



# GO Brand Leaders

**Sustainable Fashion Summit**  
8th December 21

[www.commonobjective.co](http://www.commonobjective.co)



CO BRAND LEADERS SUMMIT

# The Programme



Lifestyle Panel  
14:15-15:15 GMT



Directional Panel  
15:15-16:15 GMT

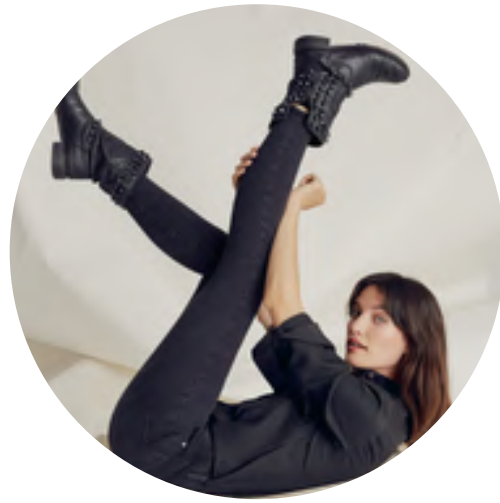


Innovation Panel  
16:30-17:30 GMT



Introducing CO 2.0  
17:30-18:00 GMT

● **Meet the Brand Leaders**



**Outland Denim**



**Allbirds**



**RÆBURN**



**BOTTLETOP**



**Osei-Duro**



**BAV TAILOR**



**Pangaia**



**Elvis & Kresse**



# **Sustainable Fashion Product Trends**



- **Loungewear - it's not over yet**



**Classic Tee by Bassike**



**Eclipse Trainer by Stella McCartney**



**Pangaia Lab powered by Colorifix collection**



● Ath-flow



Marie Claire



Prada Spring 21



Ninety Percent Autumn/Winter 2021



● **Regenerative by design**



**Allbirds Scarf 100% premium ZQ merino wool**



**Oshadi Collective**



● Eco 70s Hippy



Story mfg



Lucy & Yak



Bode



● **Quilted jackets**



**Pangaia FLWRDWN**



**Ottolinger Autumn/Winter 2021**

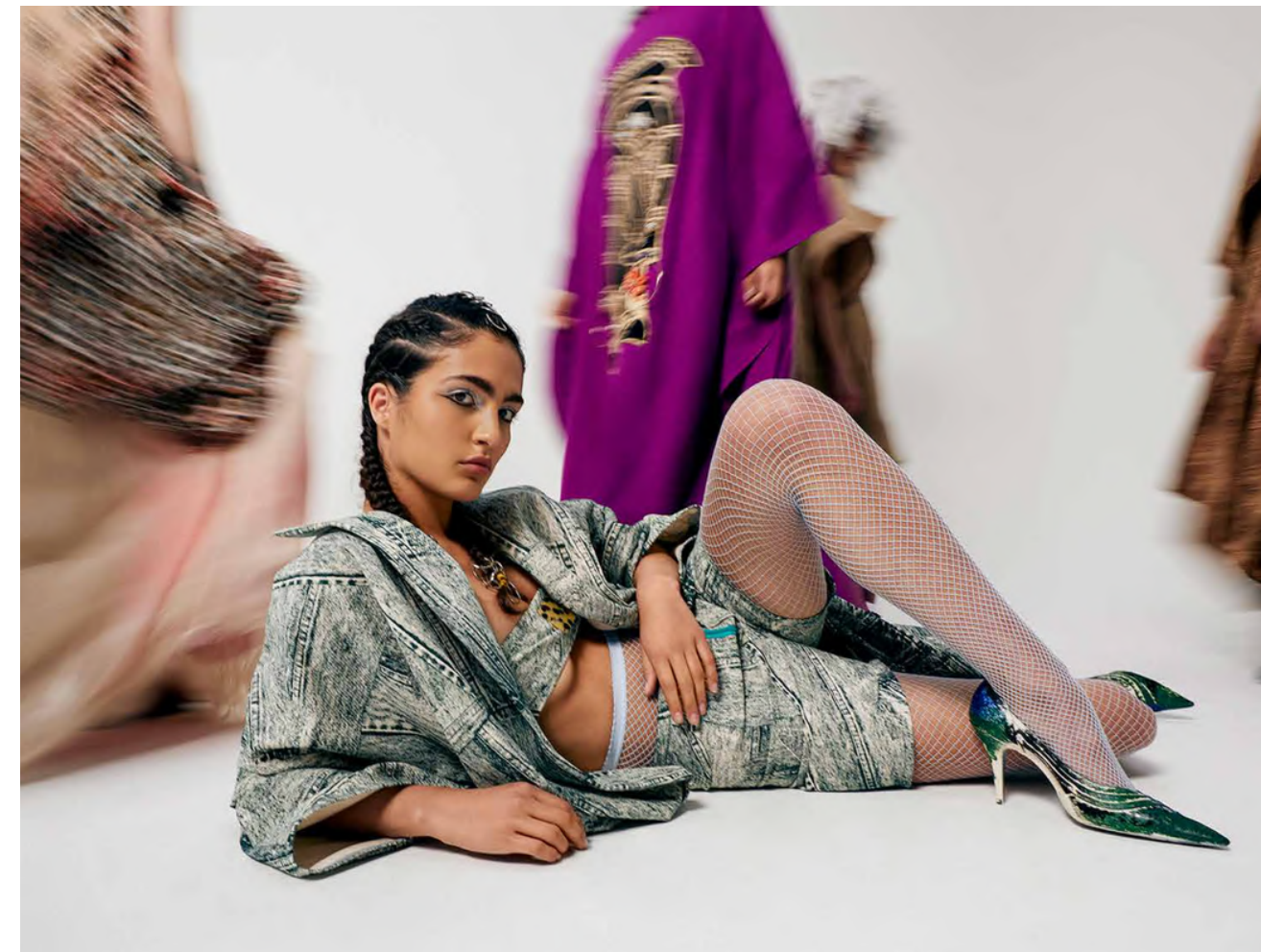
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- **Denim upcycled & digitally printed washes**



