

FOR IMMEDIATE RELEASE

MADE-BY takes over National Geographic's flagship store in London for their Annual Event 2011



MADE-BY Ambassador, Katie Derham: Image credit Marcia Chandra

London, 17 October 2011 – MADE-BY's Annual International Stakeholders Networking Event was held on Thursday the 13th October, at the National Geographic Society's flagship store on Regent Street. The European not-for-profit organisation working to improve environmental and social conditions in the fashion industry hosted a half day seminar and evening event which focused on industry leaders meeting and exchanging ideas while celebrating the developments in sustainable fashion.

A variety of visionary speakers presented during the half day seminar which included Craig Smith, Brand Communication Director, **Ted Baker**, sharing a partner brand's perspective of working with MADE-BY and three facilitated breakout sessions presented hot topics in the industry.

The Social Group, *To what extent are productivity improvement projects a solution to excessive overtime and other social issues in garment factories?* featured **Professor Doug Miller**, Chair of Workers' Rights in Fashion, Northumbria University and **Dr Martin Buttle**, Senior Supply Chain Consultant, MADE-BY UK.

The Environmental Group, *Dirty Laundry by Greenpeace: more of the same or a real step change for the industry?* featured **Phil Patterson**, Managing Director of Colour Connections and **Angela Jenkinson**, Senior Supply Chain consultant, MADE-BY Benelux.

The Communications Group, *The Future of Sustainability Reporting: Challenges, Opportunities and Trends*, featured **Natalya Sverjensky**, Consultant, Futerra Sustainability Communications and **Allanna McAspurn**, General Manager, MADE-BY UK.

A lively speed networking session followed where attendees played a musical chairs of sorts with discussion topics and six quick networking opportunities to further untie and acquaint new and interesting faces in the audience.

Reflections and concluding thoughts were presented by **Burak Cakmak**, former CSR Director for Gucci Group and speeches from MADE-BY's General Managers from UK, Benelux and Germany were made throughout the course of the day.

A multi-media driven evening reception followed with sponsored cocktails, canapés, with live music by The Arthur Lee Trio and the photography exhibition 'White Gold – The True Cost of Cotton' by Environmental Justice Foundation. Live video installations showcased MADE-BY film footage and their partner brand imagery and projects throughout the 37 screens in the venue.

Addressing an eclectic group of attendees including senior fashion industry executives, designers, sustainability luminaries, invited dignitaries and celebrities, High Street and Luxury fashion brands, as well as fashion, sustainability and mainstream media, MADE-BY Ambassador and BBC radio and television presenter (host of the BBC PROMS) **Katie Derham**, graced the stage to host the evening presentation. With a mind opening keynote speech by **Carole Collet**, Reader and Deputy Director Textile Futures Research Centre, Central Saint Martins on the topic of - *Future Fabrications: Can design-science iterations challenge sustainable issues?* The evening left attendees with a broad view perspective of the future of sustainability in fashion and much food for thought.

Allanna McAspurn, General Manager, MADE-BY UK. *"It was highly motivating to see such an event bringing together a breath of brands. Representatives from Topshop, Mulberry, Burberry, Primark, Tesco, New Look, Ted Baker, Adolfo Dominguez, Tommy Hilfiger and Aurora Fashion to name just a few were all in attendance. It was interesting to see a shift from the attendance of just CSR managers to now the representation of various other departments such as Production, Design, Sourcing and Senior Management."*

MADE-BY now has the experience of working annually with more than 300 international fashion brands of every size and scope, including 33 partner brands supporting them to improve the environmental and social conditions across their supply chains.

Follow the link to access MADE-BY's [Virtual Goodybag](#) with discounts and offers from our sponsors

MADE-BY - Founded in 2004 in response to rising consumer concern in Europe over social and environmental issues in the fashion industry, MADE-BY was set up by Solidaridad a leading Dutch and international NGO (www.solidaridad.nl) that has been an innovator 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. MADE-BY operates globally in partnership with Solidaridad and currently has offices in the Netherlands, Germany and the United Kingdom.

For photography, commentary or any other **media enquiries** relating to this release, including photos at the National Geographic Flagship Store of MADE-BY ambassadors Katie Derham, Peter Gregson, Nichole and Charlotte de Carle and any of the speakers in our seminars please contact:

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Craig Smith, TED BAKER: Image credit Toby Harris



Burak Cakmak, Carol Collet: Image credit Marcia Chandra



EJM Exhibition, Image Credit: Marcia Chandra



Natalya Sverjensky, Allanna McAspurn: Image credit Cleveland Aaron