



Welcome to the Luxury & Fashion Forum 2022

RETAIL. YOUR WAY.

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Mirella Muller-Wuellenweber

Global Sector President eRetail & Fashion
DHL Customer Solutions & Innovation



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WELCOME TO THE LUXURY & FASHION FORUM DUBAI

Converging two worlds of fashion and luxury

Discover. Connect. Create. Creating a unique experience under the IC roof to bring industry specialists and thought leaders together- to share, exchange and collaborate.

Bringing Global to Local

A forum to bring international and local industry players together to meet in Dubai, the newest fashion capital in the world.

The Future of Logistics (in fashion)

A real emphasis on customer centric supply chains. Key notes covering market trends, opportunities and challenges.



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BRINGING THE INDUSTRY TOGETHER...

LVMH Dior BVLGARI



KERING



BEEN

LONDON



CHALHOUB GROUP
SINCE 1955

CÉLINE INDITEX SEPHORA

MIDDLE EAST FASHION COUNCIL



Loro Piana

FENDI

THE LUXURY CLOSET

BALENCIAGA PRADA VALENTINO



Dubai Global Connect

Deloitte. BIRKENSTOCK® YOOX NET-A-PORTER GROUP

THEGIVINGMOVEMENT SUSTAINABLE



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WHAT TO EXPECT FOR TODAY ...



Nick Vinckier

Head of Corporate Innovation
Chalhoub Group



Layal Akouri

CEO
The Giving Movement



Payal Cerri

Co-Founder & Chief Strategy
Officer, MEFC



Kunal Kapoor

Founder & CEO
The Luxury Closet



Jessica Bazire

Head of Fashion
Dubai Global Connect



Genia Mineeva

Founder & Creative Director
BEEN London



Ben McLean

Head of eCommerce UAE
DHL Express



Amadou Diallo

CEO Middle East & Africa
DHL Global Forwarding



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WHAT TO EXPECT FOR TODAY ...

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17:00 Dinner & Networking



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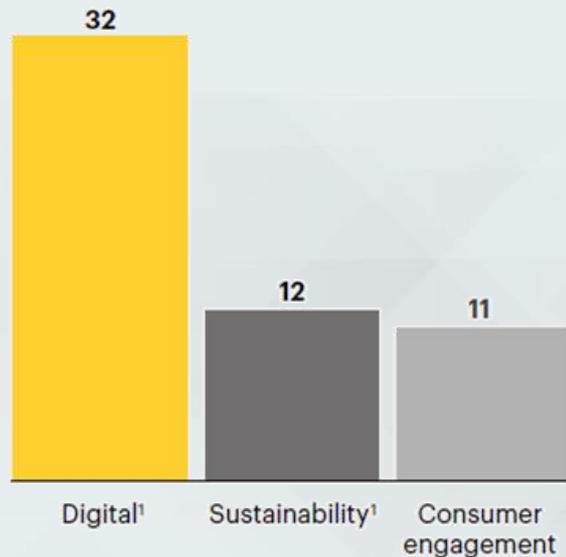
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SUPPLY CHAIN SEEN AS BIGGEST CHALLENGE IN 2022

Biggest opportunity ahead



Biggest challenge ahead



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OUR VIEW

LAST MILE



INVENTORY



RESILIENCE



SUSTAINABILITY



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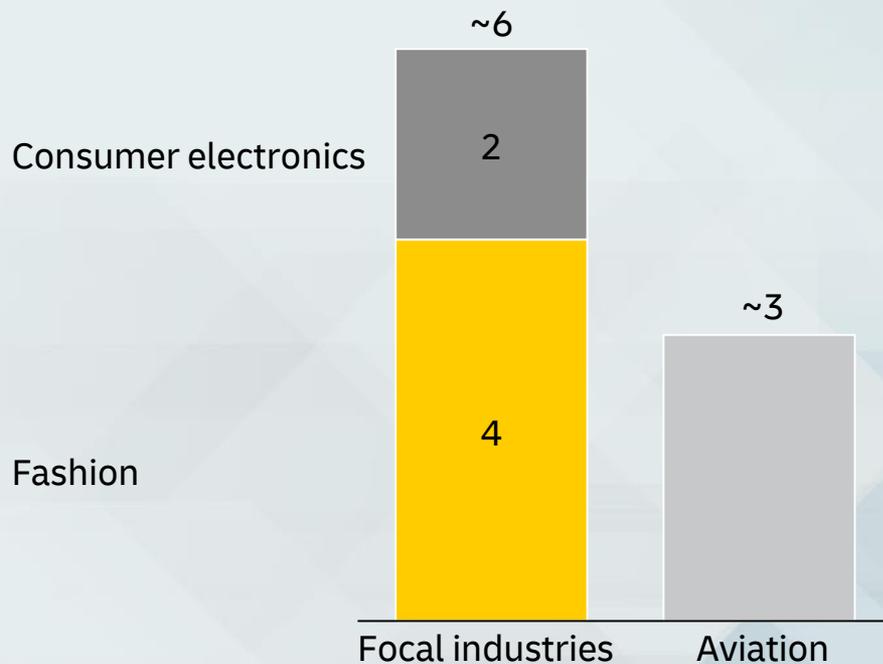
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Share of global GHG emissions, %



Sources: McKinsey Fashion on Climate Report; Institute of Positive Fashion Circular Fashion Ecosystem Report



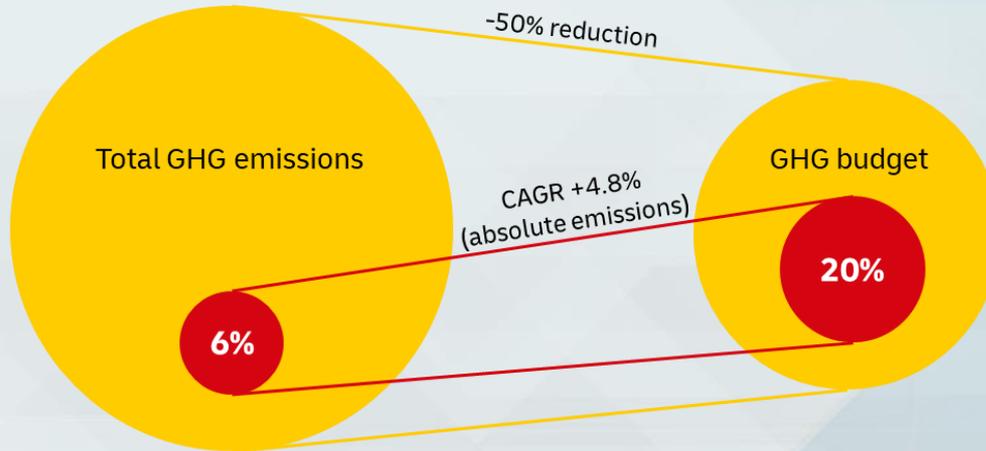
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... and without action they will use up ~20% of 2030 GHG emissions budget



● Fashion and consumer electronics share in GHG emissions/budget



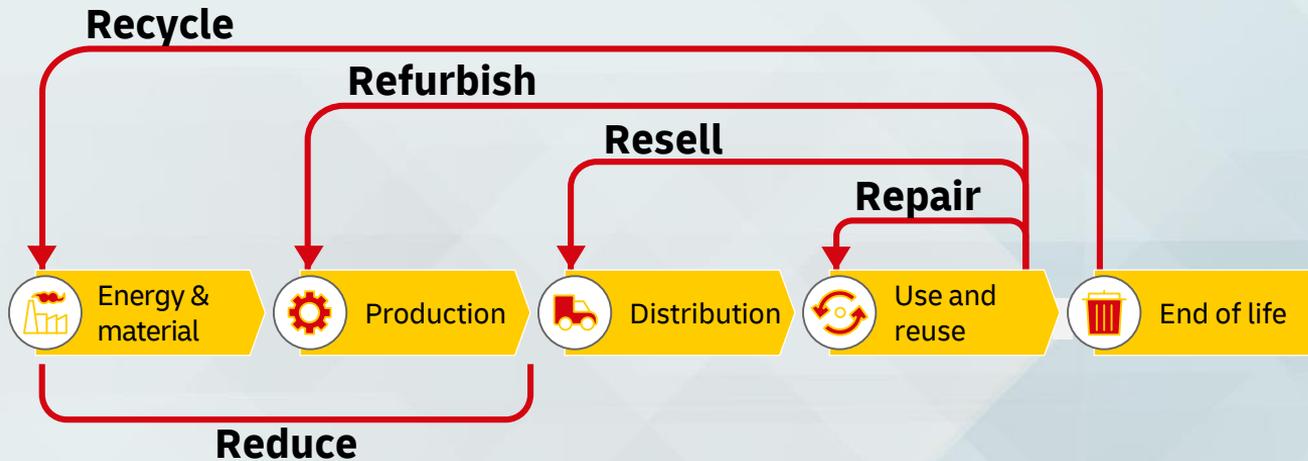
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RETAIL YOUR WAY.

