

7 YEARS OF STORIES

FASHION GREEN HUB

For a more
sustainable
fashion and textile
industry

PRESS KIT **2022**

TABLE OF CONTENTS

PORTRAIT 3

ACTIVITIES 4

THE ORGANIZATION 7

TESTIMONIALS 8

2015 > 2022 : PATH OF A TRAILBLAZER 10

PORTRAIT

1 ASSOCIATION, 400 MEMBERS

Fashion Green Hub is an **association of company directors** founded in 2015. Since its creation, it has carried the message of a more sustainable, ethical, local, innovative fashion that creates jobs in the field, tied in with the European Union's decarbonization objective. To contribute to this, it has developed a hybrid model based on working together, at the heart of which its **400 members** can sign up for trainings and also be introduced to and experiment with new directions while completely trusting the anticipated results.

2 THIRD PLACES

Today the association, with the industry's interest at heart, pilots **two third places, each referred to as a Fertile Plateau**. It also coordinates **work groups and collaborative events** to help concrete solutions emerge while also offering trainings and introducing services to encourage and propagate more sustainable production methods.

A MISSION : SPREAD THIRD PLACES

With its third places, catalyzers to create reactive communities, Fashion Green Hub has chosen to be part of the movement and energy of these places. The association has also given itself the mission of **making third place**.

Making since it is time to put immediate, applicable responses in work.

Third place because radically changing the business model of fashion means having daring ways to operate that will bring together companies, designers, schools, researchers and start-ups whose common goal is to collectively participate in meeting the challenges of **transforming fashion in a way that is both economically and socially viable**.

FASHION GREEN HUB

REPÈRES

400 members

13 events organized since 2016

7,700 participants

480 speakers

50 companies involved in work groups

30% less plastic packaging used thanks to the initiative of the fashion work group

100 designers who have been accompanied

20 trainings offered to fashion professionals on subjects including eco-design, upcycling, 3D design...



ACTIVITIES

To make third place, Fashion Green Hub is involved in 3 complementary areas.

