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For immediate release:

Global Fashion Agenda and Institut Français de la Mode to sign MoU to push for sustainability in fashion

A memorandum of understanding focusing on sustainable fashion to be signed by Global Fashion Agenda and Institut Français de la Mode on the occasion of French President Emmanuel Macron's state visit to Denmark.

During the French state visit to Denmark, Global Fashion Agenda and Institut Français de la Mode will sign a memorandum of understanding signifying the intent of both parties to collaborate. This will occur during the Economic Forum tomorrow, 29 August at 9 am. This statement of intent signals a mutual wish to strengthen their ties and establish more partnership agreements to accelerate sustainability in the fashion industry.

Eva Kruse, CEO of Global Fashion Agenda, says:

“Global Fashion Agenda is on a mission to tackle the social and environmental challenges facing our industry and planet. Confronting those global challenges requires a united effort. The French fashion industry is one of the world's most powerful and influential, which is why we already work closely with sustainability pioneer and leading French luxury group Kering, but signing this MoU is vital to accomplishing broader changes in French fashion companies and to creating concrete initiatives to educate and guide industry leaders towards new business models that will secure the future of people, profits and the planet.”

Future projects include, for instance, the possibility of engaging the decision makers from the c-suite, mainly CEOs and creative directors, via Leadership Roundtables or issuing joint communications on the challenges, advancements, actions taken and policies implemented regarding sustainability.

Dominique Jacomet, Director General of Institut Français de la Mode, says:

“For Institut Français de la Mode, which was ranked the number one fashion school worldwide by *The Business of Fashion* in 2017 (graduate ranking) and has a high-level centre of expertise, sustainability is a core priority. Working with Global Fashion Agenda is a great opportunity to promote sustainability at all levels of the fashion industry, and increase awareness among executives, designers and researchers.”

Pascal Morand, Executive President of Fédération de la Haute Couture et de la Mode, states:

“Promoting sustainability by tackling environmental issues, advocating corporate social responsibility and combining innovation with long-term savoir-faire is a major challenge highly supported by the Fédération de la Haute Couture et de la Mode. This is why the collaboration between Global Fashion Agenda and Institut Français de la Mode, which reinforces expertise in the field, marks an important step towards sustainable fashion on a global scale.”

French Minister of the Economy and Finance to be present at signing

In connection with the signing of the Memorandum of Understanding the French Minister of the Economy and Finance, Bruno Le Maire will be present along with Dominique Jacomet, Director General of Institut Français de la Mode and Pascal Morand, Executive President of the Fédération de la Haute Couture et de la Mode.

About Global Fashion Agenda

Global Fashion Agenda is a leadership forum on fashion sustainability, advancing a year-round mission to mobilise the global fashion system to change the way we produce, market and consume fashion. The forum, known for organising the world's leading business event on sustainability in fashion, Copenhagen Fashion Summit, and the yearly industry report *Pulse of the Fashion Industry*, collaborates with a group of Strategic Partners including Kering, H&M, Target, BESTSELLER, Li & Fung and Sustainable Apparel Coalition on setting a common agenda for focused industry efforts on sustainability in fashion.

About Institut Français de la Mode

Institut Français de la Mode was founded in 1986 with the support of the French Ministry for Industry by the French fashion and textile industry through several founding members, among them the Fédération de la Haute Couture et de la Mode, to enhance the competitiveness of the French fashion and textiles industry through selective postgraduate programmes, executive education, and academic and applied research in the field of social and human sciences but also in economics, marketing and prospective studies.

Contact information

Communication director Cecilie Thorsmark

+45 26 25 20 01

cecilie@globalfashionagenda.com

globalfashionagenda.com