



Instagram icon Amber Valletta for Mister & Muse, Photography by Greg Harris

CO
CO

PARTNERING TO
DO FASHION BETTER

COMMONOBJECTIVE.CO

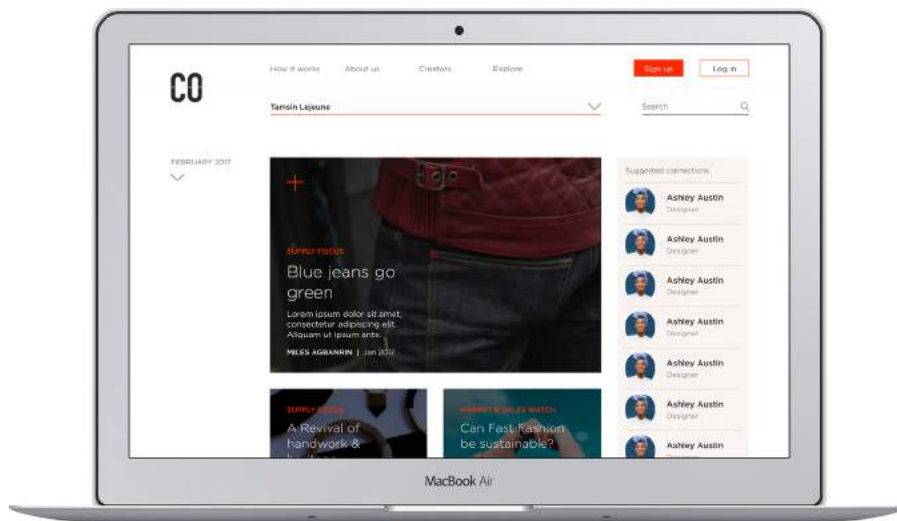


CO is an intelligent business network. With a mission.

We support fashion people to do business better - better for people, better for planet, and better for profits.

We believe that when fashion business is done well, it's good for everyone. It creates jobs, prosperity, and great products that don't damage the environment. We all win.

On CO, users create a profile specifying their needs, then get matched with the connections and information they need to succeed, sustainably.



CO Impact Partnerships - uniting leaders

During the launch phase of CO, we are inviting up to 10 businesses - leaders in the sustainable fashion space - to join CO as our founding Impact Partners.

Through sponsoring outstanding resources, impact partners catalyse our ability to drive change. In return, these businesses gain visibility as leaders of best practice to a global network of buyers, professionals and influencers in the fashion sector.



“CO is a clever solution to big challenges in the fashion industry - and even bigger challenges facing our planet like climate change.”

DAME VIVIENNE WESTWOOD

At CO, we're working with our partners to take sustainability from niche to norm.

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 the work of the Ethical Fashion Forum to scale. Designed to be a fundamental tool for the fashion and jewellery industries, it is the first place people go when they want to build efficient and sustainable supply chains, increase their sales, and get their questions answered.

Our goal, in collaboration with our partners, is to transform standards across the industry and take sustainability in fashion from niche to norm.

CO's founding partners and investors include:



ROLAND MOURET



thought



MANTIS
WORLD



Why Partner with CO

Leadership

Align your business with inspirational resources that will change fashion for the better. Stand out as a leader of best practice.

Profile and reach

Raise your profile to a global audience of fashion professionals, buyers and influencers.

Targeted promotion

Get matched with the people most likely to be interested in what you do. Grow your customer base.

Insider insights

Access all premium resources and intelligence on CO for your team. Help your people to do their jobs better.

Be strategic

Get data about who is engaging with your work and why. Make more informed and strategic decisions.

Drive change

Be at the forefront of a movement that will transform standards in the fashion industry.



 Abury

Partnership packages - tailored to you

We develop bespoke packages to match your needs, which can include:

Thought leadership

Your company promoted in association with inspiring resources - from latest innovation and best practice to practical tools, infographics, and cutting edge research.

Headlining awards

Raise your profile to a global audience of fashion professionals through promotion alongside CO leadership awards.

Profiling on CO

All impact partners gain premium business profiles on CO, profile on partners page, logo on landing page, and access to all premium members services on CO.

Fees for impact partnerships are dependent upon agreed terms and output, with discounts for not for profit organisations. We also work with industry bodies and networks on a no fee contra deal basis towards Common Objectives.



We can transform the fashion industry - for the better.

Partnering with CO will multiply the combined impact of fashion industry leaders, supporting professionals everywhere to do business better. **Join us.**



“Make sustainability sexy - and every woman will buy it. CO will make sustainability an opportunity for all fashion businesses.”

ROLAND MOURET
CO FOUNDING PARTNER & INVESTOR

 Roland Mouret

COMMON OBJECTIVE

We're building a better fashion industry.
Contact us to find out more about partnering with CO.

partners@commonobjective.co

Level 1, 3 Princes St
London W1B 2LD

+44 (0)20 7018 3738