MOTIVATE

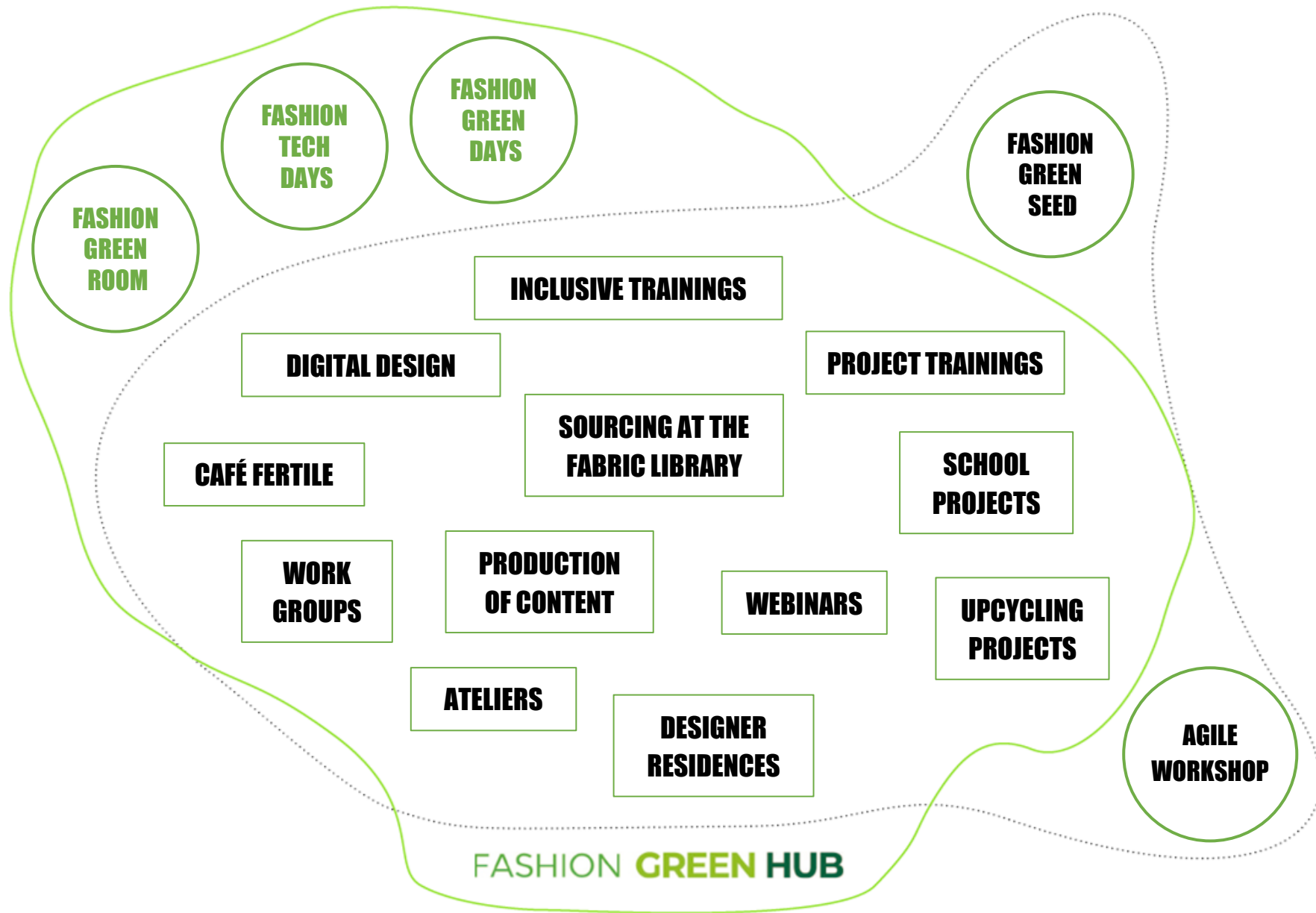
Understanding challenges, detecting emerging solutions and imagining others... With its members, Fashion Green Hub motivates useful reflections that will define the future of fashion. For example the association organizes and runs **Fashion Green Days**, a forum for sustainable fashion. It coordinates **work groups** on themes such as *Fashion in 2050*, *Fashion and the Virtual Universe*, *The Economy of Function and cooperation* or *The eco-life of a shoe*. The results of these work groups are published in open source. They also allow for the organization of **Open Talk meetings** of which each edition is led by an entrepreneur on a specific subject.

TRAIN

Eco-design, sustainable production, transforming business models... Fashion Green Hub **trains** fashion and textile **professionals** to help them transform their business models and procedures. The association also offers, in its third places, **inclusive trainings in upcycling couture**, partially financed by donations made to Fashion Green Seeds, its endowment fund.

DO TOGETHER

With Fertile Plateau, third places in Roubaix and Paris, Fashion Green Hub answers the needs and brings together the **resources and skills** of its members. Small and large companies, either well-established or emerging, cooperate there on subjects like sustainable innovation and regenerative models. Software and machines are available to help them make prototypes or manufacture small series and there is also a circular fabric library.... In a spirit of mutual aid, designers and project leaders can also interact at the Café Fertile with monthly meetings or through the Fashion Green Room's collective pop-up stores.



THE ORGANIZATION

Because it grows and spreads, Fashion Green Hub plans to adopt an innovative way of functioning in 2023 that counts on a **root organization**. This is the gauge of its agility and the vitality of each new activity conceived within it.

Developed by Gilles Deleuze and Félix Guattari, the concept of a root organization takes inspiration from nature. Many life forms develop following this principal like plants or the neuron system... Structures that adopt this type of organization can permanently, horizontally evolve, while being devoid of different levels. Any one point of the structure is connected to every other point. The root method, which can also be compatible with pyramid or tree structures, offers a **mobility and suppleness that makes permanent transformation possible**. By using this method, organizations can build themselves around their most active elements.

AUTONOMOUS, REGIONAL ASSOCIATIONS

In 2023, **autonomous legal and financial associations will be created in each region**. Initially there will be 4 regions: **Hauts-de-France, Grand Paris, Lyon Aura (Auvergne Rhône Alpes) and Occitania**. Each will be run by an Operations Pilot. Based on each area's maturity in the industry and their local needs, they will propose a third place – Fertile Plateau - for national and regional events and also animate the local, sustainable fashion industry in cooperation with committed players who are already in the region. Each will make sure that the entire value chain's diversity (creation, production, distribution, research, teaching...) is represented and create activities that let them advance together in a circular transformation.

