

# Sustainability Handbook 2024: Evolving Fashion Resilience

Inspirational sustainability guides

Another year lies ahead and with it comes a fresh set of challenges for your textile company.

# Fashion professional aiming to thrive in 2024? This handbook is for you

Another year lies ahead and with it comes a fresh set of challenges for your fashion company. We all wish we had a crystal ball to foresee every bump in the road that the next few months may hold. While we may not be fortune-tellers, at BCome we are experts in the realm of data and maximizing its value. In this handbook, we proudly present the fashion and sustainability challenges that we foresee for 2024.

Our first edition was a huge success, with over 1000 downloads from top fashion companies. Plus, high-ranking executives from major international fashion brands like Guess, Ralph Lauren and H&M not only got their hands on our report but also found it incredibly insightful.

So, if you're a fashion professional aiming to thrive in 2024, this handbook is tailor-made for you. Stay with us as we unveil the exciting path that awaits you in the pages to come. Let's navigate the world of fashion together and seize the opportunities that lie ahead!

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# Resilience in fashion is about confidently navigating uncertainty, shaping your own path and leading the way through change.

2024 won't be a quiet year for fashion. Ongoing global events and unpredictable climate changes mean fashion companies must embrace uncertainty and strengthen their resilience (again).

In 2023, the fashion industry faced significant shifts due to geopolitical tensions, ongoing supply chain problems and pressing legislation.

At BCome, we see crises as opportunities. In 2023, we laid the foundation for a profound transformation in the fashion industry. Our Sustainability Handbook comes back as a comprehensive guide to help companies tackle upcoming challenges. Our aim is to help fashion businesses turn these challenges into opportunities for innovation, growth and evolution during this crucial period for the industry.

The textile sector stands at a crossroads and it's time not just to adapt but to thrive in uncertainty. Join us on the journey of resilience and transformation in the fashion world in 2024.

# The ongoing conflict in Ukraine, supply chain disruptions caused by climate disasters and upcoming legislation create a challenging landscape for fashion companies in 2024.

Geopolitical tensions, climate events and legislative changes are laying the groundwork for a significant shift in the fashion industry. While their impact might not be immediate, these issues will shape the industry's trajectory in the months ahead.

## Geopolitical issues ▶

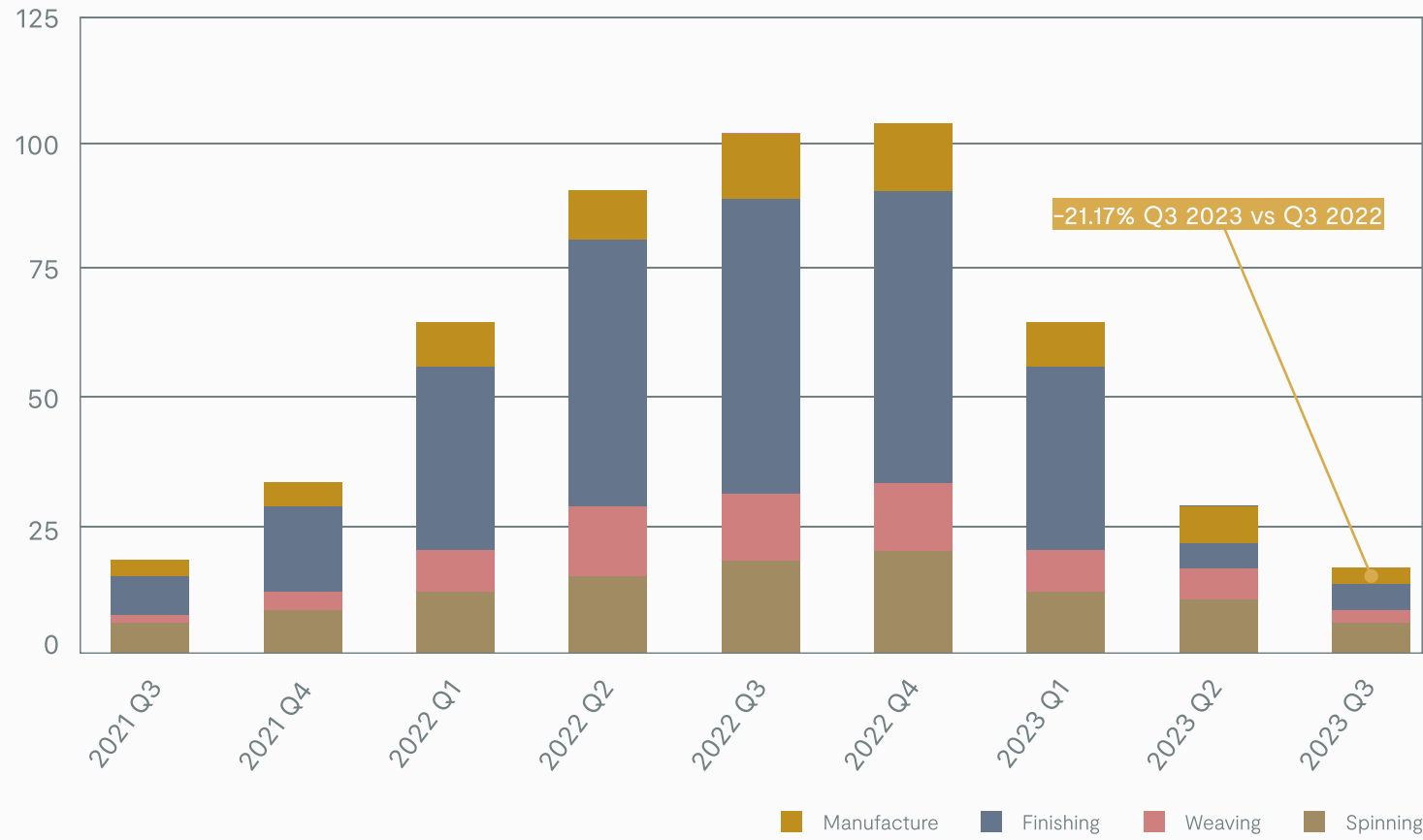
- Ongoing war Russia-Ukraine
- Growing tension between US and China
- Israel-Gaza war

## Climate issues ▶

- Panama Canal drought
- Turkey earthquake
- Morocco earthquake
- September 2023: warmest on record
- Heat waves and floods in Southeast Asian, Pakistan & Bangladesh and Europe

