

HRH The Prince of Wales' SMI Fashion Taskforce launches groundbreaking Digital ID with Sustainability Protocols at G20 in Rome

Fashion Taskforce's members have committed to begin the Digital ID roll out process within their brands, along with the adoption of a circular data protocol with immediate effect

(Rome – 31st October 2021): As part of its commitment to accelerating the transition to a more sustainable future for the global fashion industry, The Prince of Wales' SMI Fashion Taskforce today announces its members will immediately begin rolling out a Digital ID, a transformational technology that uses data to inform customers of the sustainability credentials of their purchases and facilitate the delivery of circularity at scale. The Digital ID will be unveiled at the British Embassy in Rome as part of HRH The Prince of Wales visit to the G20 gathering.

Giving products a Digital ID, will allow key players in the fashion value chain - including manufacturers, brands, retailers, resellers and recyclers - to provide unprecedented transparency and traceability of the products they sell. It will also unlock new circular services for customers, such as care and repair services, as well as ones focused on resale and recycling.

The ultimate objective is to provide customers with access to credible information about how products are designed, manufactured, and distributed, and thereby, empower them to make more informed sustainable purchase choices. At the same time, the lifecycle tracing element of the Digital ID system aims to extend the longevity of products and enable brands to scale circular business models.

Members of HRH The Prince of Wales' SMI Fashion Taskforce have committed to begin the Digital ID roll out process within their brands, along with the adoption of a circular data protocol with immediate effect.

Described by The Prince as a “coalition of the willing,” the Fashion Taskforce is also creating a permanent Steering Committee that will work collaboratively to solve relevant challenges, and to openly share knowledge and best practices with regards to the Digital ID implementation.

Chair of the Fashion Taskforce Mr. Federico Marchetti said: “The time for only talk is over. In such a highly competitive industry it is unprecedented for so many different brands and platforms from all around the world to work together on a single innovative solution, and I am delighted to say this commitment is the result of an incredible group of companies and their leaders who recognize there is no time left to lose in transitioning the industry to a more transparent and sustainable footing. This Digital ID provides a genuine opportunity for consumers to make truly sustainable choices when they are making their purchases. In an industry that needs to do so much more to improve its impact on the environment, this is a huge step forward and only the beginning of the Taskforce's journey.”

HRH The Prince of Wales said of the Taskforce: “People have the right to know if what they buy is created sustainably and there is a responsibility to tell them if we truly believe in the shared principles of transparency, accountability and enforcement. Fashion is one of the most polluting sectors in the world, but this new Digital ID shows how business is committed to meaningful, measurable change: providing customers with the information they need to make cleaner, healthier, and more sustainable choices. It shows that business doesn't just talk about these issues, but has taken action.”

- ENDS -

Notes to Editors:

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

About The Sustainable Markets Fashion Taskforce (SMI):

The world's leading fashion industry brands have joined forces to help tackle climate change. Brought together by His Royal Highness The Prince of Wales and chaired by Entrepreneur Federico Marchetti, top players in fashion have committed to chart a more sustainable future for their industry.

Launched in the summer of 2021 the aim of this newly formed Fashion Taskforce is to tackle various sustainability challenges within the fashion industry and make it easier for consumers to buy clothing and fashion products that do not cost them the planet. Members of the Taskforce have committed to being leaders of the global fashion, textile, and apparel sectors to help transform and inspire the fashion industry from being a significant source of carbon emissions to a leader in sustainability and circularity.

Federico Marchetti

Federico Marchetti is the Chair of HRH The Prince of Wales's SMI Taskforce on Fashion, Professor at Bocconi University, Board Member of Giorgio Armani, and Trustee of The Prince's Foundation. He is the Founder of YOOX NET-A-PORTER Group.

Sustainable Markets Initiative (SMI)

His Royal Highness, The Prince of Wales, launched the Sustainable Markets Initiative (SMI) alongside a 10-point action plan at Davos in January 2020. The SMI is a network of global CEOs working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human and financial capital.

The SMI facilitates the development of responsible transition pathways at industry and business levels to decarbonize and achieve net-zero GHG emissions in addition to creating a Nature-positive future with a focus on biodiversity regeneration. The SMI Secretariat is supported by SMI's corporate partners through a world-class secondment programme. Read more: www.sustainable-markets.org

Driving Private Sector Change

The SMI is a powerful leadership platform bringing together global CEOs across industries and investment communities to identify key actions that will accelerate global progress on the Nature, People and Planet agendas.



Over 30 industry and investment roundtables have been convened by HRH since January 2020. Task Forces include Asset Management/Asset Owners; Financial Services; Private Equity; Insurance; Energy Transition; Sustainable Road Transport; Hydrogen; Carbon Capture Use and Storage; Agriculture and Land Use; Circular Bioeconomy; Plastics; Fashion; Aviation; Shipping, and Water & Climate Finance.

SMI Country Councils are being convened to accelerate and scale the transition locally and globally by linking them with global industry and investment communities. The SMI India Council is the first to be established with more Country Councils in development.

The SMI Sustainability 30 (S30) convenes the world's top Chief Sustainability Officers to accelerate business action, sustainable transformation and knowledge sharing across industries.