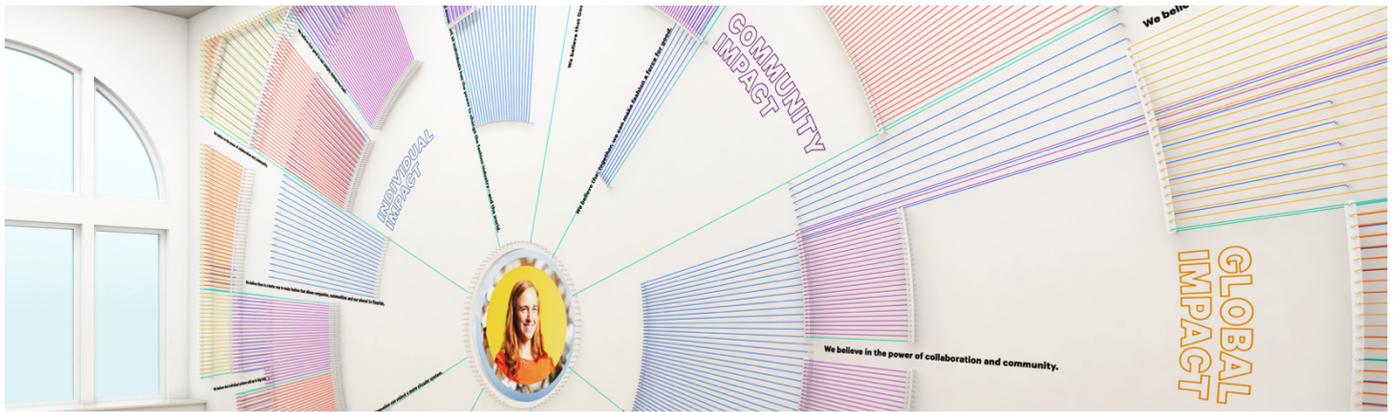


FASHION FOR GOOD – EXPERIENCE



ABOUT THE EXPERIENCE

Fashion for Good is the global initiative that is here to make all fashion good. It's a global platform for innovation, made possible through collaboration and community. The Fashion for Good Experience is an integral part of inspiring change and driving the collective movement to make fashion a force for good.

Launching in October 2018, the Experience is the world's first interactive, technology-driven museum dedicated to sustainable and circular fashion innovation. Located in the heart of Amsterdam, our unique space combines storytelling and interactive learning with world-class programming, with the ultimate goal to change the fashion industry.

The museum aims to change the hearts and minds of visitors by helping them discover the stories behind their clothes and learn how they can take action and have an impact on both an individual and industry level.

THE CHALLENGE WE ADDRESS

The fashion industry value chain faces numerous environmental and social challenges from industrial water pollution to poor working conditions. The number of garments produced annually exceeded 100 billion for the first time in 2014, a reflection of rising consumption. Whilst the lifetime of garments continues to decline, ~73% of textiles are sent to landfill or incinerated.

The average consumer doesn't always know what happens behind the scenes to create their clothes - Fashion for Good wants to change that.

There is significant scope for change - towards a world in which we do not take, make, dispose, but rather take, make, remake - transitioning towards an inclusive circular fashion system.

WHY SUPPORT US

Fashion for Good fulfils a key role, working with organisations, innovators and civic society to accelerate the tipping point towards a circular fashion system.

Supporters are vital to Fashion for Good. Your organisation can benefit from an association with a global initiative that is a hub for circular innovation, further demonstrating your commitment to having a positive impact on the planet and its people.

The Fashion for Good Experience enables truly unique partnerships which includes opportunities to:

- Create bespoke partnerships and reach new audiences
- Leverage a highly relevant activation platform for promotions and hospitality for your target audience
- Offer exceptional experiences with access to experts and innovators and private tours
- Expand networks with invitations to Fashion for Good events attended by a range of stakeholders
- Integrate your corporate responsibility and philanthropic commitments
- Be at the forefront of circularity and innovation in one of the largest industries in the world

