

FOR IMMEDIATE RELEASE

## MADE-BY welcomes Adolfo Dominguez as latest partner brand

*"We count on MADE-BY for support to develop the necessary strategies and to improve our overall brand positioning on sustainability issues." Tiziana Dominguez, CSR Director*

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**LONDON, 17<sup>th</sup> August 2011** - MADE-BY are very pleased to welcome Spanish fashion brand **Adolfo Dominguez** as our latest partner brand. With an international presence in over 37 countries, Adolfo Dominguez has an essence which encapsulates affordable luxury and style.

Dr Martin Buttle, Senior Supply Chain Consultant for MADE-BY UK says *"Over the spring and summer 2011, MADE-BY has facilitated a series of workshops with Adolfo Dominguez with the aim of reviewing their overall sustainability strategy, their approach for tackling supply chain labour standards and their sustainable fibre strategy. As a result of the workshops, Adolfo Dominguez have set themselves some ambitious sustainability targets; they are developing their 'Green Me' sustainable collection and some of their key suppliers in China will engage in social improvement projects and supplier focus groups with MADE-BY's development partner Solidaridad in the near future. We are looking forward to evolving the strategy further over the coming years"*.

Adolfo Dominguez's commitment to developing their sustainability strategies is already demonstrated in their Ecological Manifesto and Animal Welfare Policy. These will now be joined by policies developed in partnership with MADE-BY to improve overall conditions throughout their supply chains and further expand their sustainable collections. Tiziana Dominguez, the Adolfo Dominguez CSR Director, explains *"It is possible to create sustainable collections whilst encouraging the sustainability of the planet. Nowadays there are no reasons which justify sacrificing lives in order to manufacture quality garments."*

*"We count on MADE-BY for support to develop the necessary strategies and to improve our overall brand positioning on sustainability issues. By teaming up with this organization and their international initiative focused on fashion, we aim to reaffirm the importance to Adolfo Dominguez of continuously improving our CSR policies."*

**MADE-BY** is a European not-for profit organisation with a mission to improve environmental and social conditions in the fashion industry. **MADE-BY** was set up in 2004 in response to rising consumer concern over social and environmental issues in the fashion industry by founder and partner Solidaridad, a leading Dutch NGO and driving force in fair trade and environmental issues. **MADE-BY** has had a significant and growing impact on the sustainable fashion industry in Europe since its launch, with offices in the Netherlands, Germany and the United Kingdom.



Fashion with respect  
for people and planet



Image © Adolfo Dominguez

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