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RAGTRADER NAMES THE
TOP SUSTAINABILITY
LEADERS IN AUSTRALIAN
FASHION THIS YEAR.

1 TARA MOSES R.M. WILLIAMS CHIEF OPERATING OFFICER



R.M. Williams is executing an ambitious plan to re-scale local fashion manufacturing alongside the Australian Fashion Council, set to bolster the sustainability movement. The National Manufacturing Strategy involves multiple industry consultation sessions across key Australian cities, bringing together manufacturers, brands and educators to map capabilities, identify critical gaps and develop targeted recommendations for both industry and governments. The full strategy is set to be released before the end of 2025, with the ultimate goal of supporting Australia's \$28 billion fashion industry. "We hope to tackle systemic factors which limit growth and capability and inspire other Australian brands to produce locally," R.M. Williams chief operating officer Tara Moses says. "We're excited to contribute to the AFC's vision for a National Manufacturing Strategy that supports jobs, skills, and sustainability."

2 DEAN ZANAPALIS RETAIL APPAREL GROUP CEO

Dean Zanapalis has prioritised ESG at Retail Apparel Group – parent company of

Tarocash and YD – with the launch of an internal sustainability governance board. Meeting four times a year, Zanapalis and other senior executives and representatives connect with the sustainability team to check on 2030 targets, maintain accountability over ESG and sourcing KPIs, and discuss future legislation or industry movements. The move is set to bolster RAG's ongoing sustainability developments, which included being the most improved company in the Baptist World Aid Ethical



Fashion Report, and scoring a high rate of 96 per cent of all its products having some packaging that is from recycled material in FY25. "Next year, we plan to further optimise our packaging, use more recycled materials, and improve the consumer guidance regarding the best way to recycle our packaging."

3 ANNA FOWLER LORNA JANE CEO

Activewear brand Lorna Jane has launched a dedicated resale marketplace, allowing customers to buy and sell pre-loved Lorna Jane garments through a branded, online platform. Backed by a third-party technology partner, the platform ensures quality assurance and an experience aligned with Lorna Jane's brand values. CEO Anna Fowler says the initiative supports the company's circularity goals by extending the life of its garments and offering a trusted alternative to third-party resale channels. With around 100 items

listed in its first week, the platform is positioned to drive engagement from value-conscious consumers, strengthen brand loyalty and introduce new customers to the brand. The resale site complements Lorna Jane's broader retail strategy, which includes around 100 standalone stores, 160 Rebel Sport stockists and a leading role in Australia's national Seamless clothing stewardship scheme.

4 RACHEL HART MICHAEL HILL SUSTAINABILITY MANAGER

Rachel Hart is leading the Michael Hill group towards a more sustainable future, evidenced by a 34 per cent reduction in scope 1 and 2 emissions in 2024. The group's latest sustainability report adds that approximately 95 per cent of the emissions from its own operations come from purchased electricity and heat, with its net zero efforts being focussed on the



company's own energy use. "We are working towards achieving our net zero goal by following a "Reduce, Replace, Offset" strategy," the report reads. Alongside slashing carbon emissions, Michael Hill has also reported that its re:cycle program has saved 64,423 kilograms of carbon emissions, 12,829 tonnes of mining ore and helped recycle 4.235 kilograms of gold.

5 GAYLE BURCHELL THE ICONIC CHIEF COMMERCIAL AND SUSTAINABILITY OFFICER

The Iconic has managed to divert 92 per cent of its waste that would have otherwise ended up in landfill. This is according to a



2024 report by its parent company Global Fashion Group, which confirms 630 tonnes of waste was recycled, 36 tonnes was prepared for reuse and 600 kilograms was pushed through other recovery options. The Iconic's 92 per cent total waste diversion rate is higher than its two sister platforms under GFG – Dafiti in Latin America (91 per cent) and Zalora in Southeast Asia (87 per cent) – and nears the group's 2030 waste diversion rate target of 94 per cent. Driven in part by The Iconic's sustainability lead Gayle Burchell, waste diversion has also been buoyed by a takeback scheme with RCYCL and sustainable packaging, with the platform also set to trial a repair service with a local vendor.

