



TRANSFORMERS FOUNDATION TO HOST “CATALYSTS” – FIRST EVENT SINCE SPINNING OFF FROM KINGPINS

NEW YORK | JULY 9, 2020 | Transformers Foundation became a stand-alone organization in January 2020 and is now set to host its first-ever summit as a non-profit entity focused on actively addressing and facilitating change in key areas of the Denim Supply Chain.

Spotlighting “Catalysts” within the supply chain, the digital event set for July 14, 2020 will reprise the theme of the “Catalysts” summit hosted in Amsterdam in October 2019 and will feature an updated speaker roster.

Due to the COVID-19 pandemic, this edition of “Catalysts” will be hosted online.

Featuring members of the denim supply chain focused on redefining the rules for the future, Catalysts will introduce an audience of denim industry professionals to makers of new ways of “growing” fibers, clever traceability systems, new pigments, visionary brands with sustainability embedded into their DNA and more.

“In a perfect world, we would be able to gather our speakers and audience under one roof and be able to converse and engage in sharing revolutionary ideas,” said Andrew Olah, founder of the Transformers Foundation. “The palpable energy and has always been one of the most inspiring parts of our Transformers summits, but we believe the strength and ingenuity of the ideas that will be presented by our speakers will translate digitally.”

Speakers of the July 14 edition of Catalysts will include:

- Jenny Fredricsdotter - **re:newcell**
- Luciano Bueno - **Galy**
- Shannon Mercer - **Fibertrace**
- John Condilis - **Nobody Denim**
- Sedef Uncu Aki - **Orta**
- Jane Palmer - **Nature Coatings**
- Darren Glenister - **Material Exchange**
- Jorgen Sevid - **Inqova**
- Jordan Nodarse - **Boyish**
- Anna Foster - **E.L.V. Denim**
- Tony Tonnaer - **Kings of Indigo**

The Catalysts event will be hosted by Transformers Foundation founder Andrew Olah, Marzia Lanfranchi of Transformers Foundation, and Ani Wells of Simply Suzette.

The event will be live-streamed via Zoom on July 14 from 10AM to 1PM EDT and will feature a series of panels and presentations.

[Register here](#)

About Transformers Foundation

Transformers Foundation is the unified voice representing the Denim Industry's change.

In spite of it's size, the Denim Supply Chain has never been represented by an organization to defend it's importance and value in front of business stakeholders, be it Brands or NGOs. Denim's voice has not been represented in the media. Who else but the Supply Chain is most qualified to express innovative and technically advanced production process? Based on the continuous feedback from Kingpins Exhibitors about this lack of representation and the interest in having continuous coordination, information and education throughout the complete supply chain, the Transformers Foundation was formed as a non-profit organization. Transformers Foundation aims to be the central point for the denim industry, working at different levels (educational, collaboration with other organizations to cover all social, eco-tox and technical topics, and also generate new interest from the market on a really high added value type of fashion).

Our website is under construction. For more information follow our [LinkedIn](#) or [Instagram](#). If you have any questions, please contact us by email at emily@transformersfoundation.org and marzia@transformersfoundation.org.