## Legal issues ▶

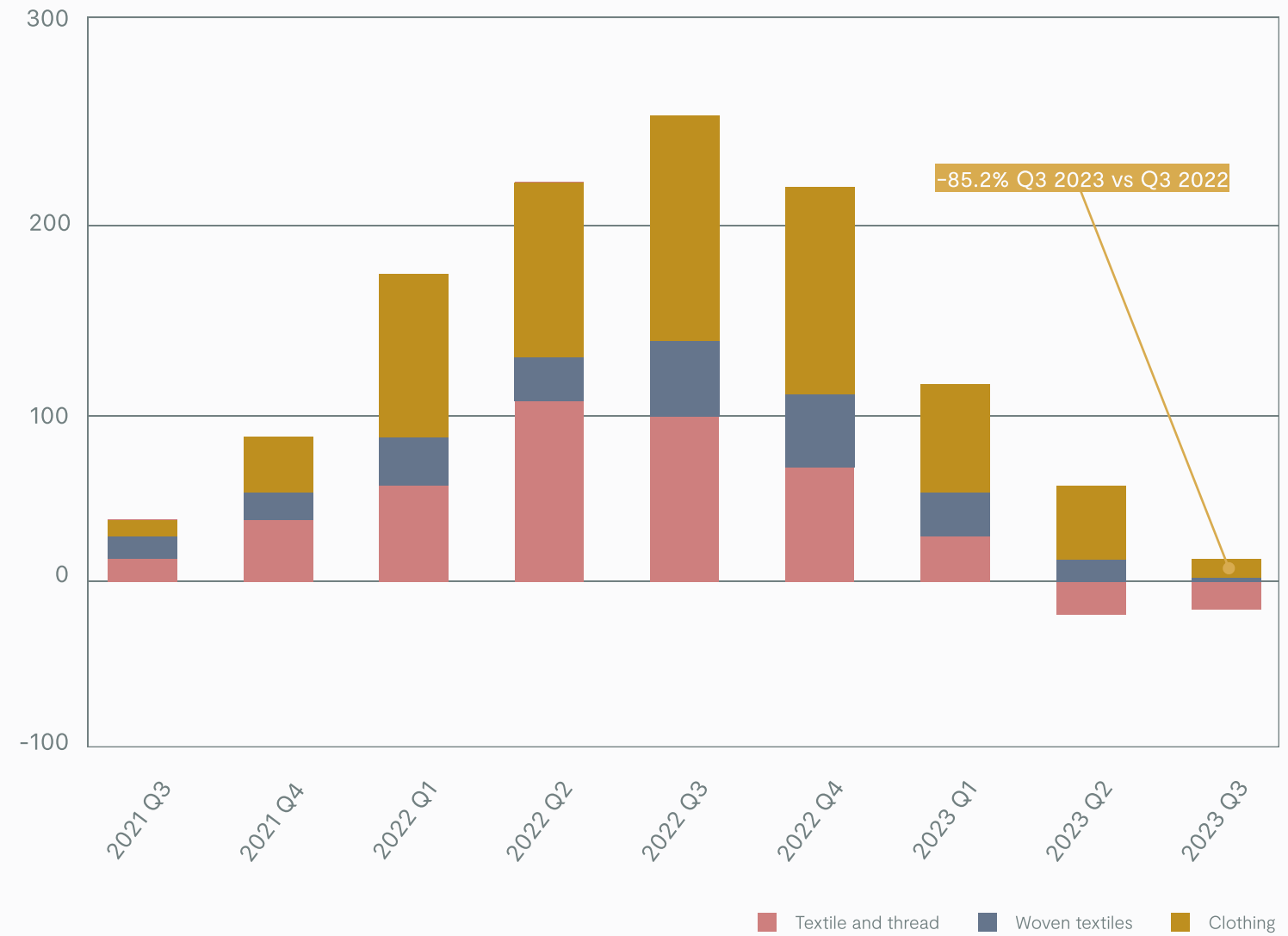
- Adoption of the European Sustainability Reporting Standards (ESRS)
- Adoption of recommendations for the EU Strategy for Sustainable and Circular Textiles
- Provisional agreement on the Directive to Empower Consumers for the Green Transition
- Proposal adoption of the Directive on Green Claims
- Proposal adoption of the Common Rules Promoting the Repair of Goods



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

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

Despite the ongoing conflict between Russia and Ukraine, the 21.17% drop in textile producer prices in the EU during the third quarter of 2023 compared to 2022 signifies a substantial reduction of inflation. This decrease might suggest some stabilization in textile producer prices within Europe.

