



**SOURCE INTELLIGENCE**  
THE LEADING SOURCE OF SUSTAINABLE FASHION BUSINESS INTELLIGENCE



**SOURCE BULLETINS**  
SIGN UP FOR FREE INSIDER INFO DIRECT TO YOUR INBOX



**SOURCE DATABASE**  
THE MOST EXTENSIVE ETHICAL SOURCING AND BUSINESS DATABASE FOR THE FASHION SECTOR



**SOURCE CONSULTANCY**  
THE LEADING SOURCE OF ETHICAL FASHION EXPERTISE



**SOURCE NETWORK**  
THE ONLINE FASHION COMMUNITY DEDICATED TO SUSTAINABILITY



**SUBSCRIBE TO THE SOURCE**  
TAKE ADVANTAGE OF THE SOURCE PLATFORM AND ITS SERVICES



THE ETHICAL FASHION  
**SOURCE**

THE SUSTAINABILITY  
TOOL KIT FOR THE  
FASHION INDUSTRY

POWERED BY ETHICAL FASHION FORUM

# INTRODUCTION

IMAGES: DESIGNS BY EFF INNOVATION AWARD  
WINNERS ADA ZANDITON AND ULTRA



## SOURCE INTELLIGENCE

THE LEADING SOURCE OF SUSTAINABLE FASHION BUSINESS INTELLIGENCE

SOURCE Intelligence is the world's leading source of sustainable fashion business intelligence, from inside information on brand leaders, to pioneering suppliers, market and sales reports and supply chain innovation. Edited, summarised, and tailored to your needs.

[www.source.ethicalfashionforum.com](http://www.source.ethicalfashionforum.com)



## SOURCE DATABASE

THE MOST EXTENSIVE ETHICAL SOURCING AND BUSINESS DATABASE FOR THE FASHION SECTOR

SOURCE Database is the leading ethical sourcing and business database for the fashion sector. Including sub directories featuring leading sustainable designers and brands, shops and buyers of ethical products, experts, and a SOURCING DIRECTORY of ethical and fair trade suppliers and manufacturers.

[www.ethicalfashionforum.com/source-directory](http://www.ethicalfashionforum.com/source-directory)



## SOURCE NETWORK

THE ONLINE FASHION COMMUNITY DEDICATED TO SUSTAINABILITY

SOURCE Network is the online fashion community dedicated to sustainability, uniting thousands of individuals and businesses across the supply chain in over 100 countries. Join SOURCE Network to connect with pioneers, join/create sector forums, access & share resources, profile projects, post or review news and events.

[www.ethicalfashionforum.com/network](http://www.ethicalfashionforum.com/network)

# THE TOOL KIT

SOURCE is a platform of tools and services for the fashion and textiles industries, from field to final product.

SOURCE saves time, resources and money, providing users with a one-stop-shop of valuable, regularly updated information and contacts, with a focus on sustainability.

The SOURCE online platform includes SOURCE Intelligence, Database, and Network. Become a Subscriber to benefit from full access. Several subscription options are available, see overleaf.

SOURCE subscribers include businesses and organisations of all sizes across the fashion industry supply chain, fashion and sustainability professionals and entrepreneurs, researchers and academics.

The SOURCE platform was created by the Ethical Fashion Forum, in collaboration with the Fairtrade Foundation, World Fair Trade Organisation, Textile Exchange, and others. SOURCE is a social enterprise.

[www.ethicalfashionforum.com/source](http://www.ethicalfashionforum.com/source)

## WHAT USERS SAY..

"The SOURCE has provided our team with everything needed to integrate sustainability at the core of our business practices. From the right suppliers for our products to the market and business information we need to become a sector leader, SOURCE has already saved us hundreds of hours and thousands of pounds in research time" **G Beaudin, Front Row Society**

"The SOURCE is ground breaking. It makes it easy for fashion businesses of all sizes to maximize social and environmental sustainability. This is an essential tool for every fashion professional and business, regardless of their current sustainability policies" **Ben Ramsden, Pants to Poverty**

"The Database makes it easy for buyers to track exciting, emerging designers while the Magazine is a guiding source of intelligence for fashion professionals everywhere." **Debra Hepburn, founder of Young British Designers**

"The site reaches a wider industry audience than the Fairtrade Foundation could reach alone and provides a perfect platform for us to promote our work and link more producers to the UK market." **Victoria Waugh, Business Development Manager, Fairtrade Foundation**

"A great forum for connecting ...we have shared expertise, received contacts and are doing business as a result" **Prama Bhardwaj, MD, Mantis World, Ethical Manufacturer in Tanzania**

## WE SUPPORT YOU..

Through useful **business intelligence** that informs, inspires, and motivates. More than information, our services offer **in-depth evaluation into best practice in sustainable fashion**, breaking down the strategies used to achieve success.

