

Harold Tillman CBE and Chairman of The Ethical Fashion Forum appoints Sally O'Rourke to the board as Non-Executive Director

The Ethical Fashion Forum, (EFF) founded by Tamsin Lejeune in 2006, appointed Harold Tillman CBE, as Chairman last year, to accelerate the fund raising and expansion of the organisation. Investment secured in 2016 enabled the development of a new connectivity platform - Common Objective (CO) - which brings together leading businesses and fashion professionals committed to creating a more ethical and sustainable industry.

Tillman today announced the appointment of Sally O'Rourke to the board. Sally was previously European MD of WGSN and most recently based in New York as global CEO of brand design agency Blue Marlin.

CO builds on ten years of work by the Ethical Fashion Forum, which spans 141 countries and reaches a global network of over 100,000, including 11,000 profiled fashion industry members, influencers, and decision makers. The CO platform will take this to scale, supporting many more fashion professionals and businesses to combine sustainability with commercial objectives.

Representatives from Burberry, Karen Millen, Net a Porter, Stella McCartney, Kering, Mulberry, PVH, H&M, Saks Fifth Avenue, and many hundreds of other brands and suppliers have already joined the CO platform at www.commonobjective.co as founding members.

Harold Tillman CBE commented "The apparel industry is one of the most polluting in the world and for the industry to ignore its impact and responsibilities is no longer an option. I am delighted to have attracted Sally O'Rourke to our board who has outstanding commercial acumen, experience and a wide industry network to help us influence the fashion industry on a global basis."

Tillman went on to say "We are proud to have already enlisted the support of Vivienne Westwood and Roland Mouret and I have recently had very positive discussions with many other leading brands, who recognise the need to make a difference.

Tamsin Lejeune, founder and CEO of Common Objective added "We're committed to transforming standards in the fashion industry, and moving sustainability from niche to norm. For this to happen, CO needs to become a fundamental tool for our industry, used by professionals everywhere. That is why it is important that our board brings together both commercial and sustainability expertise. Sally has what it takes to help us to realise our ambitions with CO"

Sally O'Rourke commented "Too often, ethical and sustainable business practices are seen as a trade off against commercial goals. For the first time, CO will unite these two aspirations, making ethical practices not just a nice to have, but a competitive advantage. The quality of our founding members is proof that the smart and savvy of the fashion world want to be a part of the CO movement"

ENDS

For more information, please contact:

Qiulae Wong

Head of Marketing

CO

e: qiulae@commonobjective.co

p: +44 (0)20 7018 3738

www.commonobjective.co

NOTES TO EDITORS:

Ethical Fashion Forum, Ethical Fashion Group Ltd, & CO (www.commonobjective.co)

- The Ethical Fashion Forum (EFF) was founded as a not-for-profit in 2006 with the aim of supporting and promoting a more ethical and sustainable fashion industry.
- Between 2006 and 2016, EFF operated globally as the leading industry body for sustainable fashion via an online network, offering training and intelligence as well as physical events to catalyse change in the industry.
- In October 2015, the Ethical Fashion Group Ltd (EFG) was formed in order to raise investment and take the work of EFF to scale.
- CO – Common Objective – is the trading name of EFG's online B2B platform that helps fashion professionals to do business better, through matching them with suppliers, buyers, experts, information and training.
- EFF will continue to operate as a charitable arm of EFG.

Biographies

Tamsin Lejeune – Founder & CEO, EFF & EFG

For 10 years Tamsin has been building a global movement in the fashion industry, spanning 141 countries. Through EFF, Tamsin has launched and grown a raft of initiatives including the world's leading intelligence platform on fashion and sustainability, the premier database for sustainable fashion sourcing, as well as market-leading online trade events uniting hundreds of businesses. In 2015, Tamsin was named by LinkedIn as the most engaged woman in UK Fashion and Retail.

Harold Tillman CBE – Chair, EFG

Harold Tillman is a retail entrepreneur and investor, who was awarded a CBE for his services to the fashion industry in 2010. Formerly the CEO of iconic British brands Jaeger and Aquascutum, he was also the longest serving Chairman of the British Fashion Council, a role he held until 2012. In 2006, he set up a £1million scholarship fund to support students at the London College of Fashion.

Sally O'Rourke, Board member, EFG

Sally has over 20 years experience in leadership, growth and business development roles in some of the world's most innovative businesses. Previously European MD for the fashion industry's premier intelligence platform, WGSN, she has also led the sales team at Hewlett Packard as Global Sales Director and held MD and CEO roles at John Brown Media Group and Bluemarlin.