A **ROOT** NATIONAL ASSOCIATION

For the regions, Fashion Green Hub will pilot services such as national activities for members through monthly webinars, the editing of resource content, sharing good practices, searching for national and European financing...

TESTIMONIALS

Fashion Green Hub is a lively association that works with and for its members. By diverging from established ways of functioning, it reconfigures networks into an open community, propelled by values of sharing, trust and mutual aid. Skills are accumulated and daring actions are undertaken to bring out new, radically different solutions.

“ Fashion Green Hub is a fertile ecosystem that stimulates the collective consciousness. It allows small and large industry players to work together to conceive a more sustainable fashion. It is at once a catalyzer of experiments, a crossroads of exchanges and an accelerator of good practices. For our teams, it is also a source of inspiration and motivation. They can find what they need to concretize our CSR road map, on a short term basis as in our approach to reduce plastic, on a mid-term basis with the work we have committed to 3D design or made-to-order fashion and on the long term basis in terms of emerging questions. ”

Corinne Devroux
Associate Director, Blancheporte

“ We immediately supported the Fashion Green Hub project which is fully inscribed in the Zero Waste and Circular Economy dynamic promoted by the City of Roubaix. Since then the association has grown enormously. Today it puts together players in our region with their counterparts from elsewhere. The approach is virtuous for our city, our region and now for the entire French textile industry. It is thrilling to see how an initiative born in Roubaix is spreading throughout France. ”

Aurélien Knoff

Marketing, Communication and CSR director, Jules

Alexandre Garcin

Roubaix's deputy mayor in charge of the city's ecological and energetic transition

“ I was part of the first class of Fashion Green Business when Vegskin, our low-tech, plant-based alternative to leather, was just getting started. It was important for us to ask questions about our project by hearing the opinions of fashion and textile experts. This curriculum truly helped us progress as much on technical subjects as on the question of impact. This is what I spoke about during the most recent edition of Fashion Green Days. It was a way to give back to the community what it gave me! ”

Loïc Debrabander
Founder of Vegskin

“ Fashion Green Hub is a great accelerator for people who want to act. The association brings together people from very diverse horizons who want to make things happen. The energy is incredible. As an embroidery designer in the luxury universe, I met Anne Perwuelz during an edition of Fashion Green Days. Her talk was truly a catalyzer for me. I'd been questioning our industry and its ecological impact. She opened my eyes. Today under her direction, I'm finishing my thesis dedicated to analyzing the fashion and textile industry's environmental impact and specifically, analyzing the life cycle and life span of products. The work is fascinating and I'm thrilled to be able to share my work on these subjects. It's my way of contributing, on my scale, to fashion's necessary transition. ”

Noémie Pichon

Doctoral student in textile engineering – GEMTEX laboratory - ENSAIT

“ What's incredible in this training is that everyone succeeds in making something. Even if you didn't know how to sew before you started the training, you can make a textile object. Taking the training gave me the motivation to advance at home. Since we made patterns for accessories, I began to understand this technical part of sewing that has been my weak point. The training gives you confidence! Everyone can do it! This motivated me, I can succeed! ”

Fathia

SSewing class student –
November 2022 class

“ Naturally we are partners with Fashion Green Hub that fights, as we do, for a local, not worldwide production, that is less finance-oriented and uses less carbon. The association is perfectly in line with our objectives. It also lets us work with other companies who represent the entire chain's diversity from manufacturing to distribution. Fashion Green Hub brings together players who have chosen to establish ties with others. It is a useful ecosystem. ”

Eric Boël

Director, Tissages de Charlieu

“ I recently joined the Fashion Green Hub community after I opened my law practice dedicated to accompanying players for responsible fashion. They range from designer to more established companies. I wanted to broaden my circle of contacts but especially better understand the problems of an industry that is in full mutation. Also the spirit of helping each other that prevails in the association is contagious. Today I volunteer for the AURA region. I shared a webinar and also organized a meeting of members. More unusual for me, but just as thrilling, I coordinated a fashion show of young designers during the Lyon edition of Fashion Green Days. This is the spirit of Fashion Green Hub. ”