5 R's that are needed to go from supply chain to supply loop

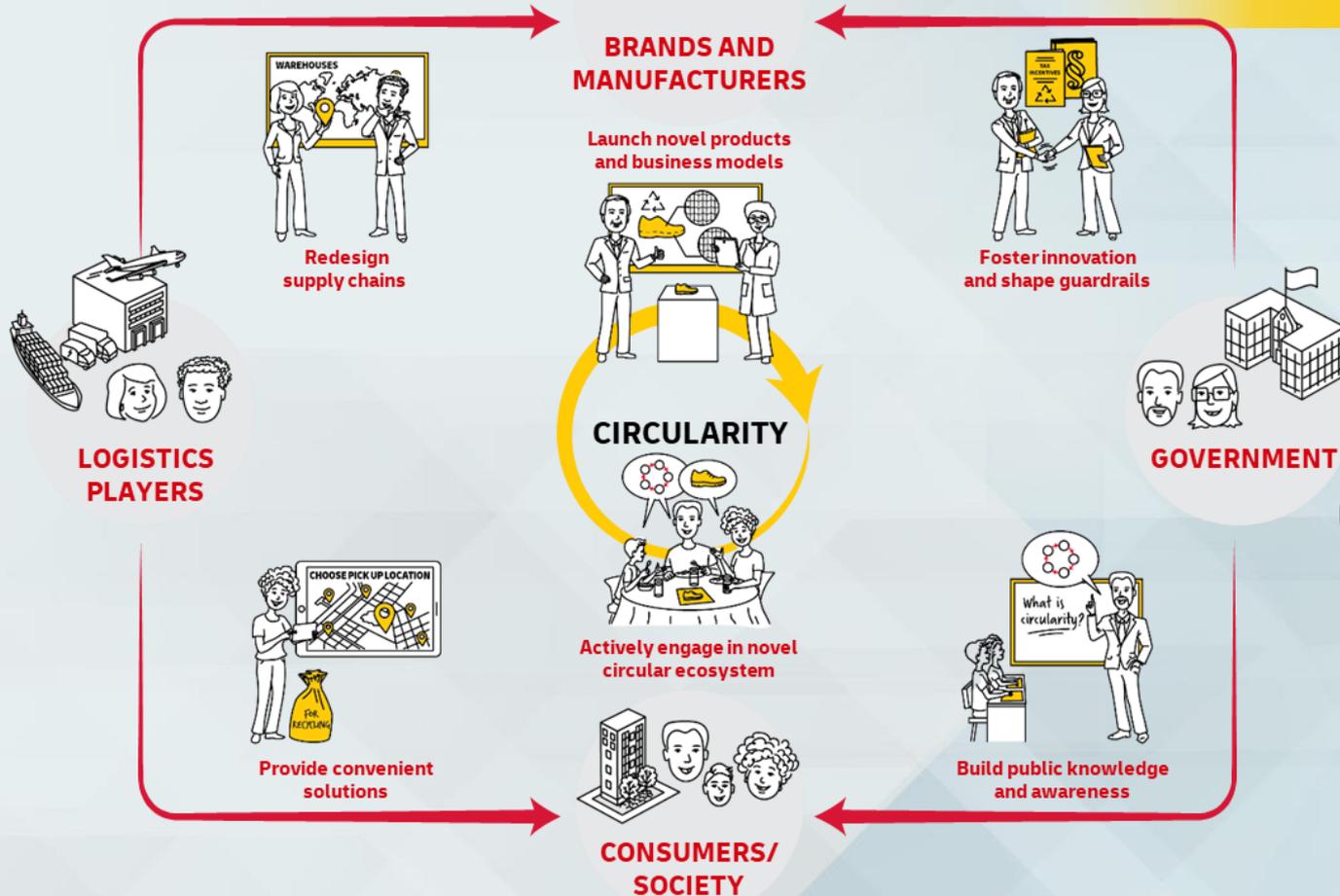


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The mutually reinforcing loop



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DELIVERING ON CIRCULARITY

PATHWAYS FOR THE FASHION INDUSTRY



DOWNLOAD OUR WHITEPAPER HERE



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Nick Vinckier

Head of Corporate Innovation
Chalhoub Group



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The Future of Luxury Retail

Nick Vinckier - DHL Luxury Forum





Nick Vinckier

Proud Belgian in Dubai since 2018

Nice to meet you!

CURRENT LIFE

- Head of Corporate Innovation, Chalhoub Group
- Keynote speaker, guest lecturer & advisor

PREVIOUS LIFE

- Entrepreneur
- Business consultant
- Managing director MENA
- Head of Growth (Faces & Tryano)



56K

Data/Fax/Voice Modem



MIC



SPK



RD



TD



CD



OH



AA



HS



DTR



MR



PW



Dubai: RTA announces trial of driverless taxis by end of 2022

To start preparations of digital maps needed for Cruise autonomous vehicles by the end of this year



Focus on the 45 degrees that matter



5

MAJOR TRENDS SHAPING THE MARKET

1

SKOLSTREJK
Awakened
Society...
KLIMATET





'I'm happy to lose £10m by quitting Facebook,' says Lush boss

Losing 10m followers on sites such as Instagram is a price worth paying for co-founder of ethical beauty empire



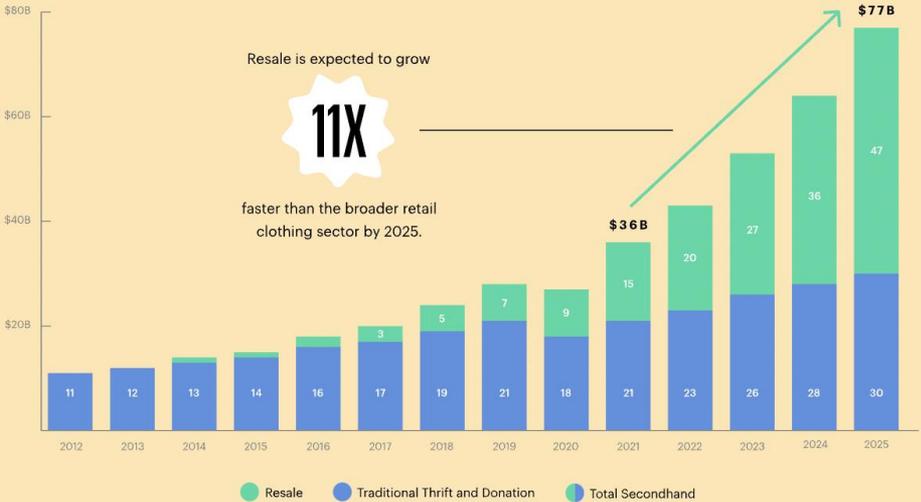
📷 Mark Constantine, the CEO of ethical hair and beauty firm Lush. Photograph: Millie Pilkington/The Guardian



**RESELL YOUR
BALENCIAGA
PIECES**

Secondhand Market is Projected to Double in the Next 5 Years, Reaching \$77B

Resale, the sector of secondhand that includes more curated assortments, is driving the growth.



