

Collective Fashion Justice

2023 impact report

Contents

1. Message from the Director
2. Key achievements in 2023
3. How we met our strategic targets
4. Continuing our work

Message from the Director

2023 has been full of wins towards total ethics fashion for Collective Fashion Justice. With the life and wellbeing of people, our fellow animals and the planet at the forefront of our minds, we have successfully engaged citizens, students, educational institutions, fashion industry members and government policy makers to make substantial changes to place life before profit.

While we have so much more work to do, this progress gives us hope.

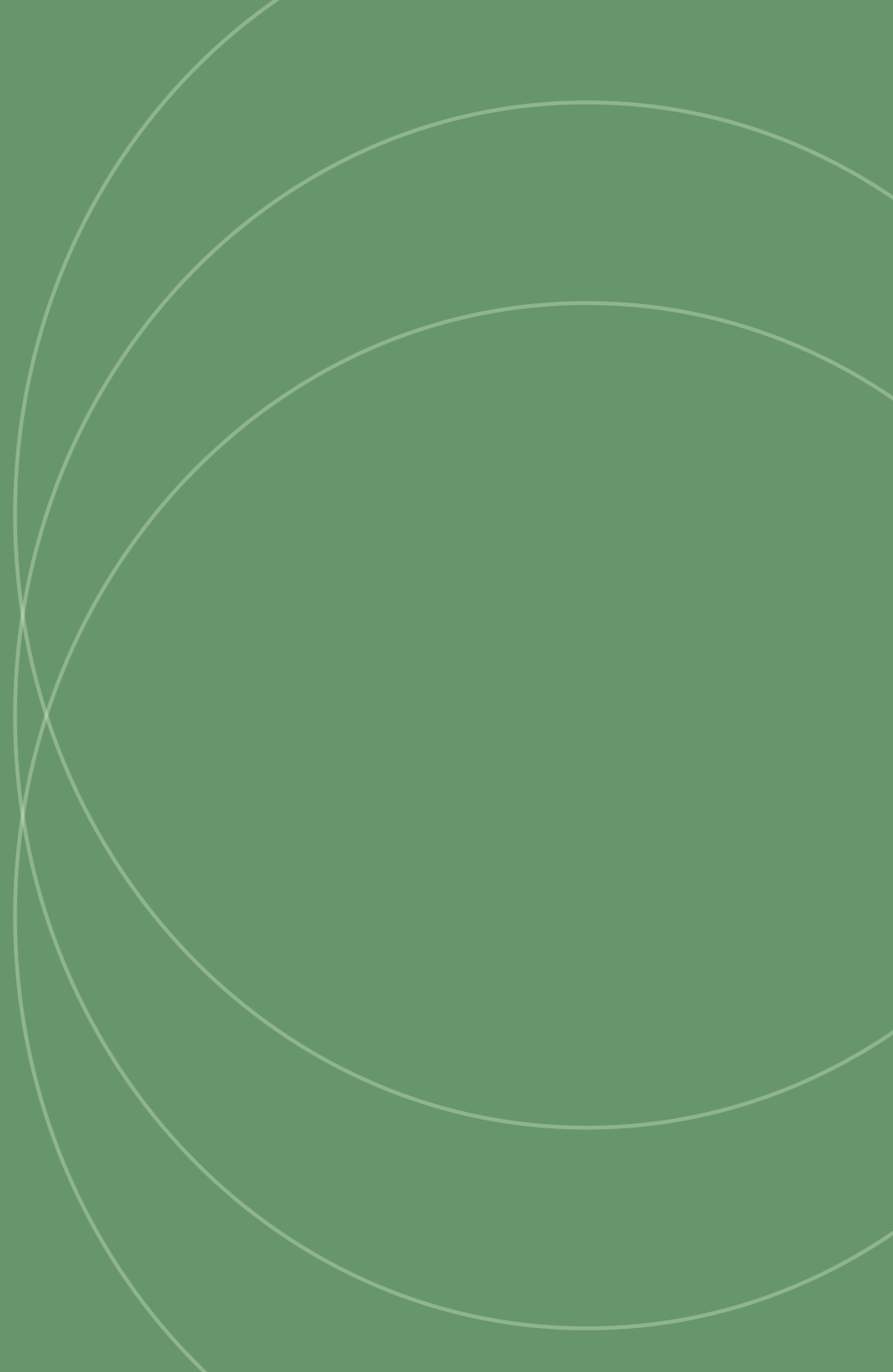
Thank you for supporting Collective Fashion Justice in 2023. As we grow and receive greater support, our impact will only deepen in 2024, helping to protect nature, and the people and fellow animals who call it home, through the transformation of fashion.



