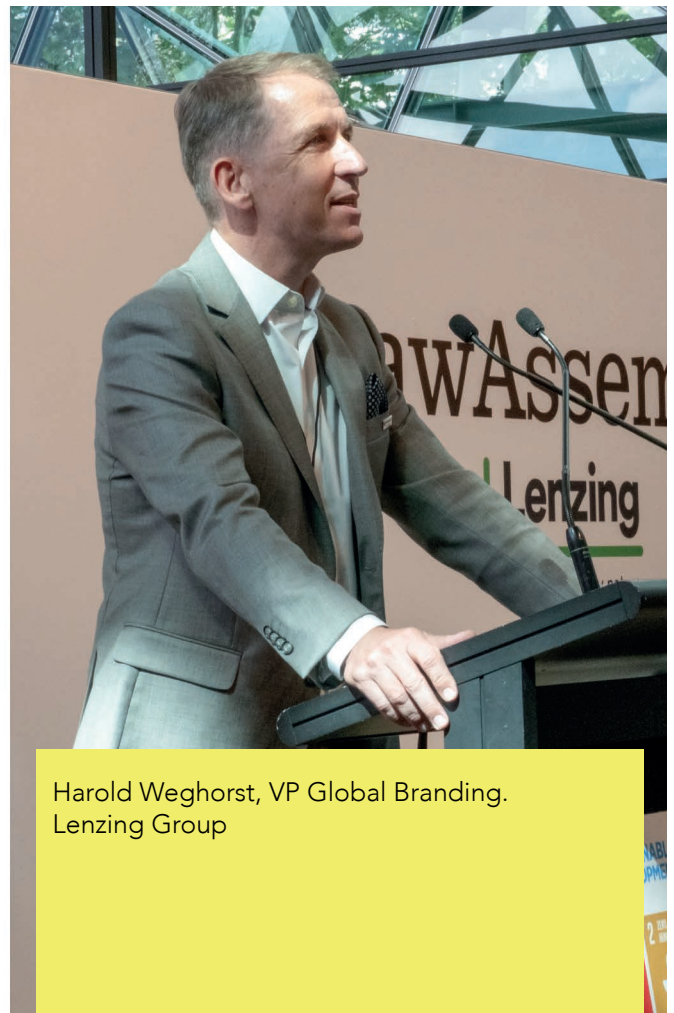
Following on from Julie and Aleasha and in a similar but more creative vein, RawAssembly™ welcomed Courtney Holm, founder of A.BCH to the stage to present on her ground-breaking and relentless work on developing a brand that genuinely sources responsibly. Courtney captivated the audience with her story and approach to crafting more than a sustainable brand, but by taking responsibility for her actions and creating a platform where people can learn and actively engage in the principles of a

circular economy. As said by one of the audience at the end of her presentation;

“That was simply amazing and truly inspiring, if one person can achieve what she has, imagine what we could all do if we simply embraced her attitude”

Anon (RawAssembly™ visitor)

As an event that aims to practice what it preaches, RawAssembly™ finished day one with a live link from Europe, allowing for a speaker to be present but at the same time minimizing our carbon footprint as an event. Nin Castle, the co-founder at Reverse Resource, shared the work and story of Reverse Resource, a software company that enables textile companies to reduce waste and reclaim assets. Nin talked about the principles upon which Reverse Resource operates, with a particular focus on bringing attention to the value and opportunity in pre-consumer industrial waste as a place where significant sustainability impact can be gained.



Harold Weghorst, VP Global Branding,
Lenzing Group

Day two opened with an outstanding presentation from two woolgrowers, Norm Smith of Glenwood Merino and Jim Gordon from Glensloy station. Both Norm and Jim represent the best of the Australian heritage in the merino industry, but with an inspiring commitment to regenerative agriculture and a non-mulesed approach to animal welfare and premium Merino. Norm and Jim presented a powerful and engaging story of how they have taken risks to go against the traditional grain and breed out wrinkles in their fleece, adopt a non-mulesed policy and introduce regenerative and organic farming practices into their generations-old sheep stations. Brands attending this presentation commented on how the value of storytelling was a real asset to them, not only in terms of marketing but also in providing genuine traceability options that many customers require.

