



INDUSTRY TASKFORCES

Fashion Taskforce

At the invitation of His Royal Highness The Prince of Wales, Federico Marchetti has brought together leaders from a number of the world's most recognizable brands, platforms and retailers to form a Fashion Taskforce as part of the Sustainable Markets Initiative, to drive progress as a group towards a more responsible future, putting Nature, People and Planet at the heart of global value creation.

Letter of Intent

The Fashion Taskforce recognizes the key role that the fashion industry must play in individually and collectively driving and accelerating the transition towards a more sustainable and circular economy, through its deep engagement with suppliers and customers.

Members of the Fashion Taskforce are committed to being leaders and exemplars to the global fashion, textile and apparel sectors. By developing initiatives, products and services to shepherd the industry and its customers through the transition, we believe the Taskforce has the potential to help transform fashion from being a significant source of carbon emissions to a leader in sustainability and circularity.

In line with this commitment, the Taskforce will focus its attention on delivering action across two specific areas throughout 2021 and 2022:

1. Unlocking Circularity through Digital ID

Consumer shopping habits have changed dramatically in the last year, with an increased interest in sustainable assortments. The workstream will work towards a common definition for sustainable products and explore how protocols such as the Digital ID can unlock new services for customers while delivering circularity at scale.

2. Regenerative Farming

For brands, the highest environmental impact takes place at the very beginning of the supply chain, at the raw material level. A significant source of raw materials for apparel are agricultural products such as cotton, linen, wool and leather. The workstream will explore how a common approach to



regenerative farming practices could represent a concrete solution not only to reduce emissions but to even reverse the climate crisis with a focus on nature-based solutions.

Membership composition

The Fashion Taskforce is chaired by Federico Marchetti and members include:

Mohammed Alabbar

FOUNDER EMAAR PROPERTIES, NOON.COM

Thierry Andretta

CEO, MULBERRY

Riccardo Bellini

PRESIDENT AND CEO, CHLOÉ

Maximillian Bittner

CEO, VESTIAIRE COLLECTIVE

Simon Cotton

CEO, JOHNSTONS OF ELGIN

Natasha Franck

FOUNDER AND CEO, EON

Marco Gobbetti

CEO, BURBERRY

Gabriela Hearst

FOUNDER, GABRIELA HEARST

Gabriele Maggio

CEO, STELLA MCCARTNEY



Giuseppe Marsocci
DEPUTY MD, GIORGIO ARMANI

Anne Pitcher
CEO, SELFRIDGES

Lauren Santo Domingo
CO-FOUNDER, MODA OPERANDI

David Schneider
CO-CEO, ZALANDO

Riccardo Stefanelli
CEO, BRUNELLO CUCINELLI