

Sustainability Trend Guide for Fashion Business Fall–Winter 22

Inspirational sustainability guides

BCome.

The sustainability platform transforming the fashion industry.

BCome is the platform for sustainability management in the textile and apparel industry. A smart, reliable, secure software that enables fashion businesses to build responsible supply chains, guarantee transparency and bring it to the final customer. Founded in 2019, BCome has more than 1 million traced, measured and evaluated products on the market.

Empower sustainability transformation with data, knowledge and technology.

This document belongs to the [library of resources](#) that BCome makes available to you.

Stay up to date with the latest content on intelligent methodologies for global sustainability management and find the answers your brand needs to boost its transformation in the fashion industry.

“With a first half of 2022 highlighted by the announcement of new legislative measures, the increase of greenwashing accusations in fashion, a historic rise in global temperatures and the accentuation of the supply chain crisis, the pressures of the textile sector are increasing to turn towards sustainability.”

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Sustainability trends: Taking action in the near-term

As we reach the halfway point of the year, the fashion industry must take perspective to face the challenges that are on the horizon. With an eye on the near-term future, we've compiled the 10 biggest trends that will shape the fashion industry in the coming months. From legislative measures that will enter into force soon to consumer trends, we share our expertise to help you get ready for what's to come.

Sustainability trends: Taking action in the near-term

- #1 Get ready for upcoming legislative developments
- #2 Be aware of your environmental performance
- #3 Stay up to date with consumers trends
- #4 Defend accuracy against greenwashing
- #5 Use innovation and tech to boost your business
- #6 Close the loop & slow down the flow
- #7 Take part on the revolution of materials
- #8 Improve the efficiency of your supply chain
- #9 Keep transparency as your main value
- #10 Gain business relevance through sustainability

#1 Get ready for upcoming legislative developments

Highlights

- Upcoming legislative proposal for substantiating green claims made by companies.
- Review of requirements on packaging and packaging waste in EU.
- New policy framework on bio-based, biodegradable and compostable environment.
- Definition of the first set of standards for EU Corporate Sustainability Reporting.

Key actions to take

- Substantiate claims about the environmental footprint of your products by using standard methods to quantify them.
- Improve packaging design to promote reuse and recycling.
- Use bio-based, biodegradable and compostable plastics that lead to genuine environmental benefits.
- Use yarns and fabrics designed to minimize microfibre shedding, investigate alternative bio-materials to replace synthetic materials.
- Get external support to ensure you meet the standards set by the Corporate Sustainability Reporting Directive.

Related reading to learn more:

- [A review of the European regulations that will shape the fashion industry in 2022](#)
- [EU Corporate Sustainability Directive and how fashion businesses can get ready for it](#)
- [The regulation that will promote circular fashion, get ready for EU action plan](#)

#2 Be aware of your environmental performance

Highlights

- We're currently consuming 120% of what the planet produces.
- The textile sector currently uses around the 4% percent of all freshwater extraction worldwide.
- Fashion industry represents between 2% and 4% of global emissions.
- Every ton of discarded textiles that is reused prevents 20 tons of CO₂ from entering the atmosphere.

Key actions to take

- Develop full traceability of your supply chain to have the ability to reduce the impacts derived from it.
- Implement LCA as a tool to make informed decisions based on the evaluation of the environmental impacts of your products.
- Improve the efficiency of production processes and waste management.
- Go beyond simply reducing carbon emissions, implement systems that enhance climate positivity.

Related reading to learn more:

- [The environmental footprint of fashion. Key impacts to measure](#)
- [Whitepaper: Everything you need to know about Life Cycle Assessment in fashion](#)
- [Your fashion company's carbon targets might not be enough, new IPCC alert](#)
- [What are regenerative fashion brands doing? Get inspired for an holistic change](#)

#3 Stay up to date with consumer trends

Highlights

- 39% of Generation Z are willing to pay more for sustainable products, specifically 32% more.
- The public looks for brands with a purpose that goes beyond economic benefit, companies that are aligned with their values.
- Consumers have trouble differentiating which brands have sustainable behavior due to the lack of transparency.

Key actions to take

- Make data available to the public to remove the barriers that prevent so many consumers from buying sustainably.
- Offer data in a simple, clear way, showing the comparison with the market average.
- Translate complex data into everyday messages.

Related reading to learn more:

- [Your customers are willing to pay more for sustainability, the motivations of the new consumer](#)
- [In conversation with Ecoalf, the keys to the evolution of the consumer trend in sustainable products](#)

#4 Defend accuracy against greenwashing

Highlights

- Fashion brands make up 25% of greenwashing complaints.
- Growth of greenwashing accusations against brands that use inaccurate data in their commercial claims.
- The Green Claims Code in UK or the Norway's transparency act aim to regulate sustainable claims.