Moving away from wool and representing the cotton industry, RawAssembly™ welcomed Meriel Chamberlin, Founder of Full Circle Fibers to present on how the untapped potential in local textile supply chains is not merely a topic for discussion, but a reality that is happening here in Australia. Meriel not only presented on how local supply chains present an opportunity for a more circular and regenerative industry, but also addressed the topical discussion of inorganic cotton production by presenting a balanced and well-informed case, which was well presented and developed a balanced discussion during the Q&A session.

As a leading institute in the textile research and development space, RawAssembly™ collaborated with the Institute of Frontier Materials at Deakin University and welcomed Prof. Xungai Wang and Catherine McMahon to our responsible sourcing stage. Prof. Wang and Catherine spoke to an engaged audience about the need to look beyond recycling as a 'band aid' solution and that materials of the future need to be considered to have more than one use in their lives, maintaining their value for as long as possible. This was underscored by the ground-breaking and globally acclaimed work completed by Prof. Wang on the re-purposing of pulverized denim, with applications in the medical as well as textile industry.

“Creating a sustainable future is everyone’s responsibility and there is no better time for information sharing and tangible action than now. RawAssembly™ has provided an excellent platform for current and future generations to tackle sustainability through interdisciplinary collaboration”

Prof. Xungai Wang

To bring closure to RawAssembly™ and put some perspective to industry action, David-Giles Kaye and Kirri-Mae Sampson from the Australian Fashion Council presented the findings from their recent industry survey on the priorities towards greater sustainability in the Australian Fashion and Textile industry. David and Kerri presented findings represented by organization type and size, with worker welfare and sustainability topping the charts as the priorities of the Australian Industry. Of particular interest to RawAssembly™ was data that showed that fashion labels were placing a significant focus on their raw material sourcing and waste material management as their sustainability priorities.



Julie Boulton and Aleasha McCallion,
Monash University Sustainable
Development Institute

VISITORS

* The below listed names are a preview of some of the companies that joined us for our Melbourne 2019 event.

A.BCH	Ethical print clothing	Pendulum Studios
Agnes Aked	Factory X	Plant/terra
Ahimsa Collective	Fashion Equipped	Politix
Australian Industry Standards	Field of Love	PoMo is Dead
Amity Gem Hand	Fortune Fold	Propel Group
Amme	Fox & Lillie	Queen B
Anahi Intimates	Frske	Rachel Saniga
ANIMA	Garconne	RMIT University
Apg & Co	Geelong Dyeing Pty Ltd	Rodd & Gunn
Arnsdorf	Geelong Textiles Australia	Rutland St Projects
Assembly Label	Heart of Bone	SANS BEAST
Atelier Ferreira	Hey Jude Studio	SDW Group
Australian Fashion Council	Incredible Wearable	Seed Heritage
Australian Fashion Labels	Intimo Lingerie	SIMETRIE
Backpack Creative	JoyEmpathy Pty Ltd	Soft Serve Studio
Bellroy	Julia English	Spell & The Gypsy Collective
Bianca Stewart	Kangan	Sportscraft
Bleem Source Produce	Katie Cunningham Freelance Design	Sportsgirl
Box Hill Institute	Kmart	Starcorp Textiles
Bruck Textiles Pty Ltd	Le Style Lab	Stop! Microwaste
Caprice	LEXI	Sussan
Captain Robbo	Looptworks	Sustainable Living Fabrics
Charles Parsons	Louise Mattessi	Suzanne Grae
Circle Fabrics	Luna & Soul Active Pty. Ltd	Tahlo
Citizen Wolf	Make Good	Tanbae
Clara Vuletich Consulting Agency	Make it Better	Target
Colida Pty Ltd	Maria Beloqui	The Eco sack
Corepret	Marketry	The Elsewhere Co.
Cotton On	Maryla	Trenerly
Country Road	Matteau Pty Ltd	TWOOBS
Creative Victoria	MIMCO	Venn
Culturist	Mister Zimi	Visionise
David Jones and Country Road Group	NewMerino Pty Ltd	Who Am I Projects
Deakin Univeristy	Noble Kind	Witchery
DenimSmith	Noone	Xenomania
Direct to Source / Eco-Tote	Pacific Brands	ZEM Collective
Domenico Sanzone	PARK SSC	Zimmerman
	Pedla	