GlobalData 2021 Market Sizing and Growth Estimates

LUXURY FASHION TO RENT

Select your dates

10/02/2022 → 11/02/2022

START



BALENCIAGA Dress
£115 / day



ALEXANDER MCQUEEN Jacket
£155 / day



SAINT LAURENT Yeti Plume Boots
£335 / day



SAINT LAURENT Jacket
£115 / day



BALENCIAGA Gown
£165 / day



BALENCIAGA Triangle Duffel Chain Bag
£80 / day

VIEW COLLECTION

RENTAL by Kering Ventures

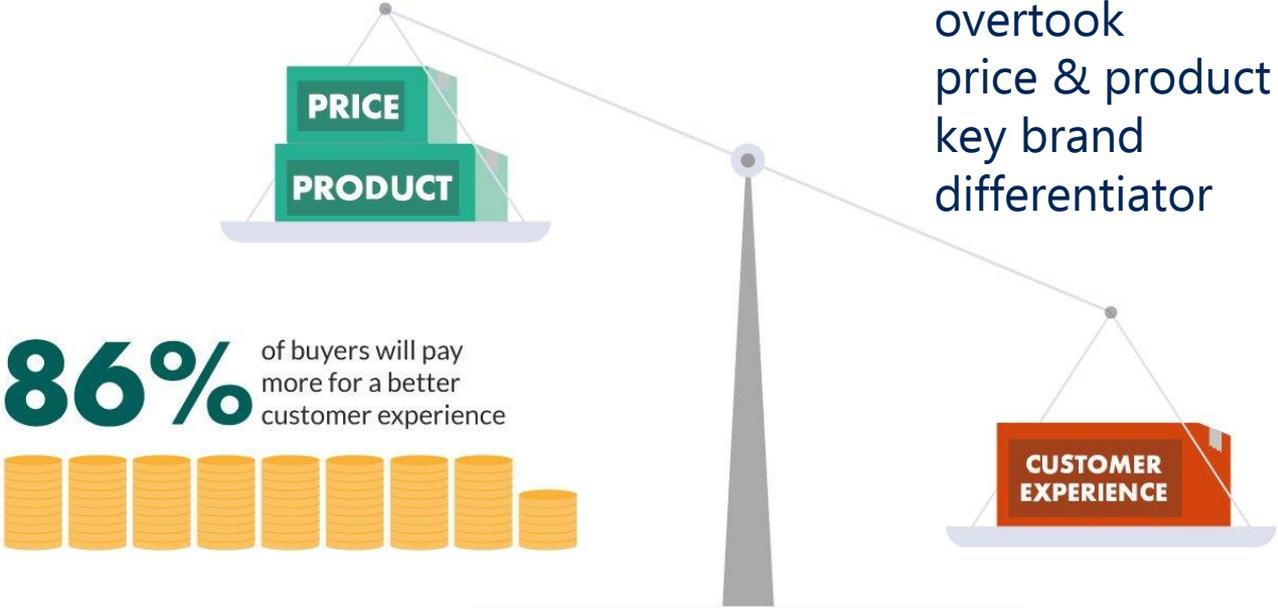
2

***Customer
Demands***

A photograph of Jeff Bezos, the CEO of Amazon, is overlaid on the slide. He is wearing a grey blazer over a dark blue shirt and is gesturing with his right hand towards the right side of the frame. The background is a dark, textured blue.

SURVEY SAYS: CUSTOMERS HIGHLY VALUE GREAT CUSTOMER EXPERIENCES

In 2020, **CX** overtook price & product as key brand differentiator





Expectations are even higher since COVID-19

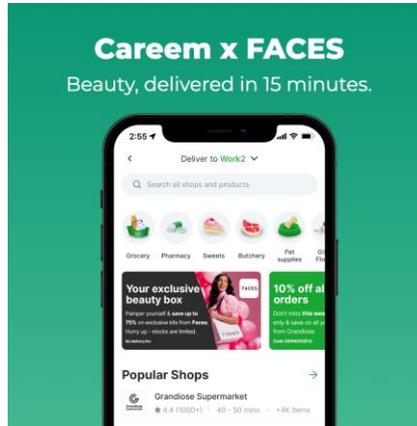
'If I can call with my doctor and get my meds delivered in less than a day, why can't I get my X in a couple of hours?'

Everything Experience

Consumers demand experiences, accelerated by social media (everything should be Wow) and competition is one-upping each other = 'vicious cycle'



Offline experiences: e.g. 'Instagram-able' popups



Online experiences: e.g. Q-Commerce



Omni-channel on steroids: Carrefour Go

FACES LAUNCHES FIRST LUXURY BEAUTY REPLENISHMENT MODEL IN THE MIDDLE EAST



CLARINS Double Serum

SAMPLE ADDED TO CART

★★★★★ (2 Reviews)

More than just a serum, this is the only intensive anti-aging treatment rich in 20 plant extracts t [Read More...](#)

537 AED

 Earn 511 MUSE points [?](#)

Size: **30ml**
399 AED



Size: **50ml**
537 AED



Size: **75ml**
650 AED



Size: 50ml

Guaranteed 100% authentic

One-time purchase

537 AED

Subscribe and Save 10%

483.30AED

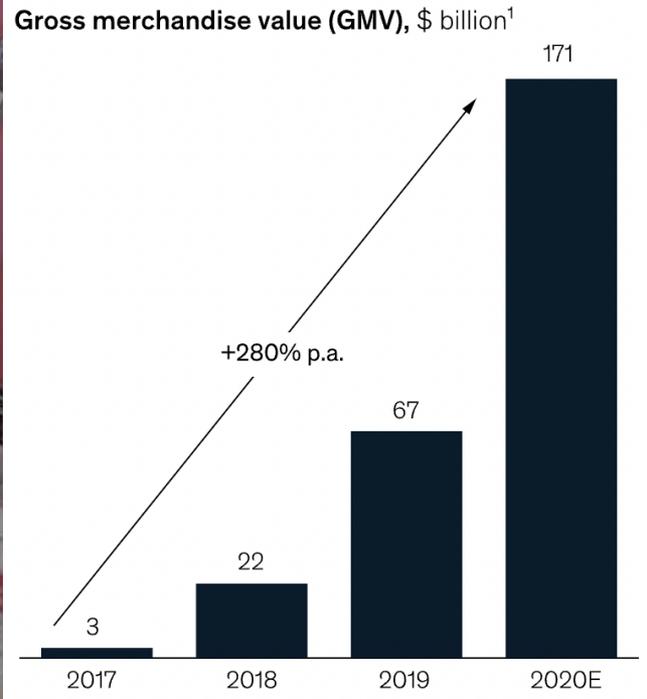
BESTSELLER

Express Delivery within 24 hrs
Free Standard Delivery on all orders above 199

[Terms & Conditions](#)



China's live commerce reached an estimated \$171 billion in value in 2020.



¹Total GMV generated by livestreaming in B2C; includes mainstream brands, influencer brands, and refunded items.
Source: Everbright Securities; iResearch; McKinsey analysis

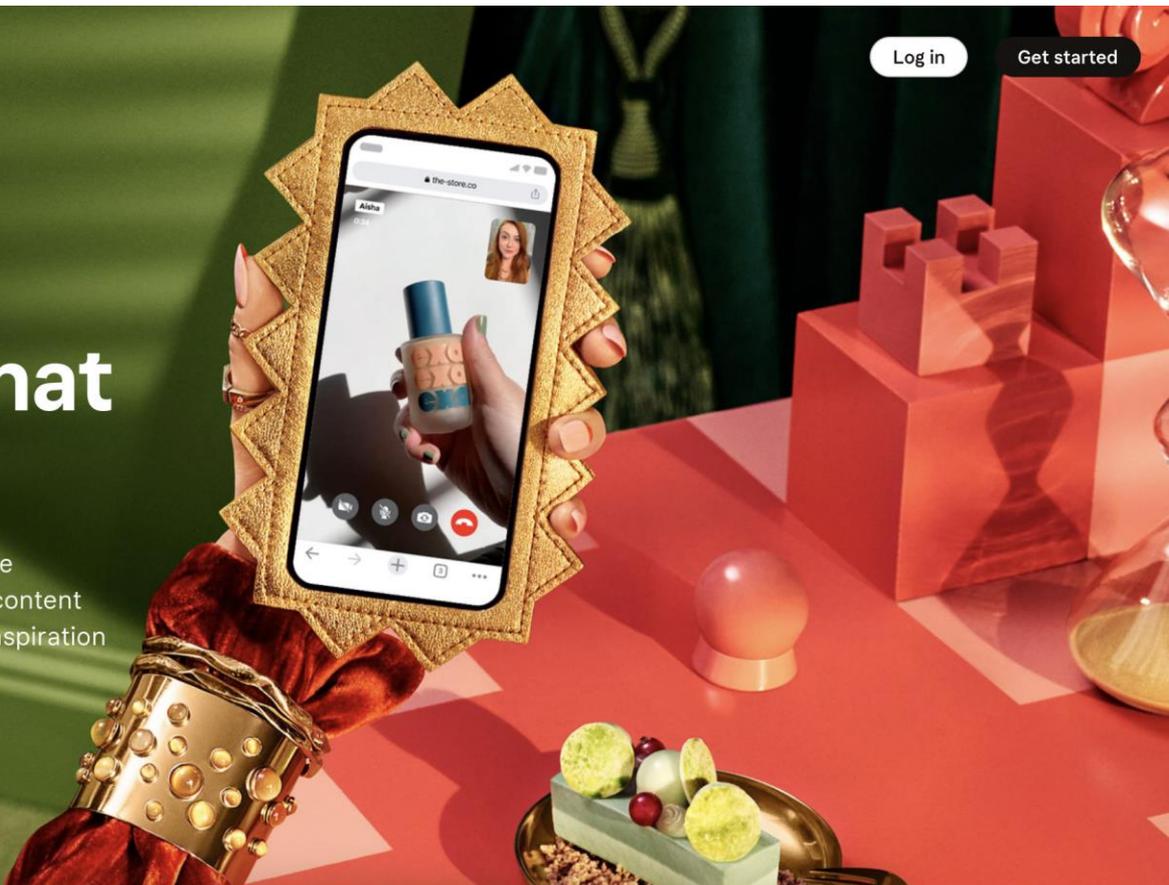


Klarna. Virtual Shopping

Create online experiences that convert.

Ditch the ineffective chatbots. Empower in-store associates and influencers to create engaging content while assisting shoppers with product advice, inspiration and more.

[Contact us today](#)



Gatekeeper Revolution

3





BEAUTY

Farfetch plans beauty launch with Violet Grey acquisition

The luxury e-commerce platform is set to add beauty to its offering with the acquisition of upscale LA-based beauty retailer Violet Grey.