Emma Håkansson



Key achievements in 2023



1. Launching the total ethics fashion book and manifesto

During October's London Fashion Week, we launched Total Ethics Fashion: People, Our Fellow Animals and the Planet Before Profit. The book, written by CFJ's founding director Emma Hakansson and funding our continued work, highlights the critical need for the fashion industry to take a holistic approach to responsibility in fashion. The book unpacks the term 'total ethics fashion,' coined by Hakansson, and why we cannot effectively transform fashion towards genuine sustainability unless we protect and liberate people and animals currently exploited in fashion, too. The book ends with a short manifesto which can be endorsed.

Here's what the book and manifesto has achieved since its launch just a few months ago:

- Listed as one of the Financial Times' four best fashion books of the year
- Received in-depth coverage across the Substacks of respected fashion journalists Tiff Darkes and Megan Doyle, as well as features in the How to Make Climate Change Sexy podcast, the Financial Times, Elephant Journal, Good On You, Plant Based News, FUTUREVORLD and others.
- Is listed as recommended or required reading, as well as being in the libraries of fashion schools and universities including London College of Fashion, Birmingham City University, Regent's University, Parsons the New School, Istituto Marangoni, GCNYC, GCU, LCI, Swinburne University, MKSPU, Queensland University of Technology, University of Economics and Human Sciences in Warsaw, Università di Bologna, and other schools.



1. Launching the total ethics fashion book and manifesto

- The manifesto has been endorsed by 500 individuals, businesses, organisations and institutions, calling for fashion to pay living wages to all workers, to slow down in line with planetary boundaries, to become circular, and move beyond animal-derived, fossil fuel-based and native deforestation-driven materials.
- Prominent endorsers include photographer Alexi Lubomirski, the Glasgow New Caledonian New York College, Slow Fashion Movement, Fashion Revolution chapters, politician Georgie Purcell MP, academics including Dr Francesco Mazzarella and Professor Matthew Hayek, fashion advocate Bel Jacobs, and many more.
- Endorsements span 42 countries and every continent outside of Antarctica, with the academics, scientists, teachers, designers, influencers and journalists amongst them.

In our strategic plan:

We aimed for the book to be listed for reading across five universities, to be featured across 10 media outlets, and for the manifesto to be endorsed at least 60 times.

We certainly achieved and surpassed these goals.



2. Securing policy changes within the fashion industry

Through our 2023 campaigns we successfully secured the following policies and actions:

- The Iconic, Australia's largest fashion retailer, committed to banning decorative feathers from 2024, after our engagement.
- Melbourne Fashion Week became the first global fashion week to enact a totally wildlife-free policy, banning fur, wild animal skins and feathers, through our consultation.
- Kering, which owns Gucci, Saint Laurent, Balenciaga and numerous other luxury brands, updated its fur policy to include felted fur, after our pressure campaign.
- Nike and Puma banned kangaroo leather following global campaigning from groups in the International Kangaroo Protection Alliance which we are proudly a part of.
- Australian label Dead Pretty phased out wool, moving to Tencel after our consultation.
- MYER, a major Australian department store, cut ties with the horse racing industry following our pressure campaign.

