

Facilitating the Future of Fashion: The Jeans Redesign Launch

In partnership with the Ellen Macarthur Foundation we designed a multi-stakeholder event to facilitate a global agreement for a “circular jean” involving several leading fashion brands, denim manufacturers, recyclers and waste-collectors.

By the end of the project, over 80 organisations had signed up to the initiative.

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THE JEANS REDESIGN LAUNCH

Participant
Communication
Overview



Challenge

The world of fashion has come under fire for its waste and enormous carbon footprint. In response to that, the Ellen MacArthur Foundation has spear-headed a response with leading global brands to change this.

Summary

Working with some of the world's leading brands, manufacturers and waste collectors, the foundation worked collaboratively to establish the first circular denim jean.

This was no small feat as some of the brands involved are often competing on both the high street and online for the attention and wallets of millions of customers. Through their dedication to a make a difference, these businesses put aside some of their differences to co-operate on this trend changing initiative.

To help with that, we worked closer with the team as well as the stakeholders to find common ground and agree to some industry standards for circular fashion. We managed to bring the diverse and disparate group together over two days in London and help establish that agreement.

For more, visit the [Jeans Redesign Website](#)

Outcomes

By making sure the concerns were heard and people were able to see the positive in each other's contribution (as well as have a little fun!) the group got a lot further than anyone expected.

At the end of two days, we had formalised a set of standards that all attendees could agree to upholding with their respective businesses.

Three years later, over 80 organisations had signed up to the project.

Imaginative exercises and great activities with top facilitators; amazing workshop overall; everyone participated and exchanged ideas even when discussions got heated everyone's voice was considered by the facilitators; Great positive energy in the room."

Malin Ekengren

Head of Denim Design, Stella McCartney