BY KATI CHITRAKORN
28 JANUARY 2022



BEAUTY > BEAUTY FEATURES

Sephora and Zalando Partner to Sell Prestige Beauty

Sephora and Zalando have partnered to sell prestige beauty starting in the fourth quarter of 2021 in Germany.

By **Jennifer Weil**

June 22, 2021, 1:02am

SHARE 



Sephora is partnering with Zalando. COURTESY OF SEPHORA

Cult Beauty taken over by the Hut Group in £275m deal

Site founded by Alexia Inge and Jessica DeLuca sells skincare, haircare and cosmetic brands



 Alexia Inge and Jessica DeLuca

Sephora acquires Feelunique and makes first foray into the UK market

Premium Beauty News (Photo: © Kamil Macniak - shutterstock)

28 July 2021

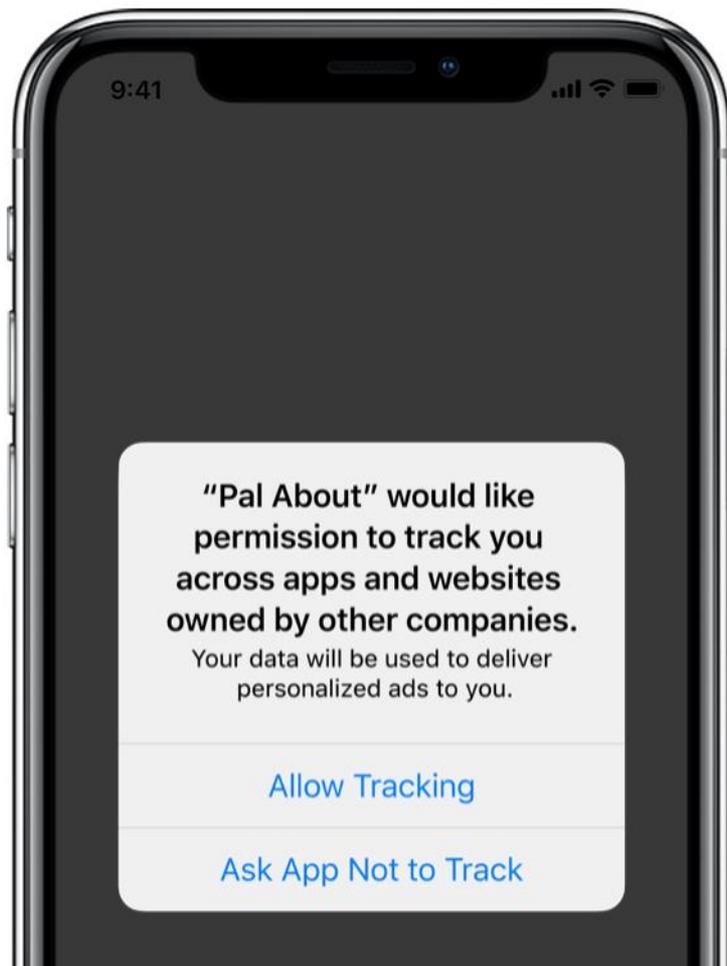
SHARE:    



4

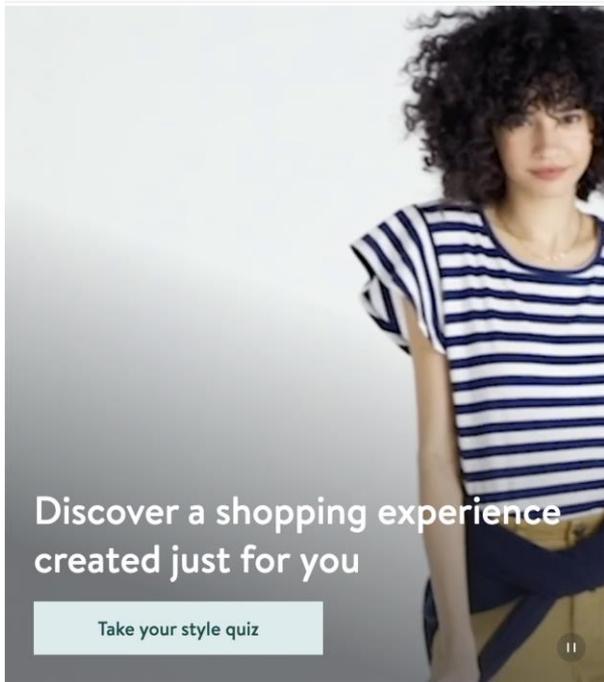
Data a/o Privacy?

Mr. Mark Zuckerberg



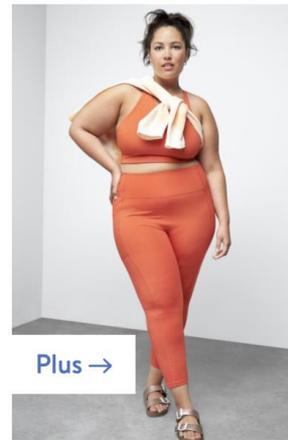
*iOs 14
January 2021*

☰ STITCH FIX Women Men Kids



Tell us what you like, we'll find what you love

We get to know your style, fit & price range based on your style quiz, requests & feedback.



Facebook ranks last in digital trust among consumers

Insider Intelligence Sep 24, 2020, 5:15 PM



- **Insider Intelligence publishes thousands of research reports, charts, and forecasts on the Media, Advertising, and Marketing industry. [You can learn more about becoming a client here.](#)**
 - **The following is a preview of the 2020 US Digital Trust Survey, which ranks nine platforms—Facebook, Instagram, LinkedIn, Pinterest, reddit, Snapchat, TikTok, Twitter, and YouTube—according to how our respondents perceived them along five pillars of digital trust.**
-

∞ Meta

#5 – WEB 3.0

FACEBOOK     



5

Web 3.0



Precious Metals

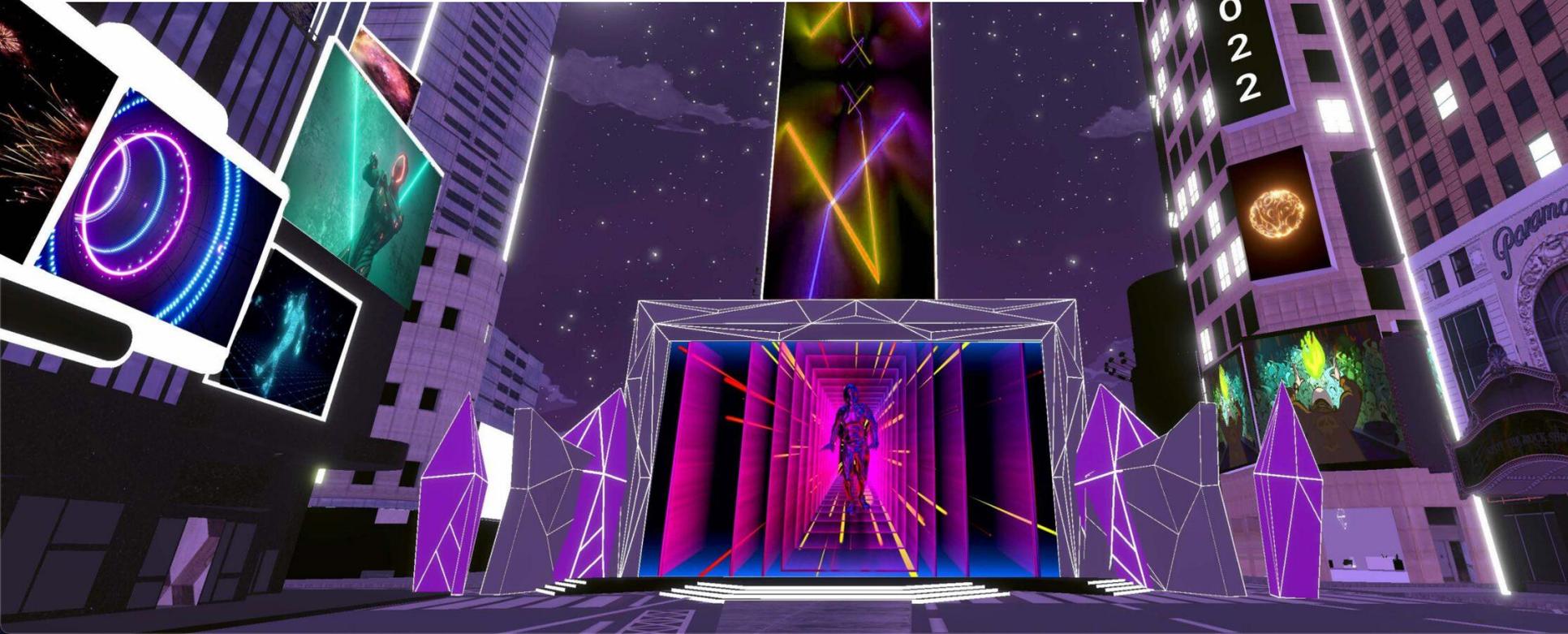


www.ngrave.io

medium.com/ngrave

Decentraland To Host First-Ever Metaverse Fashion Week

Beginning on March 24.





