

**5THREAD**



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**5THREAD BELIEVE IN A SUSTAINABLE FUTURE, BROUGHT ABOUT BY SYSTEMS CHANGE AND A REDESIGN IN HOW WE CONSIDER THE CLOTHING AND TEXTILES INDUSTRY.**

The change needs to empower all those in the value chain involved in designing, sourcing and buying fabrics, components and distributing and delivering products. Our linear production model is outdated and ineffective for the new era of clothing and textile production.

Technology is here to help if brought together with a deep understanding of our role in our planet's ecosystem. Given the right guidance and tools for change, our industry's leaders and pioneers can align for the good of all people, the planet and their profit.

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**WE THINK THERE IS A BETTER  
FUTURE FOR THE CLOTHING  
AND TEXTILE INDUSTRY, AN  
INDUSTRY WE RECOGNISE IS  
NOT SUSTAINABLE IN ITSELF.**

We believe that as society aspires to invest in a circular economy, creative thinking and design development will be one of the greatest assets to any business. By considering every aspect of how products are made and used by the consumer, we can innovate, save cost and close the loop to design better products from inception, time and time again. We know there is a craft and art in the making of every item, and we enjoy helping our clients discover how to develop better products and understand the people they need to make them.



1. CIRCULARITY.
2. INCLUSIVE.
3. PARTNERSHIP.
4. TRANSFORMATION.
5. LEADERSHIP.

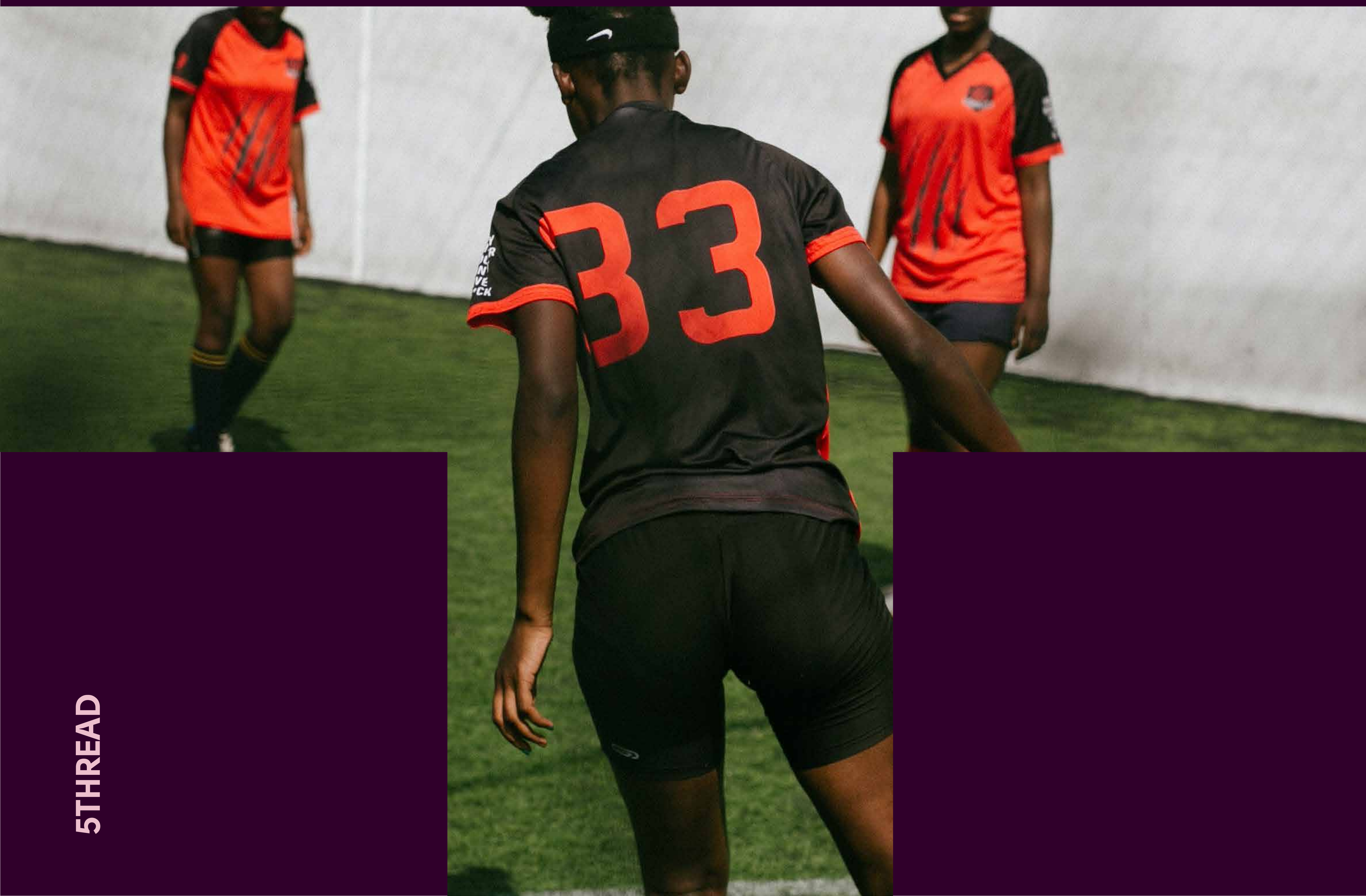
# ONE CIRCULARITY.

