

Sustainable fashion leadership calls for sustainability

Time to join the revolution

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.

Sustainability is everywhere and often those who talk about it the most are the ones who should talk the least.

We're in an emergency situation for the textile sector, now is the moment to give the speaker to the professionals who work every day to create a true change in fashion.

It's time to hear what the experts have to say about the current state of the industry.

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Difficult times require active listening

Working in fashion is synonymous with uncertainty and the volume of noise generated by the media, predictions and reports, doesn't make it easy to diagnose the true situation of the industry. What do the professionals behind the business feel? What worries them?

After months of great hustle and bustle in the fashion business, at the end of July 2022 at BCome we decided to ask industry professionals about their biggest concerns around fashion and sustainability.

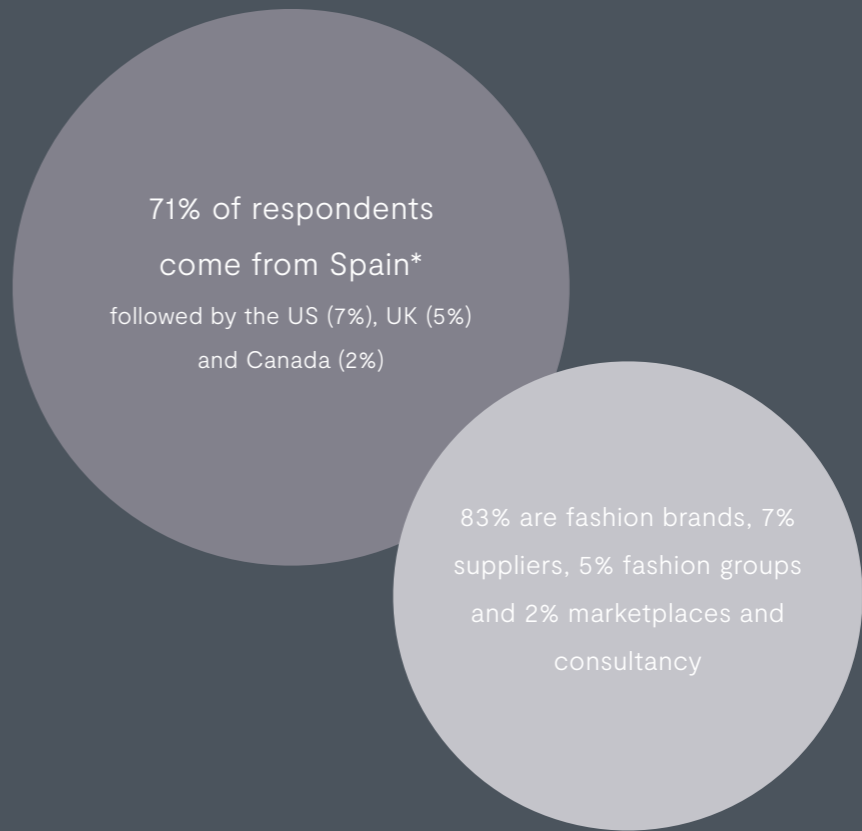
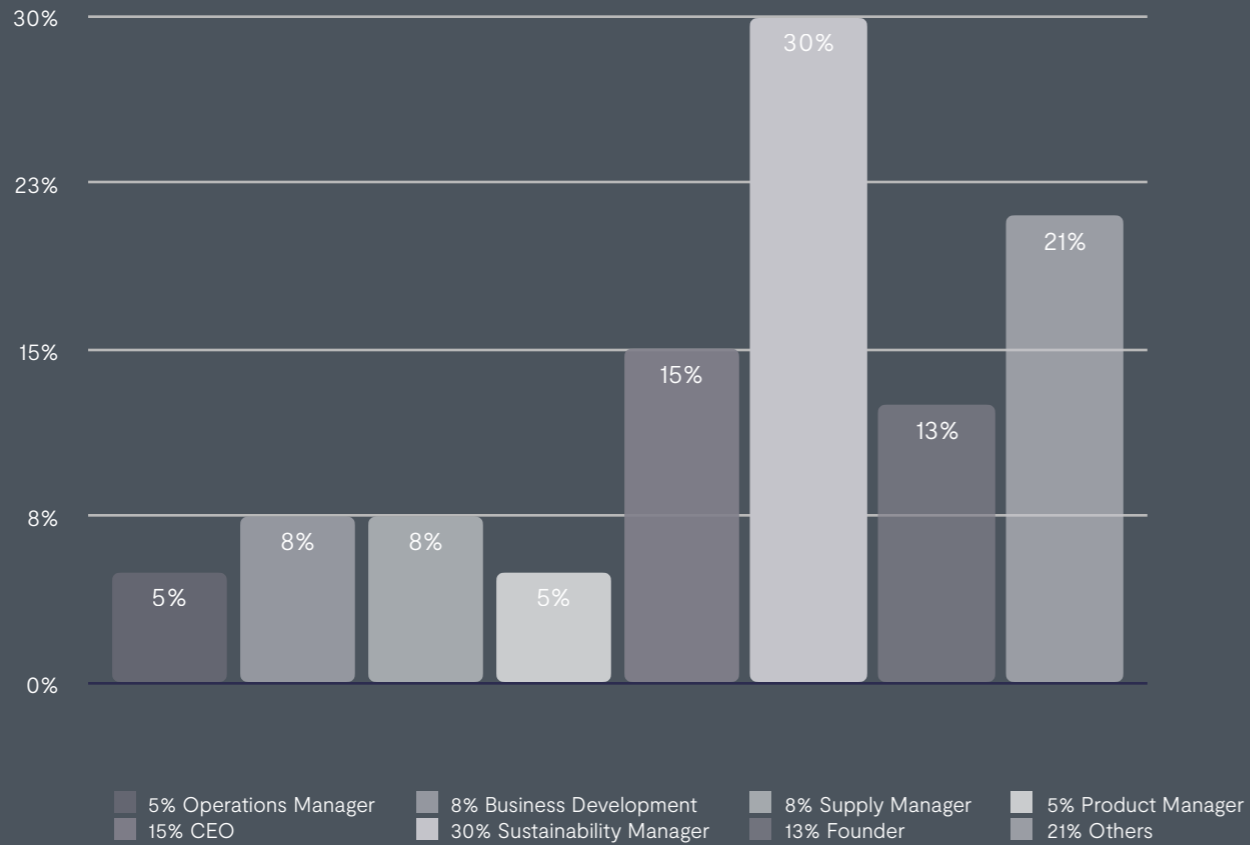
The industry was itching to talk, and we've been delighted to listen.