Key actions to take

- Keep your claims truthful and accurate.
- Support your messages with verifiable data.
- Make comparisons that are fair and provable.

Related reading to learn more:

- [Data against greenwashing in fashion. How your business can beat misinformation](#)
- [Choosing the right influencers for your sustainable fashion brand, hits and misses](#)
- [Are you leading the sustainability speech on social media? Drive the conversation](#)

#5 Use innovation and tech to boost your business

Highlights

- Fashion companies are expected to double their technology investment by 2030.
- Investors tend to allocate their capital on companies whose technologies are focused on sustainability.
- Technology becomes the key factor in achieving traceability in the fashion industry.

Key actions to take

- Study which are the technological imperatives of your business in which you should invest.
- Apply innovation to strengthen their supply chain, avoid obstacles, as well as enhance your transparency.
- Define a centralized system for sustainability metrics calculations and data collection through supply chain.

Related reading to learn more:

- [The State of Fashion Technology Report 2022: time to unlock opportunities](#)
- [The future of fashion: How to use technology to reshape the industry](#)
- [Innovation for recycling technologies, keep your textile waste away from landfills](#)

#6 Close the loop & slow down the flow

Highlights

- Less than 1% of the material used to produce clothing is recycled into new garments.
- It's imperative to extend the life of products and materials.
- Fashion must ensure that waste is reused or recycled in future garments.
- The introduction of Extended Producer Responsibility (EPR) implies responsibility for the end of life of products.

Key actions to take

- Apply eco-design principles to your products.
- Make collective efforts so that new technologies transcend more quickly.
- Encourage customers to buy products made from recycled materials and motivate them to make their clothes last longer.
- Make sure your items return to the production cycle at the end of their useful life.

Related reading to learn more:

- [3 key points to choose the most sustainable fabric for your fashion products](#)
- [Sustainable fabrics on the spotlight, 4 solutions for a responsible fashion future](#)
- [Cradle to Cradle, eliminating the concept of waste in your fashion business](#)
- [The growth of resale business, why should you be in as a fashion company?](#)

#7 Take part on the revolution of materials

Highlights

- Around 80% of the impact of the garment is decided in the design phase.
- Large textile groups are venturing to purchase a larger volume of sustainably sourced and recycled materials.
- Thanks to technology, recycled fibers can achieve the same quality as virgin fibers.

Key actions to take

- Assess the ecological footprint of available material options throughout their life cycle.
- Invest in strategies that promote the growth of recycling, as well as circular business models.
- Explore alternatives with similar performance to conventional fabrics.

Related reading to learn more:

- [3 key points to choose the most sustainable fabric for your fashion products](#)
- [Sustainable fabrics on the spotlight, 4 solutions for a responsible fashion future](#)
- [The ultimate materials guide for sustainable fashion businesses](#)

#8 Improve the efficiency of your supply chain

Highlights

- The textile supply chain involves long cultural distances and is one of the most delocalized and fragmented industries today.
- The increase in transportation costs and the decrease in production, has caused the shortage of materials.
- Supply chain issues also lead to high environmental and social risks in the fashion industry.

Key actions to take

- Get information related to each stage of the product's life cycle to gain knowledge and identify critical points.
- Analyze the environmental, social and economic impacts of the entire value chain to quantify the current and potential impact of your products.
- Collaborate with experts to detect possible changes that could optimize your supply chain processes.

Related reading to learn more:

- [Top supply issues in fashion and 5 ways to improve your value chain management](#)
- [The reinvention of supply chain through sustainability and how to achieve it](#)
- [How to save the fashion industry from the current supply crisis](#)

#9 Keep transparency as your main value

Highlights

- The lack of visibility along the value chain prevents companies from sharing their true social and environmental impact.
- Difficult access to information has become a barrier to purchasing sustainable fashion.
- Consumers don't trust misleading data from fashion brands.

Key actions to take

- Understand transparency as an educational tool to spread understandable messages to the audience.
- Admit mistakes and show both the successes of the brand and those aspects in which it needs to progress.
- Work with partners that validate the information released to generate trust and credibility.

Related reading to learn more:

- [Practical guide to address transparency and traceability in fashion](#)
- [Radical transparency through smart labels in the fashion industry](#)
- [From raw materials to final product: How full traceability works](#)

#10 Gain business relevance through sustainability

Highlights

- Every fashion brand has the responsibility to reduce the environmental impact caused by the industry.
- Fashion is an industry made by and for people. It's essential to defend the safety of all individuals involved in the life cycle of textile products.
- Brands must manage their resources and generate long-term profitability responsibly.