Photo Credit: Otro

Melbourne Post Show Summary

Melbourne October 2019
Visitors

462+

Increase in visitor numbers
from Sydney 2019

36%

Speaker Sessions

8

Event Days

2

EXHIBITORS

* The below listed names are a preview of some of the companies that joined us for our Melbourne 2019 event.

Alexi Freeman
 AMBT
 Ashahikasei
 Bark Cloth
 Bemburg
 Better Packaging Co.
 Botanica Tintoria
 ByeShe
 Carolyn Raff
 Charle Berlin
 Desserto
 Dimplora - Fashion for Good
 Diyang Merino
 Eastman Naia
 Everest
 ForEver Soles
 Full Circle fibres
 Glenwood Merino
 GreenYarn
 Halllotex
 Harapan Kurnia
 High Society
 Institute for future materials
 Iluna
 ITJV
 Jamela
 Lebenskleidung

Lenzing
 LINAS
 Living Colour
 Luckytex
 Michael Watson Design
 Modespitz
 Moral Fibre
 Mozartex
 MTK
 Nova Kera
 Orange Fibre
 Organic cotton Colours
 Original Repack
 Panama Trimmings
 Pinatex
 Pure Waste - Fashion for Good
 Pt. Kahatex
 Pyrates
 Rachel Lamarche Beauchesne
 Resortecx
 Roica
 Seidentruum
 Studio Palm leather
 Suedwolle
 Sustainable Sequin Company
 Sympatex
 Tejin

The New Denim Project
 The Sustainable Sequin company
 Thermore
 Tintex
 We Are Spindye
 Wide Plus

Exhibitors in person

14

Showcase Exhibitors

60+

Total Exhibiting
 Companies

74+



Photo Credit: Joel_Chen



KitX



Spell & Gypsy



Mister Zimi



Jockey Weekender

Photo Credits: Otro

The Lenzing Gallery

The Lenzing Gallery featured a range of garments from some of the leading Australian fashion brands that were made from Tencel™ and Lenzing's EcoVero™, cellulose fibres.

Together with brand partners Tencel and Lenzing EcoVero define a new standard of sustainability by bringing nature to customers wardrobes for the ideal comfort whilst maintaining an environmental balance.

Lenzing fibres are not only sustainable but also have a wide range of wearable comfort that enhances performance for ready-to-wear, activewear, intimates, home and denim