The experts share their insights

During July and August 2022 we open our concern box to any agent involved in the fashion industry. Our mission was to listen to every professional who wanted to share their vision. This is a summary of the profiles that have decided to contribute with their knowledge:

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Common industry outlook

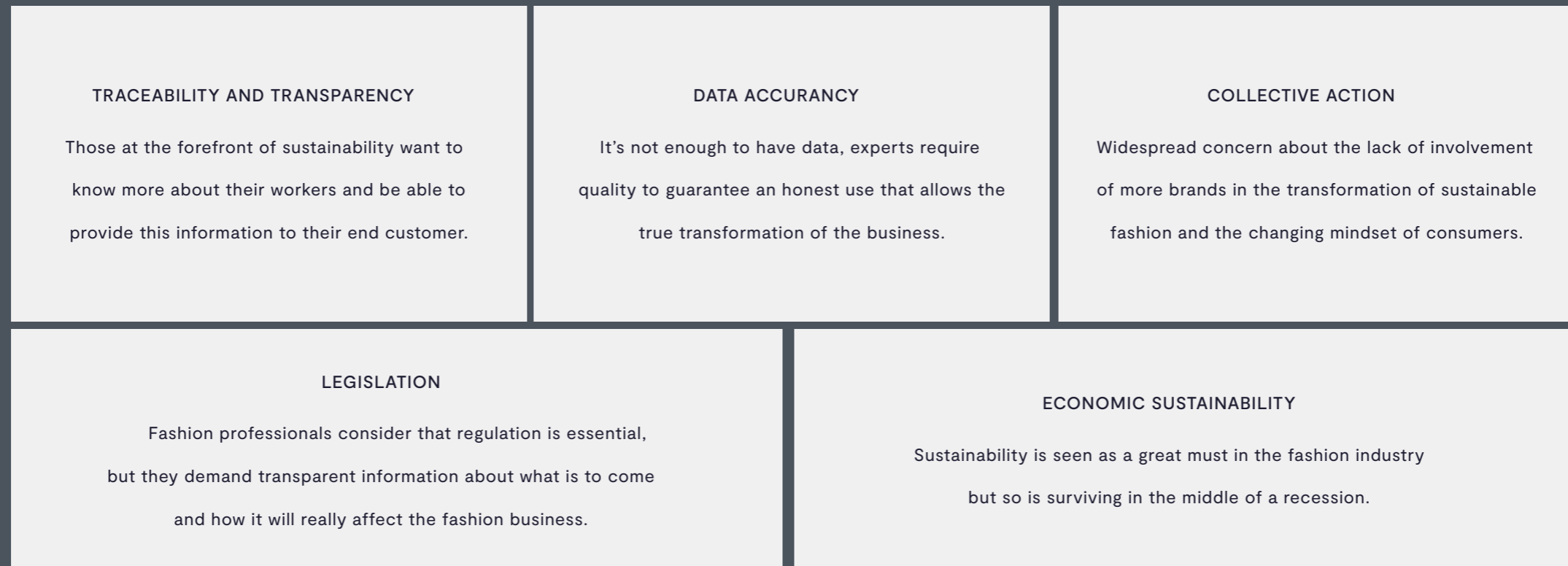
Professionals from the fashion industry have shared with us what their priorities are for the last quarter of 2022.