**Upcycled denim jacket By Walid**



**Digitally printed acid wash denim by Lupe Gajardo**



CO BRAND LEADERS SUMMIT

# Lifestyle Panel

# CO

with **Outland Denim**, **RÆBURN**  
and **Allbirds**



## ● Speakers



**James Bartle**  
Founding CEO  
Outland Denim



**Christopher Raeburn**  
Founder  
RÆBURN



**Jodie Soussan**  
Managing Director Europe  
Allbirds



## ● Outland Denim



**Bestseller - Harriet Black jean**



# ● RÆBURN

<p>1</p> 	<p>2</p> 
<p>→ <b>INSPIRATION</b> RÆBURN was formed in 2009 when a single 28ft pilot's parachute was made into eight garments; the RÆMADE concept was born.</p>	<p>→ <b>ICON</b> Iconic, graphic interpretation of a military pilot's parachute, used globally and unique for their colour blocking and functional construction.</p>
<p>3</p> 	<p>4</p>  <p><b>RÆBURN</b></p>
<p>→ <b>COLOURS</b> White, olive and sand hues allow for camouflage whilst fluoro orange allows for signalling and detection.</p>	<p>→ <b>IDENTITY</b> Our mission is to be a pathfinder for positive change, we're "Changing the World Through Responsible Design".</p>

**Bestsellers - Parasuit Jacket and White Standard Issue T-Shirt**



## ● Allbirds



**Bestseller - Tree Dashers running shoes**





CO BRAND LEADERS SUMMIT

# Directional Panel

# CO

with **BAV TAILOR**, **Osei-Duro** and  
**BOTTLETOP**





## ● Speakers



**Molly Keogh**  
Co-Founder  
Osei-Duro



**Bav Taylor**  
Founder  
BAV TAILOR



**Cameron Saul**  
Co-Founder  
BOTTLETOP



● **Osei-Duro**



**Bestseller - Opus Jumpsuit in Thunderstruck**



# ● BAV TAILOR



**Bestsellers - Lokya Escape trousers and Lokya Cube shirt**



● **BOTTLETOP**



**Bestseller - Bellani bag**





CO BRAND LEADERS SUMMIT

# Innovation Panel

# CO

with **Pangaia** and **Elvis & Kresse**



## • Speakers



**Christine Goulay**  
Global Director  
Pangaia Science



**Kresse Wesling**  
Founder  
Elvis and Kresse



● **PANGAIA**



**Bestseller - The FLWRDWN puffer**



● **Elvis & Kresse**



**Bestseller - Red Fire-hose Weekend bag**





# **Introducing CO 2.0**

Building a Community of Leaders



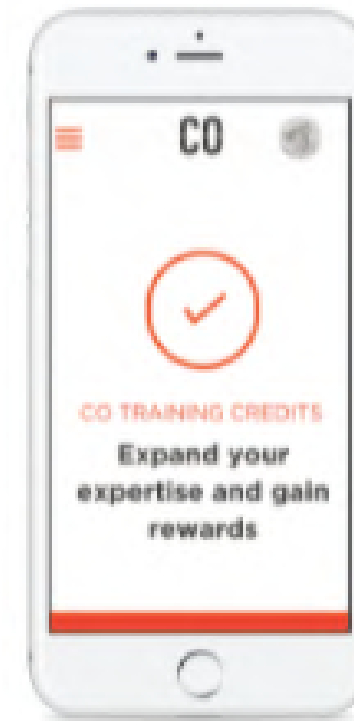
### 1. CO Create:

Flagship new sourcing software



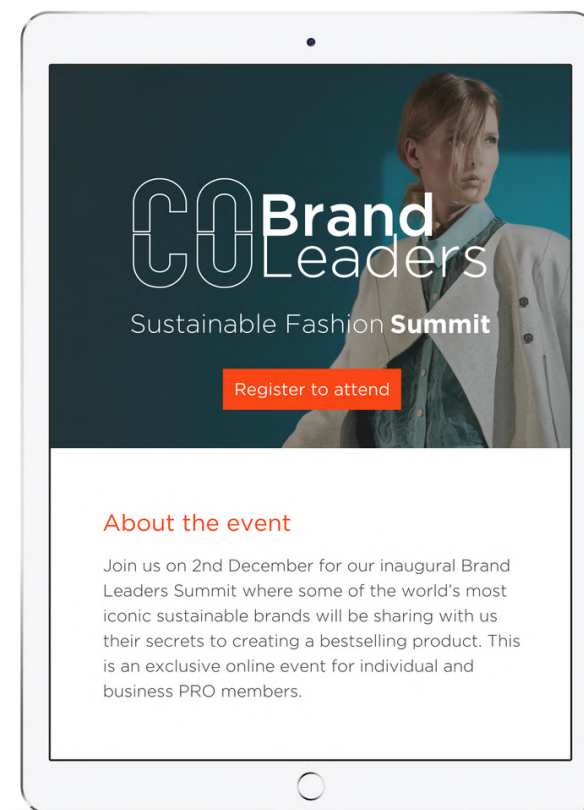
### 2. CO Credits:

Bite sized email training courses



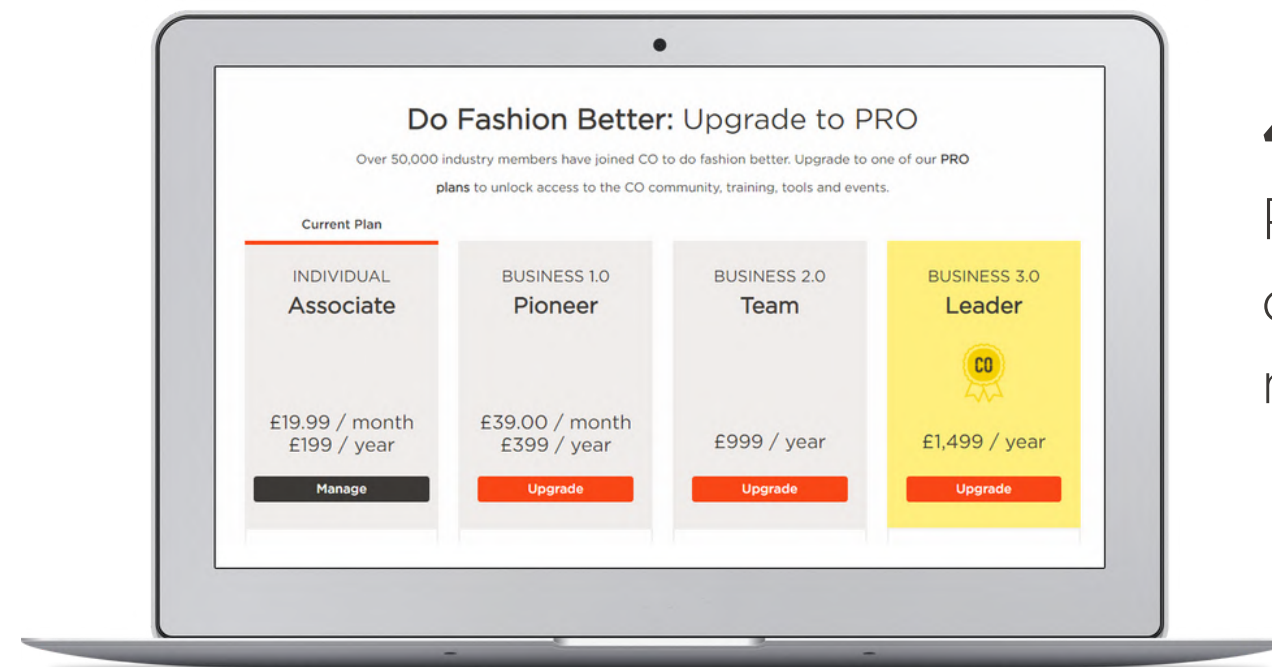
### 3. CO Events:

Annual programme of events on CO



### 4. CO Plans:

Plans tailored to our members needs





# CO EXPO

MARCH 2022

Fashion's Sustainable  
Sourcing Expo  
9th - 12th March 2022

[LEARN MORE](#)



**Andy Showell-Rogers**  
Head of Global Suppliers  
[andy@commonobjective.co](mailto:andy@commonobjective.co)



Pangaia x Exhibitor Kintra Fibers





## • **CO Leadership Awards**

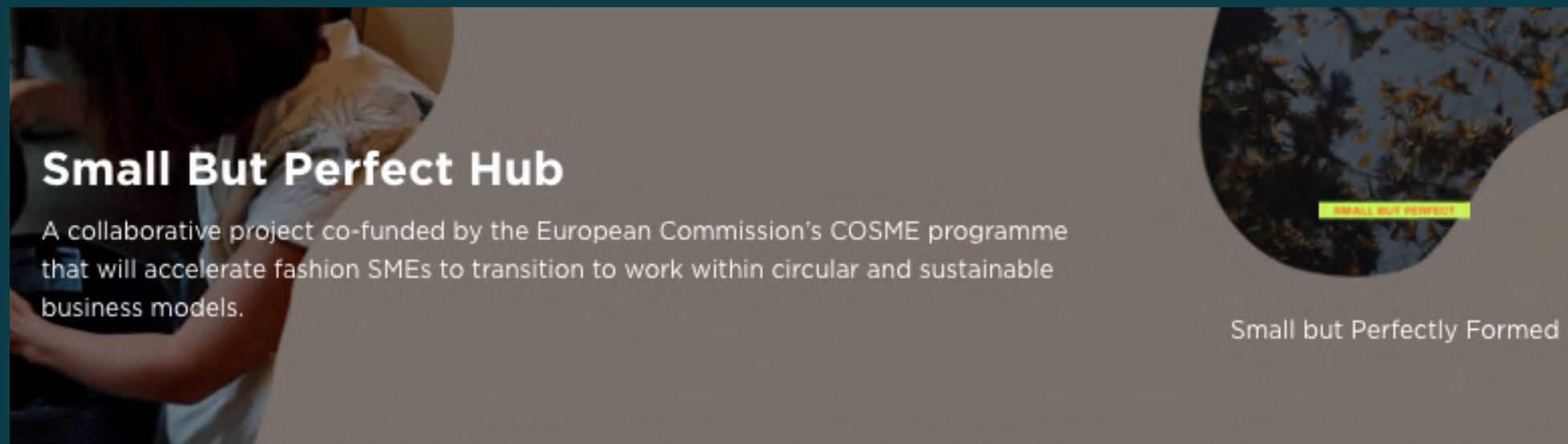
- Leadership award announcement imminent
- Cast your vote for the CO 10 from our shortlist

[Learn more](#)



 CO 10 Award winner - Outland Denim





- All
- Resources
- Organisations
- People

### Resources



## Small But Perfect Hub

Everything you need to level up your sustainability and circularity strategies. Supporting small businesses to collaborate and succeed.

[Join the Hub](#)



## • The Redress Design Award 2021 - Meet the winners



### Dee Burton

CEO, Creative Director, Baby wearing Educator at **Leelaloom Handwoven**

Hong Kong

[Connect](#)



### Anna Keo

Freelance sustainable fashion designer at **KEO Socks**

Nottingham, United Kingdom

[Connect](#)

## Redress Hub

The alumni network of global sustainable fashion design competition, the Redress Design Award.

[Visit the Hub](#)



## CO Events

Access all CO's virtual masterclasses and members events

[Learn more](#)



### **CO Fireside Chats**

Starting on the 26th January



### **CO 2.0 Webinar**

2nd February 22 - 4 pm GMT



### **CO Global Members Forum**

June 2022



# COMMON OBJECTIVE

Let's build a better fashion industry.

[info@commonobjective.co](mailto:info@commonobjective.co)

[www.commonobjective.co](http://www.commonobjective.co)