

# | SMALL BUT PERFECT |



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## **PRESS RELEASE**

**Thursday 16th June 2022**

### **Sustainability accelerator programme for small businesses in the fashion industry launches with 28 European SMEs**

Small but Perfectly Formed (#SmallButPerfect) is a project designed to help SMEs to transition to work within circular and sustainable business models. The accelerator programme launched earlier this year with 28 pioneering partnerships of SMEs from around Europe to support the development of a product or service that will enable circularity in the fashion industry.

Why? Because small businesses can pave the way for systemic change; they are the foundations upon which solutions across the fashion industry can be scaled and replicated. Working alongside business support organisations and policymakers, this project is accelerating sustainable innovation in small but perfectly formed ways.

The selected SMEs are currently engaging in interactive modules including online learning, offline bootcamps and one-to-one and peer-to-peer mentoring. They have also received funding and operational support to research and develop their projects and to showcase their work.

In addition to the accelerator programme, Small but Perfectly Formed has launched an international network of circular and sustainable fashion SMEs, business support organisations and industry experts. Sustainability and circularity in the fashion industry is only achievable through collaboration, education and knowledge sharing, so this is free and open network for all.

The lead SMEs in the accelerator have been selected from across Europe and include: Birdsong, Evamoso, BÉHEN, LÖFTE, ONE Essentials, Solostücke, EDIS, Atlas of Sustainable Colours, Nilmore, Codressing, Woodbelt, NAZ, R Coat, Acatel, Studio Sarmite, Cora Happywear, Palanta.Co, Tizz & Tonic, Sica Upcycling, Besonnen, Planet of the Grapes, Paloma Wool, Saska London, MONKIND, Jump The Hedges, WAYZ, Patchwork Family and Ebony Seed.

*“Wearing fashion that is made by SMEs is caring for the people and planet. It gives you the feeling of being authentic and responsible. What a great way to fundamentally change the current polluting economic system.”* - Leida Rijnhout, Chief Executive, World Fair Trade Organisation

*“These pioneers are able to be both agile and circular, and this program aims to support them on their journey to demonstrate truly sustainable business models for the fashion industry,”* - Christine Gent, Global Community Director Fashion Revolution

*“The real key to making the fashion industry circular is the collaboration between the entrepreneurs themselves. No one is better placed or better equipped to make things happen than the brands*

*working in the field every day. Our role is to facilitate and leverage these connections.” - Luisa Rodrigues, Programmes Lead at Impact Hub Lisbon*

**-ENDS-**

## **Notes to Editors**

Join the network: [small-but-perfect.com/join-the-network](https://small-but-perfect.com/join-the-network)

Find out more about the accelerator programme: [small-but-perfect.com/open-call-full](https://small-but-perfect.com/open-call-full)

## **About Small but Perfectly Formed**

[Small but Perfectly Formed](#) (#SmallButPerfect) is a collaborative project co-funded by the European Commission’s COSME programme. The consortium partners are: Athens University of Economics and Business, World Fair Trade Organisation, Fair Trade Advocacy Office, Bocconi University, Impact Hub Lisbon, We Love You Communications and Fashion Revolution. The supporting partners are: Common Objective, University of Portsmouth and Neoynt.

## **Definitions**

We define SME as the category of micro, small and medium-sized enterprises consists of enterprises which: employ fewer than 250 persons and have either an annual turnover not exceeding EUR 50 million or an annual balance sheet total not exceeding EUR 43 million.

## **Contact Details**

For further information and interview requests, please contact the Fashion Revolution communications team: [press@fashionrevolution.org](mailto:press@fashionrevolution.org)

## **Images**

Download high resolution images for press [here](#).