Among their contributions, we identify a common line that defines the industry's outlook for the coming months.



Main pains in fashion and sustainability

Listening carefully to the messages from the experts, we can classify the concerns of fashion professionals into 5 areas of action that alarm the industry.



#1 TRACEABILITY AND TRANSPARENCY

Key insights

- There is a need to know in detail who the suppliers are.
- Tools that facilitate obtaining information by suppliers are valued.
- Having few but reliable providers that allow scalability is prioritized.
- Traceability is considered an enabler in decision making.
- Providing transparency to consumers is a top priority.



amt.

“Right now, thanks to the information provided by BCome, we are exploring ways so that not only the fabric is produced locally, but also the raw material, or at least it comes from crops with a story behind” – Adrià Machado, Designer & Founder at amt.

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#2 DATA ACCURACY

Key insights

- Accurate data is required as an essential tool against greenwashing.
- An easy-to-understand language is claimed for impact sharing.
- Data is seen as a guarantee of transparency, above certificates.
- Relevance is given to the sustainability expertise of the data provider.
- Accuracy and reliability of data is a requirement for making informed decisions.



MR MARVIS

“Data is key, who does not see it (or claim to) only shows lack of vision. There is no transparency, no traceability without data” - Francesco Angileri, Data & Analytics Manager at Mr Marvis

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#3 COLLECTIVE ACTION

Key insights

- There is an urgency to collectivize the struggle for sustainability.
- Strong alliances are required to drive systems that enable transformation.
- A greater involvement of the large fashion groups is requested.
- Greater investment by governments is demanded to ensure progress.
- There is a need for greater consumption awareness.





“In our opinion, sustainable transformation in the industry also has to come from political stakeholders - we cannot shift all responsibility to customers - they are increasingly more confused with misleading information and look for more and credible transparency” - Georg Ponleitner, Business Development at Refurbed

#4 LEGISLATION

Key insights

- Legislation is considered essential to control the greenwashing of commercial messages.
- There is a general desire to know when the new measures will come into force and their real consequences on fashion sustainability.
- Despite the hope, there is some skepticism about the effect the new laws will have on the large textile groups.
- It's requested that not only brands be held accountable, but also that governments provide resources to ease the transformation of the industry.



ECOALF

“Legislative developments are good news, however, I believe that these changes should be led by governments: investing in solutions and innovation” – Jorge Delgado, Sustainability Manager at ECOALF

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#5 ECONOMIC SUSTAINABILITY

Key insights

- Maintaining product quality without incurring extra costs is a priority.
- There is a need to find reliable suppliers that can offer better quality/price due to the increase in prices.
- There is widespread concern about facing the recession months without major losses.
- It's considered essential to link the sustainability actions applied by the business with its profitability.



THE ANIMALS OBSERVATORY

“Sustainability must be approached as a strategic vector inseparable from profitability”

Josep Muñoz, Operations Manager at The Animals Observatory

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Sustainability: a long-distance race

The experts in the fashion industry feel they've started making progress but that there's still a huge way to go. There is widespread concern about the lack of commitment from the textile giants and the growth of greenwashing that devalues the concept of sustainability.

Despite the uncertainty that the fashion industry is experiencing, professionals stay positive. Adversities confirm that this is an exciting time to continue driving change towards sustainability.