By making **sustainable sourcing easier**, through our international network of suppliers, reviewed against our ethical mandate.

With **unparalleled expertise on fashion and sustainability across the industry supply chain**, through our pool of specialist consultants and global network.

By helping you to **communicate your ethical values, goals and initiatives** in credible and transparent way to your client base.

By saving you **thousands of pounds through discounts and free services delivered by EFF** and our partner service suppliers.

**Make the SOURCE TOOL KIT work hard for you.**

[www.ethicalfashionforum.com/source](http://www.ethicalfashionforum.com/source)

# SUBSCRIBE TO THE SOURCE: 3 OPTIONS...

## 1. SUBSCRIBE

### FOR FULL ACCESS TO SOURCE INTELLIGENCE AND DATABASE

Access to all subscribers content on SOURCE Intelligence and SOURCE Database.

The option to list your business or expertise on SOURCE Database and use the EFF's LISTED member logo.

Discounts and free services through EFF and partner trade bodies and events.

## 2. SUBSCRIBE +CONSULT

### FOR EXPERT SUPPORT

All standard subscription benefits plus highly discounted expert consultancy delivered by SOURCE Consultancy, the consultancy arm of the Ethical Fashion Forum, and the opportunity to use EFF's PROGRESSIVE member logo.

SOURCE Consultancy offers unparalleled expertise on fashion and sustainability across the industry supply chain, through its pool of specialist consultants and global network.

## 3. SUBSCRIBE: MULTIPLE

### FOR DISCOUNTED GROUP ACCESS TO THE SOURCE

A range of packages are available to facilitate multiple access to the SOURCE including a College Partnership scheme.

All standard subscription benefits apply, with significant savings on individual rates. The more users you have, the more you save. Contact us for more information:

[membership@ethicalfashionforum.com](mailto:membership@ethicalfashionforum.com)

# A SOCIAL ENTERPRISE:

The SOURCE is a social enterprise, designed in collaboration with leading NGO's from the Fairtrade Foundation to Textile Exchange.

## SOURCE goals are:

To increase opportunities and improve livelihoods for 2.5 million people in the developing world within 5 years, through linking fair trade and community suppliers to market.

To save time and money for fashion professionals, breaking down barriers to sustainable sourcing.

To make it easy for fair trade and community suppliers to get a high quality web presence, include guidance to support this, and link with partners that will help smaller groups access online facilities.

To inspire and motivate wide scale engagement by fashion professionals with sustainable practices-reaching 50% of the industry within 5 years.

To transform the fashion industry from the inside out, making sustainable business practices the norm - rather than the exception to it.

To create a precedent for other industries: proving that values are profitable.

SERIOUS ABOUT FASHION  
AND SUSTAINABILITY?  
SHORT ON TIME?  
GET ON THE SOURCE..

**SUBSCRIBE  
ONLINE NOW**

[www.ethicalfashionforum.com/  
become-a-member/subscribe](http://www.ethicalfashionforum.com/become-a-member/subscribe)

**OR READ ON  
FOR MORE  
DETAILS**

Are you pioneering innovation in fashion and sustainability? **You might be eligible for subsidised rates through our FELLOWSHIP PROGRAMME.** Email us for details: [fellowship@ethicalfashionforum.com](mailto:fellowship@ethicalfashionforum.com)

# THE ETHICAL FASHION SOURCE INTELLIGENCE

FASHION BUSINESS SUCCESS WITHOUT COMPROMISE

- SOURCE HOME
- INTELLIGENCE FORUM
- ABOUT US
- BUSINESS FOCUS
- EXCLUSIVE INTERVIEWS
- EXPERT ANALYSIS
- MARKET & SALES WATCH
- MEMBERSHIP & EVENTS
- RESOURCES
- SUPPLY FOCUS
- FREE
- MEMBERS ONLY
- PREMIUM

MARKET & SALES PREV NEXT

### Trend report SS12: From the LPW catwalks

Contributor: *Harriet Brown*

SOURCE Intelligence's trend analysis following London Fashion Week, including the ethical fashion brands which are set to rise into the mainstream.



IN ASSOCIATION WITH

LEARN MORE ABOUT PARTNERSHIP

EXCLUSIVE INTERVIEWS

### SOURCE Intelligence meets: Iaria Venturini Fendi

SUPPLY FOCUS

### Trade show review + Gallery: SOURCE Expo 2011

QUICKFIRE Q&A

### Iaria Venturini Fendi

Sister to the brains behind Camille Corneille, successful Italian high-fashion ethical brand. Formerly creative director at Ferragamo, her latest venture is a collaboration with the RCA Street Fashion Programme in Milan.