www.lenzing.com

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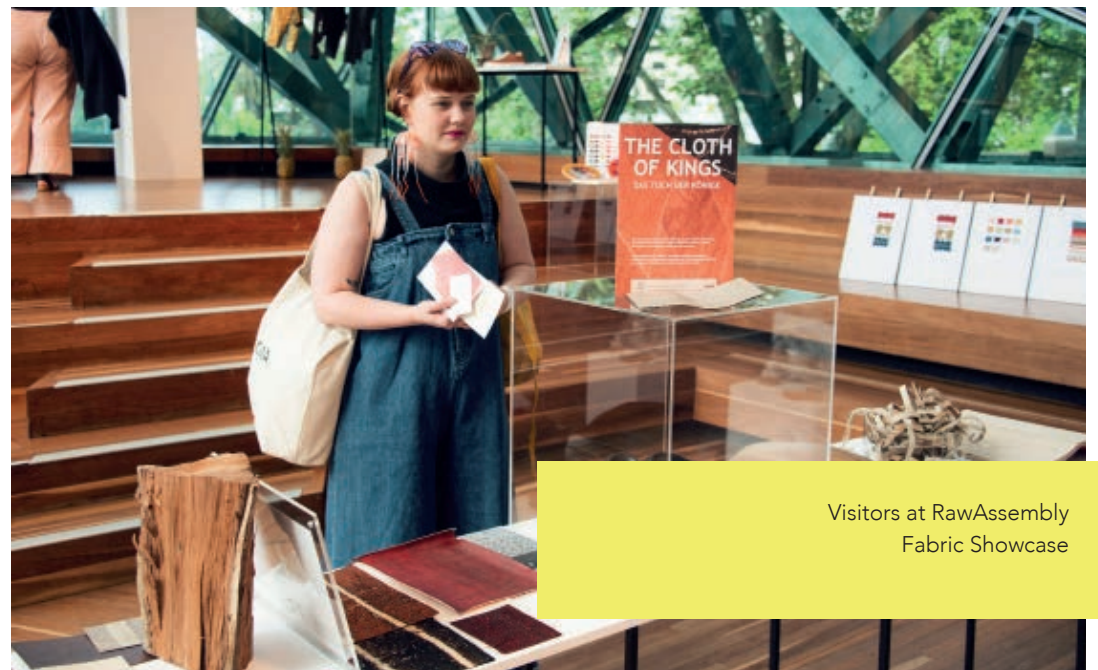
Visitors at RawAssembly
Fabric Showcase

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Visitors at RawAssembly
Fabric Showcase

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Visitors at RawAssembly
Fabric Showcase

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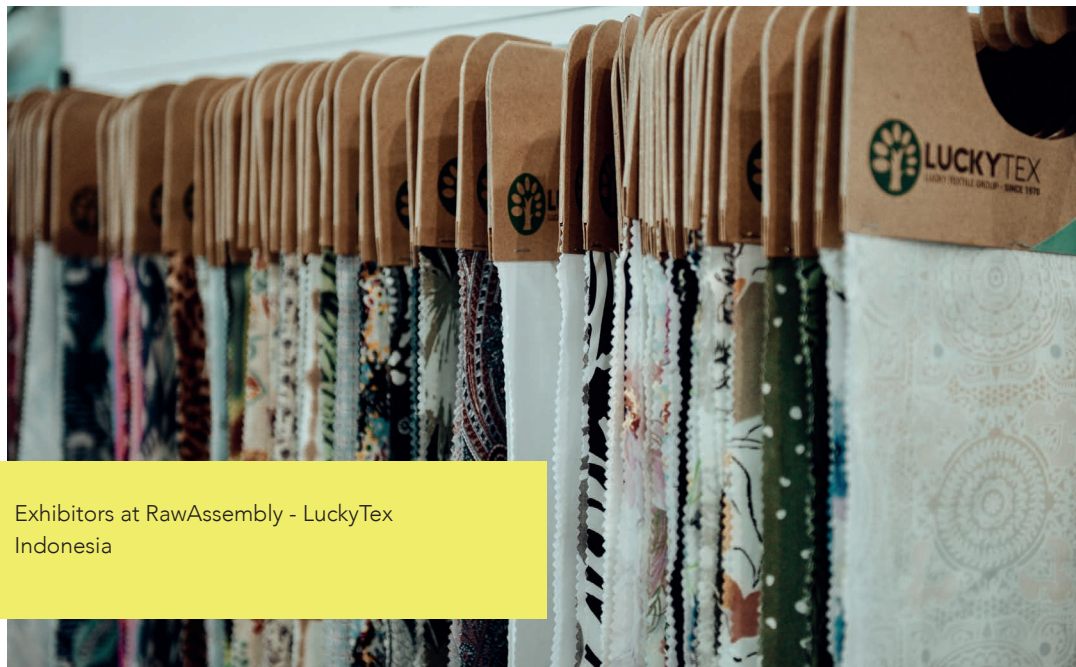
Exhibitors at RawAssembly - Full Circle Fibres - Australia

