



a step towards sustainable fashion as water is getting saved in the entire process. There has been a conscious, gradual and consistent shift towards sustainable methods, adoption of effective technology like extensive use of laser machines instead of hand-scraping for benefit of workers' health. The use of 'E-Soft, Ozone/ G2, Cold-Eco Dyeing' has helped in reducing water and hazardous chemical consumption. Another denim brand that has been at the forefront of introducing sustainable range of denims is Pepe Jeans. Way back in 2018, the brand introduced a range of environmentally conscious

denims including True-Fresh and Tru-Blu. The True-Fresh range of denim uses a revolutionary

technology that neutralises odour causing bacteria on contact, in turn keeping denims fresh for

collection with zero chemical washes, resulting in radical reduction of water consumption. This

sustainable production process includes natural ozone gas treatments and sophisticated new

GAP was founded with the sole motto of doing more than just clothes. The company has been

very proactive about concerns like sustainability, employee engagement, equality, etc. "Last

year, we had modernised our mission and purpose statement which is currently inclusive by

three-dimensional lasers to create astonishing depths of indigo contrasts on jeans.

longer. Denims treated with this technology can be worn more often without washing. Even

after days of continuous use, the denim retains its freshness. Tru-Blu is a pioneering denim

design. We take that to mean that it is inclusive of the planet, the people who make our clothes and our customers as well. We look at both social and environmental sustainability. We look at water consumption as well as green house gas emissions in our supply and value chains. We also have a very natural focus on raw material sourcing and understanding the impact that the materials that we use have on green house gas emissions and water consumption," said Agata Smeets, Director – Sustainability Sourcing Strategy, GAP Inc at the IFF webinar. Benetton as a brand has gone a step ahead to not just engage in sustainable manufacturing of its merchandise but recently it also set a new benchmark with its new boutique in Florence. Featuring intensive use of sustainable materials and state-of-the-art, energy-saving technologies, the new store is part of a major sustainability project that Benetton is carrying out

to consolidate best practices, improve its environmental and social performance throughout the

supply chain and become a model for sustainable fashion – not only in Italy, but throughout the

beech trees brought down by Vaia (a storm that hit the Italian Veneto region in 2018), while the

created from textile industry scrap: the perimeter platforms and bases of the display stands are

entire world. The 160-square meter, single floor boutique makes abundant use of upcycled

natural materials. The floor is made with gravel from the river Piave and waste wood from

walls are treated with a mineral paint with antibacterial and anti-mold properties that can

also reduce pollutants in the environment. The store interiors are made with new materials

made with a compound created from used buttons (difficult to dispose of) mixed in hydro-resin; recycled wool (in its raw wick state) is reused in the design of the perimeter lining and as decoration for the curtains of the dressing rooms; shelves, display bases and mannequins are made in "rossino", a material created from upcycled, mixed textile fibres. The shop window displays make use of sustainable solutions that reduce the use of resources. The Armani Group up too has been committing itself towards using sustainable raw materials for their eyewear lines from Giorgio Armani and Emporio Armani. The 2021 collection will include various sunglasses and optical glasses for men and women produced using sustainable materials and procedures. Over the year around twenty different models made with eco-friendly and sustainable formulas will be presented: from 100 percent recycled materials stemming from an industrial waste recovery and subsequent regranulation process, to highly-valued bio-acetate composed of cellulose and plasticiser mainly deriving from renewable sources. The glasses will be completed with lenses made from partially bio-based materials or pure crystal. The packaging, from the boxes to the cases, has also been revisited with the use of materials like recycled polyester and paper. H&M launched their first version of the Higg Index Sustainability Profile, sharing environmental performance scores for materials on selected products across their online stores in Europe and

it. Scores range from "baseline" to "3." Baseline scores are given to products made from conventional materials and scores of 1,2 and 3 are given to products made with materials that have lower environmental impacts. On each product, customers will also see detailed data on impacts relating to water use, global warming, fossil fuel use and water pollution. "We are thrilled to launch a first version of the Higg Index Sustainability Profile with material environmental performance scores now available on selected products in all our 31 European online markets & the US. This is a major milestone for us and something we have been working

towards for a decade. We firmly believe transparency is key to transforming the fashion industry

environmental and eventually social data with our customers across our products in the near

and we are excited to see this tool further develop so that we can share even more

future", says Pascal Brun, Head of Sustainability at H&M.

to Images Retail

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Each product is given a score based on the environmental impact of the materials used to make

the U.S. Released by the Sustainable Apparel Coalition (SAC) and its technology partner Higg,

products. Higg Index Sustainability Profiles are part of the SAC's new Higg Index transparency

program and are based on independently verified environmental impact data from the Higg

H&M is one of the very first brands to apply the new Higg Index Sustainability Profile to

Materials Sustainability Index (MSI).

Stepping Forward And to conclude, Tara Luckman's quote from the IFFF webinar sums up the entire ongoing concentration on sustainability and its future, "We are in an interesting, heightened time of awareness for social and environmental injustice around the planet. Coupled with unemployment and insecurity triggered by the pandemic, the retail world has witnessed immense change. Consumers are spending more carefully – making fewer and considered purchases of products that are going to last. They are increasingly open to new experiences and

opting for most cost savvy options like second-hand trading. This is creating an interesting

dynamics for brands. Should they be taking a share of this new emerging markets for circular

business or should be focusing on investing in design and manufacture of products to ensure that they are going to meet the changing consumer needs of quality, re-usability, resale, etc. So we can see quite an interesting time around decision making for sustainability." **0 Comments** Sort by Oldest # Add a comment... Facebook Comments Plugin

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