Forests For Fashion &
Fashion For Forests

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www.made-by.org
# MADE-BY Environmental Benchmark for Fibres

<table>
<thead>
<tr>
<th>CLASS A</th>
<th>CLASS B</th>
<th>CLASS C</th>
<th>CLASS D</th>
<th>CLASS E</th>
<th>UNCLASSIFIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanically Recycled Nylon</td>
<td>Chemically Recycled Nylon</td>
<td>Conventional Flax (Linen)</td>
<td>Modo® (Lenzing Viscose Product)</td>
<td>Bamboo Viscose</td>
<td>Acetate</td>
</tr>
<tr>
<td>Mechanically Recycled Polyester</td>
<td>Chemically Recycled Polyester</td>
<td>Conventional Hemp</td>
<td>Poly-acrylic</td>
<td>Conventional Cotton</td>
<td>Alpaca Wool</td>
</tr>
<tr>
<td>Organic Flax (Linen)</td>
<td>CRILAR® Flax</td>
<td>PLA</td>
<td>Virgin Polyester</td>
<td>Cuprammonium Rayon</td>
<td>Cashmere Wool</td>
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<tr>
<td>Organic Hemp</td>
<td>In Conversion Cotton</td>
<td>Ramie</td>
<td></td>
<td>Generic Viscose</td>
<td>Leather</td>
</tr>
<tr>
<td>Recycled Cotton</td>
<td>Monocel® (Bamboo Lyocell Product)</td>
<td></td>
<td></td>
<td>Rayon</td>
<td>Mohair Wool</td>
</tr>
<tr>
<td>Recycled Wool</td>
<td>Organic Cotton</td>
<td></td>
<td></td>
<td>Spandex (Elastane)</td>
<td>Natural Bamboo</td>
</tr>
<tr>
<td></td>
<td>TENCEL® (Lenzing Lyocell Product)</td>
<td></td>
<td></td>
<td>Virgin Nylon</td>
<td>Organic Wool</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>More Sustainable</th>
<th>Less Sustainable</th>
</tr>
</thead>
</table>

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*This Benchmark was made in cooperation with Brown and Willmanns Environmental, LLC. For further information on this Benchmark see [www.made-by.org/benchmarks](http://www.made-by.org/benchmarks)*
Fibre Benchmark Boundaries

Unit: 1kg of fibres ready to be spun

Supply Chain

- Spinning
- Knitting Weaving
- Dyeing Finishing
- Garment Making
- Transportation Retail
- Use End of Life

Consumer
Who We Collaborate With

Acne
Eileen Fisher
KappAhl
Otto
Primark
H&M
Wrap
Tommy Hilfiger
Tesco
Ted Baker
G-Star Raw
Jackpot
Ahléns
John Lewis
Hugo Boss
Sainsbury’s
Claudia Sträter
New Look
Chasin’
Kuyichi
KuSan
Superdry
Engagement with Brands

Developing a sustainable fibres strategy
- Capsule, Spearhead, Mainstream
- Awareness raising with executives
- E.g. H&M Conscious Collection

Implementation of Strategy
- Updated tools & aides for product development teams
- Realigned incentivisation

Supply Chain Engagement
- Supply chain mapping to mitigate risk & identify opportunities for engagement or investment
Thank You

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