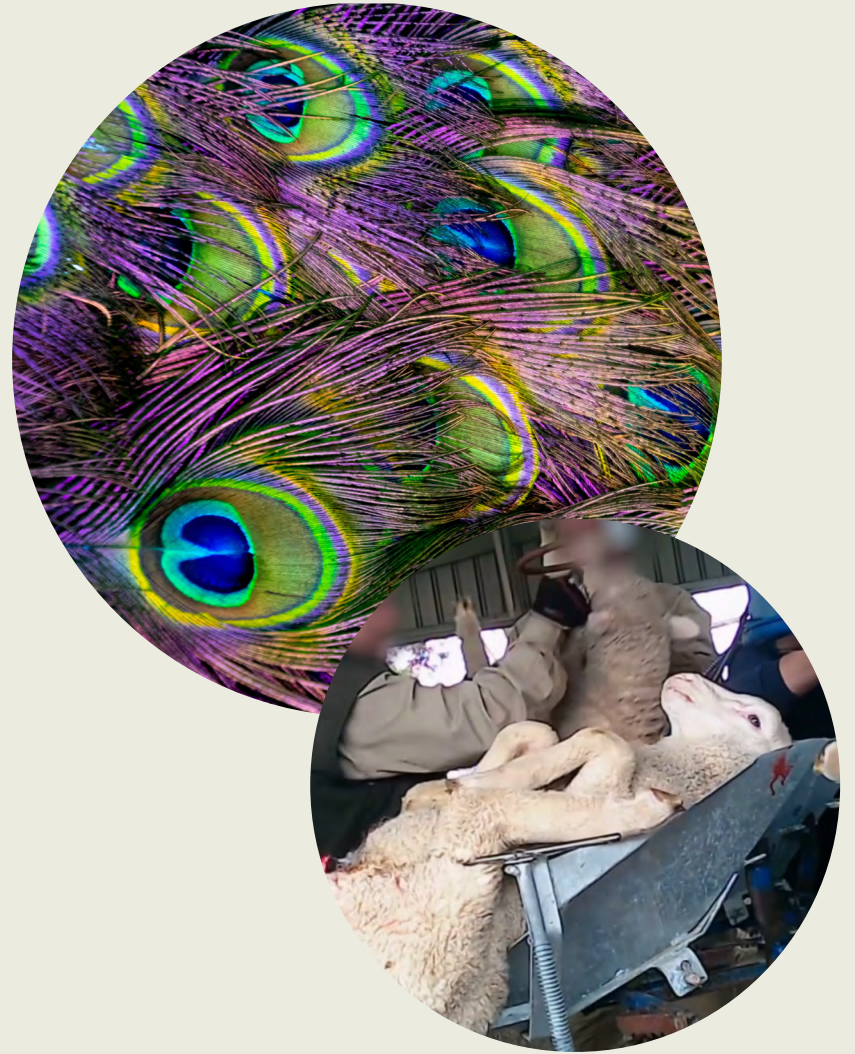


2. Securing policy changes within the fashion industry

- Nike banned mulesing (a horrific mutilation practice), reducing the suffering of sheep, after FOUR PAWS used our investigative footage in their pressure campaign.
- ASOS updated its sourcing strategy to ensure feathers were not sold under 'faux' labels, following our investigation.

In our strategic plan:

We aimed to consult with 15 significant brands regarding unsustainable and unethical materials, securing at least 7 policy commitments to shift beyond their use. Both of these goals have been achieved, and we have also offered our advice, resources and guidance to brands including RM Williams, Dr Martens, Gucci, Elk, as well as the British Fashion Council and Copenhagen Fashion Week, which both provided our reports and resources – such as our animal-derived material sourcing risks guidance – to all of their associated brands.



3. Shaping how the fashion industry discusses 'sustainability' and 'ethics'

Collective Fashion Justice's work, reporting and analysis has been featured across many industry and mainstream media publications in 2023, including Vogue Business, The Guardian, Business of Fashion, Rag Trader, Fashion Journal, and many more.

'Total ethics fashion' has been discussed and explored by our founder in Clare Press' Wardrobe Crisis podcast, at Fashion Declares' Regenerative Fashion Conference, in a BBC Storyworks and Global Fashion Agenda masterclass, and a United Nations Fashion and Lifestyle Network webinar.

Important to our goals, much of this coverage and discussion has looked specifically at how the fashion industry must move beyond the use of animal-derived materials which exploit animals themselves, as well as people and the planet.

We have also brought this issue into spaces it was otherwise left out. Our most significant contribution to this work saw the United Nations Environment Programme's Sustainable Fashion Communication Playbook include a section on animal protection, referencing Collective Fashion Justice, which was not included prior to our consultation.