Glynnis Makoundou

Volunteer, Fashion Green Hub Grand Lyon

“ Fashion Green Hub encourages discussions between companies with the same problems, this lets them advance more quickly on subjects to build more sustainable fashion. Promod already thought about reducing single-use plastics in 2018. Thanks to Fashion Green Hub, we were able to broaden our approach by launching a collective initiative by bringing together 15 brands and institutions to together reduce non-reusable plastic in the fashion industry. For 1 year, the 15 brands shared their good practices, experimented with solutions and spoke with experts. The result: we ended up with 30% less non-reusable plastic in the supply chain! The first white book was dedicated to polybags: how to eliminate and/or replace them with more ecological solutions. ”

Caroline Maunoury

Director of products and CSR, Promod

2015 > 2022

PATH OF A TRAILBLAZER

The association, born as Nordcrea in 2015 and today a national association, became Fashion Green Hub in 2020. Over the years, it has brought to life a radically different type of fashion. An innovative fashion that contrasts with mass market models. A local, inclusive fashion that creates jobs in France's different regions. An innovative, circular fashion that drastically reduces its carbon footprint. A fashion that wants to be accessible for everyone.

2015

Birth of a pioneer

Creation of the association in Roubaix, then known as Nordcrea, by Annick Jehanne, Arielle Levy Verry and Jean-Michel Castaing.

The 1st edition of Fashion Tech Days, the fashion innovation forum, is organized in March at the CETI. Subjects addressed include traceability, collaborative tools, 3D modeling, biosourced materials and nano-textiles...

2016

Upcycling and circularity enter the debate.

1st edition of Fashion Green Days, the forum for circular fashion at the Condition Publique location in Roubaix.

The board of the association increases with the arrival of Benoit Frys as pilot for the future workshop and treasurer, and then Madjoulaine Sbaï as vice-president.

2018

First third place

The association creates Fertile Plateau, a third place dedicated to circular and inclusive fashion. Located in Roubaix, it is supported by Auchan, Camaieu, MEL, the Region and Défi. It opens a prototype workshop with 3 employees, launches its first production runs in limited series and proposes a shared work space for young designers who can also meet manufacturers and retailers there. Fertile cooperations develop.

Patrick Levy Waitz, author of the first report on third places, visits Fertile Plateau. In the same year, the France Tiers-Lieux association is born. Annick Jehanne, co-founder of Fashion Green Hub, becomes a member of its advisory board.

2019 > 2020

Launch ramp

Despite COVID-19, the association's construction continues virtually. Others are launched...

Fertile Plateau grows, expanding from 320m² to 920m², with room for trainings, creation and designer pop-up store projects.

With the support of the Hauts-de-France region and Défi, Fashion Green Hub launches its first virtual design trainings.

Work groups are launched on subjects that concern the industry. They bring together brands, manufacturers, start-ups and designers who are ready to co-construct efficient solutions such as virtual design or made-to-order fashion.

Following the work of these groups, Atelier Agile (Agile Workshop) is created. It will produce locally, to-order and in 7 days. The project, labelled Euramaterials in 2019, obtains financing from the Hauts-de-France region and finds its first shareholders: Blancheporte, Lemahieu, Okaïdi-ID Group. Guillaume Aéliion becomes the director in October.

The mask adventure

The first lockdown is in March 2020. The Fertile Plateau's activities cease temporarily. One week later, based on a decision by the employees, the workshop begins producing masks for various communities. This is the beginning of an incredible human adventure. The founders are in lockdown: Annick Jehanne in Lyon, Arielle Levy Verry in Paris and Jean-Michel Castaing in Bordeaux. Benoit Frys, the workshop's head and association's treasurer, catches the virus. He will work at a distance for 6 months. But Madjouline Sbaï, Fashion Green Hub's vice-president, is on location. She coordinates production. Employees from partner companies come to lend a hand. They volunteer to help pack the masks. At the beginning of June, the challenge has been met. The masks ordered are produced and delivered.



Manufacturing at close proximity

December 2021: Fertile Plateau is labelled *Manufacture de proximité* (Manufacturer at close proximity) by ANCT (National Agency for the Cohesion of France's Regions). This is the only third place of the Hauts-de-France region and one of the 20 first ones in France labeled in 2021

2021

Set in orbit

The first projects launched or developed during the Covid-19 period emerge.

