

# FASHIONING A BETTER FUTURE

## **SONIA MARTIN**

Founder, BREW Creative - *former VP Design, Everlane*

## **ANNIE GULLINGSRUD**

Fashion, Technology, Sustainability Executive - *former CSO, EON*

## **SANJEEV BAHL**

Founder and CEO, Saitex

## **JOY GRUVER**

Business Development Leader, NAIA/Eastman Chemical Company

## **JONATHAN CHEUNG**

Design, Innovation, Sustainability and Culture Consultant

*Please join William Rogers, President & CEO of Goodwill of the San Francisco Bay, at SHACK15 for an exclusive evening event kicking off [A Week of Goodwill](#), where industry experts will discuss the future of fashion and sustainability. Topics include scaling impact, resale, and recycling. Reception and entertainment following panel discussion.*

*Please RSVP to [development@sfgoodwill.org](mailto:development@sfgoodwill.org)*

## Panelists:

**Sonia Martin** is a leading female fashion designer with over two decades of experience influencing and shaping iconic American brands. Sonia recently founded BREW Creative, a fashion design consultancy, creating better - for people and planet.



**Sonia Martin,**  
Founder, BREW  
Creative, former VP  
Design, EVERLANE

Struck by the fear many face when trying to do the right thing, Sonia wanted to make it easier for brands to do just that, developing a commitment lead, responsible design approach that delivers on doing better.

Prior to BREW, Sonia led design teams at numerous fashion brands including Abercrombie & Fitch, Juicy Couture, Banana Republic and, most recently, Everlane. During her time at Everlane Sonia advanced the brand's commitment to sustainable fashion, social justice and established the company's fashion methodology; responsible design and conscious growth.

As a serving board member of Goodwill of the San Francisco Bay, Sonia is focused on recycling and resale initiatives in service to the mission of creating life-changing opportunities through training and the power of work.

**Annie Gullingsrud** works at the intersection of fashion, sustainability and technology to democratize sustainable practices to maintain our planet's ecological balance and enable people to flourish. Annie has recently served as Chief Strategy Officer of technology company Eon and led Cradle to Cradle Products Innovation Institute's fashion sector. Annie has worked with hundreds of brands, retailers, designers, suppliers, innovators, technology companies, NGOs and standards bodies to facilitate and operationalize cross-industry impact and solutions for scale.



**Annie Gullingsrud,**  
Fashion, Technology,  
Sustainability - former  
CSO, EON

Annie is author of Fashion Fibers: Designing for Sustainability (2017, Bloomsbury, New York) and has degrees in both sustainable fashion design and marketing communications.



**Sanjeev Bahl,**  
Founder and CEO,  
Saitex

Born in India, entrepreneur, **Sanjeev Bahl** has ventured into businesses across diverse industries including apparel manufacturing, healthcare, and information technology. His vertical apparel venture, SAITEX, is a state-of-the-art system of fabric and apparel innovation and manufacturing in Vietnam and USA. The facilities and systems are all built on environmental impact reduction technologies with a core philosophy of creating positive social impact.

His IT venture, SAI Digital, is spread over five countries and builds enterprise software solutions in the Ecommerce space. His personal mission in developing and supporting education programs through homeopathic colleges has further diversified his interests. Giving back to the community and making a difference to humanity has always been of great importance to Sanjeev and something he's dedicated his life and businesses to.

Sanjeev splits his time between Vietnam and the USA. His current initiatives include bringing manufacturing back to the West and a venture into post-consumer recycled products to further his exploration into circular manufacturing.

**Joy Gruver** works for Eastman Chemical Company and is a Business Development leader for the textiles platform with a focus on their Naia™ and Naia™ Renew brands. She brings over 24 years of textile expertise building cross-functional relationships throughout international supply chains. Joy shares a great deal of passion around sustainable innovations. She believes in creating a better earth for our children and influencing how we can adapt our lifestyles to make better choices.



**Joy Gruver,** Business  
Development Leader,  
NAIA/Eastman  
Chemical Company

Joy's goal is to bring innovative solutions to key brand partners within circularity that helps close the loop. Advanced recycling may seem like a dream, but Eastman has been able to unlock the key for creating solutions around hard to recycle plastics and materials. Eastman is a specialty material company that brings solutions, at scale, to brand partners and stakeholders. Joy is most excited about being part of a team that is building a strategy on how to execute a circular economy. She believes it is only through collaborations and partnerships that we will collectively create a better tomorrow.



**Jonathan Cheung,**  
Design, Innovation,  
Sustainability  
and Culture  
Consultant/Advisor -  
former SVP Design  
Innovation, Levi's

**Jonathan Cheung** is the former Head of Global Design at Levi's. Before joining Levi's, Jonathan worked with two iconic fashion designers, Franco Moschino and Giorgio Armani in Milan and created the first jeans line for Iceberg.

He now works at the crossroads of Design, material & digital innovation, sustainability & culture with companies such as Pangaia, Bolt Threads, Unspun, Mattel, Gap, Athleta, Old Navy & Banana Republic, Hilos, SharpEnd & Ageist - work that spans brand building strategy, 3D weaving, Internet-of-Things, Regenerative agriculture to mushroom leather and, of course product design.

Jonathan has practiced his profession in 6 countries and in 3 languages (English, Cantonese and Italian). He currently resides with his family in Mill Valley, California surrounded by hummingbirds, lemon trees and a little dog called Daisy.