Dolce & Gabbana Just Set a \$6 Million Record for Fashion NFTs

It auctioned a nine-piece virtual/physical collection.

CHRISTOFLE

ENTERING THE METAVERSE

April-May 2022



OpenSea



Decentraland



The Sandbox





**OLSTRE
FÖR
IMAT**

***AWAKENING
SOCIETY***



***CUSTOMER
DEMANDS***



***VALUE CHAIN
DISRUPTION***



***DATA vs
PRIVACY***



***WELCOME
WEB 3.0***

Cover 3 horizons to stay future proof

TODAY

Horizon 1

ENHANCE

TOMORROW

Horizon 2

EXPERIMENT

**DAY AFTER
TOMORROW**

Horizon 3

EXPLORE

“We are des battants, fighters.
The enemy is not competition, hard times, or new ways...
what we fight against everyday is complacency.”

MICHEL CHALHOUB
1931 – 2021

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Payal Kshatriya Cerri

Co-founder & Chief Strategy Officer
Middle East Fashion Council



Jessica Bazire

Head of Fashion
Dubai Global Connect



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Discussion: Partnerships for a stronger fashion industry with Dubai as THE regional hub

MIDDLE EAST
FASHION
COUNCIL 

 MIDDLE EAST
FASHION
WEEK



Dubai
Global
Connect



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Ben McLean

Head of eCommerce UAE

DHL Express



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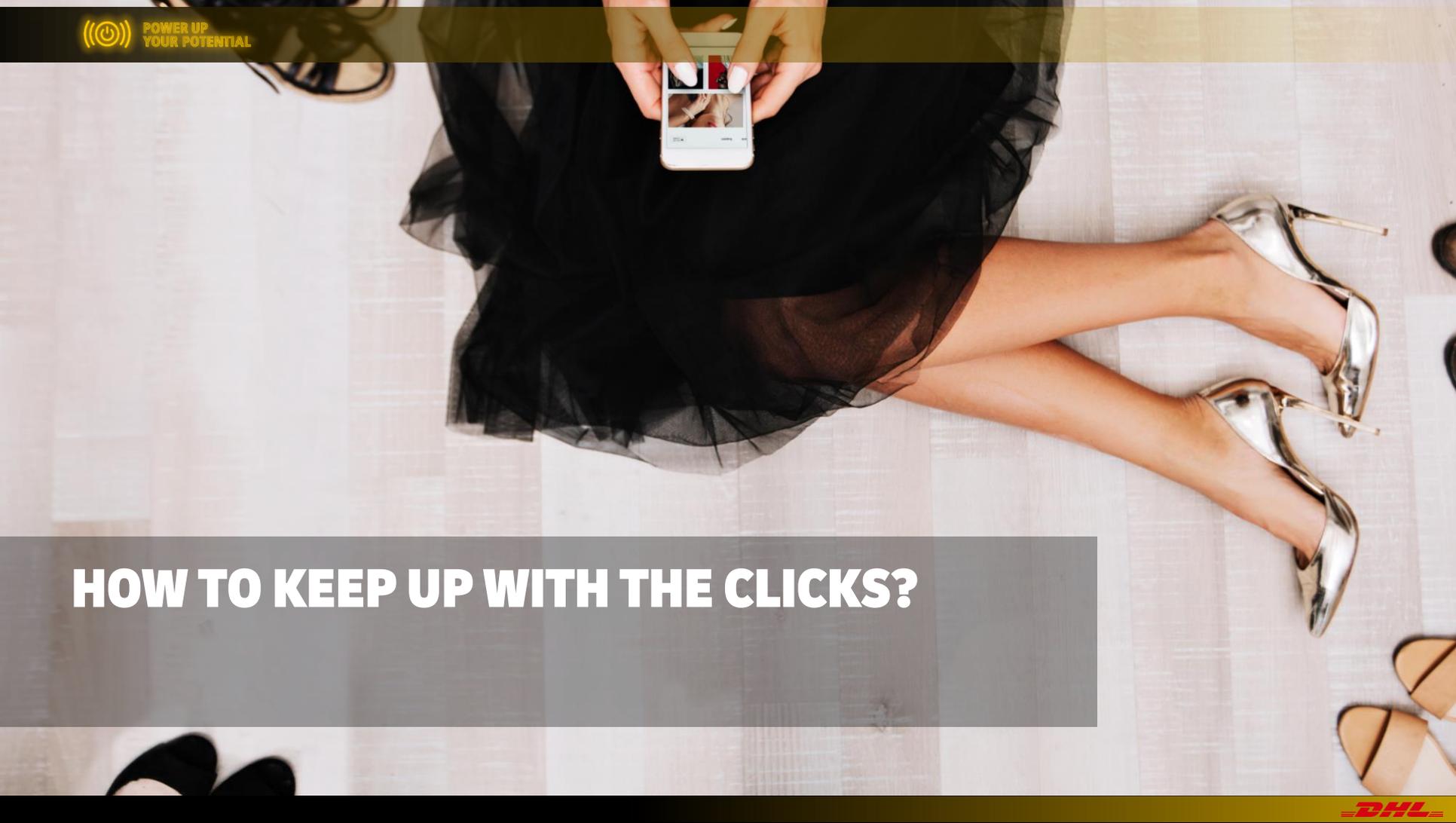
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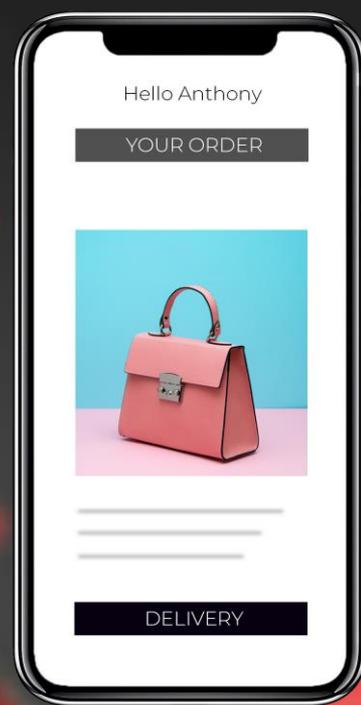
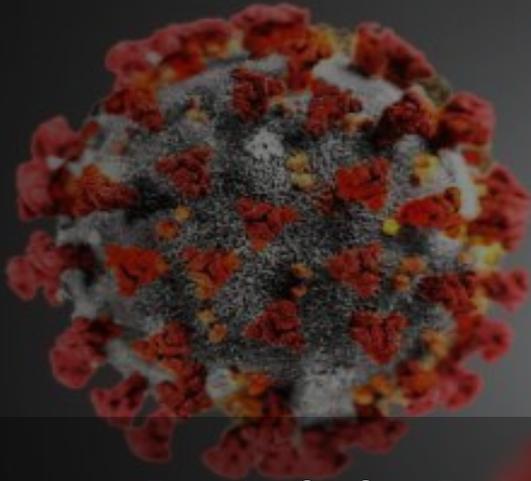


Three models are shown in elaborate dresses that incorporate DHL branding. The model on the left wears a white, mesh-like gown with a long train and yellow DHL tape wrapped around her legs. The middle model wears a yellow and red dress with a DHL logo on the skirt. The model on the right wears a gold, crinkled dress with a DHL logo on the side and a long, dark train. The background is a simple, dark studio setting with a spotlight effect.

E-COMMERCE - CHANGING TIMES
DHL EXPRESS

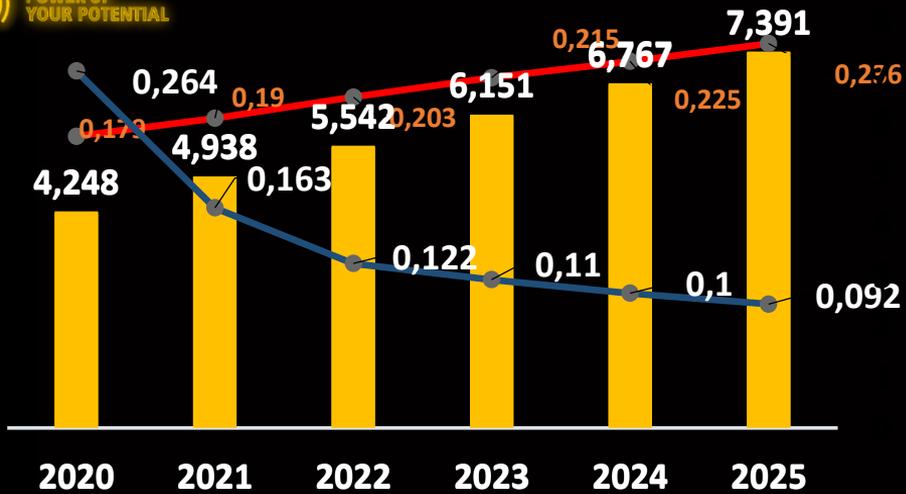


HOW TO KEEP UP WITH THE CLICKS?



