



## The week ahead on just-style...

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Taking a look at the week ahead for the footwear and apparel industry, here is news editor Joe Ayling's snapshot of just-style's latest news and insights agenda.

Tomorrow (12 April) just-style has been invited to the launch of Puma's latest sustainability plan in London. The company's current outlook on the issue is to be "fair, honest, positive and creative" in its business practices.

When it comes to sustainability though there is always room for improvement, whether in the supply chain, packaging or design processes. Puma wants to tie all these components together, calling it Puma Vision.

"We at Puma are committed to a strategy that sees the "whole" as a sum of its parts," says Jochen Zeitz, CEO and chairman of Puma says.

It can be tricky for businesses to make sustainability plans without being accused of using it as a marketing tool, but, fear not, just-style will provide an objective take on tomorrow's events.

This week just-style will also provide the latest information about leading sourcing destinations in Asia, as our coverage of this month's Prime Source Forum in Hong Kong continues.

Although China is widely recognised as the leading fashion sourcing hot-spot, for both the present and future, Bangladesh, Indonesia and Vietnam are also highly tipped for export growth.

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