In our strategic plan:

We aimed to give four presentations related to total ethics fashion, and for analysis of total ethics fashion and how the industry can progress towards it to be covered by 10 media outlets that had not previously. This has been achieved and exceeded, and the former achievement is explored in more depth on [page 13](#).



4. Transforming fashion education

In 2023, Collective Fashion Justice gave lectures and hosted screenings of films we produced and contributed to across numerous international fashion schools, including **GCNYC, Marist College, Accademia Costume e Moda, London College of Fashion, LCI, ESEDS, Birmingham City University, Western Washington University, Università di Bologna, Istituto Marangoni, GCU, Swinburne University, Boxhill Institute,** and the **Victorian College of the Arts Secondary School.**

While our professional partnership with Swinburne University continued, allowing students to receive course credits for producing work for CFJ, our most important partnership was with LCI Melbourne.

CFJ was invited to review the entire fashion course and its units, making recommendations to ensure total ethics teachings were consistent throughout. All recommendations were accepted, spanning updates to reading materials, lecture and tutorial content, as well as assessment task and marking enhancements which have helped to ensure that, as stated by LCI's renowned fashion academic, Todd Heggie, "this newly refined content diligently addresses the pressing ethical quandaries that confront fashion and costume design practitioners on a global scale."

Students and their educators will now assess their designs and portfolio work not only aesthetically, but by responding through a newly developed "PAP" framework where people, animals and the planet and their wellbeing are considered.

As of 2024, LCI's 23 other campuses are exploring implementation of these recommendations.

In our strategic plan:

We aimed to lecture and host screenings across at least 10 schools, and to foster ongoing relationships with these. We also aimed to create one course in partnership with a school, to allow for deeper education.

While we pivoted from creating a new course and into improving an existing one – as we felt this would more immediately impact a larger number of students – we certainly achieved this goal.

5. Providing resources for change

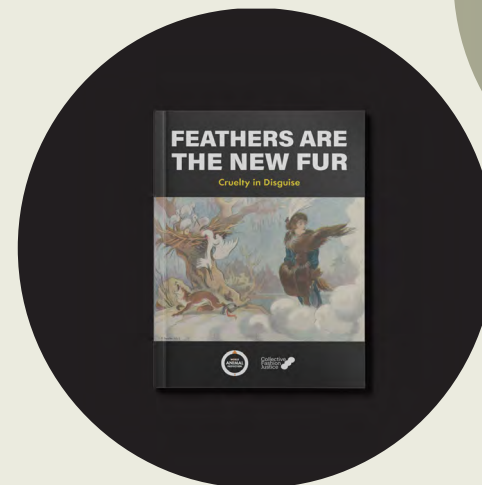
In 2024 we released four reports, collaborating with a range of other organisations that broadened our impact.

- Under Their Skin: Leather's Impact on Animals
- Under Their Skin: A Just Transition Beyond Leather
- Too Hot for Knitwear: Climate Crisis, Bio and Fashion Brands Using Wool and Synthetics
- Feathers are the New Fur: Cruelty in Disguise