COVID-19 : The 'Digital Accelerant' of the century

In a post-COVID era, many companies have to embrace Digital Transformation to accelerate their effort in order to succeed.



All numbers are in US \$ Trillion

Sources: eMarketer, Oberlo

■ Sales ● % Change ● % of total retail sales

GLOBAL RETAIL E-COMMERCE SALES



SALES BY COUNTRY

Number
are
in
US
\$,
Bil
lion

2021 2779,3



E-COMMERCE 'THE INTERNATIONAL OPPORTUNITY'

With more than **2 billion** online shoppers worldwide, are you ready to seize the opportunity of international e-commerce?

2021	2025	2019 - 2020
<h1>\$759.5bn</h1> <p>With a global market value of \$759.5 billion in 2021, apparel, accessories, and footwear are the number one ecommerce sector in the world.</p>	<h1>\$1tn</h1> <p>Over the next five years, online fashion's 7.18% compounded annual growth rate will put the industry at +\$1.0 trillion.</p>	<h1>29.6%</h1> <p>Apparel growth in e-commerce predicted to grow by 7.5% through 2026.</p>

ONLINE FASHION SHOPPING

How fashion ecommerce brands operate is constantly evolving. New technologies, shifting markets (at both geographic and economic levels), plus the shadow of profitability

1

Brand Relevance

Socially conscious consumerism will continue to grow as people seek brands that they trust and that align with their values.

2

Circular Fashion

Regenerative system in which garments are circulated for as long as their maximum value is retained, and then returned safely to the biosphere when they are no longer of use.

3

Social Shopping

New technologies and functionality are unlocking seamless social shopping experiences, spurring brands, consumer and investors. Brands should double-down on tailored in-app purchase journeys and test livestreaming and augmented reality try-on, among other tech opportunities.

TOP GLOBAL MACRO TRENDS



Building a solid omnichannel strategy for your business that shares **customer data** and **feedback across** all channels will prevent disconnects in the buyer experience.

And this is key because:

- **87% of shoppers** want a personalized and consistent experience across touchpoints ¹
- **Research suggests retailers are falling short**
84% of consumers say they believe they should be doing more to integrate their online and offline channels ²



THE CHALLENGE FOR BRANDS

IS TO ENSURE EVERY DIFFERENT TOUCHPOINTS WORK TOGETHER



THINK MOBILE TO TAKE ADVANTAGE OF SHOWROOMING CUSTOMERS IN STORE SEE AND FEELS THE PRODUCTS

But STOP

Online

+72% OF GLOBAL E-COMMERCE SALES
WILL COME FROM MOBILE IN 2021



Build a shopping app for customers in-store

Quickly access extra product information or easily arrange purchases with a home delivery option



Tap into proximity marketing

Deliver sales alerts to customers living close to your store



Be flexible with your in-store pricing. Have a price-match policy to win these sales

HOW TO AVOID CART ABANDONMENT

Cart abandonment is the e-commerce retailer's biggest challenge. Web research specialists The Baymard Institute have calculated that 69% of online shopping carts end up abandoned

UNEXPECTED SHIPPING COSTS ARE THE NUMBER ONE CAUSE OF CART ABANDONMENT.

To combat this, your site should keep data-entry fields to a minimum – offering ‘Guest checkout’ can help here. Ensure your site is optimized for mobile, too, as a smaller screen makes certain tasks more annoying for customers. Above all, offer a wide range of delivery options, and avoid surprising your customers with unexpected shipping charges at the last moment.

DEFINING YOUR GLOBAL BRAND STRATEGY

The quality of your product is important, but so is the emotional benefit gained in owning your product. Talking up not only the features, but also the value and status of your brand, can help emphasize the benefits of both. Study your competitors and analyze how effectively they present their brand.

THE BIGGEST BARRIER TO SMOOTH INTERNATIONAL SHIPPING

Shipping your products by land, sea, or air is only half the challenge. The biggest hold-up isn't bad weather or poor transport networks, but the humble invoice description.

Descriptions like 'sample', 'machine parts' or 'T- shirt' are too generic. You're going to need to know the Harmonized System (HS) code for your product, and make sure it's listed on your paperwork. But what paperwork do you need?



THE WORLD OF E-COMMERCE IS WAITING

Make sure you've ticked all the points on the list below to maximize your chances of becoming a global success:

Avoid cart abandonment



Tell as many people as possible that you deliver internationally



Offer a range of shipping options



Don't hide shipping charges

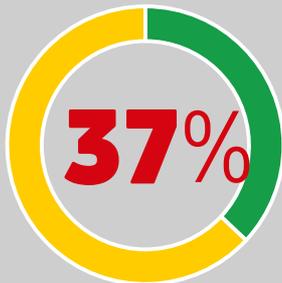


Make the customer purchase journey as simple as possible

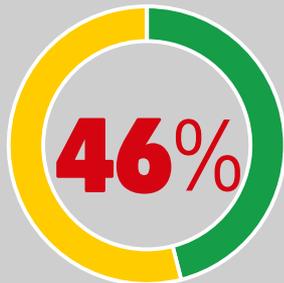


Consider your returns policy carefully

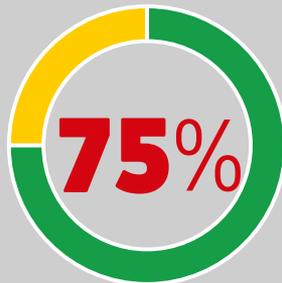
CONSUMER BEHAVIOUR



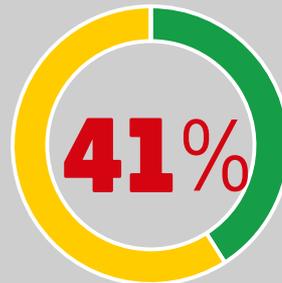
37% of consumers shop with more brands than they used to



46% of consumers are less loyal to brands than they used to be



75% of American online shoppers have changed brands during the pandemic



41% of global e-commerce transactions used digital and mobile wallets



28% of shoppers say slow delivery puts them off international shopping.

SUPPORTING SUSTAINABLE RETAIL

We're extremely passionate about sustainability here at DHL. Not only are we fervent about driving sustainability within the logistics industry, but we're also working hard to help our customers improve their credentials too.

We're regularly having conversations around sustainable practices such as improved packaging solutions and the growing trend of second hand, vintage, upcycling and reusing.

PURCHASE DECISIONS

50%

of digital customers state that environmental concerns impact their purchasing decisions. (GlobalWebIndex)



CUSTOMER LOYALTY

88%

of customers are more likely to be loyal to a company which supports environmental issues. (Cone)



SUSTAINABILITY PRACTICES

74%

of customers say a company's sustainability practices matter more than they did a year ago. (Salesforce)



GOGREEN

Clean operations
for climate protection



[CLICK HERE](#) TO FIND OUT MORE





35%

**OF CONSUMERS PLACE A
PREMIUM ON
EXPERIENCE AND
CONVENIENCE.**

A growing number of consumers prioritize convenience over costs; 35% of online shoppers say they are happy to pay to get their items delivered **WHEN** and **WHERE** they want.

BUT WHY IS THIS SO IMPORTANT?

Customers are twice as likely to buy again from an online retailer after a positive delivery experience

91% of consumers look at available delivery options before checkout.

74% of customers found delivery convenience most important.

46% of basket abandonment is caused by limited shipping options

Source: [Magento Live](#)

DID YOU KNOW?

Cross-border e-commerce is growing at twice the rate of domestic online sales.

With over 7 billion people worldwide, this should come as no surprise. And we're here to help you make the most of international business opportunities.

RETURNS

As ecommerce adoption escalates and first-time shoppers turn online, a chief danger is losing intimacy. Retail can forge relational experiences, but customer support is often the only option for online brands. Particularly, immediate support — before, during, and after a purchase.