BECOME A MEMBER

### Join today

Join the EFF today to access members only information on the SOURCE at an exclusive discount.

JOIN TODAY

SOURCE Intelligence is the leading online platform offering triple bottom line business intelligence, analysis and research for the apparel, textile, design and retail industries, from field to final product.

Collated by over 30 contributors and researchers worldwide, content includes:

Latest market information and sales opportunities for sustainable fashion products

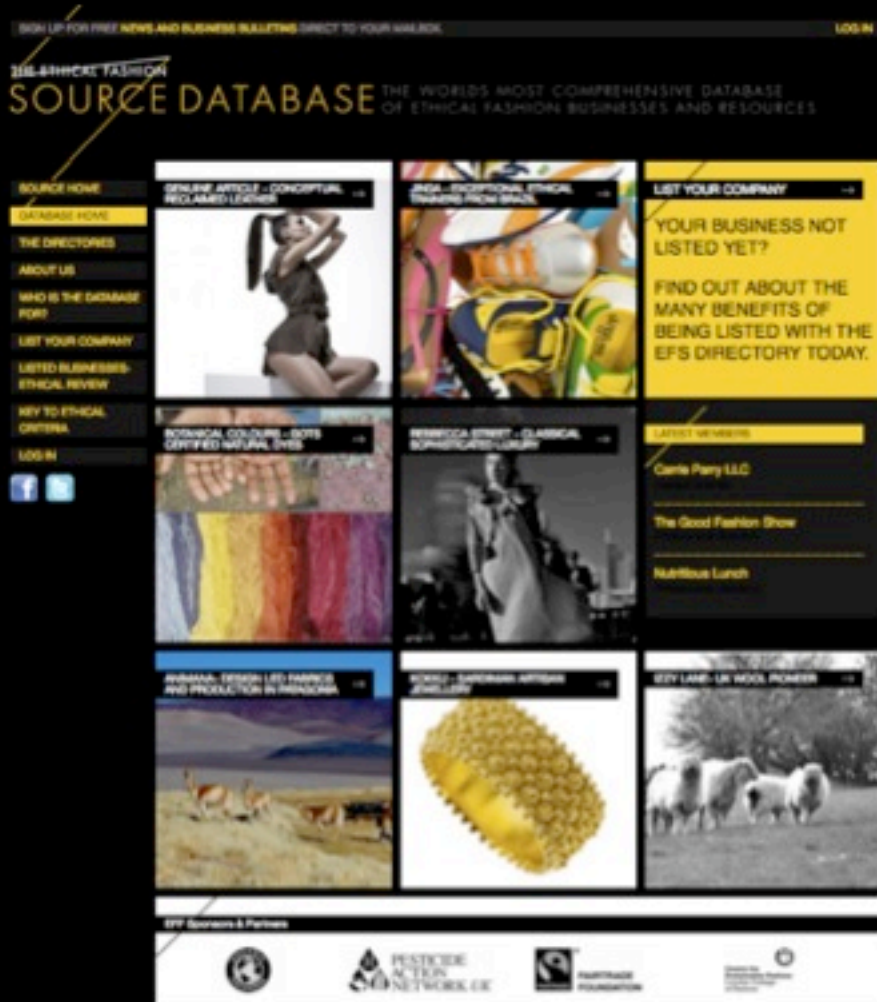
Insider information on sustainable business innovation, leading fashion brands and the reasons for their success, finance and funding opportunities

Supply sector innovation and latest developments

Expert analysis delivered by SOURCE Consultancy

Reports, surveys and briefings: From trend and market reports to retail surveys, sourcing and finance briefings. Our reports compile, analyse and summarise in depth and bespoke research by the SOURCE team.

[www.source.ethicalfashionforum.com](http://www.source.ethicalfashionforum.com)



SOURCE Database is the leading ethical sourcing and business database for the fashion sector. It includes sub directories featuring leading sustainable designers and brands, shops and buyers of ethical products, experts, and GLOBAL SOURCING DIRECTORY of ethical suppliers and manufacturers.

### SOURCING DIRECTORY

Bringing together suppliers of ethical fashion textiles, components, and production services from all over the world – from fair trade co-operatives to mass manufacture. Subscribers have access to supplier profiles and detailed supplier reports.

### ETHICAL REVIEW AND LOGOS:

Businesses listed on the SOURCE Database are reviewed against the Ethical Fashion Forum's Ethical Mandate. The EFF has two logos available for use by listed businesses.

