#STOP WASTE C%NIALISM

To the ***Leadership Team*** at *Marks & Spencer, Next, Nike, Gap, Primark, George, F&F, H&M, Boohoo, TU, New Look, Authentic Brands Group* (inc Reebok & Forever 21), *PVH Corp*. (inc Calvin Klein & Tommy Hilfiger), *Gildan, Zara, Asos, Frasers Group* (inc Slazenger & Everlast), *Puma* and *Disney*,

Together with my colleagues listed below, I am writing to invite you to join The Or Foundation's #SpeakVolumes campaign!

All you have to do is disclose your 2023 production volumes (by units, not weight) before Black Friday 2024.

Why take this step? It is really very simple. We do not have accurate data on the size of our industry – the available statistics suggest that between 80bn and 150bn new garments are made every year, which is an embarrassing data gap. It is also an extremely counterproductive secret to keep. How will our industry successfully transition to a circular economy if we do not know how many garments must be kept in circulation via reuse, repair, re-manufacturing or recycling?

What we do know is that our oversupplied linear economy has become visible, wreaking havoc on communities across the Global South. I am sure that you have seen videos of Accra's beaches, Chile's Atacama desert and the Dandora Dumpsite in Nairobi and I am also sure that, like us, these visuals inspire in you a sense of urgency and a desire to be part of the solution.

We are inviting brands of all sizes to participate. Given that your company is one of top brands found on Accra's beaches, we are asking you to demonstrate real leadership. We know that your company may be incorporating more sustainable materials or taking steps to educate consumers about circular practices. Now we invite you to come clean on the one data point that matters most, creating industry wide accountability by sharing your production volumes, encouraging other brands to do the same and moving us one step closer to a truly fair and honest fashion system.

As someone working alongside you in this industry, it is important that we can be honest with one another. I am thus reaching out first with a private invitation. If you decide to participate, we would love to celebrate your commitment to true sustainability. If you decide not to endorse, we will apply public pressure from September 9th onwards.

We refuse to accept that publishing production volumes is difficult and we hope you will make transparency a top priority for your company. **To participate, please fill out this form or write an email to speakvolumes@theor.org**

Thank you!
The Or Foundation Team and our colleagues listed below



Youssef Elbehri, *Sustainability Consultant*
Diane Joly, *Retail Manager*
Mirana Rakotoarisoa, *Upcycling Designer*
Raiza Vasquez, *Textile Industry Expert*
Sophie Benson, *Journalist*
Fashion Takes Action, *NGO*
Sára Dévényi, *Circularity Advocate*
Marit Simons, *Model Agent*
Marta F., *Communications Manager*
Jo M, *Model*
Simone Simonato, *Founder & Creative Director of SICA UPCYCLING DESIGN®*
Annelot de Waal, *Model*
Emily Stochl, *Vice President, Advocacy & Community Engagement at Remake*
Jay Kerr, *Convenor at No Sweat*
Venetia La Manna, *Fair Fashion Campaigner*
Bianca Rangecroft, *Founder & CEO at Whering*
Kiki Boreel, *Model & Fashion Activist*
Anna Bryher, *Policy Lead at Labour Behind The Label*
Jordan Bunker, *Menswear Content Creator*
Hannah Prins, *Climate Activist*
Sara Dubbeldam, *Founder at When Sara Smiles*
Marie Lucassen, *Model*
Zainab Mahmood, *Founder at Ahista Stories*
Jalal Moghraby, *Sustainability Strategist*
Marieke Eyskoot, *Sustainable Fashion & Lifestyle Expert*
Ruth MacGilp, *Fashion Campaigner*
Joycelyn Longdon, *Environmental Justice Technologist & Communicator at Climate in Colour*
Grace Blakeley, *Author*
Ronaé Fagon, *Fair Fashion Campaigner & Maker at Remember Who Made Them*
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Samata Pattinson, *CEO of BLACK PEARL*
Lavinia Muth, *Consultant & Provocateur*
Zaloa Basaldua, *Fashion Sustainability Advocate*
Daniel Plenge, *Creative Lead at Plural*
Cameron Russell, *Model, Organizer and Writer*
Lucianne Tonti, *Journalist*
Aditi Mayer, *Climate Activist*
Sophie Barr, *Academic at London College of Fashion*
Julia Faure, *Co-founder of Loom, President of En mode Climat, Co-president of Impact France*
Rachel Arthur, *Sustainability Strategist*
Dr Kirsten Scott, *Head of Research*
Dirk de Waal, *Assistant Professor at The Creative School at Toronto Metropolitan University*
Anna Sacks, *Waste Expert*
Ayesha Barenblat, *Founder & CEO of Remake*

