

Submitting Country, Organization, Company

Modafabriccraft (Mafric) (Italy)

If Organization or Company, please indicate the approximate number of employees

10

Title of the action

Ethical fashion for a more sustainable world

Upload an image



Relevant Website

<https://mafric.it/>

Partners

Progetto Quid, Comune di Milano

Type of initiative

Private initiative

Description of action

- Mafric is a fashion brand of ethical-ethnic clothing that, in collaboration with different associations, cooperatives and social tailors, produces handmade clothing and accessories characterized by the colorful African Wax fabrics.
- The project's mission is to create a production network in Italy that starts from the suburbs and involves many different social realities, mainly tailor shops, at the same time spreading a strong message of social and environmental sustainability.
- Moreover, through a close collaboration between profit (i.e. optimization of resources) and non-profit (i.e. social support of vulnerable people), we also aim to promote a strong ideal of economic sustainability and a business model which can be replicated in other sectors.
- The production chain of Mafric is composed of social tailors who professionally train and support people living in vulnerable situations, mainly women but also migrants, inmates, and people with mental and physical disabilities, creating a social impact that involves both the consumer and the producer. In particular, the effect on the consumer is the sensitization to critical consumption thanks to clear advertisement of the positive social and environmental impact of Mafric's products.
- As for the producer, Mafric production network carries advantages to the entire supply chain of the cooperatives involved by offering not only training and support to people in vulnerable situations, but also the development and requalification of peripheral urban neighbourhoods where these people live.
- Heavily invested also in environmental sustainability, Mafric dedicates great effort to recycling and upcycling processes through collaborations with territorial realities experienced in these sectors, thus reducing both the use of resources and the production of waste materials.

Type of action

Traceability

Transparency

Please select the specific area/s of the action

Norms and standards

Research and Development of Innovative Solutions

Collaborative initiatives

Business management systems or instruments

Scope of the action, including a description of the value chain processes that are covered

Objective

Creation of a centralized network of social realities in the fashion and tailoring sectors following a self-sustainable economic model which combines profit and non-profit, with social and environmental sustainability at its core.

Commitments

Social commitment: improve the life conditions, training and professional formation of vulnerable people; Environmental commitment: create a virtuous cycle through recycling and upcycling processes that reduces the use of resources and the production of waste.

Value chain scope

Clothing and textile chain, from garment manufacturing to disposal of waste materials and post-consumption.

Timeframe and/or milestones for the action

- The company Mafric was founded in 2019, and through 2020 and 2021 it has grown to include a network of around 10 tailor shops in the Milano-Como area (Italy), and more than 70 stores in 50 Italian cities located in a dozen regions.
- In 2022, Mafric partnered with Progetto Quid, an important company invested in sustainable and ethical fashion in Italy, thus increasing its impact in making the textile and fashion industry more sustainable.
- In July 2022 there will be an investor day on which Mafric and investors could enter into equity participation.

Reference instruments and sources used

- SDG Goals
- UN Agenda 2030
- UNEP/SETAC 2009

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Investors/shareholders

Key performance indicators for the action

- Number of social tailors and cooperatives involved
- Number of vulnerable people employed
- Number of partners involved

Good practices

Mafric is recycling and upcycling textile materials from its own and third parties' production in a virtuous cycle that reduces both usage of resources and production of waste, also thanks to collaborations with territorial realities experienced in this sector.

<https://mafric.it/pages/moda-sostenibile-etica>

How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

Providing guidelines to make the processes and impact of the fashion industry more transparent and promoting the call for a higher sustainability of the sector.

Link to relevant goal(s) and specific target(s) of the United Nations

