

DALSTON

Dalston is a made in New Zealand fashion label and clothing store located in Grey Lynn, Auckland. Co-founder Jules Clark shares her insights on participating in the Mindful Fashion Climate Action Programme.

This is the first time your company has calculated its GHG emissions. What insights did you gain from doing this?

This is our first year of measuring our emissions, and we have not included emissions from our fabric suppliers, trim suppliers, cutters, makers or other clothing labels that we sell through our store. Connecting with all these suppliers to obtain reporting on their emissions will be challenging. We're expecting the labels we sell will have their emissions measured and be willing to share the information. However, the local cutters and makers who help produce our Dalston label may not have this information available, and we will have to work with them to obtain it. In some cases, they may not even be measuring emissions and may need help and information on how to go about it.

What significant challenges or opportunities will you face as you try to reduce your greenhouse gas emissions during the coming

We see our main challenge coming from the fact that we're a small business that buys a lot of deadstock and overrun fabric to use in our productions. This makes it challenging to gather information from suppliers about their emissions. A significant opportunity could arise as more NZ fabric companies become part of Mindful fashion, which would allow us to source more fabric from suppliers willing to measure and report their GHG emissions. Another challenge we have faced in the past is finding sustainable fabric suppliers who are willing to ship the smaller amounts of fabric we typically order to NZ.

What help do you need from Mindful Fashion, politicians and policy makers, and other key stakeholders to make it possible to achieve your goals?

The help we need from Mindful Fashion and other key stakeholders is mostly around education and helping to create an environment where more fabric suppliers commit to measuring and reporting their emissions. Additionally, suppliers already operating under sustainable best practices should be encouraged to work with smaller labels like Dalston, who are already attempting to be more sustainable. Smaller quantities of fabric shouldn't have to equate to working with less mindful suppliers.