Key actions to take

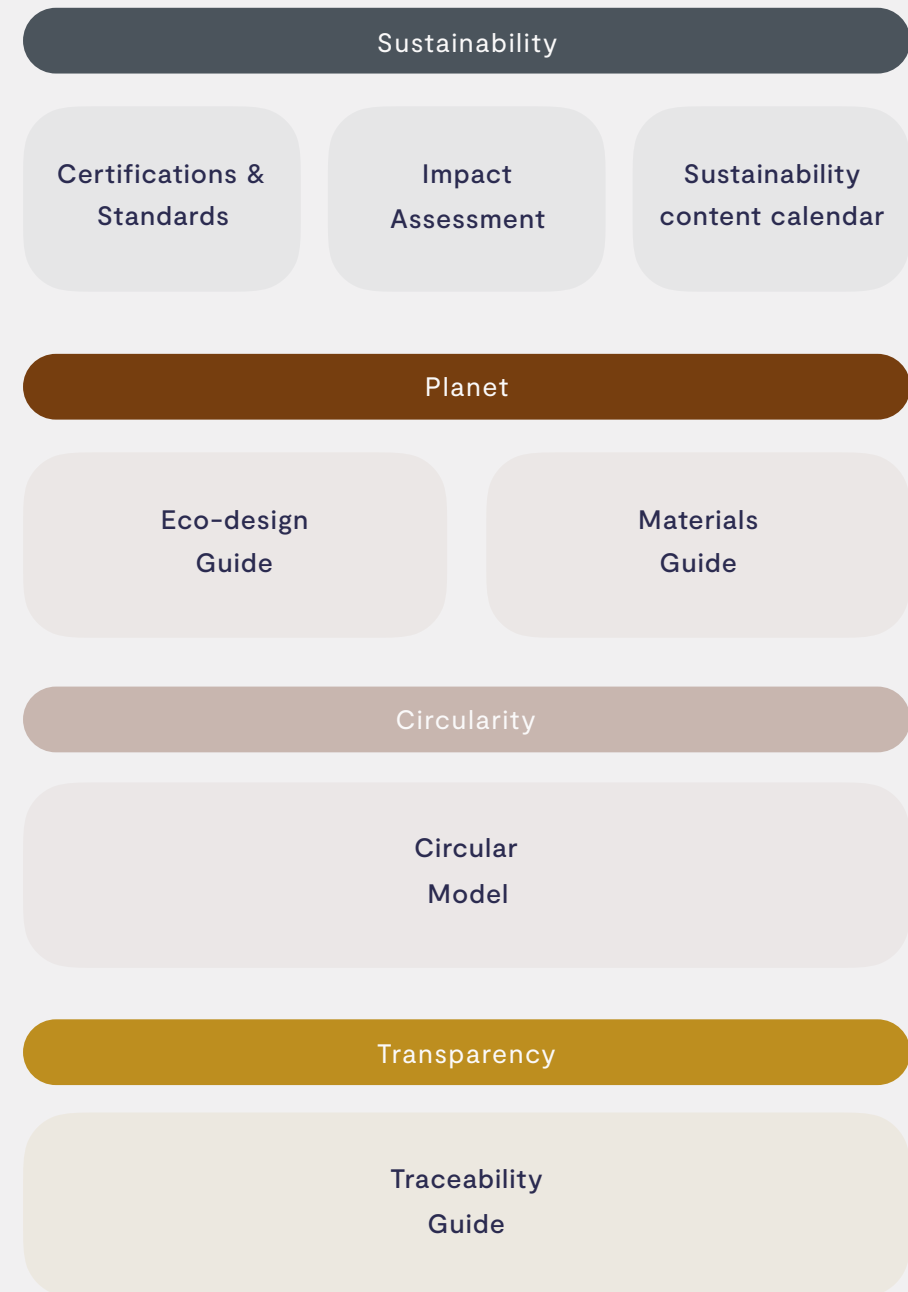
- Study which SDGs your company share principles with and use them as a guide in making decisions.
- Don't just announce what you are going to do, do it.
- Quantify your sustainability initiatives and establish reporting methodologies that are ideal for your company.

Related reading to learn more:

- [From big fashion groups to small brands: Why sustainability should have a place in all-sizes businesses?](#)
- [Gaining a competitive advantage in fashion through sustainability key takeaways](#)
- [5 tips any fashion business needs to start in sustainability from scratch](#)

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