

# Sustainability Handbook 2025: *Fashion's Breakpoint*

Inspirational sustainability guides

BCome ·

As we step into 2025, a new year brings exciting opportunities for your fashion business.

# *Feeling the fashion industry shake? Don't miss this handbook!*

As we step into 2025, a new year brings exciting opportunities and challenges for your fashion business. We are at a pivotal moment in the industry: a true Fashion's Breakpoint. The decisions we make now will shape the future of fashion, and at BCome, we're here to help you navigate what lies ahead by unlocking the power of data.

In this third edition of our handbook, we explore the critical sustainability challenges we foresee for 2025. Drawing on the latest trends and insights, we'll guide you through the evolving landscape that will define the future of the fashion industry.

Join us as we dive into the transformative changes on the horizon. Together, let's embrace the opportunities of 2025 and shape the future of fashion!

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What has brought your fashion business this far won't take you further. Adapt and evolve, or risk being left behind.

2025 will mark a pivotal turning point for fashion. Changes in government policies across Europe and the United States will reshape global trade, forcing businesses to adapt quickly, with little time for adjustment.

In 2024, geopolitical tensions, ongoing climate disruptions, and evolving legislation have made the challenges facing the industry even more complex. It's clear that the textile sector has yet to fully recover from the crisis we've been dealing with over the past few years. However, at BCome, we believe these obstacles are driving the industry towards much-needed transformation, one that doesn't just mask the problems but embraces a fundamental shift.

Adapting is no longer enough, true survival now depends on transformation. To face the challenges ahead, businesses must undergo deep, systemic changes that redefine their approach to sustainability, innovation and resilience.

In 2024, the world faced rising geopolitical tensions, with conflicts continuing to disrupt global supply chains and markets. The fashion industry is being pushed towards significant transformation by 2025.

Climate disasters became more frequent and severe, with predictions of even worse events in the near future. These challenges have undeniably shaped the fashion industry's trajectory, forcing it to adapt and transform in response to these turbulent times.

#### Geopolitical issues ▶

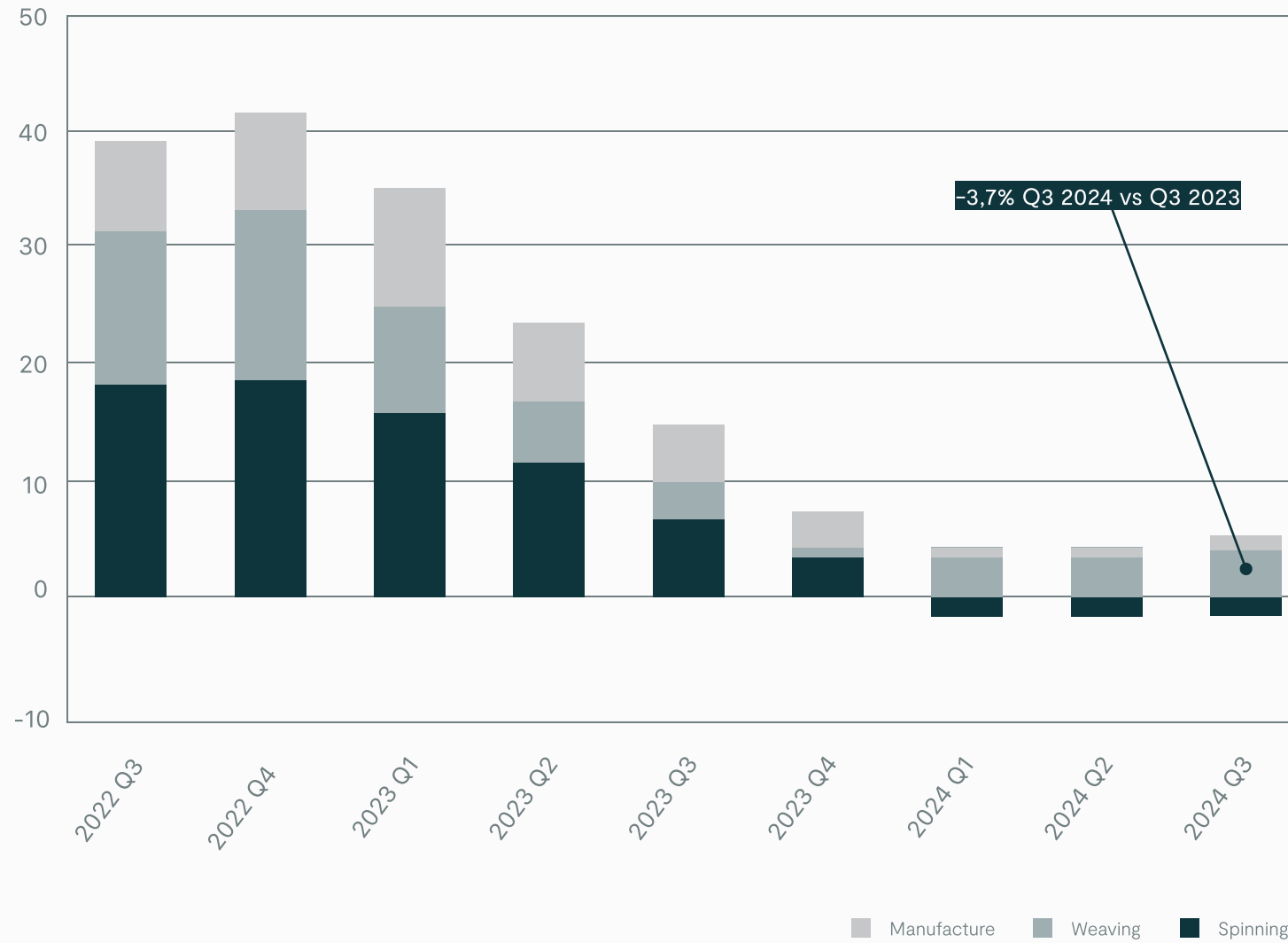
- Russia-Ukraine war
- Middle East tensions
- US and China struggle
- New EU & US mandates

#### Climate issues ▶

- Severe heat waves in South and Southeast Asia
- Flooding in Brazil, UAE, Kenya and Spain
- Cyclone in Bangladesh and India
- July 2024: warmest on record

