

Shared Strategic Intent

- Connect to transform the value chain end-to-end
- Value creation – if every part of the value chain gets value from this, that’s a win
- Collaborate to shape a better future.
- Collaborate to develop innovative solutions using diverse perspectives.
- Find new ways of collaborating that are more long term, less transactional, a “new dynamic”
- Transform to create an equitable, resilient fashion industry
- Transparency, helping customers to understand the impact of their purchases
- Being bold and jointly agreeing on common expectations around transparency, data-sharing while still enabling differentiation
- Build standards of social, environmental, ethical frameworks to encourage new behaviour
- Put in place new incentive structures to encourage this behaviour, redefine value indicators to measure people-planet-profit