### DETAILED SEARCH FUNCTION

Searchable under product, ethics, country and keyword.

[www.ethicalfashionforum.com/source-directory](http://www.ethicalfashionforum.com/source-directory)



The Ethical Fashion SOURCE Network is world's largest online community of fashion professionals dedicated to sustainability.

**# MEMBERS** 1,234

**# EVENTS**

- Today** Crafty Networking  
November 10, 2011 from 8pm to 9pm - 03 Gallery  
0 Comments 0 Likes
- December 4** Sunday DIY Fashion PR Workshop  
December 4, 2011 all day - Craft Central, 15-25 St John's Square, London, EC7W 4DS  
0 Comments 0 Likes
- February 18** Saturday The Great Fashion Show  
February 18, 2012 all day - London House  
0 Comments 2 Likes

**# BLOG POSTS**

- PANTS TO POVERTY WORLD RECORD ATTEMPT!**  
Posted by me on November 8, 2011 at 4:30pm 0 Comments 1 Like

**# ETHICAL FASHION FORUM**

Sign Out  
 0 Inbox (0 new)  
 Alerts  
 Friends - 1  
 Settings

**# AWAITING APPROVAL**

1 Blog Post  
 2 New Members

**# BUY ETHICAL FASHION** 1,234

SOURCE Network is the online fashion community dedicated to sustainability. It brings together thousands of individuals and businesses, from fashion designers and professionals to press, buyers, students, entrepreneurs, and consumers in over 100 countries.

Join the SOURCE Network free of charge to connect with others, access and share resources, set up a profile, post and review news and events.

### NETWORK PLUS

Upgrade to NETWORK PLUS for a preview of some of the content on SOURCE Intelligence, from shop and buyer reports to supplier and finance briefings.

### NETWORK EXPERT

Upgrade to NETWORK EXPERT to access discussion forums hosted by experts.

### GROUPS

Browse over 100 topical or geographical groups or create your own community with a specific focus.

[www.ethicalfashionforum.com/network](http://www.ethicalfashionforum.com/network)

**ABOUT US**

**BESPOKE SERVICES**  
EXPERTISE TAILORED TO YOUR NEEDS

**CONSULTANCY PACKAGES**  
SUPPORTING YOUR MARKETING, SALES, SOURCING & BUYING

**CONSULTANTS POOL**  
MEET OUR NETWORK OF EXPERTS

**CASE STUDIES**

**CONTACT US**

**CONSULTANCY**

**SOURCE Consultancy: The leading source of ethical fashion expertise**

Just as you know your business, we know ethical fashion. We provide unparalleled expertise through our pool of specialist consultants and our worldwide network.

Together we can make your business better.

Want to find out more? Call us or send an email:

London, (0)207 739 7692

[office@ethicalfashionconsultancy.com](mailto:office@ethicalfashionconsultancy.com)

SOURCE Consultancy is the consultancy arm of the Ethical Fashion Forum. It offers unparalleled expertise on fashion and sustainability across the industry supply chain, through its pool of specialist consultants and global network.

There is no substitute to one to one support from leading sector experts.

#### SUBSCRIBER DISCOUNTS

To facilitate access to expert advisors, we offer a SOURCE subscription option + Consultancy, offering significant discounts off standard rates for a package of support from SOURCE Consultancy.

Experts can advise on everything from the development & implementation of ethical trading policies, to sourcing, buying and supply chain building, brand building, communication and sales, and access to market. Subscribers have the option to use SOURCE Consultancy services to become **PROGRESSIVE MEMBERS** of the EFF and use the Progressive members logo.

[www.ethicalfashionforum.com/  
consultancy](http://www.ethicalfashionforum.com/consultancy)

SIGN UP FOR FREE NEWS AND BUSINESS BULLETINS DIRECT TO YOUR MAILBOX

LOG IN

ETHICAL FASHION

# SOURCE EXPO 2011

THE ONLY FASHION INDUSTRY TRADE SHOW DEDICATED TO ETHICAL SOURCING

**SOURCE HOME**  
**ABOUT THE SOURCE PLATFORM**  
**SOURCE INTELLIGENCE**  
**SOURCE DATABASE**  
**SOURCE EXPO**  
**SOURCE CONSULTANCY**  
**SOURCE BULLETINS**

THE ETHICAL FASHION SOURCE EXPO 2011

## 17th – 18th October, Sadler's Wells, London EC1

(Incluses from Angel tube station)

The SOURCE EXPO showcases inspirational suppliers and manufacturers from all over the world, working to fair trade, ethical and organic standards, linking them directly with hundreds of designers, retailers and brands.