#### Legal issues ▶

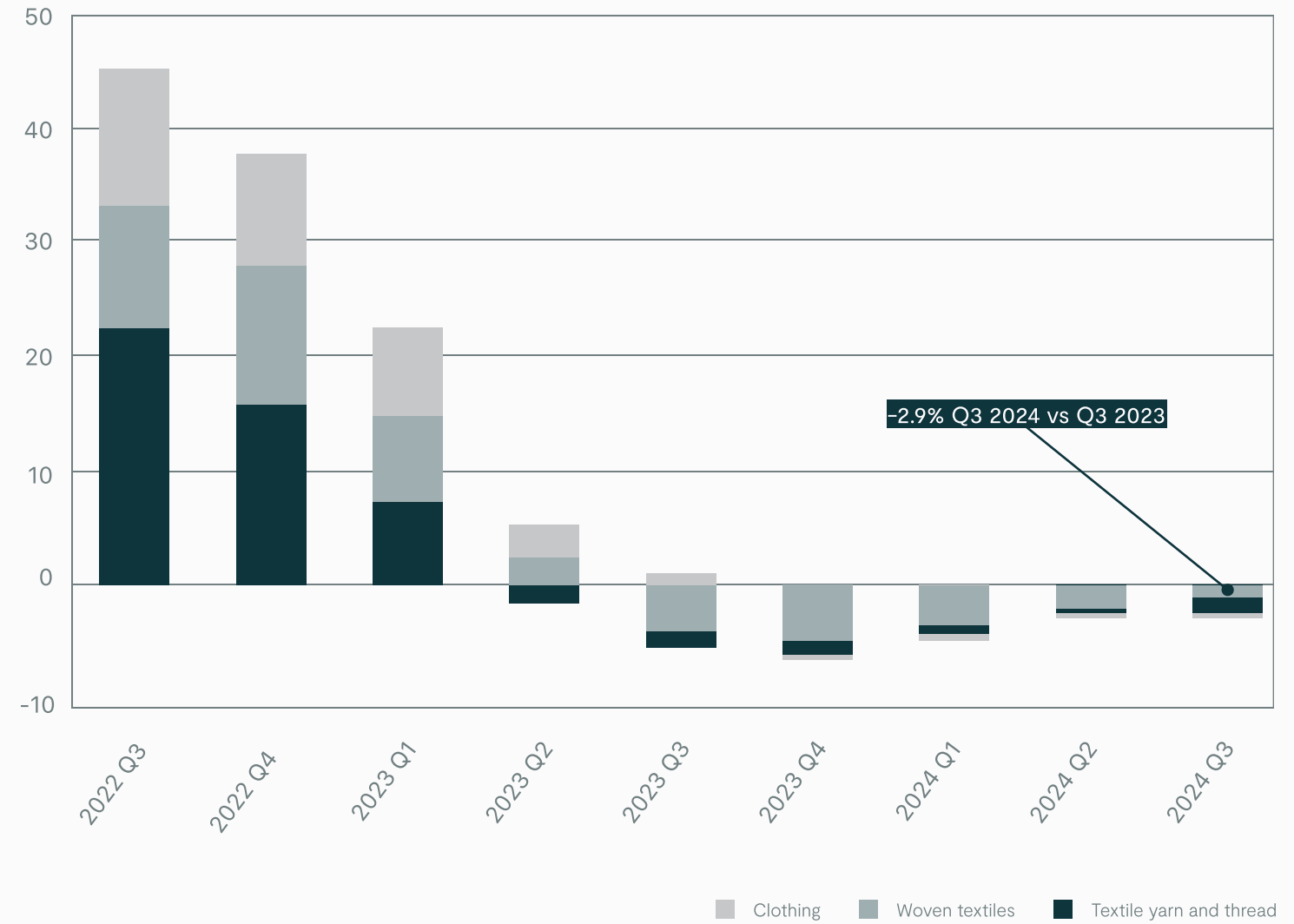
- Entry into force of the Ecodesign for Sustainable Products Regulation
- Entry into force of the Corporate Sustainability Due Diligence Directive
- Compliance for large public-interest companies of the Corporate Sustainability Reporting Directive
- Entry into force of the Directive on Empowering Consumers for the Green Transition
- Entry into force of the Regulation on Waste Shipments
- Entry into force of the Regulation on prohibiting products made with forced labour on the Union market



Data source: Statistical Office of the European Union (Eurostat)

### EU Producer prices in the textile industry: % change compared to same period in previous year

The -3.7% decrease in EU textile producer prices in compared to the same period in 2023 indicates that prices are continuing to stabilize after the sharp drop seen last year. This trend may point to a more balanced pricing environment within the EU textile industry.