Stitched Up Community Benefit Society, *Sustainable Clothing Hub*
Mariette Hoitink, *Co-Founder of House of Denim Foundation*
Laura Llonch, *Project Manager & Researcher in Circularity in Fashion at Circular Berlin*
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Andrée-Anne Lemieux, *Director of Sustainability at Institut Français de la Mode*
Josi Quitzke, *Circular Fashion Designer at Circular Berlin*
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Alec Leach, *Author*
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Emma Håkansson, *Founding Director of Collective Fashion Justice, Author of Total Ethics Fashion*
Monica Buchan-Ng, *Head of Knowledge Exchange at Centre for Sustainable Fashion*
Dr Francesco Mazzarella, *Reader in Design for Social Change*
Charley Copperthwaite, *Knowledge Exchange Officer and Education Projects Coordinator*
Hannah Riley, *Digital Content Officer at Centre for Sustainable Fashion*
Rick Davy, *Creative Director and Producer*
Ziana, *Fashion Designer*
Bastián Barria Acevedo, *Civil Engineer at Desierto Vestido*
Thami Schweichler, *Founder & CEO of United Repair Center*
Angelica Bidlack, *Co-founder of the Global Fashion Exchange Youth Program*
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Maeve Galvin, *Global Policy and Campaigns Director at Fashion Revolution*
Matías Roa, *Environmental Researcher*
Rebecca Burgess, *Executive Director of Fibershed*
Naomi Bulliard, *Head of Strategy at Centre for Sustainable Fashion*
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Mia Dávila Romero, *Fashion Journalist and Peruvian ambassador of Global Fashion Exchange Youth Program*
May Flower, *Ambassador for the Global Fashion Exchange Youth Program*
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Natalia Castellanos, *Deputy Director at AERESS*
Matteo Ward, *WRÅD*
Robert Meeder, *Professor of Practice and Leader in Craft Innovation and Sustainability*
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Brooke Garner, *Patternmaker and Professor at Pratt Institute*
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Cherelle Escaffre, *Sustainability Project Manager at Circular Berlin*
Faith Robinson, *Sustainability Strategist*
Fanny Moizant and Sophie Hersan, *Co-Founders of Vestiaire Collective*
Christina Dean, *Founder and Board Chair of Redress*
Orsola de Castro, *Creative Director & Author, Fashion Revolution*
La Grande Collecte, *Textile Lab France*

Beatrice Dupire, *Curator and Cultural Strategist*
Redress, *NGO*
Sarah Tooley, *Stylist, The Wall Group*
Alexandra Fullerton, *Stylist & Writer, former fashion director of Stylist and former fashion director at large of GLAMOUR UK*
Erikas Marcinkevičius, *Sustainability Project Leader and Designer*
Zuzanna Krzatala, *Sustainability Officer at Vogue Poland*
Maxime van Hoeve, *Planetary Justice Advocate*
Emily Macintosh, *Senior Policy Officer for Textiles at the European Environmental Bureau*
Virginie Belle, *PhD Student on Textile Waste, University Jean Monnet*
Remy Daguillard*, Fashion Logistics Specialist.*