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Exhibitors at RawAssembly - Lenzing Global Austria

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Exhibitors at RawAssembly - LuckyTex Indonesia

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EXPERIENCE

"One of the key points in our company's current strategy is to focus on traceability, and the setting up of entire wool supply chains "from sheep to shop" whether it be from a single wool-growing property or a region in Australia or New Zealand. During the Raw Assembly event we met many retailers, brands and designers where traceable wool supply chains were at the top of their "shopping list", so this gave us great confidence that our company's strategy was pretty much on the right track"

George Shen (Founder & CEO) Diyang Merino Textiles Ltd

"The Raw Assembly event was a great opportunity for us to establish new business both from a commercial & strategic partnership point of view. It somehow has a very nice atmosphere, somewhat different from many other trade events. I think firstly because the Raw Assembly event is very focused attracting both exhibitors and attendees who are "like-minded" and interested in all aspects relating to sustainability within the textile industry, in my case the wool industry. At other shows you tend to get just bogged down just talking about price, lead times and MOQ's. Also the presentations which ran throughout both days were very informative and inspirational providing "new food for thought"

Jimmy Jackson (Director) Woolconsult Int. Pty Ltd

"RawAssembly™ as wool growers and as small Merino Retailers was the most inspiring 2 days we have attended in a very long time. It was fantastic to meet with designers, brands and other businesses and listening to how they envisage a more sustainable fashion industry for the future. It was also important to hear about future research and developments for all fibres and to meet so many industry, researchers, designers and educators all in one place."

Norm Smith (Fifth Generation woolgrower and owner) Glenwood Station & Glenwood Merino

"Well done again on a beautifully curated event and thank you for bringing global materials innovation to life in such an inspiring way. It's been particularly good for our design and fabric teams to be involved and see what's out there"

Lucy King (Sustainable Materials Manager) Kmart & Target

"Collaboration is the key to sustainable and transformative change. The issues that face sustainable/circular fashion are extensive and no single person or organisation can make the level of change or address the innovation gaps that face the industry as a whole. We need a team of like-minded, focused people with a clear vision to plot a path forward"

**Catherine McMahon (Circular Economy Strategic Lead) Institute of Frontier Materials
Deakin University**

"Raw Assembly brings a wide range of solutions and options of sustainable supply chain partners and materials to enable responsible sourcing to become a reality. As an exhibitor, to meet others doing great things in complementary product areas has lead to new leads for collaboration and understanding. If I don't have the solution for someone, it's great to introduce people to those that do. It's this collaborative mindset that will deliver real change in our industry"

Meriel Chamberlain (Founder) Full Circle Fibers

FINAL THOUGHTS

In drawing some closure to RawAssembly™ Melbourne and laying the foundation for our next event and our collective direction as an industry, the following points act as a summary and closure;

- Brands are sensitive to and aware of greenwashing issues and wanting even more clarity and transparency around the products they use and how they are produced.
- Mills and manufacturers should expect to be more transparent going forward as composition and origin discussions gain more importance.
- Larger brands are already starting to implement some blockchain pilots however smaller brands cannot afford this, smaller brands and independent designers will be more hands-on until blockchain becomes a built in cost.
- In addition to knowing where, how and by whom your fibres are produced, It is essential for designers and buyers to use life-cycle perspective when comparing and selecting their fibres.
- Brands seem more aware than six months ago that they need to build a sustainable fashion industry, that the consumer will have confidence in.



“Creating a sustainable future is everyone’s responsibility and there is no better time for information sharing and tangible action than now. RawAssembly™ has provided an excellent platform for current and future generations to tackle sustainability through interdisciplinary collaboration”

Alfred Deakin Prof. Xungai Wang (Pro-vice Chancellor & Director) Institute of Frontier Materials Deakin University

Brands are starting to consider the impact of the fiber production, their functional properties, its environmental impact and how they can be involved in better managing fibre life-cycles.