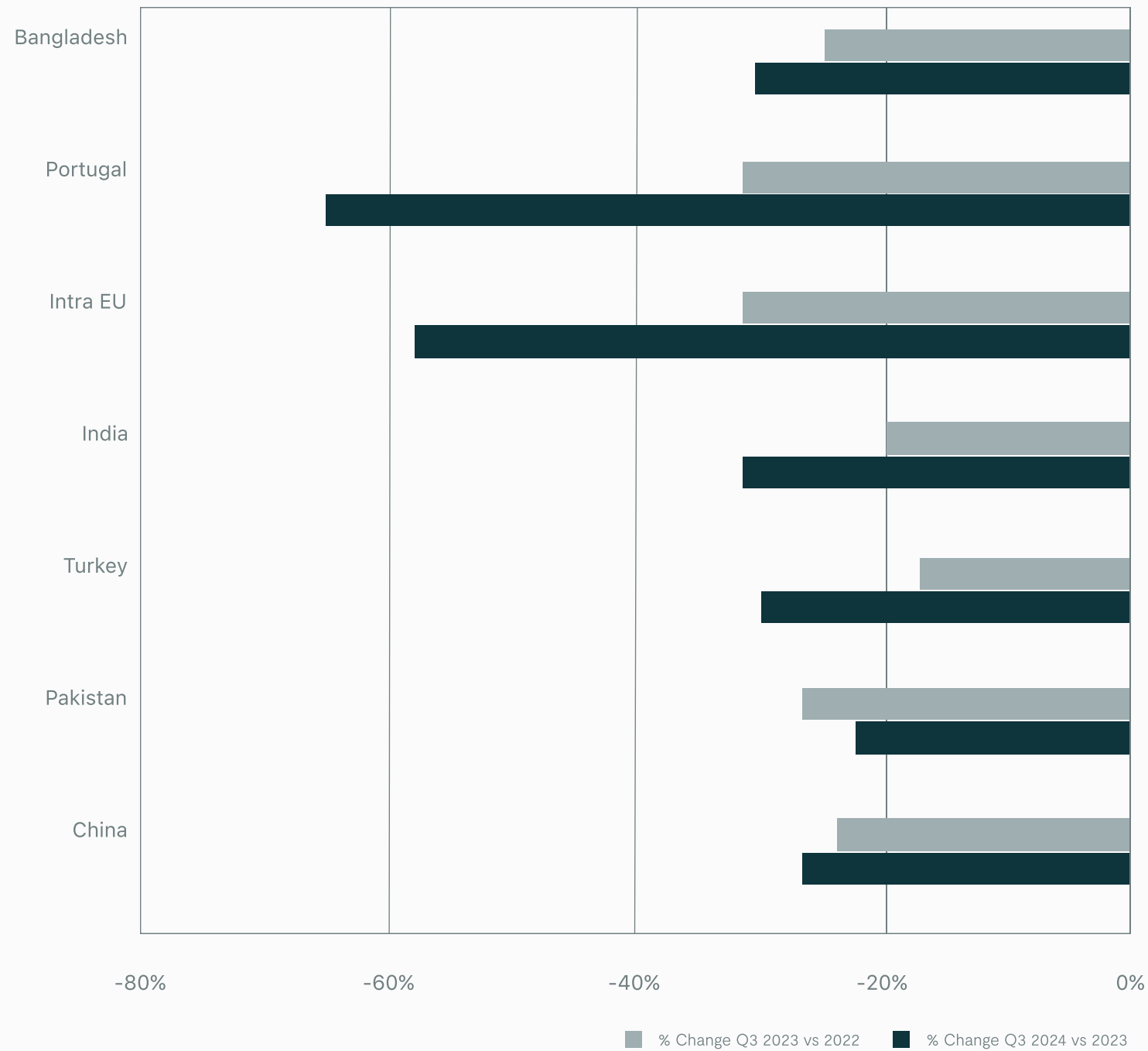


Data source: Statistical Office of the European Union (Eurostat)

### EU Import prices in the textile industry: % change compared to same period in previous year

The -2.9% drop in EU textile import prices in 2024 indicates a continued stabilization trend in the industry following the significant fluctuations of previous years. While less dramatic than the drop observed in 2023, this decrease reflects easing inflationary pressures and more balanced pricing conditions in the international textile market.

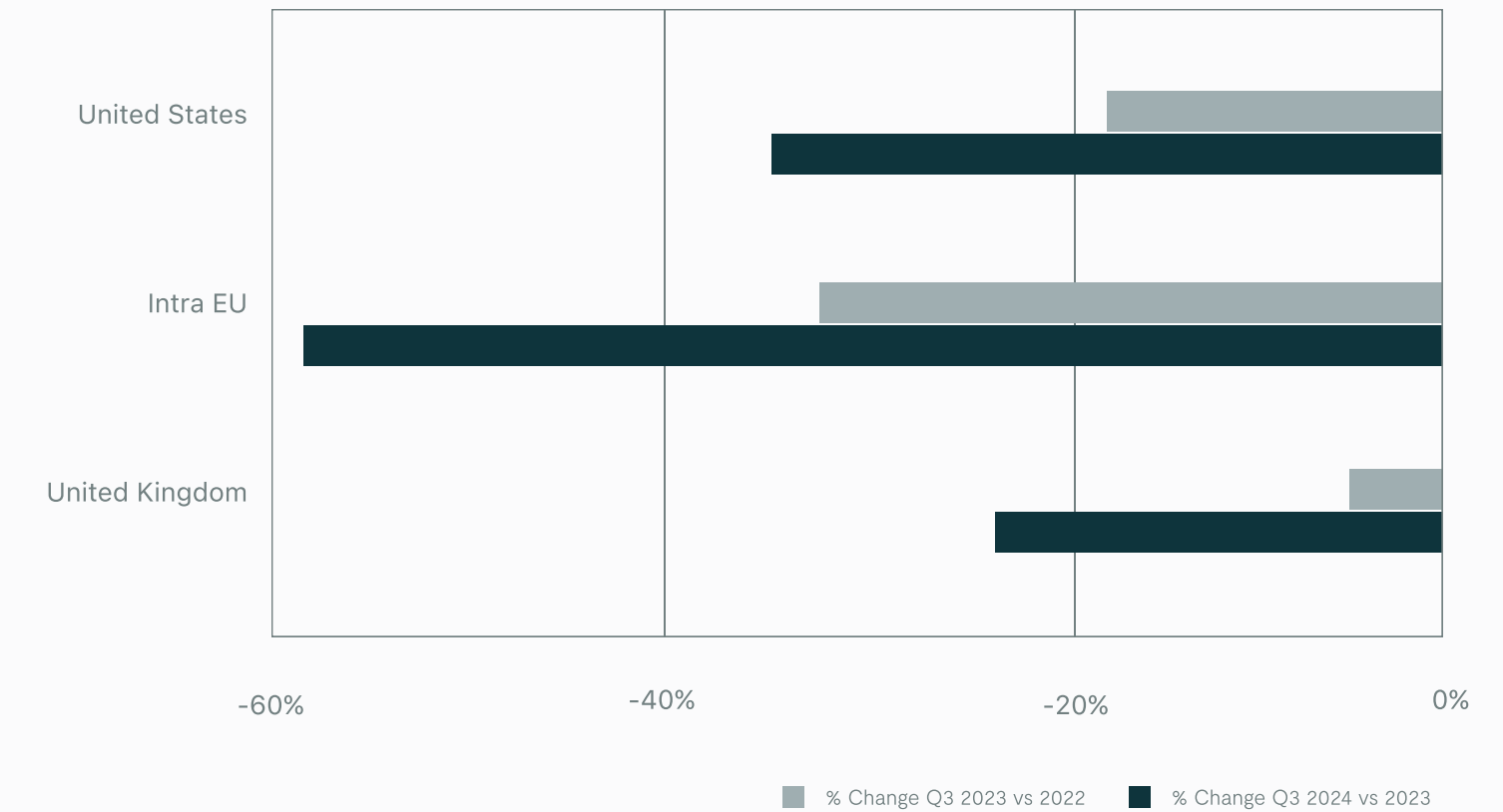
### EU Clothing and textile imports: percentage change Q3 2024 vs Q3 2023