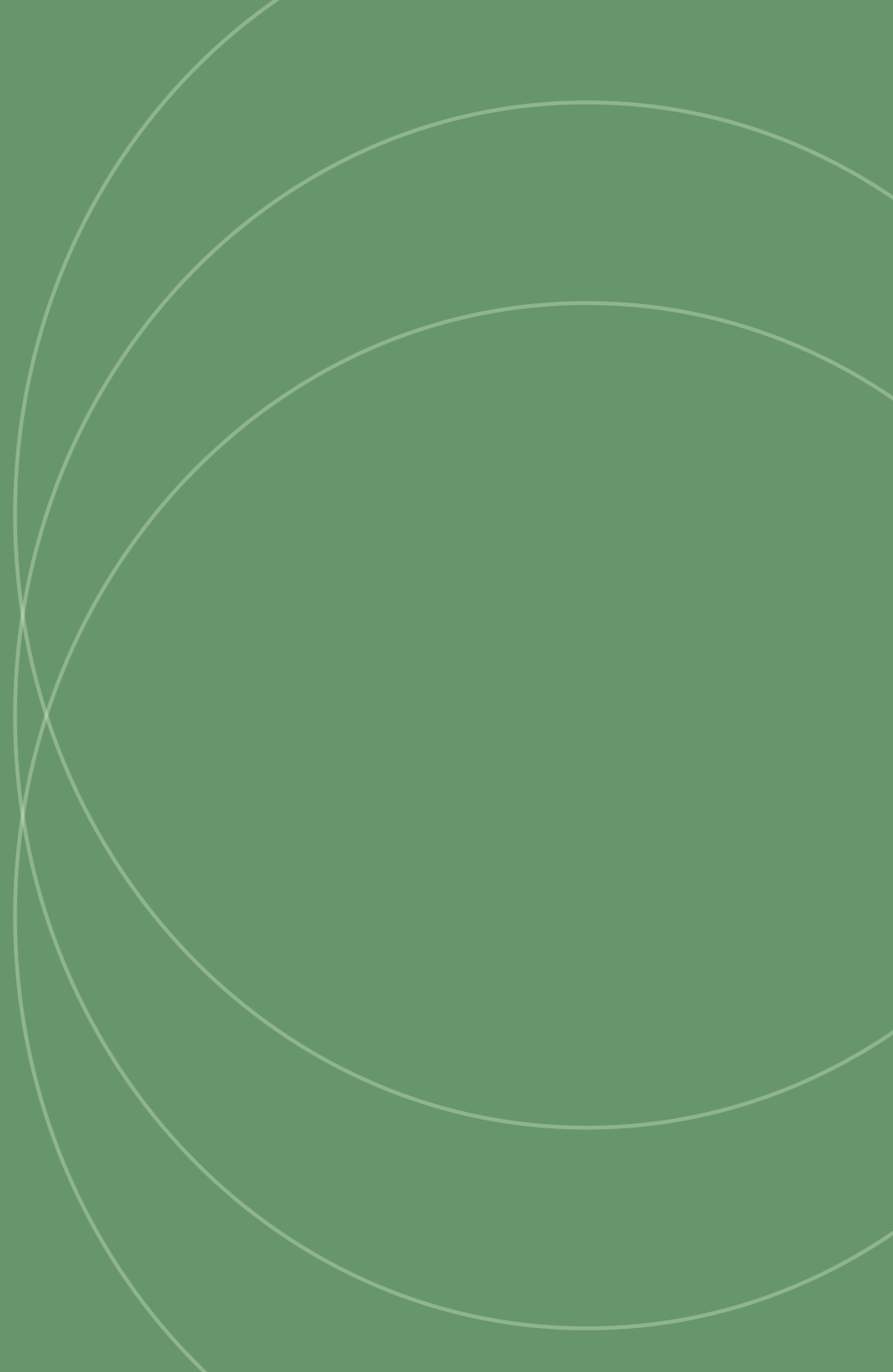
These reports have since all been used in our consultation with the fashion industry, and have led to media engagement on the topics covered, as well as some of our policy wins.

In our strategic plan:

We aimed to provide improved online resources and training for brands looking to understand total ethics fashion, material sourcing and production better. We wanted these to be used by some hundreds of individuals. Our reports have been viewed at least 4,500 times this year, with a total of 68,000 unique visitors exploring all of our websites' wider resources, including our articles, material guide, and campaign pages.



How we met our strategic targets



Educate and advocate for total ethics fashion in leading fashion industry spaces

“Deliver at least 4 presentations calling for the fashion industry to prioritise the planet, people and our fellow animals before profit in at least 4 major industry events and conferences. All 4 engagements must result in substantial follow up discussion and action towards total ethics from brands and decision-makers, and should focus on animal-derived materials which harm all three aforementioned groups.”

CFJ spoke at events and held presentations in the following settings:

- During Milan Fashion Film Festival, our founder was judge for the sustainability category, speaking to the fashion industry about total ethics fashion, and joining a panel discussion on animal-derived materials, co-hosted by Accademia Costume e Moda, as part of a SLAY film screening hosted during the festival.

