

A WARM WELCOME FROM MINT

MODEFABRIEK – AMSTERDAM, JANUARY 22-23 2012

This questionnaire is an integral part of your registration for MINT. Many thanks for filling it in, and please feel free to be short and snappy. For an explanation of the Social and Environmental Indicators, please see the accompanying document 'MINT - Our view of forward fashion'

MINT

I / CONTACT DETAILS

Brand Name _____
Contact Person _____
Address _____
Postal Code _____
City _____
Country _____
E-mail _____
Phone _____
Website _____

II / BRAND

Please describe your brand and target audience.

In which segment do you place your brand? (e.g. mid-market, high end)

Please indicate which collections you carry:

- Womenswear
- Menswear
- Accessories
- Shoes
- Bags
- Other: _____

Please indicate your turnover:

- | 2009 | 2010 |
|--|--|
| <input type="checkbox"/> <25.000 euros | <input type="checkbox"/> <25.000 euros |
| <input type="checkbox"/> 25.000-50.000 | <input type="checkbox"/> 25.000-50.000 |
| <input type="checkbox"/> 50.000-100.000 | <input type="checkbox"/> 50.000-100.000 |
| <input type="checkbox"/> 100.000-250.000 | <input type="checkbox"/> 100.000-250.000 |
| <input type="checkbox"/> 250.000-500.000 | <input type="checkbox"/> 250.000-500.000 |
| <input type="checkbox"/> >500.000 | <input type="checkbox"/> >500.000 |

Are you able to cope with large orders? Do you have experience with this?

When was your brand founded?

In which countries do you have points of sales?

Please indicate in what kind of venues:

- Multiple brand retailers
- Ethical oriented shops
- Mono brand stores/Flag ship stores
- Via your own webshop
- Via other webshops
- Other: _____

Please name your most valued stockists (3 to 5).

What is the price range of your (fashion) products?

Do you incorporate ethical and sustainable criteria in your own office policy and towards your employees? Please provide examples (e.g. employee wage and/or stress reduction scheme, organic food, paper recycling, print policy, energy and/or travel reduction etc).

For how long has your brand incorporated forward fashion values in its core activities?

In what way is forward fashion a part of your brand's future?

What forward fashion aspect(s) of your brand are you most proud of? Where do you need to improve?

III / FORWARD FASHION INDICATORS

Please answer all the questions you can, but note that we understand that they won't all apply to you.

A / SOCIAL STANDARDS

ILO Conventions / Working Conditions

In which countries do you source materials and are your products produced?

Do you

- work towards ensuring that in the entire supply chain your products are made under working conditions that comply with the relevant ILO/UDHR conventions (for instance by membership of a multi-stakeholder or similar initiative, or via other efforts)?
- work with socially certified factories or factories that are member of a multi-stakeholder or similar initiative?

offer factories you work with support, either to improve their labour rights level, their environmental performance or their business skills?

If you confirmed one or several of the questions above, please provide a brief explanation.

What are your (near) future plans in relation to this issue (if any)?

Fair Trade

Is your brand registered with Fairtrade International or a WFTO member?

If so, which, for how long and how active are you?

Do you

source fabric or raw materials that is Fairtrade certified, or do you source from production units that are certified by FLO to manufacture with Fairtrade cotton or WFTO certified? If so, please state which below.

work in a fair trade way but not certified? Please indicate how you ensure that you work in a fair trade way below.

work towards ensuring that you pay a fair price for your collections?

enable decent working conditions with your purchasing practices (lead times, pricing, stable relationships)?

If you confirmed one or several of the questions above, please provide a brief explanation.

What are your (near) future plans in relation to this issue (if any)?

Local Skills / Craft

Do you

incorporate traditional skills and techniques in your design, production or lifecycle processes?

support local culture in the countries where your collections are produced?

try to enhance the position of underprivileged groups (including women) in your entire supply chain?

If you confirmed one or several of the questions above, please provide a brief explanation.

What are your (near) future plans in relation to this issue (if any)?

Transparency

Do you

- make sure that everyone involved in your supply chain is aware of or educated about their rights?
- make your supply chain, factory names and/or locations public?
- communicate about your CSR performance, for instance through reporting and/or information on your garments?

If you confirmed one or several of the questions above, please provide a brief explanation.

What are your (near) future plans in relation to this issue (if any)?

B / ENVIRONMENTAL STANDARDS

Organic

Do you use certified organic (raw) materials in your collections? If so, please list the materials.

Which organic certification(s) do the textile processing, manufacturing and trading entities have or do the materials have?

Which percentage of the fabrics/materials you use is certified organic?

What are your (near) future plans in relation to this issue (if any)?

Natural / Non-Toxic / Harmless

Do you

- use natural/non-toxic materials that are human/animal/environmentally friendly? If so, please list the materials below.
- use processes that are natural/non-toxic and human/animal/environmentally friendly? If so, please list the processes below.
- ensure the welfare of animals in your production process?

If you confirmed one or several of the questions above, please provide a brief explanation.

Which percentage of your fabrics/materials is natural and/or non-toxic?

What are your (near) future plans in relation to this issue (if any)?

Recycled / Upcycled

Do you

- use already existing materials or garments (as fibre or end product)?
- use fibres from post-consumer waste?
- use fibres from pre-consumer waste?
- upcycle existing garments?

If you confirmed one or several of the questions above, please provide a brief explanation.

Which percentage of your fabrics/materials is recycled? And upcycled?

What are your (near) future plans in relation to this issue (if any)?

Resources / Waste Reduced

Do you

- take steps to reduce waste/resource/CO2 emission in transport, packaging, production and processes?
- contribute to waste/resource/CO2 emission reductions with the transport of your products?
- try and stimulate that your products are sold and used in a manner that reduces waste/resource/CO2 emissions?
- try and make your products last longer?
- communicate about care, repair and recycling possibilities?
- incorporate the Cradle-to-Cradle principles in your collections?

If you confirmed one or several of the questions above, please provide a brief explanation.

How, and using which materials, are your products packaged? Which challenges do you face?

What are your (near) future plans in relation to this issue (if any)?

IV / MINT

Please indicate your preferred stand size at MINT:

- 10 m2
- 15 m2
- 20 m2
- 30 m2

Which other trade shows does your brand attend?

Why did you choose MINT?

NAME / CITY / DATE

SIGNATURE

You can save the MINT questionnaire and e-mail it to mint@talkingdress.nl

Alternatively, you can print it out and send it to:

MINT / Marieke Eyskoot
Retiefstraat 69A
1092 VZ Amsterdam
The Netherlands

When you do, please provide us with:

- official documents / certifications that support your statements in III / Forward Fashion Indicators
- images of your brand that we can use for promotion (HR, max 5)

Please note:

- MINT selects applying brands, based upon how they fit within the concept.
- A summary of the forward fashion indicators can be made public on our Modefabriek / MINT website and in Modefabriek / MINT publications. This will not include brand sensitive information.
- MINT must maintain a high forward fashion standard in order to be believable. Therefore, if we have reason to question the information given about your social and environmental performance, we will request further proof. If sufficient proof of forward fashion feasibility cannot be provided, either beforehand or during MINT, we reserve the right to exclude a brand from the exhibition.
- By registering for MINT, you agree to only exhibit forward fashion products and accessories: stylish, with respect for people and our environment.