

Reinventing the fashion and retail industry

- Covid-19 has shown that, despite years of investment in sustainability, the fashion and retail value chain is brittle
- The fashion sector rises and falls together, is only as strong as the weakest link
- No one will be able to reach their ambitious sustainability goals without trust and collaboration to innovate and enable investment



Dare to be bold: Reimagine the Value Chain

- **Starting point:** supply chain is brittle, how do we build resilience?
- Where should we cooperate, where should we compete?



- Aim higher to fundamentally change the industry
- Engage with unconventional partners and reimagine with them the entire value chain

