

THE IMPACT AT THE INTERSECTION  
BETWEEN FASHION & SUSTAINABILITY

# GLOBAL SUSTAINABILITY AND ENTREPRENEURSHIP

Christoph Frehsee, Joyce Hu, and Andrea Plell  
speak about fashion, sustainability, and business.

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WEDNESDAY, APRIL 10TH  
4PM - 5:30PM  
CV2 MPR IN HOUSING



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# CHRISTOPH FREHSEE

Christoph Frehsee is an adjunct professor at Stanford University and former co-founder and President of sustainable fashion and lifestyle brand, Amour Vert. At Amour Vert, he was committed to bringing sustainability to the forefront. By meticulously maintaining supply chain integrity and reducing the brand's environmental impact every step of the way, Amour Vert is engineering a new paradigm in fashion. Christoph's passion for a cleaner world and sustainable future is also reflected in Amour Vert's Plant a T(r)EE program, in partnership with American Forests®, through which a tree is planted for every t-shirt sold. At Stanford University Christoph teaches "New Frontiers and Opportunities in Sustainability. An interdisciplinary exploration of how companies, government and non-profit organizations address some of the world's most significant environmental & resource sustainability challenges.



# JOYCE HU

Joyce Hu is the Marketing Director for Wildlife Works, a conservation company mitigating climate change with the only carbon neutral, fair trade factory protecting wildlife on their Kenya site. She co-founded the Sustainable Fashion Alliance a member-based group of fashion professionals committed to ethical fashion. Joyce also founded thebookr.com, the first online direct-to-talent booking platform; and most recently, launched marlinray.com, beach accessories that bring together beauty, function and sustainability.

# ANDREA PLELL

Andrea Plell is a writer and sustainable fashion consultant based in the San Francisco Bay Area. For over a decade, she has produced events, covered stories, directed fashion campaigns and co-founded communities like the Sustainable Fashion Alliance, all in the effort of supporting a paradigm shift in the apparel industry. In 2014, she began volunteering with Fashion Revolution, a not-for-profit international movement that calls for systemic reform of the fashion industry with a focus on the need for greater transparency in the global supply chain. In 2016 she took a leadership role with the organization as the West Coast Regional Coordinator for Fashion Revolution USA oversees all Fashion Revolution activities on the West Coast.



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