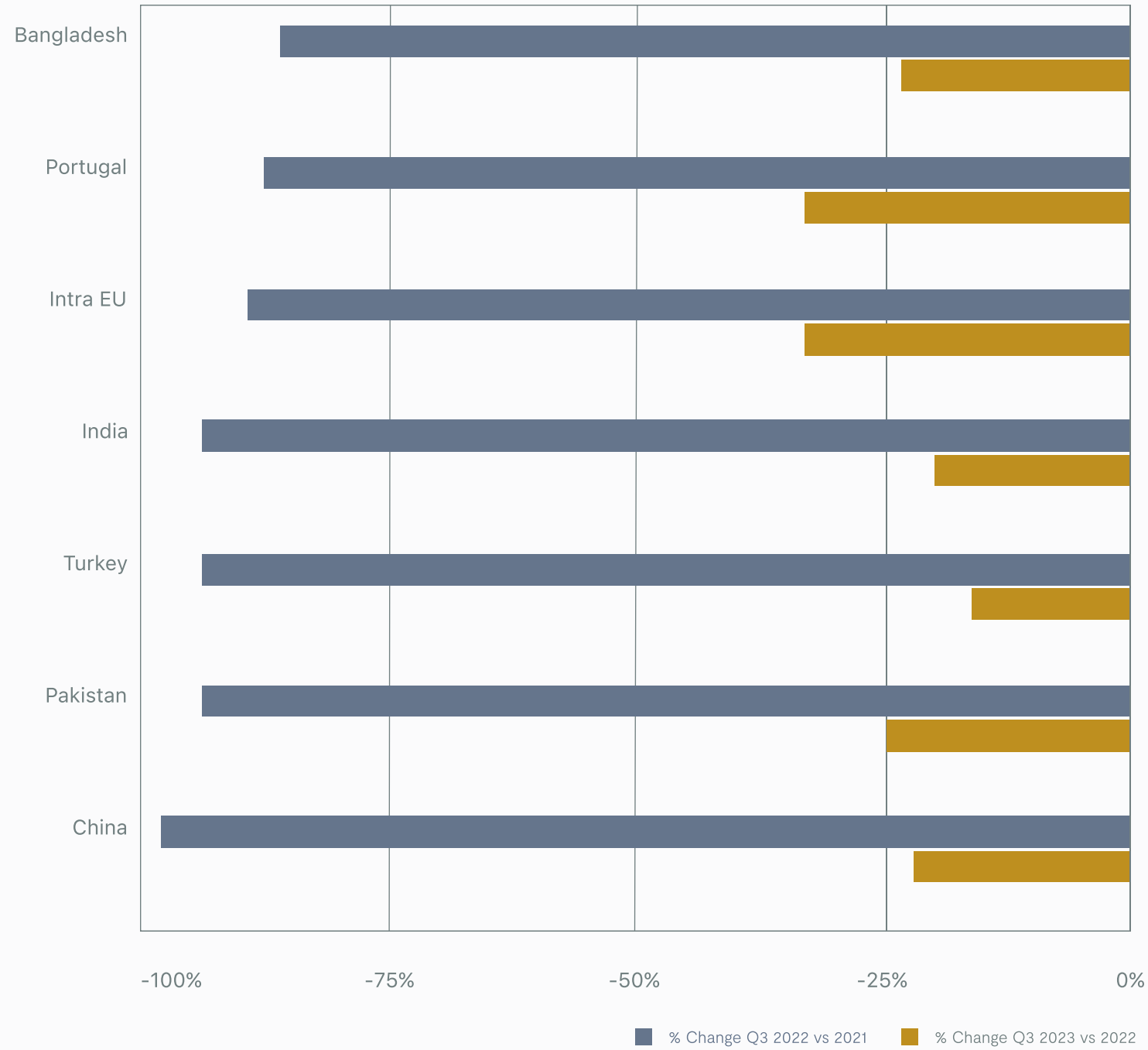


Data source: Statistical Office of the European Union (Eurostat)

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

Compared to the same period last year, there has been an 85.2% drop in EU textile import prices. Again, an indication of the stabilization of the inflation unleashed during 2022.

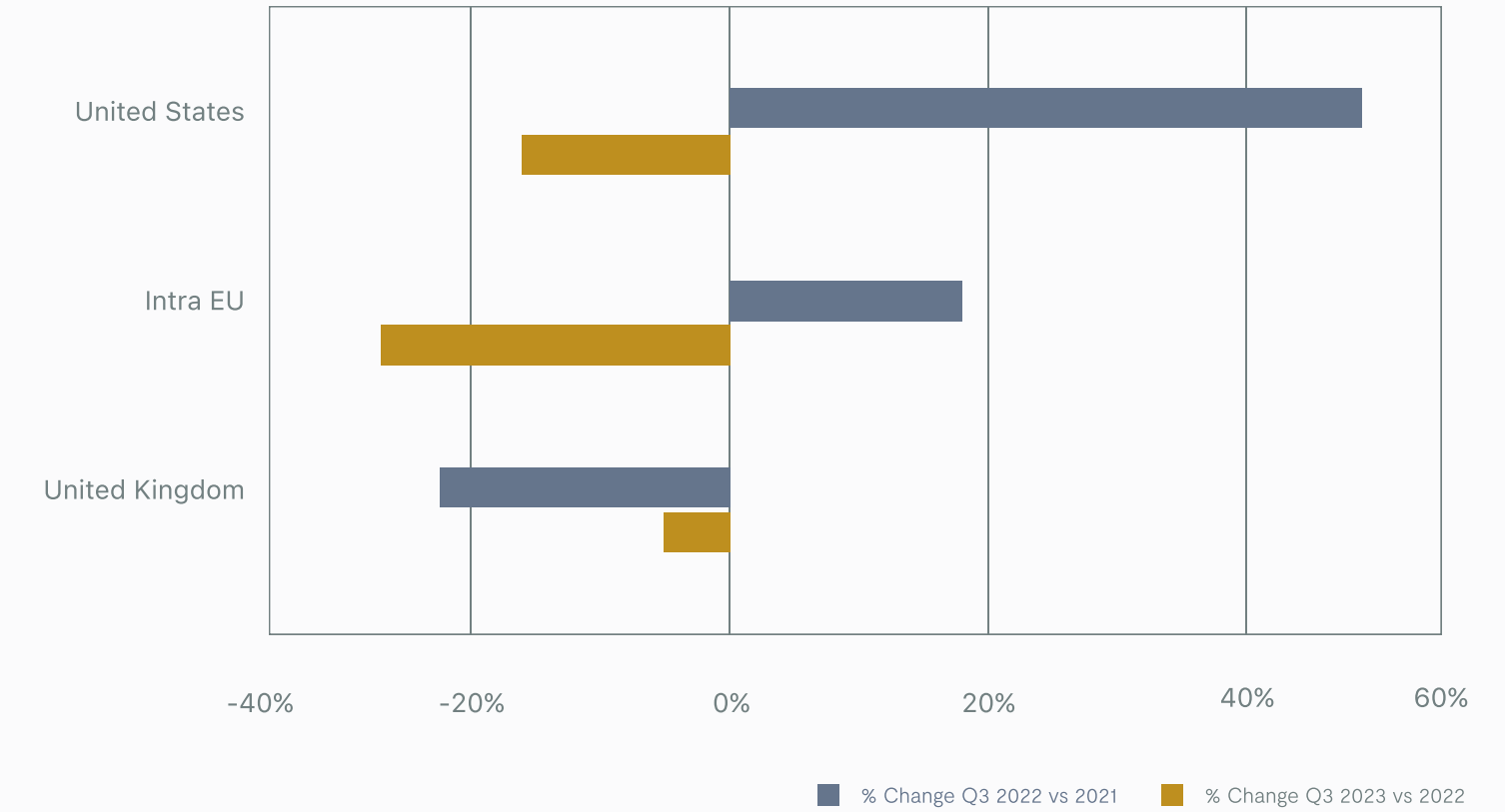
## EU Clothing and textile imports: percentage change Q3 2023 vs Q3 2022



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

In 2022, there was a significant decline in imports from major fashion countries. However, in 2023, while imports from these nations still fall short of previous levels, there are positive indications of a gradual recovery underway.

