

Sustainable fashion initiative Fashion for Good announces partnership with Adidas

By [Shomara Roosblad](#) - 12 January 2018

Fashion for Good, an initiative by C&A that champions sustainable innovations in the fashion industry, announced on 11 January a partnership with German sportswear brand Adidas.



Fashion for Good event - Photo: Fred Ernst

The partnership between the Dutch platform and sportswear label will focus on sustainable innovations within the fashion supply chain. As a Fashion for Good

partner, Adidas will play a role in developing Fashion for Good's agenda, including the selection of new innovators as well as providing expertise and mentorship to circular-focused apparel start-ups. In addition, Adidas will also contribute to the development of the Fashion for Good Experience, a concept space that will open to the public in Fall 2018.

James Carnes, Vice President Strategy Creation at Adidas, commented in a press release: "We want to be a driver for sustainable innovation, both within the industry and towards consumers. At Adidas, we have an open source approach where we believe in solving problems through collaboration with others. In this line of thinking, our partnership with Fashion for Good reinforces our commitment to sustainability and to building a network that impacts the world of consumers — together."

Fashion for Good collaborates with fashion labels, suppliers and retailers on a number of programs, including the Plug and Play Accelerator, a 12-week program that supports start-ups with funding and knowledge to further grow their business. Earlier this week, the platform announced a partnership with German e-tailer Zalando.

Fashion for Good was founded in 2017 by founding partner, fashion retailer C&A. The platform's programs are supported by corporate partners C&A, Galeries Lafayette Group, Kering and Zalando, as well as organizations including the Cradle to Cradle Products Innovation Institute, the Ellen MacArthur Foundation, IDH - the Sustainable Trade Initiative, Impact Hub Amsterdam, McDonough Innovation, Plug and Play and the Sustainable Apparel Coalition.

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