- ❖ **5Thread believes circular business models and processes will enable more opportunities for sustainable growth.**

From the start, we will help enable products to be designed for re-sale and recycling to maintain or increase their value over time, eliminating virgin plastics and their associated carbon emissions. We will draw on the understanding of engineers so a garment wears well, has a solid end of life strategy and is designed in a way that it can be deconstructed to leave minimal waste. We believe broader investment and development in recycling and sorting to allow easy identification of a fabric's properties and disassembly of its component parts is needed. We advocate full transparency and traceability using blockchain technology to enable us to positively contribute to the environment in which raw materials are harvested. We believe there is value in all clothing and that value should be retained and can also be increased through a circular approach.



## TWO INCLUSIVE.



- ❖ **We believe that developing with inclusivity and diversity in mind will enable better products for all. When we step out of the able body filter we can imagine new possibilities and levels of innovation. 5Thread celebrate the craft and creativity that defines the art of clothing and textile design.**

5Thread celebrate the craft and creativity that defines the art of clothing and textile design. We feel it is important to uphold the skills and workmanship developed over centuries of making and place additional value on highly skilled individuals all over the world. We don't want to see skills lost, and the quality of workmanship fade. Our approach seeks to support the entire supply chain through empowering and upskilling workers. We have seen first-hand the social value generation our industry has on both developing nations and those undergoing postindustrial manufacturing shifts. We believe that when new opportunities give us the freedom to rethink the boundaries of functionality, we could make inclusive clothing design the quality standard for all.



## THREE PARTNERSHIP.

- ❖ **We will work to ensure all people in the supply chain are respected and create value for their local community.**

Clothing and textiles have enabled opportunities, especially for women and developing countries, and we will consider these factors carefully while also making strides to disrupt aspects of the industry that need to be overhauled. We engage in partnerships based on mutual trust and shared values, we believe this is key to doing good business and will work with our clients to impart greater transparency and map supply chains from cradle to cradle. Where possible we will encourage a make on demand model to allow more personal customisation and mitigate waste.



FOUR

# TRANSFORMATION.

- ▣ We have seen how digital fashion and cutting edge technology enable more accurate buying decisions and less waste. We are emerging into a digital world where fashion can be bought virtually and mapped onto a body, enabling unlimited creativity without any physical waste at all.

Technology which engages the customer in the buying process, builds relationships with a brand and its value can be longer lasting. We will work with brands and the supply chain to reveal how digital transformations when embraced by a company culture and leadership can deliver effective long term value. 5Thread believes virtual fashion will become part of our normal living and working lives on-line within the next decade. The tech solutions we evaluate and the engineers and developers we support are pioneers of a new future, a catalyst for change. From virtual sampling to AI bespoke fitting through to tech driven retail experiences and virtual garments the opportunities are here.





## FIVE LEADERSHIP.

- ❖ **As one of the most polluting industries in the world, fashion leaders have known a re-evaluation of current working methods is required.**

In this time of crisis, there is a possibility to introduce more sustainable, time saving and effective development solutions. Never before has the consumer been more demanding, knowledgeable and expectant of companies to have strong sustainable solutions for the future. We are passionate about constantly improving and bringing positive changes to the industry we love and will use our guidance for leadership to promote fully inclusive and emotionally agile brand cultures. We will advocate collaboration across sectors and governments for more transparent buying practices and sustainable policy. With travel, communication, retail and demand disrupted, never has the fashion industry faced such a period of change and it's the time when leaders need to consider how they want the industry to develop into the future. 5thread will support established global brands and work to enable independents to scale.



**WE WOULD LOVE TO HEAR  
FROM YOU AND BE PART  
OF YOUR STORY**



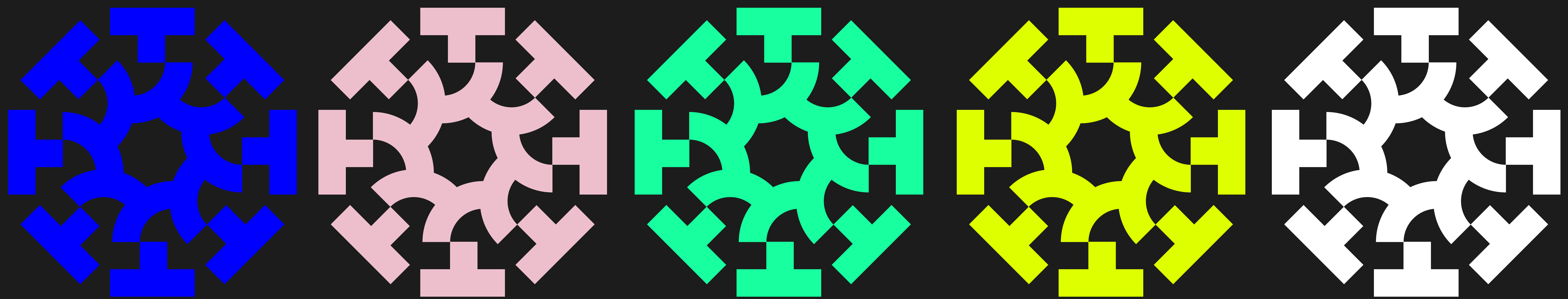
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