Sustainable fashion professionals know that they aren't perfect, but they are aware that change is built day by day, action by action, and their strength lies in the commitment to be better than yesterday.

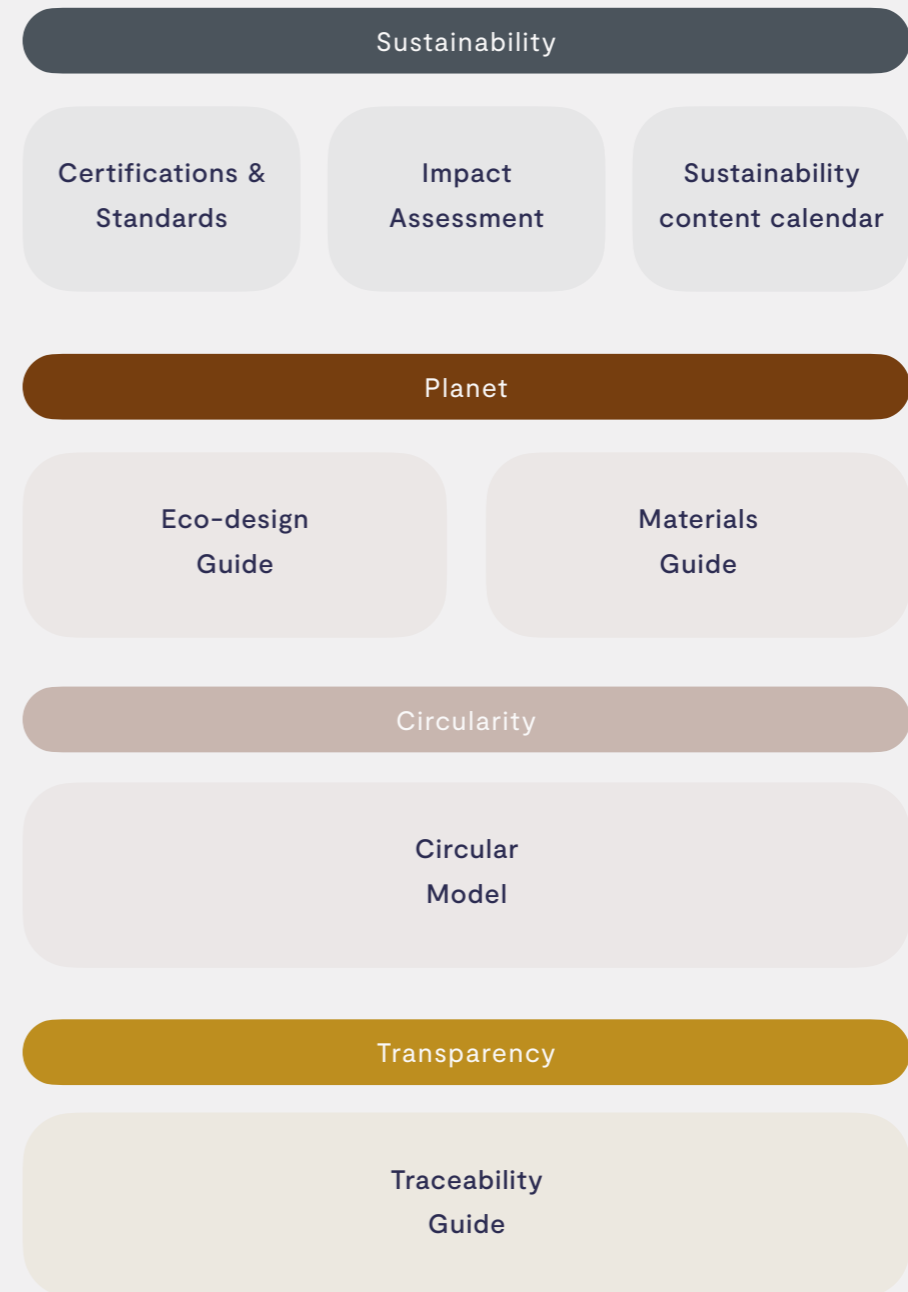
Watch now our Fashion Expert Panel Debate

Listen to an honest conversation with sustainability fashion experts where new action guidelines in fashion are explored. We expand the debate about the future of fashion together with a panel of great fashion professionals that share with us how they are taking action on the most urgent issues in the textile sector.

[Watch the webinar!](#)

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info@bcome.biz