## EU Clothing and textile exports: percentage change Q3 2023 vs Q3 2022

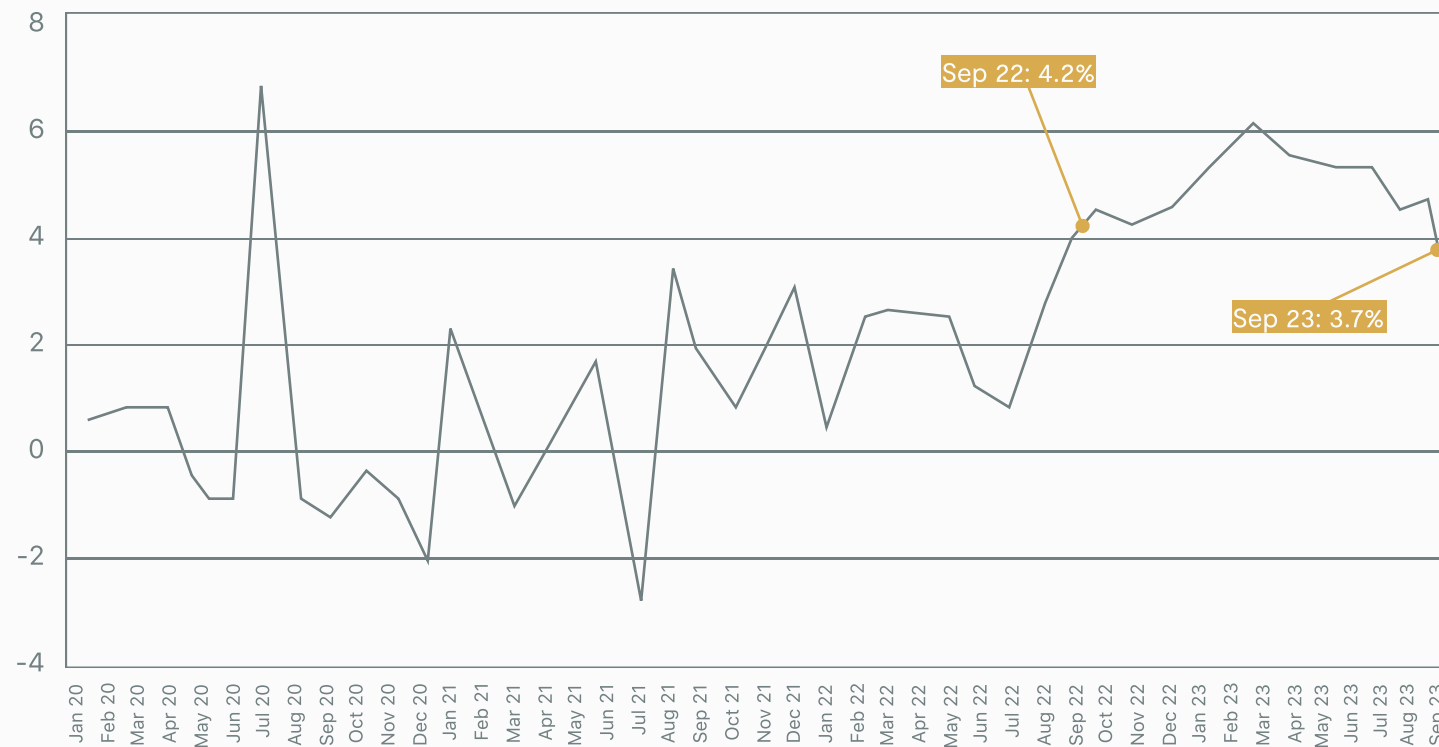


Data source: Statistical Office of the European Union (Eurostat)

The notable increase in imports from usual countries caused a decrease in exports from the United States and Europe. In the case of the UK, the decline in exports has stabilized.

## HICP. EU Consumer prices of clothing: 12-month average rate of change

The Harmonised Index of Consumer Prices for clothing in the European Union shows a slight decrease of 0.5% between September 2023 and the same month of the previous year, suggesting a potential stabilization in inflation towards the end of 2023.



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

For success in this context, fashion companies need a deep understanding of their operations, working closely with experts to enable a flexible approach to potential adversities that may arise.

Producer prices in the EU textile industry have decreased by 21.17% compared to the same period last year, this together with a stabilization in import prices might have pushed down the price of clothing by 0.5% year-to-year.

While textile inflation stabilizing is a positive sign, uncertainties stemming from geopolitical and climate events are likely to persist, creating unpredictable challenges. These uncontrollable threats call for a strategy that prioritizes long-term sustainable solutions.

Defending sustainability is crucial for companies. With new regulations on the horizon, failing to comply won't just affect a business' ability to handle challenges but also its access to markets. It's not only the responsibility of sustainability teams anymore, fashion professionals must communicate the relevance of strong supplier relationships using a financial perspective to resonate with leadership teams.

"We need to create this common language [between finance and sustainability] to see how we can collectively work together to change the business models in ways that will have a positive impact on nature and climate"

Yoann Regent, Head of Sustainable Sourcing & Nature Initiatives at Kering  
Textile Exchange Conference 2023

Bangladesh garment worker protests	Pressing need to enhance the living wages of garment workers
The rise of Temu's super low-cost model	Competing on price becomes impossible
Inditex recycled polyester million-deal	Challenges in securing enough quantities of recycled polyester
Vestiaire Collective's ban on fast fashion	Fast fashion remains excluded from circularity
Shein surpasses Zara and H&M in revenue	Supremacy of ultra-fast fashion

Though there might be some economic improvement, the fashion industry still needs to focus on sustainability and resilience moving forward. Especially considering the events that occurred within the industry itself during 2023, adding a new dimension of complexity to the conventional textile sector.



Fostering a more sustainable production ecosystem.

# Textile Exchange

Textile Exchange is a global non-profit organization focused on ensuring that the materials used in clothing production support our planet, its ecosystems, and its communities. They collaborate closely with every sector within the fashion and textile supply chain. We delved deeper into this with Beth Jensen, Director of Climate+ Impact at Textile Exchange, exploring the insights unveiled during the latest Textile Exchange Conference.



Beth Jensen,  
Director of Climate+ Impact at  
Textile Exchange

What would you say is the most pressing issue for fashion professionals at the moment?

B. In relation to sustainability, one of the most important foundational issues we need to work to address as an industry is the fact that value creation for companies in the sector currently is overwhelmingly tied to extraction of new resources to make new products. How can the industry at large truly start to decouple value creation from resource extraction? Many sustainability concepts are connected here: circularity, durability, addressing overproduction and overconsumption. We will need to make real, meaningful progress in this area if we are to have any chance of meeting our climate and nature targets.

Looking ahead to meet upcoming regulations and decarbonization commitments by 2030, what steps do you believe the fashion industry should take to increase the supply of lower impact raw materials?

B. Impact reduction throughout the supply chain is dependent on trust and relationships between brands and their farm and factory partners. One of the most foundational steps brands can take is to get to know where their fibers and raw materials are coming from and where they are being manufactured into materials and products, and to develop relationships with those supplier partners, rather than constantly chasing the lowest cost materials and production partners. Building these relationships, which ideally would include long-term contracts, helps de-risk investments in lower-impact practices by farmers and manufacturers.

“One of the most foundational steps brands can take is to get to know where their fibers and raw materials are coming from and where they are being manufactured into materials and products, and to develop relationships with those supplier partners, rather than constantly chasing the lowest cost materials and production partners”

From your perspective, what fundamental changes or collective investments should the industry prioritize to foster a more sustainable production ecosystem?

B. The Fashion Climate Fund is a great example of the type of collective funding model that is needed in the industry in order to invest in the big systems changes that are needed to really drive change in such a fragmented industry – things like shifting to regenerative and organic production systems at scale, and building the infrastructure and technology to enable a truly circular global fashion and apparel industry. However, funding from individual companies in the industry – even if they are fortunate enough to have relatively significant sustainability budgets or investment arms – will never be enough to achieve these big shifts. We also need to explore other, more sophisticated financing mechanisms outside of corporate budgets.

