



10 August 2017

For immediate release:

Global Fashion Agenda welcomes new Strategic Partner

Today, Global Fashion Agenda bids Danish fashion giant BESTSELLER welcome to its Strategic Partner group, which is working to set a common agenda and direction for focused industry efforts on sustainability in fashion.

Global Fashion Agenda is pleased to have BESTSELLER join the founding group of Strategic Partners, which includes H&M, Kering, Target, Sustainable Apparel Coalition and Li & Fung. In collaboration with other Strategic Partners, Global Fashion Agenda aims to mobilise the global fashion system to change the way we produce, market and consume fashion. Best known for Copenhagen Fashion Summit, the world's principal event on sustainability in fashion, Global Fashion Agenda operates as a leadership forum steering the global sustainability conversation.

BESTSELLER to advise on the sustainability agenda

As a Strategic Partner, BESTSELLER will advise on the strategic direction and help shape the operational focus of Global Fashion Agenda. Furthermore, the company will provide expert opinion and input for the development of sustainability recommendations for fashion businesses.

BESTSELLER is a high-street fashion company with Danish roots and global reach, with stores across the world. With a solid 2020 sustainability strategy and the goal of being one of the most sustainable high-street fashion companies, it is a natural step for BESTSELLER to join Global Fashion Agenda's Strategic Partner group.

About the decision Dorte Rye Olsen, sustainability manager at BESTSELLER, says:

"We believe a common and focused effort is needed to create a more sustainable fashion industry. Therefore, we're happy to enter into this partnership with Global Fashion Agenda, and we are convinced that we can learn from each other's experiences and together have a positive impact on the global fashion agenda."

"We're very happy to have BESTSELLER join our Strategic Partner group. Having a Danish company in our group will not only help push the agenda on our home turf, but with its massive volume and reach, BESTSELLER is also able to help us propel the agenda globally," says Eva Kruse, CEO and president of Global Fashion Agenda.

About BESTSELLER

BESTSELLER is family-owned fashion company founded in Denmark in 1975 by the Holch Povlsen family. The company houses brands such as JACK & JONES, JUNAROSE, JACQUELINE DE YONG, MAMALICIOUS, NAME IT, NOISY MAY, OBJECT COLLECTORS ITEM, ONLY, ONLY & SONS, PIECES, SELECTED, VERO MODA, VILA CLOTHES and Y.A.S.

The products are marketed and sold online and in 2,700 branded chain stores and 15,000 external multi-brand and department stores in 70 markets around the world.

BESTSELLER strives for a sustainable development in the fashion industry by developing suppliers in a more sustainable direction and inspiring customers to make more conscious choices.

About Global Fashion Agenda

Global Fashion Agenda is a global non-profit initiative founded by the Danish Fashion Institute in 2016. With a mission to make sustainability fashionable, its aim is to mobilise the global fashion system to change the way we produce, market and consume fashion, *for a world beyond next season*. In collaboration with its group of Strategic Partners, Global Fashion Agenda leads the global sustainability conversation. The founding group of Strategic Partners are H&M, Kering, Target, Sustainable Apparel Coalition and Li & Fung.