As well as discovering new plant-based, lab-grown or high-tech materials we are seeing a return to heritage fibers that possess all the sustainability criteria we are desperately seeking, examples of these being non-mulesed wool, cotton, hemp, linen and ramie.

Recycled fibres and fabrics are also leading the way, with a focus on regenerated cottons due to their availability and the ease with which they can be regenerated and remanufactured.

Closed Loop fibres such as Lenzing's Tencel™ and EcoVero™ are also extremely high on most, if not all retail brands agendas, with current assortments being increased in the coming seasons. Smaller and independent designers were also actively seeking to be introduced to mills that were able to offer small orders of lenzing certified fabrics.

The current focus is towards sustainable fibres and materials and is reinforced in current reports by Business of Fashion (BOF) and McKinsey & Company, The State of Fashion 2020 and Fashion's new must-have: sustainable sourcing at scale CPO survey, respectively. Both state that sustainable materials are top of the CEO and CPO agendas for 2020.

In terms of retailers implementing circular systems into their supply chains, this is still some what in a research and discussion stage. Retailers are looking for industry partners to help them implement processes, however the infrastructure and solutions are not available at this time.

This was evident in the research conducted by Monash Sustainable Development Institute (MSDI) and BehaviourWorks Australia (BWA) in collaboration with The Australian Fashion Council and Department of Environment, Water, Land and Planning (DEWLP). It was said that there is a lack of access to knowledge and that information was scattered and scarce. The research also highlighted that another barrier was around shifting consumer behaviour, supporting infrastructure and innovation across the sector.

The atmosphere at RawAssembly™ Melbourne spoke for itself. We saw lots of energy, passion, and a refreshing new openness to communication and collaborations generated between mills with new B2B relationships developed. Inspiring and informative content, dialogue and communication are the key for this form of interaction, creating the opportunity to learn about new ideas and approaches, creating 'new food for thought' for the visitors to take away with them and most importantly, new sourcing solutions.

The fashion industry has always been about daring, challenging, imagining, and leading. It is time to apply those qualities to the imperative of sustainability.

McKinsey & Company, The State of Fashion 2020 and Fashion's new must-have: sustainable sourcing

PRESS & MEDIA

** A snapshot to some of RawAssembly's local and international press coverage

SUSTAINABILITY PORTAL

RAWASSEMBLY & THE LAW OF RETURN

RawAssembly™ Melbourne will be showcasing a wide variety of exhibitors and product innovations that embrace the 'law of return' and the positive impact this has on the earth. The event seeks to inspire and enable the industry to 'source differently', see for yourself in Melbourne this October 28-29... [MORE](#)
[HERE>>](#)



AUSTRALIAN FASHION COUNCIL

September & October - Sustainability Portal
Article links:

<https://bit.ly/2R1oKtL>

<https://bit.ly/35BhBoe>

Written by: AFC & RAWASSEMBLY
www.ausfashioncouncil.com



SDG 5 = THE POWER OF WOMEN AND GIRLS

We continue delving into the Sustainable Development Goals and the role our industry has to play. Achieving gender equality and empowering women and girls is at the heart of SDG 5, which has been identified as both an enabler and accelerator for all of the other SDGs. For an industry like ours, where an estimated three quarters of the workforce are

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CLARE PRESS
3 NOV 2019

Everything we learned at the RawAssembly sustainable fabric fair in Melbourne.



VOGUE AUSTRALIA

11th November 2019

Article links:

<https://bit.ly/2Dpi8NX>

Written by: CLARE PRESS
www.vogue.com.au

Materials Fibre News

RawAssembly's Sustainable Trade Show: Creating Community for Sourcing Raw Materials

By Beth Ranson - November 6, 2019

78 0

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6th November 2019

Article links:

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