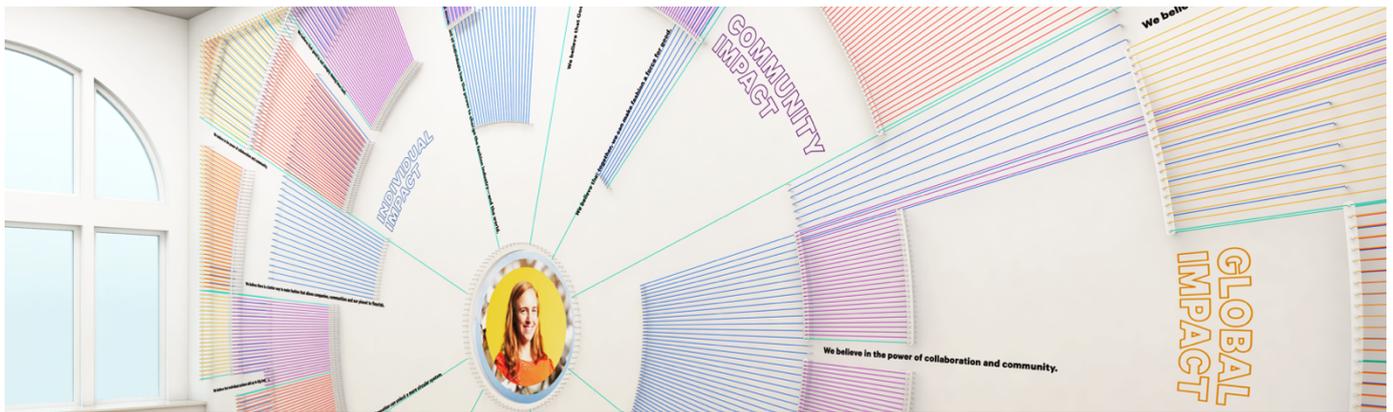
JOIN US

We would like to invite you to join us in reimagining the fashion industry, by supporting the Fashion for Good Experience as one of the must-see places to visit in Amsterdam.

"It is our joint ambition to educate and inspire individuals to join the collective movement to make fashion a force for good. I would be delighted if you consider joining Fashion for Good" – Katrin Ley
Managing Director

For more information, please contact -
Katrin.Ley@fashionforgood.com

FASHION FOR GOOD – EXPERIENCE



THE EXPERIENCE IN DETAIL

The Experience is set up under Stichting Fashion for Good and is recognised as an ANBI (organisation for public benefit).

Through a series of interactive exhibits and activations, visitors can learn about the past, present and future of the fashion industry, with a special focus on 50+ innovations on the verge of disrupting the way we view fashion. At its centre is a digitally-enabled Good Fashion Journey, through which visitors can discover and commit to ways that they can make a difference. At the end, they take home a personalised Good Fashion Action Plan, a digital guide filled with tips for extending what they learned in the Experience into their daily lives.

The Experience also showcases concepts that push the boundaries of good fashion through its Good Shop, which features curated product collections that are built around thought-provoking themes and swapped out every three months. The first curation is themed “Splash: Rethinking the Role of Water in Fashion”.

Other highlights include:

- An Innovation Lounge with a display of disruptive innovations being accelerated and scaled through Fashion for Good’s Innovation Platform
- A Design Studio where visitors can customise designs and print them onto our Cradle to Cradle Certified™ GOLD T-shirts
- A Learning Landscape that educates visitors on the history of Good Fashion and the journey of how a T-shirt is made

The Experience is an innovative, one-of-a-kind space designed to educate, empower and equip visitors to incorporate Good Fashion thinking into their lives and join our collective movement to make fashion a force for good.

OUR REACH AND NETWORK

Fashion for Good has a strong network and broad reach across multiple dimensions:

- **Premium location** – in the heart of Amsterdam’s shopping district on the Rokin promenade (>50,000 visitors p.a)
- **Global expert network** >50 partner organisations (incl. EMF, IDH)
- **Robust on the ground community** >90 co-locators (incl. SAC, ZDHC, OCA, MADE.BY)
- **50+ innovators** in our programme to date
- **Strong online presence** >19,000 Instagram followers
- **Innovation Partners;** adidas, C&A, C&A Foundation, Galeries Lafayette Group, Kering, PVH, Target, Zalando



STORY OF FASHION FOR GOOD

Fashion for Good was launched in March 2017 with the C&A Foundation as our founding partner.

We believe that good fashion is not only possible, it’s within our reach. But systemic change in the fashion industry requires both companies and consumers to change their approach to social and environmental issues.

That’s why Fashion for Good exists. Through our Innovation Platform, we accelerate and scale daring innovations with the potential to change the industry. And in our role as a Convenor for Change, we are building a consumer-facing Good Fashion Movement to help people reimagine their relationship with their clothes.