Launch of Fashion Green Business, a 4-month training dedicated to those with projects. 2 classes, with 10 students each, are organized during the year.

The Fashion Green Room, a collective boutique of 40 designers in the association, is launched. Run by Yolande Klaassen, one of the original members of the association and also the designer of Revive Clothing Lab, opens it at La Maillerie in Croix (59).

The association sets an example by launching an eco-local T-shirt and selling it on Internet. It is developed by its teams with a new recycled material made in Caudry that combines linen and rayon. The T-shirts are made in Fashion Green Hub's Roubaix workshop.

Fashion Green Hub becomes phygital. Each edition is now held physically and also retransmitted online live plus each edition can be replayed.

2022

Acceleration & spin-offs

The Fashion Green Hub community has expanded, especially in Grand Paris, Auvergne Rhône Alpes and Aquitaine The association spins off and continues to develop.

Inclusive designer trainings for upcycling begins. The Fashion Green Seed endowment fund is created to finance this via donations from individuals or company foundations. Benoit Frys is named president.

New work groups are launched: *Measure Fashion*, *Upcycling* and *Virtual Fashion*. The white book that resulted from the Fashion without Plastic work group is published.

The pilot project for accompanying high school students through a micro-company, undertaken with Lycée Emile Zola in Wattrelos (59), is a great success and will be repeated.

The association continues to grow. It now has 400 members.

Fashion Green Days holds its first edition in a new region in July in Lyon with the textile industry of Auvergne Rhône-Alpes on the theme of circular fashion. In the Hauts-de-France region, the 2022 “Impacts & Proofs” edition is held in November 2022 in Roubaix. A new event is created, the rendez-vous for manufacturing workshops involved in ESS (social and solidarity economy).

A new Fertile Plateau opens in Paris in the Berlier industrial building in the 13th arrondissement. Labelled close-proximity manufacturing, the Roubaix Fertile Plateau provokes growing interest and is visited by numerous elected officials from Europe and other French regions. At the same time, links are formed with other third places in the textile industry.

Agile Workshop opens its machine park in June and launches its first made-to-order productions in the summer with Blancheporte. Tekyn becomes a shareholder of the social company Agile Workshop.



2023

New projects

With its growing community, Fashion Green Hub launches new collective subjects.

The association is chosen by Ademe to lead an 18-month work group on the Economy of Functioning and Cooperation.

The industry needs a clearer vision of transformation to put in work. The *Fashion 2050* group is studying inspiring scenarios.

Events become more collaborative and agile. They spread to the regions : Nantes,Lyon,Paris and Roubaix

Fashion Green Room is exported to Paris.

Projects are created with an increasing number of schools to train the future players for this transformation.

Members are increasingly involved as players and co-constructors.

The association enlarges the circle of its partners and financing sources to be able to undertake all its projects and begin measuring its impact.

A project for a publishing house is currently being studied.

**Selling sustainable Fashion,
A new inclusive training**

Convinced that there are many “dormant” talents among the unemployed, Fashion Green Hub now dedicates custom-made trainings to them. The newest creation, a curriculum centered on Selling Sustainable Fashion. On the program: 8 weeks of immersion at Fertile Plateau’s third place to understand the life cycle of a sustainable garment, how raw materials are chosen, know how to give garment care and repair advice plus learn about clothing conception and manufacturing. Then 4 weeks are spent in a store in direct contact with the partner brand’s teams and clients. At the end of the program, the students will be able to train sales and merchandising teams themselves. The first class of 8 is programmed for June, in partnership with Jules.

THANK YOU

They have contributed to the adventure. A big thank you to everyone.

