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New Publication Urges Fashion Leaders to Accelerate Action at Mid-Decade Turning Point

New York, 25 September 2025: Today, on the occasion of New York Climate Week, [Global Fashion Agenda](#) (GFA) has launched the [Fashion CEO Agenda 2025](#), a strategic resource for leaders of fashion brands and retailers, designed to guide immediate action to future-proof businesses while advancing towards a net-positive fashion industry by 2050.

Published at a pivotal mid-decade reflection point - with less than five years remaining to meet the UN Sustainable Development Goals and scientists warning of only three years left to alter the trajectory of global warming - the report comes as the industry faces turbulence, from economic volatility and deregulation to escalating climate and social crises.

The updated agenda urges executives to take action according to its long-standing five-priority sustainability framework - Respectful and Secure Work Environments, Better Wage Systems, Resource Stewardship, Smart Material Choices, and Circular Systems. For the first time, the 2025 edition introduces Priority Accelerators: Innovation, Capital, Courage, Incentives, and Regulation. These build on the themes discussed at Global Fashion Summit: Copenhagen Edition this year, positioned as critical levers that cut across all five priorities, enabling systemic change at speed and scale.

The *Fashion CEO Agenda 2025* is structured in two clear parts: Part one presents overarching ambitions for the fashion sector that demand collective action across stakeholders, while part two outlines the immediate, short-term, practical steps brands and retailers can take today to advance those ambitions.

The 2025 edition builds upon the ambitions first presented in the 2023 Fashion CEO Agenda which were developed through years of stakeholder engagement and validated by GFA and the UN Environment Programme's global [Fashion Industry Target Consultation](#). Two years on, these ambitions remain central to industry-wide progress. For 2025, they've been re-evaluated in consultation with leading multi-stakeholder initiatives and experts to ensure continued ambition, impact, and relevance. The scope now expands to further urgent priorities such as fair and ethical treatment of migrant workers and empowering workers through inclusive automation and reskilling, with a firm focus on the need for transformation that benefits both the planet and its communities.

To support implementation, GFA has also released new complementary materials including a practical toolkit guiding companies to credible existing industry tools, guidelines, and programmes, as well as a presentation deck that fashion leaders can adapt internally to educate teams. These resources are designed to help leaders embed the *Fashion CEO Agenda* into company strategies and communicate it effectively throughout their organisations.

Federica Marchionni, CEO of Global Fashion Agenda, said: "Climate change is the defining certainty in an uncertain global world, impacting all lives and communities. The investments needed to future-proof

businesses will keep increasing and the cost of inaction will inevitably become greater than the investments needed to address it. This year's *Fashion CEO Agenda* provides leaders with a clear path to embed sustainability at the heart of corporate strategy, supported by enabling conditions that make bold action both possible and necessary."

The *Fashion CEO Agenda 2025* and supporting resources are freely available for download [here](#).

Notes to editors:

Download supporting imagery [here](#).

For more information contact:

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About Global Fashion Agenda

[Global Fashion Agenda](#) (GFA) is a non-profit organisation that fosters industry collaboration on sustainability in fashion to accelerate impact. With the vision of a net positive fashion industry, it drives action by mobilising, inspiring, influencing and educating all stakeholders.

The organisation has been leading the movement since 2009 and presents the renowned international forum on sustainability in fashion, [Global Fashion Summit](#) in core fashion regions around the world. GFA influences policy through its advocacy efforts including the [Global Textiles Policy Forum](#), publishes thought leadership including [The GFA Monitor](#), [Fashion CEO Agenda](#) and [Fashion on Climate](#), implements impact programmes including the [Circular Fashion Partnership](#) and the [Global Circular Fashion Forum](#), presents educational guidance through the [GFA Academy](#), and connects companies with solutions through the [Innovation Forum](#).

Working in partnership with a wide ecosystem of companies and organisations across the value chain, GFA spearheads the fashion industry's journey towards a more sustainable future. Through its work, GFA reaches thousands of stakeholders including brands, innovators, NGOs, policy makers, manufacturers, investors and more.