

Press Release
Paris, November 2nd, 2016

New President of GINETEX The International Association for Textile Care Labelling

Mr. Adam Mansell, Chief Executive Officer of the UK Fashion & Textile Association (UKFT) succeeds to Mr. Thomas Rasch.



On Tuesday October 25th 2016 in Brno, Czech Republic, Mr Adam Mansell has been nominated unanimously President of GINETEX by the General Assembly of GINETEX, the International Association for Textile Care Labelling, for a two year term of office for the period 2016 – 2018.

Adam Mansell is Chief Executive Officer of the UK Fashion & Textile Association (UKFT), representing UK businesses from spinning, weaving and knitting right through to the catwalk. He joined the textile and clothing industry 20 years ago, beginning as an Executive at the British Clothing Industry Association and going on to work for a number of trade bodies including the British Interior Textile Association, Silk Association of Great Britain, Home Laundering Consultative Council and British Apparel & Textile Confederation. Having represented all aspects of the fashion and textile supply chain, Adam has links to every part of the industry from design, fabric and component suppliers, wholesalers, brands, manufacturers and retail.

"I am delighted to be taking on the role of President of GINETEX. Textile care labelling is a vital part of the fashion industry. Correct labelling can help prolong the life of a garment as well as ensuring consumers get the best from their clothes. As the global fashion industry gets more complex and as the fashion cycle gets shorter and shorter it is even more important that GINETEX and its members work closely with partners throughout the supply chain. I would like to thank the outgoing Chairman Thomas Rasch for his fantastic work over the past two years. Thomas has overseen a significant growth of GINETEX and I very much hope to be able to continue his work in bringing new countries into membership and working with global brands and retailers in order to get to the ultimate goal of having one simple to use care labelling system for the whole world.



About GINETEX

Ginetex, the International Association for Textile Care Labeling, was first founded in Paris in 1963 following several international Symposiums for Textile Care Labeling at the end of the 1950's. GINETEX has devised an internationally applicable care labeling system for textiles based on symbols. The pictograms used are registered trademarks and are property of GINETEX. The care labeling system gives consumers and textile companies the correct information on the care treatment of textile products. The processes indicated by the symbols will avoid any irreversible damage to the product. GINETEX is composed of 23 national organization members. These organizations represent all textile care and labeling stakeholders.

GINETEX contact:

Pascale FLORANT – Secretary General – +33 (0)1 47 56 31 71 – ginetex@ginetex.net

www.ginetex.net

www.clevercare.info

Press contact:

ComCorp

Audrey Pizard – +33 (0)1 84 17 84 16 – apizard@comcorp.fr

Bénédicte Couturier – +33 (0)1 84 17 84 09 – bcouturier@comcorp.fr

