



22 January 2020

*For immediate release:*

## **Fashion executives join forces during World Economic Forum to re-evaluate the growth trajectory of the fashion industry**

**Executives from leading fashion brands and associated industries joined forces at Davos House for an engaging roundtable discussion and launch of the *CEO Agenda*, which outlines key sustainability priorities for fashion executives and urges the industry to redesign growth.**

Yesterday, senior executives from leading fashion brands and associated industries joined forces at Davos House during the World Economic Forum for an engaging roundtable discussion and launch of the [CEO Agenda](#), hosted by Global Fashion Agenda.

The growth trajectory of the fashion industry is predicted to increase by 81% by 2030, which is why the roundtable centred on how to tackle the current fashion business model, which is pushing the earth beyond its limits and challenging social justice. The event marked Global Fashion Agenda's launch of the *CEO Agenda 2020*, which outlines key sustainability priorities for fashion executives. The bold new edition of the *CEO Agenda*, developed in collaboration with leading fashion players: ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, urges industry leaders to explore entirely new, disruptive business models so the fashion industry can continue to prosper without exceeding our planetary boundaries.

Achim Berg, Senior Partner at **McKinsey & Co**, moderated the roundtable and participants included: Amina Razvi, ED, **Sustainable Apparel Coalition**; Andrew Morlet, CEO, **Ellen MacArthur Foundation**; Antonia Gawel, Head of Circular Economy, **WEF**; Bill Foudy, Senior Vice President and President, Owned Brand Sourcing and Development, **Target**; Helena Helmersson, COO, **H&M Group**; Kate Brandt, CSO, **Google**; Leslie Johnston, CEO, **Laudes Foundation**; Marie-Claire Daveu, CSO and Head of International Institutional Affairs, **Kering**; Patrick Ho, MD, **Fung Group**; Melanie Steiner, CRO, **PVH Corp.**; Patrice Louvet, CEO, **Ralph Lauren**; Stephanie Buscemi, CMO, **SalesForce**, and many more.

During the roundtable, participants discussed several topics, including:

- “The way we led the change in the past cannot be the way we lead the way in the future. Let’s discuss less, test more, get more stuff done.” Helena Helmersson, COO, H&M Group
- “We need to address the system, otherwise we are just tackling the symptoms.” Leslie Johnston, CEO, Laudes Foundation
- “We are not doing enough, and we need to act faster. Companies will be rewarded for action and have an opportunity to innovate to redesign growth.” Amina Razvi, ED, Sustainable Apparel Coalition
- “Creating the necessary change will require companies to operate with both a market focused and long-term mindset. It’s no longer an and/or. It’s an and.” Melanie Steiner, CRO, PVH Corp.
- “No matter the size of the company, finding all the solutions cannot be done overnight. It is crucial to have a holistic and collaborative approach on these topics, which are highly complex.” Marie-Claire Daveu, CSO and Head of International Institutional Affairs, Kering
- “This discussion is not optional. The new breed of consumers is demanding responsibility from us. It’s a survival game.” Patrick Ho, MD, Fung Group



- “The Global Fashion Agenda serves as a catalyst for change. As a Strategic Partner, we understand that making progress on the roadmap outlined in the *CEO Agenda 2020* will take collaboration across the industry. We’ll need to take on these challenges together to help create a more sustainable future.” Bill Foudy, Senior Vice President and President, Owned Brand Sourcing and Development, Target

Read the [CEO Agenda 2020](#)

#### **ABOUT THE *CEO AGENDA***

The first *CEO Agenda*, published in 2018, presented insights from a first-ever baseline of industry sustainability performance and was also based on the combined experience and insights of [Global Fashion Agenda’s Strategic Partners](#). These quantitative and qualitative insights were combined with the perspectives of industry experts, representing various stakeholder groups, such as manufacturers, investors, academics and NGOs, to shape the *CEO Agenda*. The publication has become a valuable reference for implementing sustainability measures, guiding corporate strategies, policymaking and investments.

*CEO Agenda 2020* has been updated with the latest findings to ensure that it reflects where the industry stands today. The updates are based on the *Pulse of the Fashion Industry 2019* update, as well as on consultations with Global Fashion Agenda’s Strategic Partners and other industry experts.

#### **ABOUT GLOBAL FASHION AGENDA**

Global Fashion Agenda is the foremost leadership forum for industry collaboration on fashion sustainability. As a thought leadership and advocacy organisation focusing on industry collaboration and public-private cooperation, the non-profit organisation is on a mission to mobilise and guide the fashion industry to take bold and urgent action on sustainability.

Global Fashion Agenda is behind the renowned business event on sustainability in fashion, Copenhagen Fashion Summit, which has been leading the movement for over a decade. The organisation considers brands and retailers at the core of securing comprehensive change and increasing the industry’s sustainability performance across the value chain to ensure that sustainability is a strategic priority.

In partnership with Strategic Partners ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, Global Fashion Agenda spearheads the fashion industry’s journey towards a more sustainable future. For more information, visit [globalfashionagenda.com](http://globalfashionagenda.com).

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