Data source: Statistical Office of the European Union (Eurostat)

These declines reflect broader shifts in global supply chains and economic conditions. The sharp drop from Portugal and intra-EU imports could indicate a weakening of intra-European trade. Similarly, the overall reduction from key textile-exporting countries like Bangladesh, China, and India highlights the impact of both global supply chain disruptions and evolving consumer demand in the EU.

### EU Clothing and textile exports: percentage change Q3 2024 vs Q3 2023

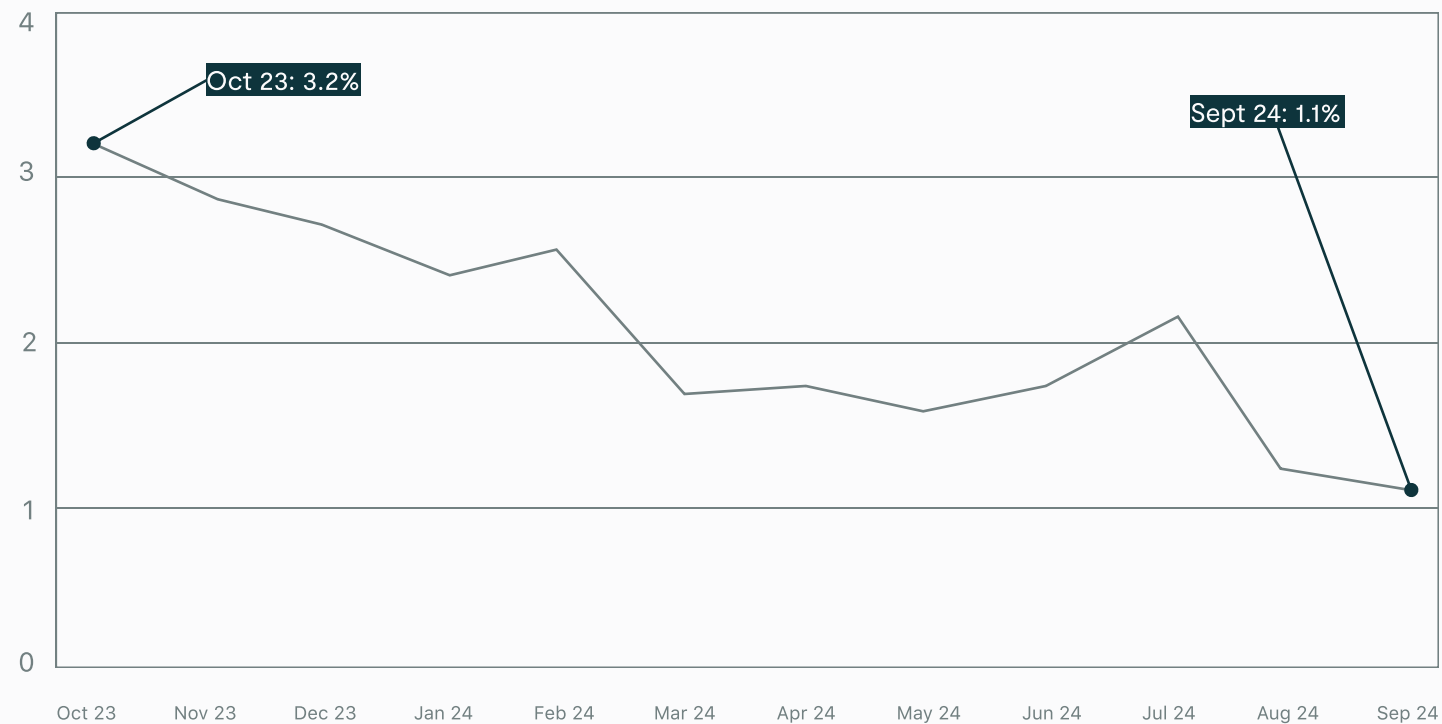


Data source: Statistical Office of the European Union (Eurostat)

The decline in EU textile exports suggests reduced demand in key markets. Currency volatility can raise the cost of raw materials and production, making EU goods more expensive for buyers in the US and UK. Additionally, intra-EU exports may be impacted by economic factors like inflation-driven increases.

## HICP. EU Consumer prices of clothing: Year-over-year percentage change

In September 2024, the Harmonized Index of Consumer Prices for clothing in the EU showed a modest year-over-year increase of 1.1%. This marks a notable slowdown compared to October 2023. This decline may indicate that the clothing market is stabilizing, though still facing some upward price adjustments due to factors like production costs and consumer demand shifts.



Data source: Statistical Office of the European Union (Eurostat)

The EU textile market shows mixed signals, with a decline in producer and import prices indicating some stabilization, but reduced exports and weaker demand pointing to ongoing challenges from shifting global supply chains.



The coming months call for a sharp focus on details to seize opportunities that may go unnoticed by the rest of the market. Differentiation, agility and a strong willingness to embrace change and transformation are the key qualities of fashion companies that are paving the way for a successful future.

