



Podcast: How has the fashion industry evolved to deal with the increased emphasis on sustainability

1 June 2021

By: Jessie Buchan

Sustainability and ESG (SESG) in the fashion industry has become a central topic, with more focus on what brands are doing to address the issue, than ever before.

DLA Piper are delighted to share with you an exclusive interview with Clare Press, founder of The Wardrobe Crisis and former Sustainability Editor for Vogue Australia. With years of experience in the fashion industry, Clare gives fascinating insight into how the fashion industry has been culpable, but also how it can move forward in a positive and responsible way.

This 30 minute discussion with Clare Press, hosted by Senior Associate, Jessie Buchan covers:

- Why we as individuals and businesses are culpable and how our action or inaction impacts the environment, human lives and the responsibilities of businesses
- How the language we use when talking about SESG is so important, including emotive language versus business

language

- The evolution of ESG initiatives of the fashion industry
- The impact brands have felt as a result of being held accountable by their consumers and target markets
- How collaborative approaches to targeting the issues in the industry such as the UN Alliance for sustainable fashion help highlight the responsibilities we have as both businesses

We hope you find this discussion both thought provoking and informative.

About your speakers

Clare Press is the founder of THE WARDROBE CRISIS. A Sydney-based journalist, filmmaker, author and presenter, she created the Wardrobe Crisis podcast in July 2017. Clare also produces and co-hosts the Ethical Fashion podcast with UN officer Simone Cipriani.

Clare was the first ever VOGUE Sustainability Editor (Vogue Australia, 2018-2020) - a pioneering role in international media.

Clare was also the first Global Ambassador for the Ellen MacArthur Foundation's Make Fashion Circular initiative, and has been a member of Australian advisory board of Fashion Revolution since 2014. She sits on Copenhagen Fashion Week's Sustainability Advisory Board, is part of Fashion Roundtable in the UK and is one of Global Fashion Agenda's Content Experts. In 2019, she was named one of the Australian Financial Review's 100 Women of Influence and won the Green Globe Sustainability Champion Award from the New South Wales government.

Jessie Buchan is a highly skilled intellectual property and regulatory lawyer. She has vast experience in contentious and non-contentious soft IP matters, regulatory and marketing/advertising advice. Jessie handles the full scope of issues relating to the protection, enforcement and exploitation of IP for clients with a particular emphasis in the fashion and retail sector.

She advises market leading and world-renowned brands on all aspects of brand protection, including trade mark prosecution, oppositions, licensing and commercial arrangements, parallel importation, anti-counterfeiting, copyright, passing off, consumer law, business names and domain names. Her focus on advertising and marketing extends to advising on the conduct on digital direct marketing, social media influencers, comparative advertising claims, and compliance with applicable industry codes and the Australian Consumer Law.

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