“Funding from individual companies in the industry will never be enough to achieve these big shifts. We also need to explore other, more sophisticated financing mechanisms outside of corporate budgets”

Considering the urgency to scale textile-to-textile recycling, how can the industry contribute to accelerating the adoption and effectiveness of textile-to-textile recycling methods?

B. In order to create a truly circular ecosystem, we need major investments in both recycling technologies and infrastructure. Innovative textile recycling technologies often get all the press, but we equally need the collection and sortation infrastructure to ensure that product that is truly at the end of its useful life can easily make it back into the circular system – in a manner that is efficient for the consumer.

In your opinion, what transformative shifts or innovative strategies should the fashion industry collectively explore to successfully reimagine growth while prioritizing sustainability?

B. There are many different options and we will need to explore them all: investing in making more durable, less trend-driven products (and shifting consumer mindset to value longevity instead of newness); investing in recommerce, rental, repair, and other similar business models; implementing full cost accounting practices; educating boards and investors about the implications of growth targets tied to extraction of new natural resources; and many more.



# HALLOTEX

## Suppliers as partners in the sustainability journey.



Eva Diaz,  
Sustainability Director at HALLOTEX

The Catalan textile company, Hallotex, is a major supplier to prominent textile groups and one of Spain's leading specialists, producing yarns, fabrics, and garments. Presently, their mission is driven by a passionate commitment to crafting high-quality items that adhere to the most rigorous sustainability standards. We spoke with Eva Diaz, Hallotex's Sustainability Director, to gain insights into suppliers' perspectives regarding the challenges confronting the fashion industry.

How crucial is collaboration between fashion brands and suppliers for meeting climate targets and driving sustainable practices in the supply chain?

E. Ensuring alignment with long-term goals for genuine transformation in environmental, social, and economic sides within our industry is crucial. It drives innovation, fostering sustainable material sourcing and improved manufacturing processes while prioritizing ethical labor conditions. This collaboration eases transparency in the supply chain. The increasing demand from consumers and governments for compliance with social and environmental standards shapes sustainable production criteria, emphasizing the need for resilience in the supply chain. Such collaboration not only demonstrates real commitment but also builds a positive reputation, stimulating greater demand for sustainable products.

What are the main challenges that textile suppliers face when meeting the sustainable demands of fashion brands?

E. Primarily, the lack of alignment across several concepts presents a challenge. Barriers and discrepancies between design teams and purchasing departments are key factors. Implementing sustainable practices involves added costs, especially with the use of sustainable materials in ecodesign phases and investments in cleaner technologies and compliance with yearly standards, increasing expenses beyond conventional production. Limited availability of certain sustainable raw materials, like organic cotton, due to volume limitations, price fluctuations, sourcing concerns, and commitments made by brands, accelerates the transition to other sustainable materials with added costs for suppliers. Transitioning to sustainable practices often demands specialized knowledge and training in new technologies, posing challenges within supply chains less familiar with sustainable practices, hindering traceability. Standardizing criteria and demands uniformly across brands is essential to prevent unfair competition between committed and non-committed suppliers, ensuring equality in production conditions. There's a need to standardize social and environmental audit systems, as different brands have varied sustainable standards, creating disparities even within a single supplier's certifications for similar social or environmental aspects.

**“Standardizing criteria and demands uniformly across brands is essential to prevent unfair competition between committed and non-committed suppliers, ensuring equality in production conditions”**

Some of the upcoming legislative changes will involve increased transparency in the supply chain. How do you perceive that these regulatory changes will impact suppliers?

E. Without doubt, it will have a significant impact, extending across several operational aspects for suppliers. These changes will demand detailed information, increasing administrative burden to gather, manage, and share production processes, raw material sources, labor practices, and environmental data. Linked to sustainability objectives, these regulations might pressure suppliers to adopt more sustainable practices, enhancing their environmental and social performance. Clear responsibilities along the supply chain will be established, making suppliers accountable for compliance, potentially facing penalties for non-compliance. Risk assessment and management related to these regulations will be crucial, forcing improvements in sustainability and corrective measures. Investments in tracking technologies and data management systems will be essential to meet transparency requirements. It'll foster greater collaboration among suppliers, brands, retailers, and civil society organizations, requiring information sharing to demonstrate compliance and ongoing improvement. Compliance will significantly impact suppliers' reputations, especially those embracing sustainable practices, earning brand trust and strengthening business relationships. While initial challenges will arise, this shift presents a long-term opportunity for improvement and competitiveness, proactive adaptation to these regulations becoming pivotal for success in an increasingly socially and environmentally responsible business landscape.

Do you believe the textile supply chain is proactively preparing for these regulations, or instead, maintaining a passive approach until the norms come into effect?

E. There's a noticeable shift towards increased awareness and action, particularly in sustainability and transparency.

Depending on the company and region, there's a rising trend towards proactive engagement, evident through participation in sustainability initiatives and independent certifications, indicating readiness for forthcoming European regulations. Simultaneously, investments in technology to streamline supply chain information management showcase efforts to not only comply with regulations but also improve operational efficiency. Expectations from brands are higher, compelling suppliers to adapt to stricter standards even before regulations are enforced to maintain business relationships. Yet, there remains a sector in the industry with a more passive position, likely waiting until regulations become imminent.

**“Expectations from brands are higher, compelling suppliers to adapt to stricter standards even before regulations are enforced to maintain business relationships”**

Many fashion brands are opting to shift towards more sustainable suppliers. However, what impact do you think the lack of investment by these brands in the sustainable optimization of their conventional suppliers could have?

E. Certainly, the lack of investment in the sustainable optimization of conventional suppliers could have significant repercussions. The absence of sustainability criteria in conventional suppliers could intensify operational and supply chain risks, potentially disrupting production. Future sustainability-related regulations might strengthen, posing challenges for brands that haven't invested in their conventional suppliers, putting them behind those who have prepared for these requirements. Investing in optimization not only tackles risks and challenges but also presents opportunities for innovation. Brands collaborating closely with conventional suppliers to enhance their practices may discover more efficient and sustainable production methods, leading to long-term benefits.



## Encouraging the demand of high-quality data in fashion.

# GIZ

GIZ operates as a service provider in international cooperation for sustainable development and education. Tatiana Dubois, engaged in the Global Textiles Governance Project among GIZ's multiple initiatives for the textile industry, focuses on addressing fashion's evolving challenges. Specifically, the project aims to navigate the increasing demands for environmental and social impact data within the textile sector.



Tatiana Dubois,  
Advisor at GIZ

Given your experience in capacity building in the textile sector, what challenges do you identify as most pressing in fashion, particularly with regards to sustainability?