*"Leaders who move quickly to identify the bright spots, will be primed for success, but only if they are able to evolve. The old playbook is now obsolete; the industry will need a new formula for differentiation and growth"*

The State of Fashion 2025 report  
Business of Fashion and McKinsey & Co

H&M and Zara linked to deforestation in Brazil	Leading to intensified scrutiny of supply chains
Labor exploitation in luxury supply chains	Challenging the ethical standards of high-end brands
Shein's emissions grew nearly twice its revenue	Underscoring the environmental costs of fast fashion
Bangladesh garment worker protests	Drawing attention to labour rights issues in the fashion supply chain
Chinese factories set up in Europe	Potentially altering the dynamics of global textile manufacturing
The US port strike	Causing disruptions in global supply chains, affecting fashion imports
Renewcell's bankruptcy	Highlighting the financial instability of companies in the sustainable fashion sector

The figures indicate some stabilization but also bring a lot of uncertainty to the fashion industry. Throughout 2024, we have witnessed several events that should not be overlooked, as they represent turning points in the market.

# PYRATEX®

Innovation as the only way forward to create value

*“The supply chain is complex so it's very important the industry aligns on the key performance indicators. We have understood the importance of data from a very early stage”*

Regina Polanco,  
Founder & CEO of PYRATEX

PYRATEX is an R&D company specialized in producing fabrics and knitwear made from natural, bio-based, and recycled materials. Together with Regina Polanco, we analyze the adoption of next-gen materials and their potential to scale within the fashion industry.

PYRATEX is at the forefront of developing next-generation materials, such as fibers derived from agricultural waste and seaweed. What do you think is the biggest challenge for the fashion industry to fully adopt these materials?

R. The industry has always been marked by a strong focus on aesthetics and a constant need for novelty. As a company positioned at the forefront of material evolution, we see that the design possibilities of sustainable materials are expanding rapidly due to innovation and growing consumer demand for eco-friendly options. The gap is narrowing as advanced sustainable materials develop, offering unique properties and aligning with the industry's shift toward responsible design. Over time, sustainable options may not only match but also redefine what is possible in textile design. In order for that transformation to happen it is important to inform and raise awareness among consumers. There are many misconceptions when it comes to the end of life of a product. I think many people still think that it's OK to buy many clothes, because they buy recycled polyester from bottles and donate their used clothes. Of course, separating textile is the way to go! But in reality less than 1% of textile waste will be recycled into materials that go back into the fashion industry.

Are there any key trends or initiatives that could drive the fashion industry towards the adoption of next-generation fibers?

R. It goes without saying that legislation will broadly affect how brands produce, trace, and communicate their practices. One specific regulation that will significantly impact sourcing and design decisions is the eco-design legislation.

The upcoming Digital Passport will be key in defining what to measure and communicate to the customer in terms of product information, which will influence the purchase decision. The supply chain is complex so it's very important the industry aligns on the key performance indicators. We have understood the importance of data from a very early stage, which is why we are collaborating with BCome since 2021. In fact, I think we are the only textile company who is measuring the impact of its productions. Is it a perfect solution? As an industry, we have only just started to collect data, so the more fibers and processes are assessed, the more we will learn and fine-tune our perception of what responsible materials look like.

PYRATEX has collaborated with brands like GANNI or Karoline Vitto, which are gaining presence on some of the most recognized runways. How do you think these partnerships could influence the future of sustainable fashion on global catwalks?

R. Runways are a hub for creativity and innovation, offering brands the freedom to tell stories and showcase the life behind their garments. In our case, having our materials showcased on the runway is a powerful way to spotlight alternative textiles. Take GANNI for example, they are not just innovators in terms of design and materials. They were one of the first brands to put their suppliers into the narrative, instead of claiming these innovations for themselves. We believe that transparency and collaboration across the supply chain is necessary to make the transition. Showcasing innovative textiles on such prominent platforms shifts perceptions—demonstrating that these sustainable options can rival traditional materials in terms of creativity and appeal.

Is there any collaboration or innovation that Pyratex is working on that particularly excites you for the coming months?

R. We are constantly developing materials with new fibers so there are several collaborations that we are currently working on! For example, the Cradle 2 cradle certified polyester which allows for rapid degradation of microplastics. Furthermore there are 2 exciting Spanish projects we are working on: a line of high-quality fabrics from recycled cotton in collaboration with Recover® and we have been working for months now on a new collection of fabrics made with Spanish Cotton. We realized that less than 1% of cotton is produced in Europe, and the only 2 places are Greece and Spain, in Andalucia, who then often export the cotton to Asia. So now we have created a line with GMO free, fully traced cotton from Spain, which brands will launch with next year.

The last few years have seen significant progress in textile innovation, but there is still a long way to go. What do you think will define the future of the fashion industry in terms of sustainability in 2025?

R. Bigger brands have been using preferred fibers in the past for capsule collections. Now we are seeing a shift where brands are interested in sourcing preferred fibers for their basic designs. As awareness grows, they are typically looking for recycled fibers and we expect this trend to continue next year. Thanks to the anti-greenwashing legislation, the demand for certification to prove and claim certain eco-friendly aspects has definitely increased. Lastly, in order to achieve meaningful change we need collaboration. An approach supported by technology can drive this progress.





Shedding light into  
fashion's supply chain

*“To really make use of supply chain data, brands need to make it part of their everyday decisions. By 2025, I think we'll see more companies using this information to guide how they choose suppliers, design products, and market to their customers”*

Philipp G. Mayer,  
Co-Founder of Retraced

Retraced is a traceability platform that helps fashion companies achieve full visibility across their entire supply chain. We speak with its Co-Founder, Phillip G. Mayer, to explore how the industry is adopting this approach to transparency.

In recent years, how have fashion brands' efforts towards improving supply chain traceability evolved, and what key milestones have you observed in the industry?

P. Over the past few years, we've seen remarkable progress in the way fashion brands approach supply chain traceability. Initially, many brands focused on mapping their first-tier suppliers only, meeting the most basic transparency requirements. Now, with stricter regulations and more critical consumers, we see fashion brands take a much broader approach, looking not only at more tiers of suppliers but also going into tracing their products, often down to the raw materials. To achieve this, more and more brands need to rely on tech platforms like Retraced to digitize their supply chains. This is a must have to enable industry collaborations and set the right responsible sourcing standards. Excel tables did a good enough job in the past, but we live in an era where brands' expectations are much higher now as they strive towards sustainability in a more comprehensive way.

Retraced has worked with influential brands like Tom Tailor, Victoria's Secret or Desigual, what is the ultimate goal driving these brands to trace their supply chains?