ANCT - ADEME * FRANCE TIERS LIEUX * RÉGION HAUTS DE FRANCE *
RÉGION ILE DE FRANCE * MEL * VILLE DE PARIS * GRAND LYON * VILLE DE
ROUBAIX * VILLE DE TOURCOING * DÉPARTEMENT DU NORD * DÉFI * UIT *
UITH * ALLIANCE DU COMMERCE * FNH * CNC * IFTH * REFASHION * CELC
* EURAMATERIALS * CETI

MAISON DE MODE * VILLAGE DES CREATEURS * WSN * KISS KISS BANK
BANK * MAKER FAIRE * LOTTOZERO

ENSAIT * IFM * ISG * LISAA * ESAAT * ITECH * SUPDEMODE * MODE ESTAH *
NEXT-U * EFAP * E-ARTSUP * UNIVERSITÉ CATHOLIQUE DE LILLE * LYCEE
ÉMILE ZOLA * ENAMOMA PARIS DAUPHINE * LYCÉE SÉVIGNÉ

TEXCARE * HEMISFAIRE

AUCHAN * JULES * BLANCHEPORTE * ID GROUP * CAMAIEU * PROMOD *
LA REDOUTE * GROUPE ERAM * GALERIES LAFAYETTE * DAMART *
CYRILLUS * PP YARNS * T.A.O * ETAM * MONDIAL TISSU * ROUGE GORGE

AGNES B * IKKS * KAPORAL * PETIT BATEAU * LA GENTLE FACTORY *
TRANQUILLE ÉMILE * SOURCE FRANÇAISE * BONJOUR FRANÇOIS *
ATELIER TUFFERY * LE LINATIER * RIVE DROITE * LA VIE EST BELT * ABOUT
A WORKER * L'UNIQUE FAÇON * RESAP PARIS * WETURN * GREENDY
PACT * SLOWMOD * EDIE GRIM * BOLIDSTER * VEGSKIN * PYRATX

LES TISSAGES DE CHARLIEU * LEMAHIEU * UTT * BUGIS * J.TOULEMONDE *
TENTOREY * SPRINTX * NEYRET * JULIEN FAURE * LES TISSAGES PERRIN *
PEIGNAGE DUMORTIER * SEGARD MASUREL * LEMAITRE DEMEESTERE *
DBVET PRO * MASUREL * ICTYOS * ADAPTA * BUITEX * SAFILIN *
TROUILLET * DMD FRANCE * AMANN GROUP * GROUPE RONDY *
L'ASCENSEUR CONFECTION * BECQUET * LITTLE ORGANDI * PRIMATIS *
LES COUSALIS * ATELIER FAIRE * ATELIER LYSAC * MAISON MABILLE *
STUDIO EMMAUS * FABBRICK * L'UNIQUE FAÇON

EPSON * TEKYN * GERBER * DE RIGUEUR * AVERY DENNISON *
HEURITECH * LES TROIS TRICOTEURS * LES CACHOTIÈRES * CLEAR
FASHION * LE NEW BLACK * MOOM * FASHION DATA * SELENCY *
SINGER * REPETITA * RESSOURCERIE CREATIVE * RH DESIGN

MAX HAVELAAR * SLOWEARE * FASHION REVOLUTION * EARTHWORM

FRANCE ACTIVE * RÉSEAU ALLIANCE * CRESS-APES * PÔLE ECO
CONCEPTION

EVEA * FASHION THAT CARES * YAMANA RSE * GOOD FABRIC * PANDO
* DES ENJEUX ET DES HOMMES * FAIRLY MADE * GLIMPACT * ECOEFF
LAB * R3 IMAGIN/ABLE * HOLIS * QUALITH

NHOOD * WESTFIELD

HERNAN AMEJEIRAS * PRESSE&CIE * LA COMPAGNIE DE CHARLIE *
OXYGEN * FABRICK * MARKET PROD * ALIVE * TIKAMOON

AUSSPAR * AG2R * CREDIT MUTUEL * CAISSE D'ÉPARGNE HDF * TERRE
SOLIDAIRE * FONDATION LIVE * FONDATION CREDIT MUTUEL * CIRCO
AXE * REACT EU * ON SENIORS SIDE * CALL&CARE * BANQUE DE
FRANCE * HSBC

LA VOIX DU NORD * FASHIONNETWORK * JOURNAL DU TEXTILE *
FRANCE 3 * THE GOOD GOODS
DELOITTE * E.Y

ALL THE MEMBERS PRESENT, MANY SINCE THE BEGINNING
ALL FASHION GREEN HUB'S VOLUNTEERS, EMPLOYEES AND
CONTRACTORS SINCE 2016
ALL THOSE WHO LIKED AND SHARED OUR ACTIONS ON OUR NETWORKS.

FASHION GREEN HUB

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