Now in its 8th season, the event includes a programme of seminars, introducing new products and exemplary supply and production systems, a **DESIGNER FASHION** showcasing some of the most inspirational design led fashion from around the world and a brands area.

Source Expo 2010 was attended by hundreds of representatives of major retailers, independent brands, designers, mainstream press, buyers from stockists of ethical brands, including: Marks and Spencers, Vivienne Westwood, Arcadia Group, Ted Baker, Tesco, John Lewis, Monsoon, Debenhams, Burberry, Ben Sherman, ASDA, Dorothy Perkins, Asda and Prim, New Look and many others.

**Read more about the SOURCE EXPO**

**WHAT THEY SAID ABOUT EXPO 2010**

"A GREAT RESULT OF THE EVENT WAS TO BE ABLE TO OFFER INSPIRATION, THE FACTOR 'SUPPORTING THE PLANET' AND 'BUYING PLAIN'."  
**CHARLOTTE SHAWFORD**  
 Head of the Day, October 2010

"I'M A FAN OF BUYING 'THOUGHT PROVOKING, ETHICAL'."  
**CHARLE LIND**  
 Designer, October 10

"WE'VE ALREADY TAKEN ORDERS ON OUR STOCK RANGE, ARE WORKING ON QUOTES FOR SPECIAL PRODUCTION AND HAVE MADE SOME FANTASTIC CONNECTIONS FOR LONG TERM BUSINESS."  
**FRANCO VENTURA**  
 Vendor Head Ethical production in East Africa, October 2010

"WE HAD A CONSTANT FLOW OF PEOPLE VISITING AND INTERESTED IN US, FROM REPRESENTATIVES OF BIG NAMES LIKE VIVIENNE WESTWOOD AND MONSIEUR MARTIN MARGIELA TO SMALLER BRANDS FROM ALL OVER THE WORLD - FROM GERMANY, SWEDEN TO THE U.S. AND UZBEKISTAN."  
**PETER THORON**  
 Norman Hanger, October 2010

**EXHIBITORS**

### REGISTER AS AN EXHIBITOR

EXHIBITOR STANDS ARE LIMITED SO DON'T DELAY IF YOU WANT TO SECURE A STAND. THE FIRST 5 EXHIBITORS TO REGISTER WILL BENEFIT FROM A SEMINAR SPEAKING SLOT

**VISITORS**

### REGISTER AS A VISITOR

REGISTER NOW AND BENEFIT FROM AN EARLY BIRD DISCOUNT

## SOURCE EVENTS

The Ethical Fashion Forum runs regular SOURCE events. SOURCE subscribers benefit from discounted access to all events, and exclusive access to members only events.

SOURCE Expo brings together suppliers of ethical, fair trade and eco textiles, components and manufacturing services from all over the world. Subscribing members benefit from discounts off stands and tickets.

[www.ethicalfashionforum.com/source-expo](http://www.ethicalfashionforum.com/source-expo)

SOURCE seminars, masterclasses, and networking events take place regularly. SOURCE Consultancy offers training events tailored to your needs, including discounts for subscribers.

[www.ethicalfashionforum.com/consultancy](http://www.ethicalfashionforum.com/consultancy)

*"This was by far one of the most rigorous and informative business seminar days I've attended... Speakers were excellent, content appropriate, ... and it was good to have workshops. I loved it... a supportive environment .."* Zahra Ash-Harper, FBRS, Seminar participant

# SOURCE PARTNERS:

The SOURCE works with partners to develop content, showcase best practice , consult on vetting procedures for listed businesses and grow our supplier network.

We also work with partners so that we can offer subscribers free and highly discounted access to essential services and events.

## Subscribers benefit from:

Discounted access to trade shows such as Green Showroom and Clothes Show Live  
Free PR consultation with Forward PR worth £300  
Free legal consultation with Joelson Wilson worth £500  
Free studio hire at Green Lens Studios  
Discounted printing at Greenhouse Graphics  
Discounted consultancy with SOURCE Consultancy  
And much more. Visit [www.ethicalfashionforum.com/become-a-member/partners-offers](http://www.ethicalfashionforum.com/become-a-member/partners-offers) for full details.

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discuss options? Call or email our  
membership team:  
[membership@ethicalfashionforum.com](mailto:membership@ethicalfashionforum.com)  
0044 (0) 207 7397692

Are you pioneering innovation in  
fashion and sustainability? You  
might be eligible for subsidised  
rates through our FELLOWSHIP  
PROGRAMME. Email us for details:  
[fellowship@ethicalfashionforum.com](mailto:fellowship@ethicalfashionforum.com)