P. For brands like these, traceability is about much more than just ticking boxes for compliance. These companies want to ensure they're meeting new regulations and building trust with customers at the same time. Customers who care deeply about ethical and sustainable practices. It's also about reducing risks in their supply chains—if there's an issue, they want to catch it early and fix it.

At the same time, these efforts align with their sustainability goals, like improving their environmental impact and sourcing materials responsibly. Traceability helps them run their businesses better aligned with their CSR goals and shows they're serious about leading the way toward a more sustainable future.

Despite growing awareness about the relevance of traceability and transparency, what are the biggest obstacles fashion companies face when it comes to implementing effective traceability systems?

P. Implementing traceability systems is a complex undertaking, and companies face several key challenges. The first is supply chain complexity—fashion supply chains are global and involve multiple tiers of suppliers. The second challenge is data integration—collecting and standardising data from various sources is time-consuming. That is not surprising as brands rely on their supplier's data and data needs to be collected, then centralised to enable the right decisions to be made. Third, cost can be a crucial factor for brands, as implementing robust systems requires investment in technology and expertise. Finally, supplier engagement remains a challenge; not all suppliers are willing or able to provide the required transparency. Overcoming these challenges demands a combination of the right tools, education, and industry partnerships that promote trust across the supply chain.

With new regulations like the EU Corporate Sustainability Due Diligence Directive (CSDDD) and the Digital Product Passport (DPP) coming into play, how do you foresee these legislative changes impacting fashion in the coming year?

P. These regulations are a chance to completely transform the industry. The EU CSDDD and DPP will push brands to prioritise transparency and accountability like never before. In practice, this means brands will need to provide detailed insights into their product life cycles, from material sourcing to production and distribution. Compliance will require operational changes, such as enhanced data collection and greater collaboration with suppliers. On the positive side, these changes will level the playing field and reward brands that have always invested in sustainability and ethical practices. I see this as an opportunity for the industry to strive for higher standards, paving the way for a more sustainable future.

Fashion companies sometimes struggle to fully use the data collected across their supply chains. Looking ahead to 2025, how do you think brands can become more proactive in integrating this information into their daily operations?

P. To really make use of supply chain data, brands need to make it part of their everyday decisions. By 2025, I think we'll see more companies using this information to guide how they choose suppliers, design products, and market to their customers. Technologies like AI can help make sense of large amounts of data, but just as important is making sure suppliers are on board and that the data is reliable. The key is to keep things practical—focusing on what will drive real improvements. When brands treat traceability data as a tool for smarter decision-making rather than just an obligation, they'll see better results and build stronger relationships with their customers.

# ADOLFODOMINGUEZ

Committed to delivering high-quality

*“The main challenge is to continue focusing on adding value to garments and the way we consume, without allowing legislation to set the entire agenda. We cannot lose sight of the footprint of our consumption, the need for it to be slower, more responsible, and of higher quality”*

Antonio Roade,  
Director of Sustainability and Positive Impact at Adolfo Domínguez

Founded in the 70s, Adolfo Domínguez’s legacy includes redefining Spanish fashion with a balance between tradition and modernity, leaving an indelible mark on the global industry. Antonio Roade shares insights into the brand's vision on its journey toward sustainability.

The fashion industry has undergone significant changes in recent years, from digitalization to the rise of sustainability. What do you consider to be the most transformative aspects of the sector, and how have they impacted Adolfo Domínguez?

A. The emergence of compliance has been a key factor. In our case, it hasn't represented a paradigm shift, as concern for the environment has been an integral part of our brand's essence since its inception. However, it has helped channel and professionalize the tools we use to manage it. As a sector, we also navigate the tension between greenwashing and greenhushing. Striking the right balance in all aspects of sustainability communication is a challenge in itself.

Adolfo Domínguez is known for its focus on quality. What key strategies have you implemented to strengthen your commitment to ESG criteria?

A. Our approach is to create clothing that lasts beyond fleeting trends—pieces that stand out for their timeless design and quality. These are garments you can grow attached to because they'll remain in your wardrobe for decades. To make this possible, we work across all areas in a collaborative way. We have quality assurance teams integrated directly into our supply chain, which we are mapping in greater depth. The unique business model of artisanal fashion operates at a slower pace, allowing us to pay greater attention to sourcing and giving our suppliers the time to meet our standards for both quality and social responsibility.

In the pursuit of more sustainable products, what role do innovative materials play in your current collections?

A. Our focus is on natural materials, such as linen, which is one of our signature elements, but also on continuing to innovate with other fibers. For the past year, we've been collaborating with the pioneering R&D start-up Pyratex to advance the integration of new fibers. Recently, Pyratex has developed fabrics made from Kapok flowers, agricultural waste, and North Atlantic algae, among other innovations.

Looking ahead to the future, what are the main challenges and opportunities you anticipate for 2025 in terms of sustainability, innovation, and changes in consumer habits?

A. The main challenge is to continue focusing on adding value to garments and the way we consume, without allowing legislation to set the entire agenda. For example, the key factor that determines the environmental impact of a garment is how many times it is used. The raw material in the garment accounts for only about 12-15% of its environmental impact. Therefore, a high-quality natural material like merino wool will always be better than polyester for many reasons that are difficult to capture with a single figure. We cannot lose sight of the footprint of our consumption, the need for it to be slower, more responsible, and of higher quality. In this sense, we are committed to developing real alternatives to this consumption, such as ADN RENT, our rental service, or ADN BOX, a personal shopping assistant powered by AI that helps reduce mistakes when purchasing.

In a context where consumers are demanding greater transparency from brands, how is Adolfo Domínguez working to improve the traceability of its supply chain and adopt new technologies that enhance its sustainable practices?

A. We work with our internal teams to know what to ask and when to ask it. Additionally, we rely on the expertise of BCome to systematically collect and analyze this information. And we always do this with the utmost collaboration and respect for our suppliers.

In 2025, fashion will stand at a crossroads, facing challenges that will demand nothing less than a profound transformation:

1. 2. 3. 4.

Taking a step ahead of EU and US regulations

Managing the economic impact of Climate Change

Decoupling growth from resource consumption

Driving transparency with DPPs and AGECE

5. 6. 7.

