

Our goals

**2030**

All the materials we use for our garments will be more sustainable.

**2025**

All our polyester and cotton products will contain recycled or more sustainably sourced materials.

**2025**

All our leather, wool, feather and down will be sourced in line with industry best practice.

**2025**

50% of our man-made cellulose, like viscose, will be more sustainably sourced.



READY FOR THE FUTURE

Using better, more sustainably sourced materials is a top priority for our UP.FRONT sustainability strategy. We have set some ambitious goals and our teams are working hard to achieve them.

All our brands follow the same guidelines, and customers will be able to see which products are helping us to meet our materials goals by looking for the READY FOR THE FUTURE strapline on our websites. Although we understand products have impacts throughout their lifetimes, our READY FOR THE FUTURE strapline is limited to garment composition and does not apply to a product's full lifecycle.

We have a robust compliance process in place for evidencing our product level sustainability communications.

The READY FOR THE FUTURE strapline and icons will be used on any garment that is made of more than 20% of our stated 'better materials', which are summarised on page 2. This is excluding BCI products as Better Cotton is sourced via a system of mass balance and is not physically traceable to our product. Minimum cotton content is 50%.

The absolute minimum is 20% and most garments will be 50% or more. Where a product is made of more than two fabrics or a stuffing and an outer, at least 20% of the whole garment should be more sustainable by weight or by coverage.

We are starting with a lower threshold, so we can support all our suppliers in driving improvements, including both those who are new to sustainable materials, and those who are experienced in this area. Each year we will report on our progress.

READY FOR THE FUTURE can also be used for products that tackle our textile waste ambitions such as those made with vintage fabric or textile offcuts. Monomaterial garments must be made entirely from a single "better material" to be considered READY FOR THE FUTURE.

Customers will be able to see the product's material composition and how it meets our READY FOR THE FUTURE credentials on our product web pages.

Better materials

Recycled fibres

Recycled fibres can be used for a number of materials including polyester, cotton and acrylic. They are a more sustainable alternative, as they take less energy, land and water to make than virgin fibres, and are often derived from products that would otherwise have gone to waste.

Organic cotton

Organic cotton is grown using less water, with greater care for the soil and biodiversity, and without chemical fertilisers and pesticides, creating a lower environmental impact than conventional cotton.

REEL Cotton

Responsible enhanced livelihoods (REEL) cotton is responsibly grown to reduce the impact of cotton farming on the environment while working directly with farmers to create positive social impact and improve livelihoods. Farmers receive training on more sustainable farming methods from CottonConnect. CottonConnect ensures physical traceability from village to garment.

Better Cotton (BCI)

Better Cotton is produced under a set of farm-level standards. Under the Better Cotton Initiative (BCI) cotton farmers produce cotton in a way that respects people and the environment, and improves livelihoods.

Better Cotton is sourced via a system of mass balance and is not physically traceable to end products.

Responsibly sourced viscose

Viscose sourced from responsibly managed forests and using responsible production practices.

Leather, wool and feather and down

We are working towards sourcing our animal-derived products following industry best practice.

This means wool, feather and down certified to high animal welfare standards, and leather from tanneries that are working to reduce their environmental impact.

Surplus Textiles

Tackling textile waste is a priority and so we will be looking for ways to use textiles that could otherwise have gone to waste including vintage, surplus and rescued fabrics.