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Aware™ introduce new Brand Ambassador Sinem Celik

With over 18 years of experience in the fashion and textile industry, Sinem has a vast range of expertise in sales, marketing, sourcing, and branding. She is the founder of BluProjects, an Istanbul-based consultancy, community, and learning platform that offers sustainable solutions for high-impact production and waste. Sinem is a strong advocate for circular business development and spreading innovative practices in the industry. Her career motto is "be the change you want to see in the world," and she believes that creative collaboration between like-minded companies and individuals is the key to achieving sustainability.

We are excited to hear more about her vision and her role as Aware's new brand ambassador.

I. Where does your passion for sustainability in the textiles industry come from?

My passion has been built on some facts I collected over the years of work in supply chain, knowing the weaknesses and challenges of fast fashion. I decided to design my career around transforming the industry, with all the network I have around me.

II. Why do you think traceability is key to change the textiles industry?

We all know that the claims and activities around sustainability are not enough, the carbon impact of fashion is still increasing and the lack of trust is becoming critical. Fashion supply chain is complex, Traceability will dilute and secure all claim and connect the dots, and we can only solve the problems, based on some real data.

III. What is your vision of a more sustainable textiles industry in the future?

Thinking beyond material and processes, we need to have disruptive systems to really transform the textiles industry. We need to focus and integrate innovative systems, just like AWARE.

IV. And now the most important question: Why Aware™? Because it secures the whole material innovation flow and offers a new world of trust to the fashion eco- system. I am proud to be a part of this mindset and technology!

ORIGINAL URL

<https://news.wearaware.co/225983-aware-introduce-new-brand-ambassador-sinem-celik>

ABOUT AWARE™

Goodbye murky claims. Hello crystal clear impact facts. Our traceability platform tracks your product as it's made.

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Aware™