This led to our engagement with Camera Nazionale della Moda Italiana (the Italian fashion council), as they sponsor MFFF, as well as our lecture and ongoing relationship with Accademia Costume e Moda, both of which we aim to develop further towards tangible change in 2024.

- We co-hosted an event during Melbourne Fashion Week alongside World Animal Protection, where a material exhibition of animal-free, bio-based and recycled materials were displayed, and a panel discussion explored a future fashion industry free from wildlife, animal and environmental exploitation.

This event saw the announcement of Melbourne Fashion Week’s world-first wildlife-free policy, and allowed us to connect with other fashion schools and designers seeking consultation of the issue with the council.



- We held a webinar with the Italian fashion council, attended by 17 luxury fashion brands, exploring next-gen materials replacing animal-derived materials.

This led to further engagement with some of these brands, and discussion of continued exploration

- Our founder spoke on two panels at Fashion Declares' Regenerative Fashion Conference, bringing in discussion of animals and total ethics fashion.

This led to our engagement with Camera Nazionale della Moda Italiana (the Italian fashion council), as they sponsor MFFF, as well as our lecture and ongoing relationship with Accademia Costume e Moda, both of which we aim to develop further towards tangible change in 2024.

- Our book launch hosted 85 fashion industry members and other stakeholders, and included a panel discussion on solutions towards total ethics fashion.

This led to a large portion of our manifesto endorsements, new fashion university engagement and brand consultation.

Outcome: we have achieved this target.



Support students in moving into industry responsibility, advocacy and policy roles which benefit the cause of total ethics fashion

“Offer students across a number of universities internship opportunities at Collective Fashion Justice, as well as with a number of brands, in order to develop these students’ work experience for the future. Involve students in lobbying efforts relating to at least 1 piece of policy or legislation, developing their capacity to think about change-making at a large scale.”

CFJ has engaged with two fashion schools (GCNYC and GCU) specifically on the topic of how to work in the fashion industry responsibly and in line with Sustainable Development Goals, fielding questions on the topic across most schools we engage with.

Students across five international universities have worked with CFJ in an internship capacity, and we are pleased to have connected a number of local brands and businesses with fashion schools. At LCI, for example, guest workshops from responsible brands are a part of the newly revised fashion units.

While government-level policy change impacting fashion has been discussed across a number of schools, our professional partnership with Swinburne University (where students receive course credits for work with our organisation) includes engagement with a cohort of students studying politics. One student internship request from Boston University also came from a law and politics student, who developed a policy briefing related to just transition opportunities in the leather supply chain.

Outcome: we have achieved this goal, and plan to further develop our education work.

Release and promote a certification for brands working towards total ethics fashion, increasing citizen consumer awareness and improving purchases, while offering incentive to brands improving their production

“Certify a minimum of 50 quality brands and their products and collections within a year of release, and these brands should be highlighted above others in at least 4 online retail stores, to positively improve consumer behaviour.”

This and our other accreditation-related goals have not been achieved, due to a number of factors, including continuously changing legislation related to accreditations and fashion marketing, and most importantly, a lack of essential cohesive data on living wages for us to draw on. However, while we continue to work on this goal, we have:

- Already supported four brands in changing their material sourcing strategy and payment of garment workers, in order to comply with our accreditation
- Used the groundwork for the development of our accreditation to produce resources brands can use to improve their practices, such as example policies, sourcing consideration documents, and material innovation supplier lists. These have helped us with our ongoing brand consultation. This includes the resources which brands under the British Fashion Council and Copenhagen Fashion Week umbrellas have received.



Use the power of investigative footage to enact policy change which shifts fashion beyond cruel and unsustainable materials

"Investigative footage released or disseminated by our organisation must receive mainstream media and contribute to the introduction of at least 5 new brand, fashion council or government policies banning or reducing the permitted use of animal-derived materials."

Footage exposing injustices in fashion were used in the global campaigns which saw Nike and Puma ban kangaroo leather, as well as Nike's ban on mulesing, and in the Fur Free Europe campaign we have contributed to.

Fur Free Europe, led by Eurogroup for Animals, announced in December that the European Commission would consider a ban on fur farming and the sale of products from them, but not until after a 2025 review.

