

Textile Exchange eNewsletter - April 12, 2011

Formerly Organic Exchange



Accelerating Sustainable Practices in the Textile Value Chain.

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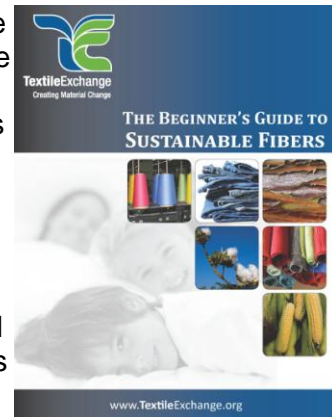
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New - Beginner's Guide to Sustainable Fibers

Textile Exchange announces the release of "The Beginner's Guide to Sustainable Fibers" to members as a new benefit. This 18-page guide summarizes the technical and environmental practices associated with key fibers used in apparel, home furnishings and textiles and provides a list of global links and resources by fiber. While there is no clear definition for a 'sustainable textile,' there are many options available in the textile industry to reduce the environmental and social impacts of the goods you produce or purchase.



This guide specifically focuses on fiber impacts. Highlighting the positive and negative attributes associated with hemp, linen, organic cotton, recycled cotton, recycled polyester and TENCEL™ from Lenzing; providing you with the knowledge to make informed fiber decisions in your company, and ultimately for your customers. Regardless of your fiber choice, you can find valuable information in this guide to support your company's specific focus area and path to sustainability.

"The Beginner's Guide to Sustainable Fibers" is a brand new benefit to Textile Exchange members at the \$1,000 USD level and above. More information is available [online](#), contact [Daren Abney](#) for access or additional information.

Sustainable Textiles Seminar in Turkey this Week!



This Thursday, April 14, we will be hosting the now sold out 'Sustainable Textiles Seminar' in Izmir, Turkey. The seminar on sustainable textiles will run in conjunction with the Organic Fashion Izmir (OFI) marketplace of the Aegean Clothing Manufacturers' Association (EGSD), along with organized visits to Turkish organic producers. The final agenda, lists of attendees and exhibitors is posted [online](#) now.

This event is sold out, but if you have already registered to attend and would like to contact our attending staff, please directly contact [Sandra Castañeda Elena](#) or [Charline Ducas](#) for last minute arrangements. We look forward to reporting the success of this seminar next month.

Register Now - North Carolina Seminar

On Thursday, May 12 Textile Exchange will be hosting the 'Evolving Textiles Seminar' in partnership with North Carolina State University in Raleigh, North Carolina. Registration is open now, more details are [online](#).

Earth Day Plans from Textile Exchange Members



Last week we asked our members what they had planned for Earth Day, here's what some members had to say:

Adolfo Dominguez

Adolfo Dominguez supported the Earth Hour organized by WWF. Adolfo Dominguez's stores worldwide took an active part in this action, turning their window displays and façades lights off. Stores had their lights off between 20.30 and 21.30 (local time) on March 26. All of the participating stores also placed a WWF Earth poster on the store window to communicate the initiative.

"Our participation in Earth Hour was included in what we called Green Week, an event where we communicated Adolfo Dominguez's "green" initiatives. Our most important initiative in GREEN WEEK was the presentation of GREEN ME, a women's line which combines design and eco-textiles."

Mariano Prado, CSR Department, Adolfo Dominguez

Disney Consumer Products

The Walt Disney Company is calling on all employees and cast members to renew their commitment to nature conservation by taking part in the "Action = Acres" pledge campaign. For those who make two or more environmental pledges, a donation will be made through the Disney Worldwide Conservation Fund to help protect acres of savanna in a critical habitat area in East Africa.

Eileen Fisher

We're promoting 'Wash Green' practices in our stores and online. The biggest change starts with the smallest act. The way we care for our clothes has more impact on energy and water than a dye house, a factory, or a fleet of trucks. Find more information [online](#).

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Earth Day, April 22 Only: 25% off and free shipping with offer code#: NED211
Simply enter the offer code NED211 in the box at the bottom of the shopping bag page when you check out.

Please follow this link to the [webshop](#).

Some hessnatur innovations at a glance:

1. Treehugger Best of Green Readers' Choice Award Winner 2011
2. Organic Cotton Tee made in cooperation with Grameen Knitwear and support of Bengali students within the Grameen Shikkha initiative
3. Fair Wear Foundation: Award Winner within the best practice competition second year in a row
4. [Cotton Project in Burkina Faso](#)

Martex Fiber So. Corp/Jimtex Yarns

We decided this year to do something completely different to commemorate Earth Day. Martex Fiber So. Corp/Jimtex Yarns is pleased to sponsor a special art and design installation at the Textile Museum in Washington DC, which opens the same weekend as the DC Earth Day Celebration on the National Mall. The exhibit is titled "Green: the Color and the Cause" (April 16-September 11). We would welcome members of the exchange to contact us if they would like to attend the opening celebration Friday, April 15. For more information, please visit [our website](#).

Nordstrom

Nordstrom has created an opportunity to educate its wide employee base about the options available to move toward sustainability. A booth in the lunchroom will showcase the "Eco-Friendly Products" offered by Nordstrom and the positive impacts available by "buying green." Some of these brands include Stem, Holistia, Evergreen, R44 and some of the Nordstrom labeled products (layettes, socks, etc). For more information on these products, check out [Nordstrom Cares](#).

