

FreshLook ESG Strategy Proposal

A strategic proposal to focus FreshLook's ESG
investments and create business value

Agenda



1. Situational Overview
2. Market Signals
3. Integrative Approach
4. Brand & Financial Impact
5. Concluding Thoughts
6. Q&A



Situational Overview

- 📺 FreshLook, a F500 apparel company is facing ESG pressures
- 📺 Sustainability must be integrated into business processes to protect their reputation and stay competitive
- 📺 Through our three-pronged approach, FreshLook can develop an ESG strategy to enhance their triple bottom line



Market Signals

- 🏢 Increasing ESG reporting requirements in global markets
- 🏢 Growing consumer demand for sustainable and ethical products
- 🏢 Competitors launching circular fashion models and ethical labor initiatives
- 🏢 Investors incorporating ESG performance into their valuation models
- 🏢 Increasing government incentives for sustainable practices
- 🏢 Increasing pressure to align ESG with profitability and growth

3-Pronged Integrative Approach

Regenerative
Materials and
Sourcing

International Market
Advancement

Increased
Transparency through
AI Dashboards



Regenerative Materials and Sourcing



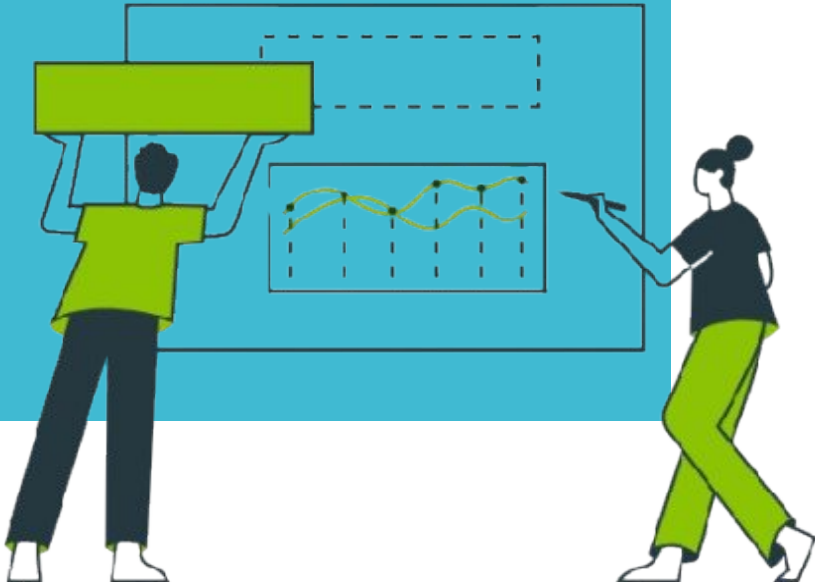
Plan

- Transition from conventional to sustainable raw materials in apparel
- Create products using organic cotton, hemp, bamboo, or seaweed-based textiles.

Implementation

- Establish partnerships with local regenerative material suppliers
- Shift production processes to create bio-friendly products

Impact



Social:

- Brand image shifts to one that is focused on sustainability and eco-friendliness

Environmental:

- Materials are grown using low carbon farming practices, helping to reach carbon neutral goal
- The use of regenerative materials lead to smaller environmental footprint

Economic:

- Opens access to government incentives for sustainable agriculture and low-impact sourcing
- Enhances supply chain resilience amid raw material cost volatility (though per unit cost may be more expensive)

International Market Advancement



Plan

- Leverage new production hubs in international markets
- Build out global presence and logistical capabilities

Implementation

- Allocate good portion of \$200 million ESG budget to create regional production hubs in international markets
- Develop regional supply chains in environmentally focused areas.

Impact



Social:

- Increase global engagement while showing commitment to ethical practices
- Creates local jobs and industry

Environmental:

- Cuts transport-related emissions by reducing overseas freight (reducing carbon footprint and waste)

Economic:

- Increased global presence will drive up international sales
- Can produce closer to real time demand and be in tune with local trends
- Significant costs and extended timeline to create

Increased Transparency through AI Dashboards



Plan

- Increase the transparency of the supply chain using AI driven dashboards
- Monitor all facets of the company from to be able to report upon.

Implementation

- Implement AI into supply chains to monitor production and detail analytics.
- Deploy AI information to comply with ESG regulations and be transparent about business processes.
- Analyze data to identify company inefficiencies

Impact



Social:

- Company transparency will be increased
- ESG regulations can be more easily complied with

Environmental:

- Energy and waste inefficiencies can be tracked and ultimately reduced.

Economic:

- AI can streamline the supply chain process increasing efficiency
- Detail any fallacies such that losses can be identified and dealt with

Brand Impact


- Shift brand focus and marketing towards sustainability and going green
- Focus on maintaining ethical standards
- Transparency in business processes through reporting



Financial Impact

- Leverage ESG as a driver of long-term profitability and brand equity
- Expand presence in global markets to increase revenue
- Tap into government incentives for green infrastructure and manufacturing
- Mitigate rising raw material and supply chain costs using AI dashboards

\$200M Investment Outlook



Focus on carbon neutrality, sustainable supply chains, global expansion

Draw upon new markets to reach 19.2 billion revenue goal

Conclusion

- Three-Pronged solution
- ESG as a strategic asset
- \$19.2 Billion Targeted Revenue
- The Future of FreshLook



Appendix: AI Usage

Content Summarization

Brainstorming Solution
and Implementation
Possibilities

Works Cited

Agu, Edith Ebele, et al. "Optimizing Supply Chains in Emerging Markets: Addressing Key Challenges in the Financial Sector." *World Journal of Advanced Science and Technology*, vol. 6, no. 1, 2024, pp. 35-45, doi:10.53346/wjast.2024.6.1.0045.

European Commission, Joint Research Centre. "The JRC Explains: Unlocking the Potential of Bio-Based Textiles." *European Commission*, 5 Feb. 2025, https://joint-research-centre.ec.europa.eu/jrc-explains-unlocking-potential-bio-based-textiles_en.

Getie, Muluken Zegeye, et al., editors. *Sustainable Development Research in Materials and Renewable Energy Engineering: Advancements of Science and Technology*. Springer, 2025. <https://doi.org/10.1007/978-3-031-81730-4>.

Randhawa, Nanaki. "Supply Chain Risk Management: The Role of AI-Powered Incident Dashboards." *GoComet*, 29 Mar. 2025, <https://www.gocomet.com/blog/supply-chain-risk-management-ai-powered-incident-dashboards/>.

Shifting Gaia. "What Is Natural Fiber Clothing: The Fabric of Sustainability and Substance." *Shifting Gaia*, 16 Dec. 2024, <https://www.shiftinggaia.com/post/what-is-natural-fiber-clothing-the-fabric-of-sustainability-and-substance>.

Venkatesh, Viswanath. "Building Resilient Supply Chains in Emerging Markets: Sustainable Procurement and Stakeholder Engagement Strategies." *World Scientific News*, vol. 193, 2024, pp. 1-20. <https://worldscientificnews.com/building-resilient-supply-chains-in-emerging-markets-sustainable-procurement-and-stakeholder-engagement-strategies/>

Q&A