6 TANIA AUSTIN DECJUBA OWNER

Decjuba owner Tania Austin is ticking off sustainable milestones in a bid to hit B Corp certification in 2025. This includes diverting just over six tonnes of textile waste from landfill through a recycling partnership with Upparel, hitting 100 per cent renewable energy across all Australian stores and



offices, and achieving a preferred materials goal where over 80 per cent of polyester will come from recycled sources. The fashion label has also set 2027 targets, including ensuring that half of its products are made from 80 per cent or more responsibly sourced fibres, the launch of a circularity program, mapping its supply chain end-to-end and

mapping carbon footprint. "We continue our mission to become Australia's most responsible fashion retailer, supported by our Decjuba Future sustainability strategy," Austin says.

7 ANGIE MENGHINI SPELL SUSTAINABILITY MANAGER

Australian fashion brand Spell repurposed 13,490 metres of deadstock fabric – its highest volume to date – into 25 styles for its Renew collection, representing a 143 per cent increase between FY23 and FY24. The move forms part of a proactive strategy to assess leftover materials with suppliers immediately after production, avoiding storage and landfill. This initiative aligns with Spell's broader push toward



circularity, including a national rollout of its Salvage garment takeback program. Originally piloted in Byron Bay, Salvage allows customers to return worn Spell items in exchange for a gift card, with garments either repaired, donated, upcycled, or sent to recycler Upparel. Spell highlights that only 20 per cent of clothing donated to charities is resold, with the rest often becoming waste. With 800,000 tonnes of textiles sent to landfill each year in Australia, Spell plans to extend its takeback program to the U.S. market in FY25.

8 MILAN THOMPSON RIP CURL GLOBAL HEAD OF PRODUCT INNOVATION

Rip Curl has unveiled the Mirage3DP, a next-generation boardshort featuring the world's first 3D-printed waistband and integrated ventilation panels.

Developed in partnership with three-time world champion Mick Fanning, the product reimagines the traditional tie-waist design, prioritising stability, fit and waste reduction. After more than 200 hours of blind surf testing, Rip Curl refined the boardshort through multiple design



iterations, focusing on texture, flexibility, and performance. The waistband is crafted using a bio-based TPU and a wool blend. Developed over two years, the project involved Rip Curl's global design team alongside innovation partners Bilio and Moon Creative Lab's Variloom venture. By printing directly to shape, the Mirage3DP significantly reduces waste, eliminates dyeing processes and opens the door to future localised production.

9 ANNE-MARIE CHENEY EBAY AUSTRALIA - CIRCULAR FASHION FUND 2025

eBay Australia has expanded its commitment to sustainable fashion through the second edition of its Circular Fashion Fund, awarding \$200,000 across three emerging businesses. In partnership with the Australian Fashion Council (AFC), eBay recognised software start-up Shopfront with the top prize of \$100,000, while HATCH + make and Hello Tailr each received \$50,000 to scale their circular business solutions. This initiative builds on eBay Australia's 2024 fund and forms

part of a broader \$1.2 million USD global investment in fashion sustainability. In addition to funding, recipients gain access to expert mentoring, workshops, and global networking. "Circularity is no longer an aspiration – it's a necessity for fashion's future," eBay Australia's fashion lead Anne-Marie Cheney says.

10 BERNADETTE OLIVIER THE VOLTE CO-FOUNDER

Peer-to-peer fashion rental platform The Volte helped launch one of the first Australian studies quantifying the environmental benefits of rental fashion, in partnership with the University of Technology Sydney's Centre of Excellence in Sustainable Fashion & Textiles. The



research used ISO 14040-aligned life cycle assessments (LCA) on nine garments rented through The Volte, alongside user insights from the platform's extensive community. The study found that rental significantly reduces greenhouse gas emissions per wear, particularly when garments are used frequently. The Volte co-founder and CEO Bernadette Olivier says the platform's scale – with over 70,000 designer pieces listed – enabled researchers to gather meaningful data on rental behaviour. The findings support The Volte's position that fashion rental is not a niche service, but a scalable solution to reduce overproduction and waste in the industry. ①