Improving social responsibility in supply chains

Securing funding for sustainability

Prioritizing next-gen materials

# 1 Taking a step ahead of EU and US regulations

*“Go beyond the minimum compliance requirements by integrating sustainable practices into your products, processes and supply chain”*

2024 has been a year of legislative acceleration. Changes in leadership in both Europe and the US have driven the swift adoption of certain regulations, prompted by the uncertainty these governmental transitions bring. Among the most significant legislative developments in 2024 are:

- The entry into force of the [Ecodesign for Sustainable Products Regulation](#) (EU), which will mandate the implementation of the Digital Product Passport (DPP).
- The entry into force of the [Corporate Sustainability Due Diligence Directive](#) (EU).
- The adoption of the [Responsible Textile Recovery Act](#) (US), which will enter into force on January 2025.

Consequences for fashion:

- The urgency to adapt quickly to new legislative developments with the right tools to address these demands.
- The importance of going beyond the minimum regulatory requirements to stand out in the market.
- The need to stay one step ahead of regulations to ensure not just immediate survival, but long-term leadership.

Key actions to take in fashion businesses:

- Establish a system for quickly adapting to new legislative changes by regularly monitoring and analyzing emerging regulations.
- Go beyond the minimum compliance requirements by integrating sustainable practices into your products, processes and supply chain.
- Innovate and develop proactive solutions to stay ahead of regulatory trends, ensuring your business maintains leadership in the market.

## 2 Managing the economic impact of Climate Change

*“Collaborate with suppliers to assess risks and invest in solutions to strengthen the supply chain's resilience to extreme weather events”*

2024 is set to be the hottest on record, and the first to breach the 1.5°C goal. Climate change is not only reflected in the natural disasters that have affected the planet throughout 2024. Disruptions to supply chains due to these events have economic consequences that the fashion industry cannot afford. Weather and climate-related extremes caused economic losses of assets estimated at over EUR 162 billion between 2021 and 2023, while decarbonizing the fashion supply chain could cost \$1 trillion.

### Consequences for fashion:

- Climate change disrupts factory operations in key manufacturing hubs like Bangladesh and Vietnam, increasing production costs due to equipment failures and operational delays.
- Unpredictable weather patterns shift consumer shopping habits, complicating inventory management and driving up costs for retailers.
- Climate-related events in sourcing regions reduce the availability and quality of raw materials, leading to higher prices and increased supply chain expenses.

### Key actions to take in fashion businesses:

- Create contingency plans for potential supply chain disruptions and adopt flexible production models to enable quick adaptation.
- Collaborate with suppliers to assess risks and invest in solutions to strengthen the supply chain's overall resilience to extreme weather events.
- Promote awareness and flexibility offering support with financing, extending lead times, and showing empathy for suppliers' challenges.

## 3 Decoupling growth from resource consumption

*“Invest in sustainability to deliver long-term benefits, making it a strategic decision that outweighs initial costs”*

The shift in the fashion industry from top-line growth to profitability, as noted in the McKinsey Global Fashion Index, shows a trend of prioritizing efficiency over traditional growth models dependent on resource consumption. However, the industry still faces significant challenges. In Europe, more than 5 million tons of clothing are thrown away every year. Even more troubling is that 88% of fashion brands don't disclose their annual production volumes.

### Consequences for fashion:

- Traditional business models focused on trading new products and encouraging overconsumption are becoming obsolete as they depend entirely on the use of finite resources.
- The lack of investment in technology for repurposing waste into reusable materials poses a threat to achieving more stable profit margins.
- With increased uncertainty about future value, investors are increasingly scrutinizing companies for their sustainability efforts.

### Key actions to take in fashion businesses:

- Diversify your business models by embracing rental, resale, or subscription-based services, opening new revenue streams.
- Invest in sustainability to deliver long-term benefits, making it a strategic decision that outweighs initial costs.
- Enhance transparent communication with your stakeholders to share measurable goals, progress, and how sustainability can drive solid growth.

## 4 Driving transparency with DPPs and AGECE

*“Invest in digital infrastructure to store detailed data on every stage of the product's supply chain, ensuring it is easily accessible”*

The use of a [Digital Product Passport](#) that democratizes transparency in fashion brands is balancing between fantasy and reality. While the EU is still in the testing phase, many data providers have already taken the lead in offering this service, meeting the requirements set by the first country to demand a minimum level of transparency: France. France's [AGECE law](#), which has been active since 2023, will extend to small companies in 2025.

### Consequences for fashion:

- Fashion brands are required to digitally record key information about product traceability and impact, making it accessible to consumers through the physical product.
- These requirements will apply to all products sold within the EU, regardless of whether they are produced inside or outside the Union.
- Complying with this requires gathering detailed supply chain data and assessing the product's impact and circularity, which is a complex and time-consuming process.

### Key actions to take in fashion businesses:

- Work closely with suppliers to gather accurate and transparent data on product impact and circularity.
- Invest in digital infrastructure to store detailed data on every stage of the product's supply chain, ensuring it is easily accessible.
- Anticipate the broader rollout of these requirements, and take proactive steps to meet these regulations ahead of time.

## 5 Improving social responsibility in supply chains

*“Adopt traceability technology to expand visibility across your supply chain and better track the extensive network of suppliers involved”*

Environmental concerns have traditionally been the primary focus of fashion sustainability efforts. However, the discovery of forced labor in luxury brands' supply chains in 2024, the ongoing issue of [child labor in the fashion industry](#), and the implementation of the [Due Diligence Directive](#) underscore the urgent need to address social risks.

### Consequences for fashion:

- Most current forced labor regulations focus on Tiers 1 to 3, but child labor often remains hidden in subcontracted and home-based work within Tier 4.
- Brands struggle with limited visibility over Tier 4 and face challenges in tracking and managing their extensive supplier networks.
- Legislation like Due Diligence Directive will require brands operating in EU to monitor their entire value chains, identify human rights abuses, and take corrective measures.

### Key actions to take in fashion businesses:

- Adopt traceability technology to expand visibility across your supply chain and better track the extensive network of suppliers involved.
- Form multi-stakeholder initiatives to collectively address social issues, maximizing the impact of your actions.
- Review your purchasing practices to ensure fair treatment of facilities, avoiding conditions that pressure suppliers to resort to unethical outsourcing.