Outcome: While this is not a total of five policies, the scale we are working at is larger than we anticipated, making these more impactful. Additionally, footage was used to secure two additional policies which will be announced in 2024.



“Activate citizens by encouraging them to use their voices to support policy change following the release of investigative footage, supported by a campaign making it easy to do so. At least 10,000 people should engage in this campaign.”

Following the release of our new footage of mulesing in the wool industry, nearly 550 people have sent an email to the Victorian Minister for Agriculture, urging a ban. Politician Georgie Purcell MP also spoke in Parliament about our footage, in support of this ban.

Victoria’s new Animal Care and Protection laws will be released in 2024, and as acknowledged by the Minister, this issue will be considered for their release.

Using footage of the kangaroo shooting industry – in which the skin trade funds the largest land-dwelling wildlife slaughter in the world – an additional 14,000 people have emailed Adidas (through our website and our partners, following our request for them to join our online action) urging them to ban kangaroo skin. This campaign is ongoing.

Outcome: we have exceeded our goal by some 4,550 people, and this power will continue to be harnessed to create change in 2024.



Introduce total ethics fashion concepts to government and peak body policy, guidelines and laws which previously did not exist or did not include these principles

“Review and contribute to the amendment of at least 3 pieces of governmental and intergovernmental guideline and policy works which impact the fashion industry, ensuring people, animals and the planet alike are considered where they otherwise may not have been.”

“Contribute to the introduction and ultimate passing of at least 1 piece of legislation which aims to protect animals, people and planet in the fashion industry at a government level.”

- We made a submission to the Victorian Parliament’s inquiry into the industrial hemp industry, and how it could support climate impact mitigation. We were invited to speak at a public hearing, and when the inquiry report was released in November, our positive impact was clear.
- Collective Fashion Justice’s research, data and advice is included across over 13% of the report’s content pages. Four recommendations and findings in the report directly relate to our submission, and additionally, our calls for wool farmers to receive support to reduce their herds and move into hemp farming are acknowledged.
- The Victorian Government now has six months to respond to this report, and we will work to ensure that as recommended, hemp is prioritised by the agricultural sector, given funding and support to develop, and that the public is educated on these benefits. These changes would help us move beyond irresponsible, unethical and unsustainable materials like synthetics and wool.



Introduce total ethics fashion concepts to government and peak body policy, guidelines and laws which previously did not exist or did not include these principles

- Our aforementioned consultation on the UNEP's Sustainable Fashion Communication Playbook helped to ensure that this document, which supports intergovernmental action, aligned better with total ethics fashion by including animals, as well as ethics-washing considerations.
- Our aforementioned contribution to the international Fur Free Europe campaign played a small role in its success so far, with 1.5 million people across Europe supporting the campaign targeting European Commission change.
- The Victorian Government has acknowledged the seriousness of the issue of mulesing, as well as our campaign to ban it, and the upcoming legislation which it could be considered under.
- We have sent letters and submitted testimony to a number of government processes considering fur bans in the United States, including in DC, Hawai'i, Rhode Island, and Chicago City. A number of these processes are ongoing.
- We made in-depth submissions to both the United States' Federal Trade Commission and the Australian Federal Government, regarding green-washing and legislative action to prevent this. Both of these government processes are ongoing, with updates likely in 2024.

Outcome: while we have not yet secured passed legislation, as this takes time, we have seen significant steps towards the passing of legislation benefiting the total ethics fashion cause. We have also contributed to numerous public hearings, inquiries and consultation periods impacting fashion.

Continuing our work

2023 is our third year as a charity, and we are proud of the work we have been able to achieve as a very small but mighty team.

We have plenty of unfinished business that we look forward to continuing with in 2024, and we hope that we can rely on your support to make that work possible.

Thank you very much for supporting and engaging with our work. The road towards a total ethics fashion system is long, complicated and cannot be taken alone.

If you would like to support our work as a volunteer, collaborating organisation, fashion industry member ready to move forward, educational institution, policy-maker or donor, please reach out.

info@collectivefashionjustice.org



www.collectivefashionjustice.org