Rising return rates are another danger that loom large over online fashion

36%

of all returns are
because the consumer
“didn’t like the item”

56%

of clothing or footwear
purchases are returned

MIDDLE EAST FASHION MARKET

THE MENA FASHION INDUSTRY REACHED US\$55B IN 2020, THE GCC MARKET PRESENTS SIGNIFICANT OPPORTUNITIES AMID PESSIMISTIC GLOBAL OUTLOOK

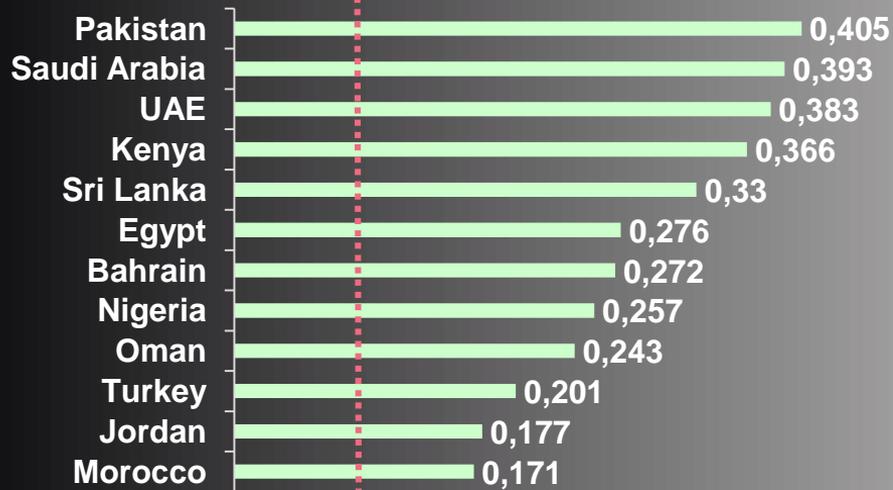
\$1,600

Annual spending
for fashion per
person in **UAE**

Saudi Arabia
(double of China)

Fast Growing E-commerce markets across MEASA

The MEASA e-commerce market has a significant growth opportunity over the three years. The compounded annual growth rate for e-commerce sales by country indicates the online purchasing momentum. Most of the countries in the MEASA region have a higher sales growth rate than the global average for the forecasted period



■ Growth
..... Global Average : 16.6 %



*Source: DinarStandard Synthesis, and Analysis, IMF, World Bank ICP Data

STATS ON AFRICA

EMERGING MARKETS

Markets like Nigeria has a strong young population, which adds up to approx. 50 million people between the age group of 20-35

26% of e-commerce sales in Morocco is on fashion and clothing that accounts to Approx. US\$350m

TRENDS

Africa's entire textile/clothing market is already worth more than \$31billion

Online shopping was by far the highest growth segment of the fashion industry during the pandemic in the region. As a result of the shift in consumer behaviour observed, having a strong online presence is now key to a brands' survival and their success in the future

Overall Africa has a total population of 1.5 billion, This region has an untapped B2C market

**Source: ADF analysis, IMF, World Bank ICP Data*

DHL IN FASHION

C.F.D.A

Council of Fashion Designers of
America (CFDA)



Tokyo Girls Collection (2021)



Camera Nazionale
della Moda Italiana

Camera Nazionale
della Moda Italiana (CNMI)

BRITISH
FASHION
COUNCIL

British Fashion Council
(BFC)



FASHION WEEKS

let the brand shine internationally, access via
IMG and Fashion Councils (New York, London,
Milan & Sydney)



**WE ARE ONLY AT
THE START**

THANK YOU.



**POWER UP
YOUR POTENTIAL**



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Layal Akouri

Chief Executive Officer
The Giving Movement



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THE GIVING MOVEMENT

SUSTAINABLE

CONSCIOUS CONSUMERISM

OUR PHILOSOPHY

SMALL ACTS MULTIPLIED BY MANY, CAN TRANSFORM THE WORLD.

15 AED DONATED
PER ITEM

5,709,725 AED
TO DATE

11,010,000 AED
2022 GOAL



SUSTAINABLE



GIVING



MADE IN UAE



OUR PURPOSE

WE ARE THE GIVING MOVEMENT

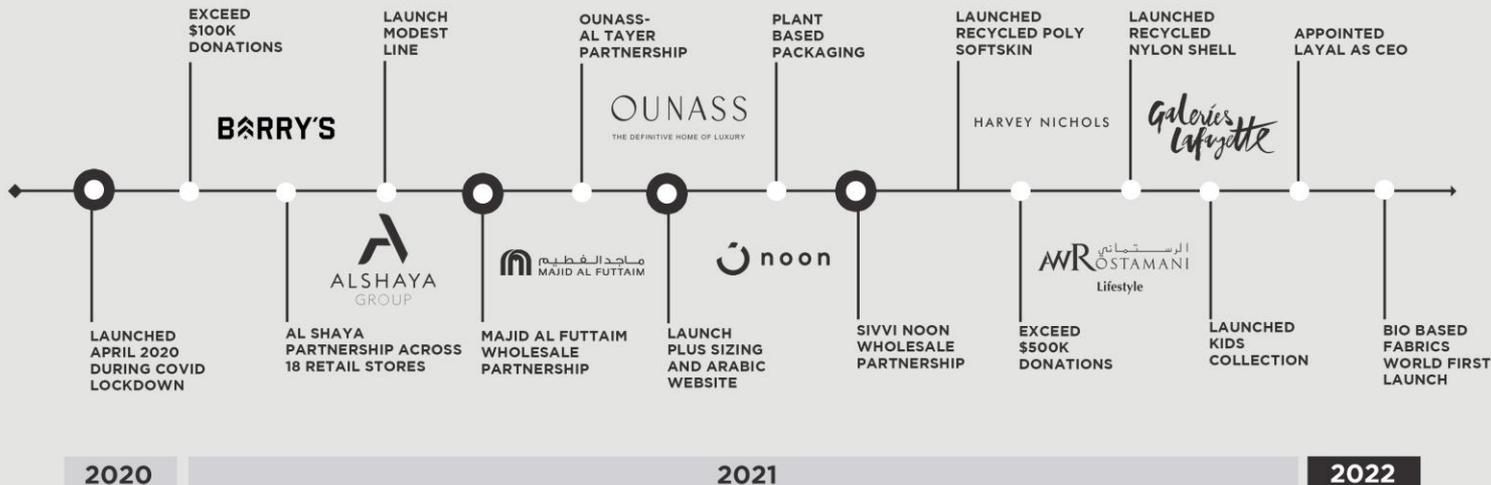
Activewear brands talk about the physicality of exercise. We are elevating the conversation to a philosophy of positive action.

The Giving Movement© is a movement about giving, to solve bigger problems and to produce clothing sustainably, in a way that redefines the realities of what fashion can achieve.

This is a brand born with a single mission in mind: to put **Humanity in Motion**.®



KEY OPERATIONAL MILESTONES TO DATE



All wholesale partners are paid orders with no consignment/ returns offered on a 50% discount of RRP

TGM FABRICS

THE COLLECTIONS

Inclusive by size, gender and age
Comfort x versatility x functionality
The modest movement

THE PRODUCTION

Homegrown = feed local economy
In-house designing, cutting, printing
& stitching facilities
Ensuring fair working conditions for
all TGM employees

THE FABRICS

5+ fabrics, with more in the lab
Upgrades and new fabrics every
collection
Organic or 100% recycled

THE PACKAGING

Zero-waste policy
Locally made
PLA-compostable bioplastic
Derived from plant sugars and
natural starches



FEARING FAST FASHION

The world currently has **7.9 billion** people, meaning **millions of tons** of waste each day.

Fast fashion is ***destroying the planet***.
It's one of the fastest-growing contributors to waste... impacting nature, animals, biodiversity.

We need to ***slow down*** production and consumption.



ACTION & ACCOUNTABILITY

Our fabrics are either *organic* or *100% recycled*.

Our impact is the impact of our customers, suppliers and the industry.

The fashion supply chain begins with fibers:

SYNTHETIC:

man-made fibers that use petroleum-based chemicals.

NATURAL:

animal or plant-based fibers, i.e. renewable resources.





OUR NATURAL FIBERS

We eliminate the use of virgin petroleum fibers, new plastics and non-environmentally friendly materials.

CERTIFICATIONS

OEKO-TEX Standard 100

GRS Global Recycled Standard

GOTS Global Organic Textile Standard

RESULTS

Energy: saving up to 67%

Water: saving up to 86%

CO2 emissions: 46% lower

Since the United Nations launched the Sustainable Development Goals (SDGs_ isn 2015, governments, companies and global corporate community have put sustainability & the long-term future of the planet directly under the spotlight.

Data on the negative impact we are having in the planet it now more readily available than ever through digital platforms (YouTube, Netflix, news and social media. This increase in freely-available information is driving a change in consumer behaviour: centred around supply-chain, labor conditions, environmental impact and avoiding unnecessary waste.

Fast Fashion is coming under increasing public scrutiny about the environmental and ethical issues it is creating and post-Covid consumers are even more motivated to support brands that do for the planet, and the people on it.

90 million tonnes of non-renewable resources annually consumed by the global textile industry.

Only 1% of new products introduced into the market in the first half of the year were sustainable.

75% of millennial consider sustainability when making a purchase decision.



CLIMATE NEUTRAL CERTIFICATION

Offset 100% of carbon footprint, and...

- invest in clean energy projects and minimize emissions,
- align with UN's Sustainable Development goals,
- focus on renewable energy (generate wind energy, reduce, dependency on fossil fuel energy),
- remove methane from landfill,
- use and create affordable and clean energy,
- work towards sustainable cities and communities,
- take climate action,
- and create partnership with organizations for environmental goals.

