

A Sustainability Paradigm: CIRCULARITY



Circularity is the way to achieve sustainability goals and overcoming its challenges. Brands are welcoming the concept of circularity as today's generation is demanding sustainable fashion. Without circularity, no brand can survive in the future. Its high time for the fashion industry to prioritize the planet over profit.

The circular economy is achieved by designing long-lasting, timeless pieces and many "RE-s: Recycle, Reuse, Repair and Refurbish to extend the life of goods. Circularity is not giving any other option to fashion brands and retailers – either think big or go home!

"Fashion Industry Is Getting into The Circular Business to Save Our Planet."

The Initiative

Fibre2Fashion's yet another initiative towards the biggest challenge of the Fashion Industry – Sustainability. Through this Compendium, we help businesses spread a word about their sustainability message & efforts to the right audience & people that matter.

This compendium will also discuss about CIRCULARITY, the ways it can be achieved and the roadblocks in achieving profitability.

Why you should be a part of this Compendium?

- ✓ Your company's initiative to achieve sustainability will get the spotlight.
- ✓ Boost your visibility with massive attraction across the entire value chain of the Textile & Apparel Industry.
- ✓ Position your product by displaying the product quality and its circularity.
- ✓ One-time participation ensures repeated exposure at a various industry forum.
- ✓ Create a positive corporate brand identity and maximize your reach.

Showcase your brand with our 5th Edition and get:

- ✓ Exclusive Online Feature on Sustainable Manufacturing promoting the participating companies
- ✓ A detailed company feature in the Print Compendium to showcase your products & sustainable methods
- ✓ A downloadable E-Book of the Compendium that would be circulated widely across the industry.
- ✓ Special Promotion on Fibre2Fashion.com & its social channels for 180 days.
- ✓ Dedicated Online & Offline marketing for brand awareness.
- ✓ Visibility to 1 million + visitors monthly.
- ✓ Widened reach & presence with International Circulation (5000 copies to be circulated at different industry forums)

Who should Participate?

- Manufacturers producing sustainable range of products or using sustainable methods
- Organisations following sustainable & ethical business practices
- Businesses that re-use or recycle & even who manage the disposal of waste effectively
- Certification bodies & quality inspection agencies offering certifications related to sustainability & environment protection
- ETP or waste water treatment technology providers
- Brands & Retailers that believe in sustainable sourcing
- Businesses that care & contribute towards their social responsibility

Partnership Opportunities:



Pre-Release Benefits:	SOLD Title	Elite	Associate
1. Company name & logo as 'Supported By' on the marketing page	✓	✗	✗
2. Logo on Compendium marketing collaterals (online & offline)	✓	✗	✗
3. Branding on announcement emailers	✓	✗	✗
4. Logo in promo video	✓	✓	✗
5. Pre-launch social media promotions	✓	✓	✗
6. Full page advertisement on the monthly F2F magazine	3 times	2 times	NIL

Launch:	SOLD Title	Elite	Associate
1. Creation of microsite on Sustainability Compendium Launch page	✓	✓	✓
2. 4-page company feature in the Compendium	✓	✓	✓
3. Video promotion on F2F social media channels	✓	✓	✓
4. Augmented Reality embedding in the company feature (Print Compendium will have a link to the video profile covering Interview or Message from the Management in the feature)	✓	✓	✓
5. Social media promotion across all platforms	✓	✓	✓
6. Special branding on the Cover Page	✓	✗	✗
7. Special branding on the Index page	✓	✓	✗



Post-Release Benefits:	SOLD Title	Elite	Associate
1. Circulation of Compendium across the industry	✓	✓	✓
2. Promotion in Sustainability & Textile events via. Compendium circulation	✓	✓	✓
3. 20 % discount on F2F products & services till 1 year	✓	✓	✓
4. 180 days of promotion on Compendium collateral (online & offline)	✓	✓	✓
5. Branding on Compendium emailers	✓	✓	✓
6. Certificate of Appreciation	✓	✓	✗
7. Post-launch press release	✓	✓	✓
8. First preference of sponsorship during next edition of the Compendium	✓	✓	✗
No. of available slots	1	4	
Participation:	Sold Out	Request for Quote	



Brands that have been a part in previous editions:



And More...

What do they say?



The Sustainability Plus Compendium has much better appeal in terms of concept, content and design. It judiciously covers a broad spectrum of industries across the textile value chain, and gives deeper insights into the subject of sustainability. Increasing consumer awareness has driven the industry to integrate Sustainability into their vision statements. The Sustainability Plus Compendium is an outcome of well coordinated team work of...

Amit Dayal

Asst. Vice President & Head Marketing
Thai Acrylic Fibre Co Ltd



Featuring in the Sustainability Plus compendium makes very good sense to our company, as I feel we are both amongst peers and potential partners. It's all very nicely done.

Ms. Malene Strarrup

Communication Manager,
Textile & Wastewater
Novozymes

Want to be a part?

Reach us on

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