T. I would say it's about traceability and transparency. There's a lot to understand about the kind of data we need. We must ensure that social data doesn't take a back seat. It's a priority that the social aspect doesn't lose relevance but rather stands equivalent to the environmental side. For this to have an impact, legislations need to be coordinated. The actors in the supply chain are currently lost amid regulations and uncertain about the European-level requirements. We've heard of factories managing up to 60 platforms for different brands, this is impractical. In our project, interoperability among these platforms is a major discussion. Brands receive legislation but struggle to apply it in their day-to-day operations, we need to empower translating legislation into specific actions.

There is a big focus on addressing the environmental impact of the textile industry, but how could other systemic issues related to fashion, such as economic aspects, be managed?

T. From my perspective, we need better purchasing practices because sustainability is deeply interconnected. If you apply environmental pressure, it will inevitably affect the social aspects by 100%. Economically speaking, it's about transparency again, understanding brands' purchasing practices toward their suppliers. Having a traceability platform could be highly beneficial, enabling greater agility with suppliers and potentially reducing payment timelines. For instance, if farmers meet specific environmental requirements, they could receive a premium payment. All these improved purchasing practices will help, the supply chain stakeholders will realize that investing and changing their processes also benefit them. Until all actors in the supply chain see the value in sharing data, such a shift won't happen. There's a need for more transparency in purchasing practices and an effort to shift this mindset.

**“All these improved purchasing practices will help, the supply chain stakeholders will realize that investing and changing their processes also benefit them. Until all actors in the supply chain see the value in sharing data, such a shift won't happen”**

Regarding the legislation that will affect the textile sector in the coming years, how important do you think the political framework is to promote the real transformation of the fashion industry?

T. Sustainability is a model that needs to grow. Initially, fashion companies might stick to the minimum, but legislation could drive change. The requirements proposed by the European Union are enough for now ultimately, this is a gradual process.

The more pressure we exert, the less likely brands are to comply. However, I do believe that legislation will be crucial and will bring about certain changes in the fashion industry.

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Beyond the pressures that brands, suppliers, etc., might feel due to legislation, what opportunities do you identify with all the new proposals coming from the European Union?

I believe that process efficiency is key. Many textile processes lack efficiency, and this will provide evidence that processes can be economically improved. Ultimately, once circular economy models are scaled up, they will also bring additional income to brands and retailers. There will be benefits, legislation won't just serve to burden brands. For other supply chain actors, legislation does impose pressure, but ultimately, they'll also see benefits. However, the aspect of incentives is crucial. Should a product with data and a product without data have the same price? Probably not. Incentives need to be diverse and not only focused on the economic aspect. Both the brand and the supplier will need to find benefits in these data-driven initiatives.

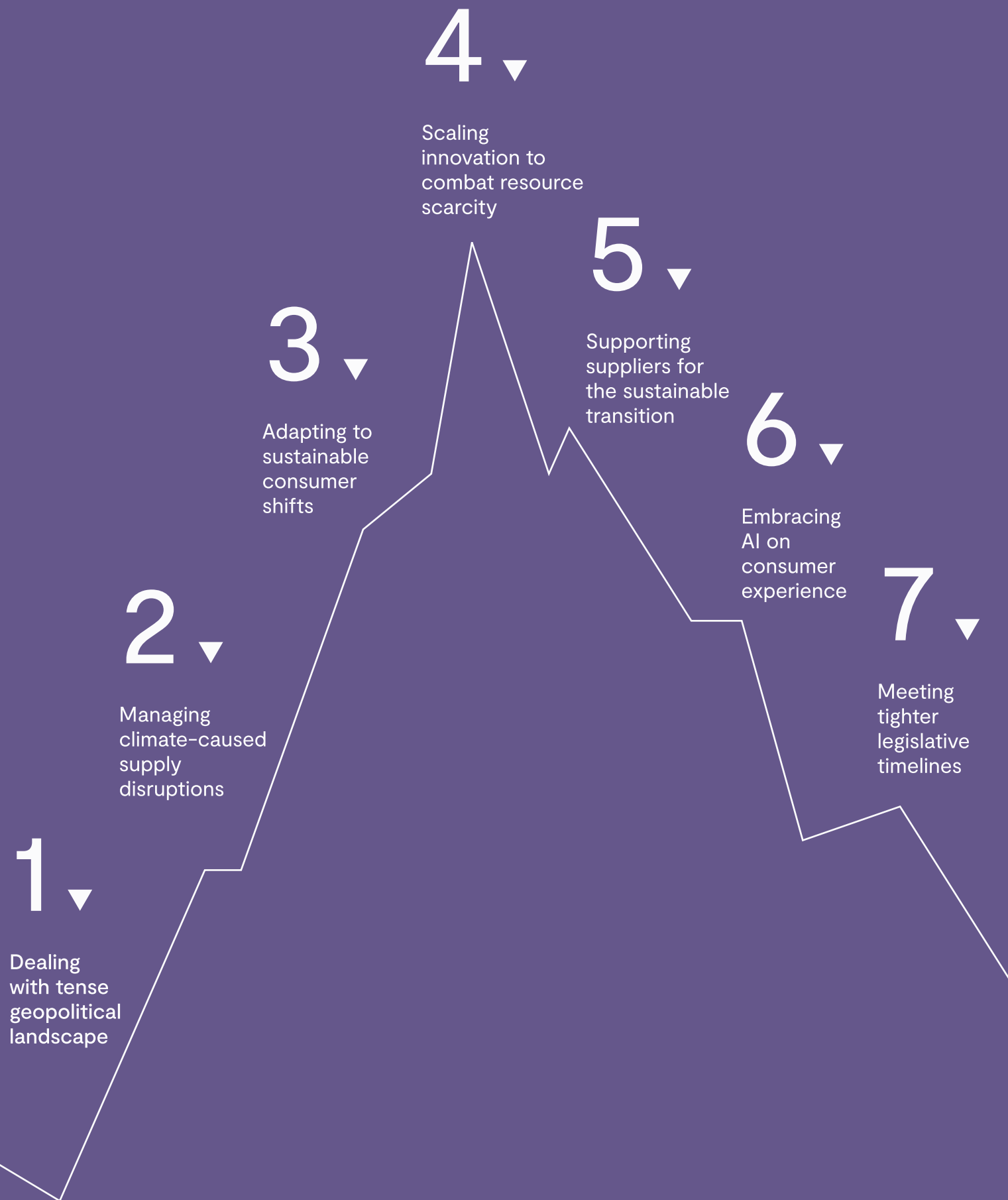
**“Should a product with data and a product without data have the same price? Probably not. Incentives need to be diverse and not only focused on the economic aspect”**

What would be the key piece to achieve a significant and lasting transformation in the fashion industry?