THE GIVING MOVEMENT INNOVATIONS IN 2022

BIOSYNTHETICS & CIRCULARITY

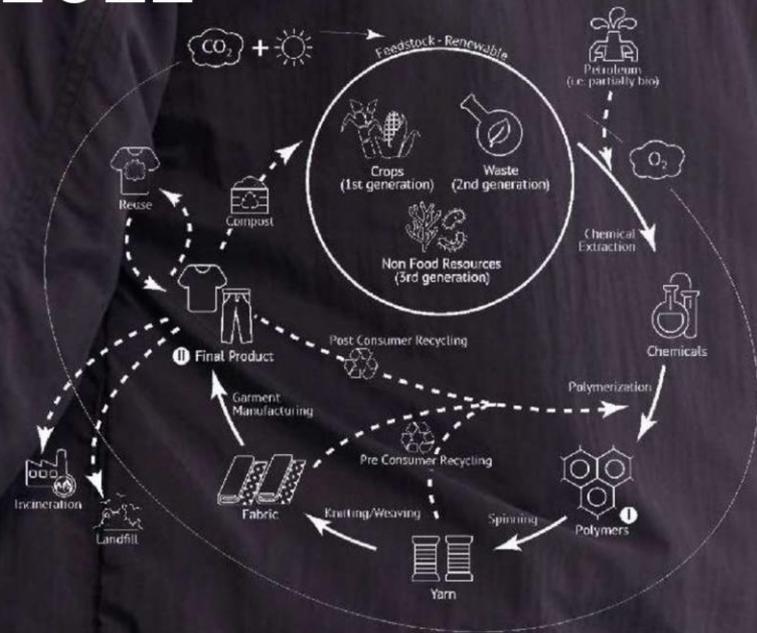
- The Giving Movement is leading the industry in sustainability with 100% recycled materials adoption but is continuously innovating to create new and improved sustainable solutions
- Whilst recycled materials reduce the use of our planets natural resources and provide a sustainable solution there is still a challenge with ensuring that at the end of the garments life, it is reused or recycled, and doesn't end up in a landfill
- It is also widely-recognized that any plastic whether recycled or virgin creates microplastic particles when washed and this ends up in our oceans within a detrimental impact on wildlife. Whilst solutions such as garment filter bags will be offered by TGM by the end of 2021 we are working on a complete solution.
- A world-first castor bean oil yarn. 100% biobased and natural origin, The Giving Movement has developed a functional alternative for activewear to synthetic fossil-based materials such as polyester and Nylon. TGM has developed this yarn with bio-based spandex to create BIO-SOFTSKIN and is currently undergoing testing with the view to launch in early 2022 IPP/Patent pending.
- At present there is only one other company who have developed a similar yarn, Du Pont. Their supply is limited, lead time of 2-4 months and is triple the usual cost of recycled polyester. There is a good opportunity to IP and license this fabric to major brands globally.



THE GIVING MOVEMENT INNOVATIONS IN 2022

BIOSYNTHETICS

A biosynthetic fibre consists of polymers made from renewable resources, either wholly or partly Biopolymers, commercially available today, have come from renewable sugars, starches and lipids (1st feedstocks such as corn, sugar cane, beets, plant oils) and include polymers that are 100% biobased as well as partially biobased.



WHAT ARE BIOSYNTHETICS?

- i. Process using (i) drop in or (ii) new processing route. The method used will impact the cost, scale up and sustainability impact.
- ii. End of life impact depends on feedstock and bio content

THE GIVING MOVEMENT INNOVATIONS IN 2022

QR CODE TRANSPARENCY TECHNOLOGY

Transparency in the supply chain is vital for sustainable fashion to succeed and involves clear and accurate data around where and how a garment is made. Launching October 2021. IP Pending.

The Giving Movement has developed a world first solution to incorporate a QR code stitched into each garment which when scanned by a phone camera will load a transparency report for the garment.

Information will include material make-up, sustainability credentials, carbon footprint, water use and all technical features and wash care instructions features and wash care instructions for the garment. A link for the product will also be provided allowing others to easily purchase the product on The Giving Movement website, either in store or in public.



THE GIVING MODEL



THE PROBLEM

- 690 million people globally are classified as starving or under-nourished in today's society (8.9% population, source: UN).
- 78% of workers live paycheck to paycheck (Source: Forbes) and have little or no spare income to donate to those in need.
- A just-for-profit business model widens the inequality gap
- A just-for-charity-business model is often continuously reliant upon external funding and donations.

THE SOLUTION

- Food, shelter, and education is the solution to help lift people up and above the poverty line. (8.9% population, source: UN).
- It is estimated it costs \$4 per week to support one person with food, shelter and accommodation – hence TGM's commitment to a \$4 donation per item.
- TGM automatically donates \$4 from the sale of each item to its charity partners, creating a simple way to give back and build purpose and accountability into the model.

WHERE THE FUNDS GO

- TGM has officially partnered with Sheikh Mohammed bin Rashid Al Maktoum's charity Dubai Cares & Harmony House in a first-of-its-kind partnership.
- These charity partners were chosen as their focus is on food distribution, shelter, education and healthcare.
- In August 2021 TGM was awarded the Dubai endowment certificate as recognition and appreciation from Mohammed Bin Rashid Al Maktoum Global Initiative Centre for its contribution to the community.



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THE GIVING MOVEMENT

SUSTAINABLE

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Kunal Kapoor

Founder & Chief Executive Officer
The Luxury Closet



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Genia Mineeva

Founder & Creative Director
BEEN Design London



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BEEN
LONDON







Zero waste design using only rectangular panels



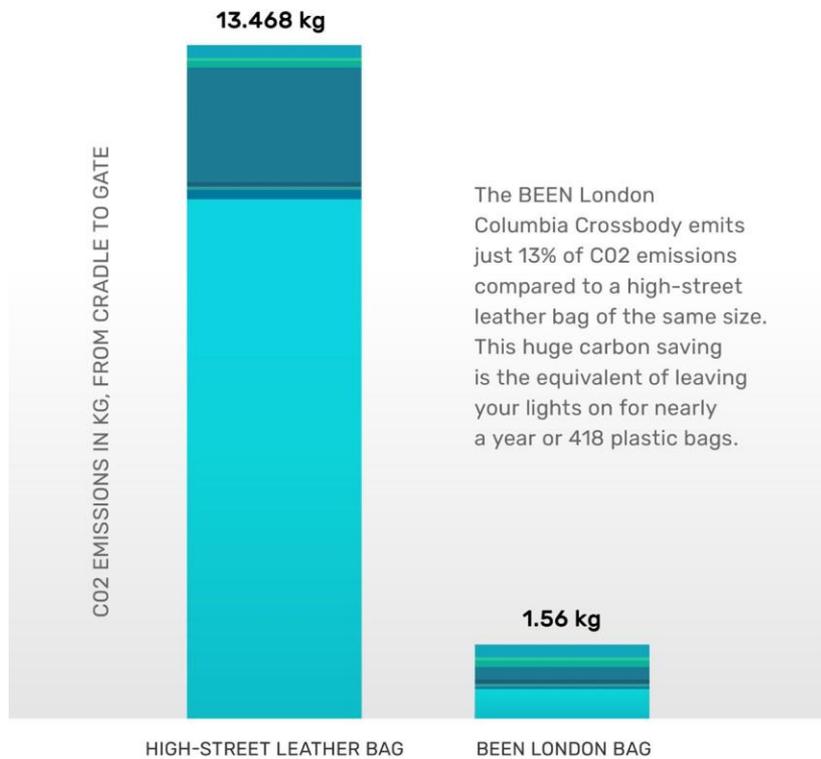
Recycled leather body made from tannery off-cuts and trimmings



Recycled cotton lining made from discarded clothes



Recycled polyester zips made from single-use plastic bottles



The BEEN London Columbia Crossbody emits just 13% of CO2 emissions compared to a high-street leather bag of the same size. This huge carbon saving is the equivalent of leaving your lights on for nearly a year or 418 plastic bags.



- Leather
- Lining
- Zips
- Hardware
- Transportation
- Manufacturing
- Storage
- Packaging



BEEN

BEEN
A TRANSPARENT COMPANY
LONDON

BEEN
A TRANSPARENT COMPANY
a transparent company
So good to have you here.
We're proud to be a transparent
company and show you
the journey of our products
made entirely from materials
that have once BEEN some...





VOGUE

'BEEN London is one of the most innovative fashion companies in the world'

Forbes

'Few brands have devised a sustainable product roadmap end-to-end, but one London-based startup has written a blueprint for sustainability across its entire supply chain while managing to compete with the high street on price—an incredible feat in today's challenging retail climate.'

ALSO RECOMMENDED BY



BAZAAR

Drapers
Sustainable
Fashion 2021

STYLIST

The
Guardian

THE TIMES

Common Objective Leadership Award Winner 2022

*Positive Luxury Awards Shortlist 2022:
Breakthrough Business of the Year*





RHFL
x
BEEV
M



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BY ELECTRIC DRIVE.

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Amadou Diallo

Chief Executive Officer Middle-East & Africa
DHL Global Forwarding



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Pascal Marty

Vice President eRetail & Fashion Sector
DHL Customer Solutions & Innovation



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