

Asian Dialogues on Sustainability in the Textile and Garment Industry

Online Seminar Series - "Moving the needle: Creating the future together"

Online Seminar 5: What are "purchasing practices"? Fashion industry insiders discuss buying behaviour

Thursday, 17 March 2022 at 8:30 AM Berlin / 2:30 PM Hanoi / 3:30 PM Beijing
90 minutes

There has been increasing talk about "purchasing practices" in the last few years, but what do people mean when they talk about it? This online seminar will ensure everybody is on the same page. For those uninvolved in buying, the process can appear as a black box in which decisions are made but with little to no understanding as to how or why.

Some of the questions speakers will address include: Who are buyers? Which departments in a company are involved in buying decisions? How is profit defined or calculated (and does it change under different circumstances?) How do buyers determine apparel costs? How much influence does the sustainability team have? What about marketing and design departments?

Our three speakers work (or have worked) in the dynamic world of buying where little is fixed, and a lot is unforeseen. We will hear about different aspects of buying from the big picture to garment costing.

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Speakers



Jessie Li
Sustainability Consultant

Working for diverse parties across the fashion supply chain in both China and Cambodia has shaped Jessie's conviction that supply chain relationships are complex, and the people within them often misunderstood. She advocates for multiple stakeholder narratives and an industry with sustainability practices that are applicable and accessible for businesses of



Anna-Karin Dahlberg
Director of Sustainability, Lindex

Anna-Karin has an extensive background at Lindex, where she started in 2002 as a Buying Assistant. During her time at Lindex for the past 17 years she has held leadership positions included as Assortment Manager as well as responsible for Lindex's production offices in China, India and Hong Kong. In recent years Anna-Karin has successfully been driving the global sustainability work at Lindex, most recently in her role as Head of Sustainability.



Jennifer Rule
Fashion Lecturer, South Metropolitan TAFE, Western Australia

Jennifer is the digital design content expert in the fashion department at Perth's leading fashion design institution. She has previously worked as a designer/textile designer for companies including Pacific Brands and DesignWorks (wholesale fashion), servicing some of Australia's largest fashion retailers and designing for licence brands like MayKateandAshley. Besides lecturing, Jennifer also owns her own fashion retail business with her husband, for which she is the buyer & does a little designing on the side.