T. Traceability will trigger many improvements and bring more clarity, but there's still much work to be done. There are many issues surrounding traceability that need addressing. Additionally, while there's pressure on the textile industry, it also relies on other sectors like plastics and chemicals, which aren't under the same level of traceability pressure. There's a global need to collaborate across industries and learn from what's already being successfully implemented in more advanced sectors. I feel like we want to reinvent everything, but it's crucial to learn from what's already working well.



In 2024, the fashion world will likely face significant challenges, urging adaptation for survival:



# 1 Dealing with tense geopolitical landscape

“Innovate sustainable practices that balance cost-effectiveness with environmental considerations”

The IMF reports that while there were signs of economic resilience and lower inflation, global economic activity, particularly in emerging markets and developing economies, still falls below pre-pandemic projections:

- United States' economy to surpass pre-pandemic levels in 2023, leading the recovery.
- Euro area's rebound is weaker, with output still 2.2 percent below pre-pandemic levels. Due to the Ukraine conflict, trade issues, and higher energy prices.
- China faced a larger output drop of about 4.2 percent due to pandemic slowdown and property sector problems.

**Consequences for fashion:**

- Lower economic activity, might make consumers more cautious about spending in fashion.
- Reduced output in emerging markets could disrupt global supply chains, affecting material availability and costs.
- Economic uncertainties might influence consumer preferences, potentially impacting the prioritization of sustainable practices.

**Key actions to take in fashion businesses:**

- Explore diversified sourcing strategies to mitigate potential disruptions from reduced output in emerging markets.
- Innovate sustainable practices that balance cost-effectiveness with environmental considerations.
- Improve production flexibility and lean processes to adapt quickly to market changes and prevent overstocking during uncertain consumer behavior.

## 2 Managing climate-caused supply disruptions

“Conduct thorough impact assessments to identify vulnerabilities in the supply chain due to climate risks”

During 2023, historic droughts impacting rainfall feeding into the Panama Canal have resulted in lowered water levels, restricting ship capacities and weights. Additionally, catastrophic floods in Southeast Asia, Bangladesh and Italy are raising concerns. As climate disasters escalate in regions relevant to the fashion supply chain, brands and suppliers face critical cost considerations.

### Consequences for fashion:

- A recent [report by Cornell University and Schroders](#) highlights the lack of planning by brands, regulators and investors for climate change risks in the fashion industry.
- Failure to adapt supply chains to address rising temperatures and increasing flooding could result in a potential loss of \$65 billion in export earnings by 2030.
- This oversight may prevent almost a million new jobs from being created and seriously hurt the profits of fashion brands that don't adapt.

### Key actions to take in fashion businesses:

- Conduct thorough impact assessments to identify vulnerabilities in the supply chain due to climate risks.
- Allocate resources and invest in sustainable practices throughout the supply chain to mitigate climate-related impacts.
- Use innovative technologies in production processes, logistics and materials sourcing to reduce environmental impact and improve adaptability.

## 3 Adapting to sustainable consumer shifts

“Educate consumers about the brand's sustainability initiatives, promoting transparency and trust”

[Deloitte's 2023 'The Sustainable Consumer' report](#) highlights a notable increase in consumers adopting more sustainable lifestyles over the past year.

- Consumers are now placing greater emphasis on durability, repairability, responsible sourcing and biodiversity considerations.
- 34% of consumers express that their trust in brands would be positively influenced if recognized as sustainable by an independent third party.
- This recognition extends to paying more for products that protect biodiversity, support ethical practices and are responsibly sourced or manufactured.

### Consequences for fashion:

- Fashion brands need to align their offerings to accommodate these consumer preferences.
- There's an opportunity for brands to innovate in their communication strategies, emphasizing sustainability efforts.
- Brands that earn third-party sustainability recognition can gain a competitive advantage.

### Key actions to take in fashion businesses:

- Invest in sustainable practices to secure such recognition, enhancing brand credibility and consumer trust.
- Educate consumers about the brand's sustainability initiatives, promoting transparency and trust.
- Collaborate with experts to strengthen sustainability efforts, verify brand commitments and expand consumer reach.

## 4 Scaling innovation to combat resource scarcity

“Diversify supply chains to reduce dependence on conventional materials and expand access to more sustainable alternatives”

Industry analysis by BCG, Textile Exchange and Quantis indicates a projected 133 million-ton shortfall in supply of lower-impact materials by the decade's end. To align with upcoming regulations and decarbonization goals, there's a critical need for a substantial increase of these materials. Nevertheless, lacking greater investment and commitment from brands, the production of fibers like regenerative cotton or recycled polyester may not experience a significant rise.

### Consequences for fashion:

- A shortfall in lower-impact materials could affect their availability and cost within the industry.
- Failure to increase these raw materials might lead to non-compliance with upcoming regulations.
- Brands lacking investment or commitment to expanding these resources risk falling behind competitors embracing sustainable practices.

### Key actions to take in fashion businesses:

- Invest in research and partnerships to increase the availability of lower-impact materials.
- Diversify supply chains to reduce dependence on conventional materials and expand access to more sustainable alternatives.
- Explore new technologies and processes to scale the efficiency of sustainable raw materials.

## 5 Supporting suppliers for the sustainable transition

“Work closely with your supply chain partners to implement and scale sustainable solutions, fostering a collective approach to innovation”

Fashion suppliers have invested millions into upgrading their facilities, aiming to meet carbon reduction goals set by the fashion industry. Yet, fashion brands haven't stepped up to financially support these changes in their supply chains. This lack of support poses a major obstacle to achieving climate goals. According to Fashion for Good and Boston Consulting Group, to achieve a step-change in sustainability through innovation by 2030, the fashion industry needs between \$20 billion and \$30 billion in funding annually.

### Consequences for fashion:

- Without financial support from fashion brands, the pace of progress towards achieving climate goals will likely be much slower.
- Not investing in suppliers could expose the supply chain to greater risks related to resource shortages, regulation and disruptions.
- Ignoring supplier support could result in higher operational costs, as inefficient processes become more expensive to maintain.

### Key actions to take in fashion businesses:

- Allocate funds towards supporting your suppliers' sustainable initiatives. This investment is crucial to meet climate targets.
- Work closely with your supply chain partners to implement and scale sustainable solutions, fostering a collective approach to innovation.
- Invest in technologies that allow you to explore innovative solutions that reduce environmental impact throughout the supply chain.

# 6 Embracing AI on consumer experience

“Leverage AI to drive sustainability initiatives, using predictive analytics to identify risks, manage inventory and minimize waste”

The fashion industry's AI revolution is rapidly transforming retail. According to [Vogue Business and Google](#), around two-thirds of European consumers expressed excitement about designer fashion brands implementing more AI applications in the coming 1-3 years. Notably, nearly 29% of these consumers are willing to invest an additional 20% or more on brands that leverage AI for personalization and sustainability.

