AMBER VALLETTA - FASHION ICON, ACTRESS, ENTREPRENEUR
PHOTOGRAPHY BY ALEXI LUBOMIRSKI

DO FASHION BETTER

COMMONOBJECTIVE.CO
CO brings people and knowledge together to do better business.

We’re building on ten years of work by the Ethical Fashion Forum, which now reaches a global network spanning 141 countries.
OUR MISSION

At CO, we’re dedicated to supporting fashion people to do business better.

Better for people, better for profits, and better for planet. That’s our Common Objective - and we’ve created the CO platform to achieve it.

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.
HOW CO WORKS

**CO is a matchmaker. With a mission.**

Users specify their needs and CO matches them with people and resources.

Our mission is to help our users to do fashion better.

CO matching technology rewards more sustainable practices with higher search rankings, more profile, and more customers.

On CO, sustainability drives success.
3 Steps to Better Business

1. Specify your needs
CO builds an intelligent profile for you that helps us to tailor your experience on the site.

2. Get matched
CO matches you with suppliers, buyers, experts, and resources, so you can achieve your goals.

3. Do business better
CO rewards more sustainable practices with higher search rankings, more profile, and more customers. And helps you to make sustainable choices.
A Global Network

The Ethical Fashion Forum has been building a network of leaders and pioneers since 2006. Inspirational brands, suppliers, entrepreneurs, experts, and professionals, spanning the world.

10,000+ profiled members

in

141 countries

reaching

150,000 people.
COLLABORATION

Our Partners

For CO, collaboration is a core value. We are committed to working in partnership with other organisations to increase impact and reach.
COLLABORATION

Partner with CO

Our ambition, with our partners, is to transform standards in the fashion industry. We want to take sustainable fashion from niche to norm.

Find out more about partnership: partners@commonobjective.co
Backed by Leaders

“This is something our industry needs and it has huge opportunities for growth.”
HAROLD TILLMAN CBE, CHAIR

“Common Objective is the future. The timing is perfect.”
AMBER VALLETTA

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

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

We’re building a better fashion industry.
Sign up and become a Founding Member today.

www.commonobjective.co
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