## 6 Securing funding for sustainability

*“Share financial risk with suppliers for a more resilient transition. This collaboration will ensure that smaller players are not left behind”*

In recent years, there has been extensive debate about who is responsible for implementing sustainability in the fashion industry. It is increasingly recognized that brands cannot achieve their sustainability goals unless their suppliers make the necessary changes to support these efforts. However, suppliers often question where they will find the funds to meet the sustainability targets set by the brands. The estimated financing required annually to scale up sustainable innovations in fashion is between \$20 to \$30 billion.

### Consequences for fashion:

- Without creating tangible value for suppliers, there are few incentives for them to invest in sustainability efforts.
- Pressures to keep prices affordable often prevent suppliers from investing in the upgrades needed to make their operations more sustainable.
- There is also a scalability problem, as sustainable solutions need to be expanded to meet the demands of the entire fashion industry.

### Key actions to take in fashion businesses:

- Collaborate with financial institutions to develop innovative financial models to support farmers, material producers and other actors across the value chain.
- Share financial risk with suppliers for a more resilient transition. This collaboration will ensure that smaller players are not left behind.
- Combine resources and expertise to scale these solutions throughout the entire fashion industry.

## 7 Prioritizing next-gen materials

*“Increase investment in R&D and collaborate with tech companies to scale up the production of sustainable materials”*

The fashion industry's heavy reliance on virgin raw materials, combined with the environmental impact of their extraction, has created a pressing need to find next-gen materials that can diversify the fabrics used in clothing production. However, the adoption of these innovative materials has been slow, and the industry faced a major setback in 2024 with the bankruptcy of Renewcell, a leading company in textile recycling.

### Consequences for fashion:

- Several runway shows for the SS25 season showcased next-gen materials, highlighting collaborations with innovative startups.
- Brands like Burberry and GANNI have started selling products made with biotech fibers and other innovations, integrating new technologies into high-fashion collections.
- While brands are experimenting with small runs of these materials, the real challenge lies in scaling production to meet the demands of the wider market.

### Key actions to take in fashion businesses:

- Increase investment in R&D and collaborate with tech companies to scale up the production of sustainable materials and reduce dependency on virgin raw materials.
- Focus on building partnerships with material suppliers, improving manufacturing processes, and securing long-term investments to create the infrastructure needed for mass production.
- Prioritize building resilient, circular supply chains investing in new recycling technologies and ensuring that the infrastructure for reusing materials at scale is robust.

*“It is clear that using more sustainable materials and manufacturing methods is better for the planet. With BCome, we can actually quantify how much better it is with concrete data”*

Juliane Nowakowski,  
Head of Sustainability & Corporate Responsibility at Tom Tailor



## Tom Tailor Strengthens Supply Chain Traceability with Retraced and Pilots Life Cycle Assessments with BCome

At BCome, we know that to go far, we must do it together. That's why we've collaborated on a pilot project with Retraced's traceability technology and the fashion brand Tom Tailor to test how far a fashion brand can go when multiple industry players work hand in hand.

**About Tom Tailor: The commitment to a legacy**

Founded in 1962, Tom Tailor is a well-established Hamburg-based fashion brand with a rich history. Over the years, the brand has evolved, incorporating sustainability as one of its four key pillars.

**Tom Tailor's challenge: Embedding sustainability into established processes**

As a longstanding company, Tom Tailor faced the challenge of integrating sustainability into its existing processes. The company realized the importance of aligning sustainability with operational efficiency and compliance.

**Tom Tailor's success story: Accelerating traceability and impact assessments**

- Onboarding of 80 Tier 1 suppliers and 160 Tier 2 suppliers onto the Retraced platform.
- Savings of 72% on water scarcity and 36% on global warming compared to the industry standard.
- By embracing tools like Retraced and BCome, Tom Tailor is leading the way in the fashion industry, making a lasting impact through a deep commitment to sustainability.

**BCome's solution: Life Cycle Assessments for data-driven impact**

The insights from BCome's LCA tools have reinforced the company's commitment to sourcing sustainable materials and have provided clear, quantifiable data to guide future decisions.

The transformation of the fashion industry has started, and the choice is yours: rise to meet it, or be left in the past. Your company can become the next sustainability success story, wondering where to start? At BCome makes it easy. Share your needs, and we'll provide tailored solutions.

*Let's walk this journey together!*

Get started today!



**Anna Cañadell, Co-CEO & Co-Founder at BCome.** Graduated in Architecture, with more than 10 years working in startups. Anna was the founding team of Trip4real, the first startup acquired by Airbnb in Spain. She has more than 5 years of experience developing "ad-hoc" consultancies to retail companies.



**Alba García, Co-CEO & Co-Founder at BCome.** Graduated in Business Sciences, International Business and Fashion Design. Alba is a senior consultant and project manager with more than 10 years of experience in the fashion and retail industry. She has worked for large textile groups like Inditex or Mango.



**Gema Terol, Head of Marketing and Communications at BCome.** Graduated in Advertising & PR and trained in sustainable fashion communication through the UAL. Gema is a fashion writer specialized in digital media with more than 10 years of experience with brands and press.



**Regina Polanco, Founder and CEO of PYRATEx.** Under her leadership, the company has collaborated with high-profile brands such as Fiorucci, Pangaia, and Asics, helping them incorporate innovative fabrics into their collections. She has also overseen PYRATEx's expansion across markets in Europe, North America, and beyond.



**Philipp G. Mayer, Co-Founder of Retraced.** With a strong background in sustainable fashion, he previously worked on the creation of Cano, a brand focused on ethically made, handcrafted shoes. Mayer's experience in sustainable production and traceability led him to co-found Retraced, where he helps brands to ensure transparency throughout their supply chains.



**Antonio Roade, Director of Sustainability and Positive Impact at Adolfo Domínguez.** With an extensive background in the fashion industry, he has been part of the sustainability team at companies such as Inditex in Spain and Asia-Pacific, as well as New Look in the UK, where he was responsible for the company's environmental strategy and CSR.



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