Pratibha Syntax

We joined millions of people across the globe on Saturday, March 26, 2011 in switching off the lights for one hour - Earth Hour, the world's largest public action for the environment. By taking part in this global 'lights out' event, Pratibha acknowledged our commitment to personal and operational actions that benefit the planet in the year ahead.

To get a better sense of the magnitude and inspiring nature of the event, please take a moment to watch the [Earth Hour 2011 video](#).

Restore Clothing

EARTHING, go ahead, look it up, really. It means connecting your body directly to the Earth.

EARTHING, on Earth Day. We're going to start the day by standing barefoot in the grass for 30 minutes, or maybe doing "dirtyyoga" or "dirting", as we call it. At very least, this simple grounding exercise will allow us reflect and practice gratitude. Who knows?? Earthing may be the most important Health Discovery ever. We're proud to be part of it.

To learn more visit the [Earthing Institute](#) and this article on [barefoot healing](#).

Target

Target Corp. kicks off its Earth Month celebration by offering guests opportunities to make a difference in a way that is right for them. The festivities will include a sweepstakes with hundreds of sustainable prizes - including a "Refresh Your Nest" home makeover worth up to \$50,000 with Target's style expert for home, LEED accredited designer Sabrina Soto. Guests can log on to Target.com/Eco to enter the sweepstakes.

More information about Target's ongoing commitment to sustainability is [online here](#).

Barcelona Registration

Many of you have shared your excitement about joining us in Barcelona, September 19 & 20. Registration for the 2011 Sustainable Textiles Conference will be opening later this month. The nightly rate for the conference will be 148 € at the Princesa Sofia. You can reserve your hotel reservation now [online](#). Please note that the conference will take place at the Princesa Sofia and is located just a few minutes walking distance from the ITMA World Summit to be held on September 21. Conference registration will open later this month and you will receive a personal invitation to register for the conference at that time.



Textile Exchange members at the "Supporter Level" and above will receive complimentary passes based on your [membership level](#). Thank you to our confirmed sponsors as of April 8: Anvil Knitwear, Nike, Lenzing, Genencor, Nordstrom, Pratibha Syntex, Eileen Fisher, Esquel, Greensource, Huntsman, Orta Anadolu, PT Indorama, Taishoboseki Industries and Disney Consumer Products.

GRS Webinars a Great Success



March 30 & 31, Textile Exchange hosted webinars on the Global Recycle Standard (GRS). We had over 130 people register in Europe, North America and Asia; we received very positive feedback on the usefulness of the sessions. The webinars began with an overview of recycling, looked at the certification process, and then went into detail about the GRS, including its position alongside other standards. The presentations are available on the Textile Exchange [website](#).

Two New Certifiers to OE Standards

We are delighted to announce two new certifying bodies recently accredited to certify to the OE Standards, joining Control Union, Ecocert, ETKO, IMO and OneCert. ICEA and CCPB have both been third party accredited by IOAS to begin certifying companies to follow the guidelines of the OE 100 and OE Blended standards. Details about the OE Standards can be found [online](#).



ICEA, Ethical and Environmental Certification Institute or Istituto per la Certificazione Etica e Ambientale, is a certifying body based in Bologna, Italy that began certifying companies to the OE standards in March. ICEA is a non-profit consortium of environmentalist associations, consumers associations, and inspection and certification entities. ICEA is also an active member of Textile Exchange. For more information, visit the [ICEA website](#).

CCPB Srl is also an Italy-based certifying body that was approved to begin certifying companies in April. It grew from the expertise and experience of the Consorzio per il Controllo dei Prodotti Biologici, and now operates specialized schemes in the organic and cosmetic sector. For more information, visit the [CCPB website](#).



Both ICEA and CCPB also hold IOAS accreditation for the Global Organic Textile Standard ([GOTS](#)).

LA International Textiles Show Recap

Textile Exchange was able to attend the LA Show March 28-30 thanks to the generous support of [Lenzing](#). At the show we had a small exhibit space and hosted a seminar on *Megatrends in Sustainability*. With nearly 80 attendees, most were West Coast designers with a good mix of manufactures and brands. We are also grateful to [Nicole Bassett](#), Director of Sustainability at [prAna](#), for leading the TE presentation.

Among the conversations we had at the show was much talk about sourcing sustainable textiles from North America. With the rising costs of goods and their transportation, many designers & retailers were seeking mills and manufactures in the USA. Members [Deer Creek Fabrics](#), [Buhler Yarns](#), [Ecotex](#) and [Lenzing](#) were all exhibiting their US sourcing options, among several others operating in the USA. If you are interested in more details about the show, please email [Daren Abney](#).

New Farm Hub to Go Live in Mid April

As part of the phased release of our new website we are delighted to bring you our new Farm Hub; a place for all stakeholders to use as an organic cotton resource.

In an attempt to meet our community's needs we spoke to many people including: our members; farmers, retailers, brands, fashion students, our strategic delivery partners, NGOs to find out what they wanted from an organic cotton farm hub. We also invite you to tell us what you want to see in here - we think of the Hub as a live entity and will evolve with further input.

Note for farmers: If you are an organic cotton producer and are not registered in our Farmers' Portal you may not appear in our 'Find a Producer' interactive database yet. *Find a Producer* will be a powerful new way to communicate your business and products and we encourage you to email [Liesl Truscott](#) to find out more. We also hope you will take a look after April 18, and send us an email telling us what you think!

Progress of New Textile Exchange Website

Follow the Progress of the Upcoming Textile Exchange Website



For more information, visit our [website](#).