
A commitment to putting the fashion industry on a more regenerative path.

Beginning with a €1,000,000 investment programme in the Himalayas to restore wildlife and sustainable farming to this degraded landscape.

The SMI Fashion Task Force, chaired by entrepreneur, Federico Marchetti, has today announced its new Regenerative Fashion Manifesto which has been developed in partnership with the Circular Bioeconomy Alliance (CBA) led by scientist Marc Palahi.

In signing the Manifesto, Task Force members are committing their brands, which are amongst the biggest names in the fashion industry, to a progressive shift towards Regenerative Fashion — a circular biobased industry that is inclusive, climate, and Nature-positive, using newly created or restored regenerative landscapes as the basis for circular bioeconomy value chains.

Regenerative landscapes are resilient, biodiversity-rich and deforestation-free. They produce a diversity of goods and services such as food, energy, and biomaterials, as well as ecosystem services including carbon sequestration. Such regenerative practices empower local and indigenous communities, support their prosperity and respect their ancestral rights.

The Regenerative Fashion Manifesto is the second significant action taken by the Fashion Task Force and follows the successful launch of a Digital ID system in October 2021 — a transformational technology that uses data to inform customers of the sustainability credentials of their clothing purchases and to facilitate the delivery of circularity at scale.

The principles of Digital ID format are now being recommended by the EU Commission, which aims to introduce Digital Product Passports, which will require mandatory disclosure of circularity and environmental elements in textiles manufacture.

The Himalayan Regenerative Fashion Living Lab

The Himalayan Regenerative Fashion Living Lab, is the first project developed according to the principles and ambitions of the new Manifesto. The project seeks to demonstrate the potential of regenerative fashion to restore harmony between local communities, nature, and the environment, while creating sustainable fashion value chains.

The Himalayan initiative is a €1m project that will restore degraded landscapes and recover traditional textile craft skills in order to enhance the local cashmere, cotton and silk economies while addressing global challenges related to climate change and biodiversity loss.

Work on the project will begin next month, May 2022, with help on the ground from Reforest Action and the Balipara Foundation.
Fashion Task Force Chair, Federico Marchetti said of the project, “The Regenerative Fashion Manifesto is another concrete step towards creating a much more sustainable fashion industry. It is not simply empty words, the manifesto comes with a concrete €1m project for the degraded landscapes of the Himalayas attached. This project will serve as a blue-print for what can be done to shift the fashion industry towards a more equitable, nature positive future.”

Marc Palahi Director of the European Forest Institute and Chair of the Circular Bioeconomy Alliance added, “The partnership between the Fashion Task Force and the Circular Bioeconomy Alliance provides fashion brands with a unique platform for transformative and sustainable action - connecting the dots between landscapes and closets to transition towards regenerative value chains that support biodiversity and local livelihoods while mitigating climate change.”

Notes to Editors:

About the SMI:
The Sustainable Markets Initiative was launched by His Royal Highness, The Prince of Wales, at The World Economic Forum’s 2020 Annual Meeting in Davos, with a mission to kickstart bold and imaginative action across the next decade. The SMI aims to lead and accelerate the world’s transition to a sustainable future by engaging and challenging public, private, and philanthropic sectors to bring economic value in harmony with social and environmental sustainability.

About the CBA:
The Circular Bioeconomy Alliance was established by His Royal Highness, The Prince of Wales, in 2020, to connect the dots between finance, companies operating within bio-based value chains, and action on the ground to restore land, enhance biodiversity, and provide jobs and prosperity to local and indigenous communities. Members include intergovernmental organizations, companies, investors, research organizations, and NGOs providing expertise and implementing projects in areas related to the circular bio-economy. The Alliance is facilitated by a Secretariat hosted by the European Forest Institute.

About the Digital ID:
The Digital ID, which was launched at the G20 in Rome, in October 2021, allows 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. The Digital ID also unlocks new circular services for customers — such as care and repair services, as well as ones focused on resale and recycling.

Members of the Fashion Task Force:

Federico Marchetti, SMI Fashion Task Force, Chair
BRUNELLO CUCINELLI, Riccardo Stefanelli, CEO
BURBERRY, Jonathan Akeroyd, CEO, Andrew Roberts, Senior VP Corporate Relations
CHLOÉ, Riccardo Bellini, President & CEO
EMAAAR PROPERTIES, NOON.COM, Mohammed Alabbar, Founder
EON, Natasha Franck, Founder & CEO
GABRIELA HEARST, Gabriela Hearst, Founder
GIORGIO ARMANI, Giuseppe Marsocci, Deputy MD, and, Andrea Camerana, Board Director
JOHNSTONS OF ELGIN, Chris Gaffney, CEO
MODA OPERANDI, Lauren Santo Domingo, Co-Founder
MULBERRY, Thierry Andretta, CEO
SELFRIDGES, Anne Pitcher, CEO
STELLA MCCARTNEY, Gabriele Maggio, CEO
VESTIAIRE COLLECTIVE, Maximilian Bittner, CEO
ZALANDO - David Schneider, CO-CEO

A copy of the Task Force’s Regenerative Fashion Manifesto can be found, here.