#### Consequences for fashion:

- AI enhances sustainability through predictive analytics while also facilitating highly customized shopping experiences.
- The willingness to invest more in AI-driven brands signifies a potential revenue boost for those embracing this technology.
- Increased AI usage means more consumer data collection. Brands must navigate data privacy and ethical considerations.

#### Key actions to take in fashion businesses:

- Leverage AI to drive sustainability initiatives, using predictive analytics to identify risks, manage inventory and minimize waste.
- Use AI to offer highly customized shopping experiences. This might involve AI-driven recommendations, personalized product suggestions or tailored shopping journeys based on individual preferences.
- Prioritize data privacy and ethical considerations. Establish transparent practices, secure data handling and ethical AI usage to maintain consumer trust.

# 7 Meeting tighter legislative timelines

“Seek guidance from industry experts to better understand regulatory expectations and ensure compliance”

The clock is ticking in terms of legislation. In the year 2023, there's been a considerable amount of legal changes happening across the globe. The countdown is getting shorter and shorter and institutions are forcing countries to get their act together before 2030.

These are among the initiatives that have received updates this year and that textile companies should consider to ensure compliance:

#### EU:

- [Adopted proposal for a Directive on Green Claims](#)
- [Adopted proposal on Common Rules Promoting the Repair of Goods](#)
- [Adoption of the European Sustainability Reporting Standards \(ESRS\)](#)
- [Adoption of recommendations for the EU Strategy for Sustainable and Circular Textiles](#)
- [Provisional agreement on the Directive to Empower Consumers for the Green Transition](#)

#### US:

- [Climate Corporate Data Accountability Act - In Senate](#)
- [FABRIC Act - Reintroduced in the Senate](#)
- [Fashion Act - In Committee Senate](#)
- [Greenhouse gases: climate-related financial risk - In Senate](#)

#### Consequences for fashion:

- The fashion industry must undergo significant adaptation to comply with established regulations.
- The lack of connection between the bodies setting these standards and industry professionals adds uncertainty to deadlines and requirements for fashion companies.
- Delayed adaptation to legislation could significantly impact costs and business outcomes.

#### Key actions to take in fashion businesses:

- Assess the impact of coming regulations on your business while identifying the specific requirements and deadlines for each initiative.
- Seek guidance from industry experts to better understand regulatory expectations and ensure compliance.
- Invest in sustainable innovation and technology to meet the sustainability goals set by regulations.



Few things inspire more than witnessing the journeys of those who have walked the path you seek to pursue. Here, we gather some success stories from our customers, offering inspiration to ignite your own journey and prompt you into action.

“We have found in BCome the perfect partner to help us grow knowing our impacts. BCome results help us in making decisions when designing our products and in communicating our achievements”

Loreto Ros, Sustainability Manager  
Coordinator at Ecoalf

## The keys to Ecoalf’s sustainable journey, a story of long-term commitment

### About Ecoalf: Turning trash into value

Founded in 2009, Ecoalf’s main goal is to minimize the use of natural resources by using waste as raw materials which are transformed into top-quality garments.

### Ecoalf’s challenge: Achieving sustainable growth

In order to grow as a company, Ecoalf recognized the need for each department to make decisions that consider not only economic outcomes but also involve sustainability impacts.

### Ecoalf’s success story: Long-term commitment to society and the planet

- 78% of supply chain traced in 2023, up by 18% since 2020.
- Products environmentally assessed have grown 380% in 3 years.
- Impact-driven decisions for better production.

### BCome’s solution: Measuring impact for progress tracking

- Ecoalf uses BCome’s Life Cycle Assessment for detailed product environmental insights.
- Seasonal analysis for ongoing evolution tracking.
- Ecoalf shares impact data via e-commerce integrations and labeling.

## Enhancing supply chain transparency with SAYE

### About SAYE: Working for a better future

Barcelona shoe company, teamed up with BCome in 2021. Since then, they've tracked, measured, and assessed their impact, gathering 1K+ valuable sustainability insights.

### SAYE's challenge: Lack of supply chain visibility

SAYE's multinational supply chain, spanning Taiwan to Portugal, posed challenges in pinpointing supplier locations and gathering details on their environmental and social practices.

### SAYE's success story: Enhanced visibility for greater performance

- 81% traceability score over the supply chain.
- 52% of materials sourced from Asia prompted supply chain optimization.
- Identified need for ambitious sustainability targets.

### BCome's solution: Traceability to improve transparency

- BCome's traceability enabled accurate tracking of products' journey.
- SAYE leveraged BCome's traceability to categorize suppliers by life cycle stage.
- BCome helped SAYE map suppliers more accurately.

“BCome's analysis allowed SAYE to see exactly where we are, what is the impact of each of our materials, our sneakers and our company”

Patricia Bori Product & Sustainability Specialist at SAYE

“Thanks to BCome’s analysis, we can implement corrective actions to further reduce our impact or those of our customers and act in the best way to preserve biodiversity and resources”

Anne Guihery, Textile Engineer at Weturn

## Towards circularity with Circular Economy Indicators & Weturn

### About Weturn: Transforming unsold items into textiles

Weturn is a French company revolutionizing the recycling of unsold items, fabric rolls and scraps into high-quality yarns.

### Weturn's challenge: Closing the loop in fashion

Weturn, trusted by renowned fashion groups like LVMH, took on the challenge of proving the exceptional circular performance of their yarns.

### Weturn's success story: Extending the life of fibers

- 63% more circular compared to market alternatives.
- Material flow 44% less linear than the industry standard.
- Length of use up by 66%, intensity by 25% on average.

### BCome's solution: Measuring their way to circularity with CEI

- Weturn effectively assessed item circularity with BCome's CEI.
- Circular Economy Indicators provide a comprehensive insight into how Weturn's products maximize circular flow in materials.
- Additionally, they've evaluated the length and intensity of their use in comparison to the industry standard.

It's time for commitment, it's time to get involved in the future of your fashion business. You can also write a success story through sustainability, don't know where to start? At BCome, we simplify the process. Share your needs, and we'll provide tailored solutions.

Ready to be a brave brand? 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.



**Beth Jensen, Director of Climate+ Impact at Textile Exchange.** Sustainability leader with 20 years of experience addressing environmental impacts within the fashion industry. Focused on innovation and systems change, including regenerative agriculture; nature and biodiversity; circular materials and products; and degrowth models.



**Eva Diaz, Sustainability Director at HALLOTEX.** With over 20 years in the fashion industry, her expertise encompasses global sustainability strategies, supply chain requirements, circularity projects, stakeholder engagement, raw material innovation, traceability policies, and managing non-profit projects with NGOs and industry initiatives.



**Tatiana Dubois, Advisor at GIZ.** Sustainable fashion professional with a rich background in international companies and institutions. Tatiana's expertise spans research and development, product development, and circular material management among companies like Ananas Anam, BCome or Circular Fashion.

