

FASHION **FOR** **D**

Financial Publication 2018
Stichting Fashion for Good

June 2019

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MANAGEMENT BOARD REPORT

OUR MISSION

The aim of Stichting Fashion for Good is to promote and stimulate a sustainable and responsible clothing industry, which means, clothing produced with attention to the impact on people and the environment. Stichting Fashion for Good seeks to achieve this goal through various activities and initiatives. Specifically, collaborating with parties who have innovative ideas regarding the future of the apparel industry as well as developing a community of likeminded individuals in order to catalyse a movement with reach far beyond the foundation. We believe that changing fashion is only possible when individuals as well as the industry are activated for change.

2018 HIGHLIGHTS

2018 was our first year of operation, focused on the opening of our Experience, which is the world's first interactive tech museum dedicated to sustainable fashion innovation in the heart of Amsterdam. The creation of the Fashion For Good Experience provides a space where the general public can learn about the past, present and future of the fashion industry. At the center of the Experience is a digitally enabled Good Fashion Journey, through which visitors can discover and commit to ways that they can make a difference. The various components of the Experience come together to truly activate the hearts and minds of visitors. This innovative, one-of-a-kind space is designed to educate, empower and equip visitors to incorporate Good Fashion thinking into their lives and join our collective movement. The Good Shop features curated product collections that are built around thought provoking themes and swapped out every four months. Our C2C Studio designs cradle-to-cradle T-shirts and prints them on demand for customers. The innovation lounge showcases pioneering innovators and leaders in the sustainable space. Additionally, we host events and workshops to dive deeper into key issues and leverage social media platforms to encourage engagement drive broader discussion.

KEY RESULTS

2018 was a year of investments and outstanding results. Our dedication to engage and inspire a global movement is at the heart of everything we do which manifested itself in the progress we made throughout 2018. As a Convenor for Change, we have welcomed 23,000 visitors to our Fashion for Good Experience. Our message was echoed across a various channels and highly influential publications. We have over 50,000 followers on our digital channels, helping to spread the good fashion movement on a global scale.

OUTLOOK 2019

For 2019, we will work to further establish the Experience as the go to place for sustainable fashion innovation: further driving traffic, engagement, and awareness both through our physical presence and digital reach. We will focus on activating and engaging a global community who demand good fashion with millions of people being touched by our Experience and activities. In order to accomplish this, we will welcome over 40,000 visitors to our Experience and drive digital engagement through our social media channels which have a combined audience of over 800,000 monthly impressions. Additionally, we will further strengthen our sponsorship activities for the Experience by engaging likeminded partners. We will build capacity to support deep dive programs in the area of circular innovation across the fashion industry sponsored by a 3-year grant. Through strategic engagements that bring together innovators, educators, corporate partners, and others key players across the industry, we will drive implementation programs to further innovation adoption across the fashion supply chain.

BOARD

Stichting Fashion for Good has a Board which currently has three members;

- Leslie Johnston
- Peter Zegger
- Stefan Hafner

The Board of Stichting Fashion for Good performs these roles without receiving any remuneration. The Board sets the strategic direction and decides upon the overall activities of Stichting Fashion for Good. In the year under review, the Board fulfilled all its duties and obligations laid down by law and the articles of association.

EXPRESSION OF THANKS

I would like to express my gratitude to all stakeholders and partners for their trust in Fashion for Good and would like to thank the entire staff for their tremendous personal dedication and their ongoing commitment.

For the Management Board,

Leslie Johnston

Amsterdam, 30 June 2019

Board of Management

L.A. Johnston
Chair

S. Hafner
Secretary

P. Zegger
Treasurer

INCOME STATEMENT 2018

The table below presents the income statement of 2018.

2018 contains October '17 - December '18.

Stichting Fashion for Good - Income Statement

<i>Amounts in Euro x 1.000</i>	okt'17-dec'18
	Actuals '18
Donations	2.480
Revenue Stichting	12
Total Revenue	2.492
Staff & Expenses	-360
Facility Cost	-360
External service providers	-141
Marketing and Communicatiom	-72
Other Expenses	-41
Total Expenses	-973
Result	1.519

BALANCE SHEET 2018

The table below presents the balance sheet per 31.12.2018.

Stichting Fashion for Good - Balance Sheet

Amounts in Euro x 1.000

Balance sheet as at	31.12.2018
Buildings and land	0
Finished products and goods for resale	18
Other receivables and accrued assets	169
Cash at bank and in hand	2.209
Assets	2.396
Appropriation fund	1.500
General reserve	-48
Undistributed profit	67
Equity and Liabilities	1.519
Accounts payable	221
Taxes and social security premiums	4
Accruals and deferred income	33
Net wages	6
Holiday allowance	3
Other amounts payable	610
Current Liabilities	877