

THE GREEN ROOM

SUSTAINABILITY IS NO LONGER OPTIONAL AND IS INCREASINGLY BECOMING PART OF THE BUSINESS BOTTOM LINE. UNDERSTANDING WHAT SUSTAINABILITY MEANS FOR A BRAND AND LEARNING HOW TO CREATE A SUCCESSFUL SUSTAINABILITY STRATEGY IS KEY IN ENSURING A BUSINESS' LONG-TERM OPERATIONS AND UNLOCKS INVESTMENT OPPORTUNITIES THAT ARE TIED TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS).

In 1987, The United Nations first defined sustainable development as "meeting the present needs without compromising the ability of future generations to meet their own needs". Today, sustainability can be defined as an umbrella term that encompasses all sorts of social and environmental concerns along the full supply chain — from materials and yarn sourcing, product design and business models, to manufacturing, transport and a product's use at the end of life.

With sustainability becoming key for business success, investors are moving away from short-term profit and injecting capital into more sustainable companies. The reason is easy to understand. Smarter and more resilient businesses are less likely to be affected by price volatility and potential disruptions in supply chains and/or new regulations that could come into place to protect the planet, secure resources and avoid international conflicts.

As these pressures continue to rise, organisations are seeing sustainability as an area of competitive advantage. However, as more companies integrate sustainability into their core business strategy, it will slowly become less of a competitive advantage and more of a requirement.

Leading market strategy and data analysis company, Euromonitor International*, outlines 5 key trends that are shaping the sustainability landscape. Similarly there are megatrends that are set to shape the world through to 2030. Ethical Living is the most influential megatrend when it comes to sustainability. Brands looking to become more sustainable need to keep an eye on these trends that are shaping the sustainability landscape.

- Become a sustainability leader (with a new generation of leaders emerging);
- Creating shared value through partnerships (shifting focus from profit to shared value creation, thereby aiming to generate economic profit);
- Transparency (more transparency is needed as the lack of traceability across the supply chain are key factors delaying consumers from making more ethnical decisions);
- Embrace circularity (a collaborative approach across the entire value chain with extended responsibility);
- Sustainable packaging (top of the agenda for businesses across all sectors).

And this understanding of future sustainability is driven by both consumers and employees demanding more from the brands they buy from and work for – resulting in activism such as the school strike for climate movement last summer as well as the 'Greta' effect. Other key influencers are the idea of living with less, literally less consumption of products and a more minimalist lifestyle. And the public is hungry for knowledge and transparency and with digital connectivity primarily by mobile phone, this information can be distributed like never before. And whilst some companies are accumulating the knowledge they need to move forward, others are already active.

In this special feature we take a look at some leading European and international brands to see how they are meeting the challenges and opportunities that lie ahead.

**How to Become a Sustainable Brand August 2019 (Euromonitor International)*

Illustration: Bok Goodall www.bokgoodall.com

THE MEY GROUP: MATTHIAS MEY, MANAGING PARTNER

What does sustainability mean to your company?
For us, sustainability doesn't just come down to the use of organic cotton. Instead it determines the way in which we look at the entire value chain – from raw materials to finished products.

How and when did Mey kick off its sustainability mission?
Sustainability has never been a fad for us. In fact, it is deeply rooted in the history of our company. We set very high standards for ourselves and our products, so sustainability has been a relevant issue since Mey was first founded back in 1928.

- We also aim to build up partnerships with companies supplying to us that stand the test of time. As well as safeguarding their existence, this approach also guarantees that the exceptional level of quality that has come to be expected of Mey can be applied to our materials and every stage of the production process.
- When it comes to the procurement of Peru Pima cotton, we have been working with our partners for more than 30 years.
- More than 50% of our value creation is based in Germany.
- 85% of fabric production takes place at the company's head office in Albstadt Lautlingen.
- We currently work with around 120 production-related suppliers. We have been working with half of them for more than ten years – and for more than 50 years in some cases.
- 95% of our production-related suppliers are based in Europe.
- Over 80% of garments produced in 2018 came from our own production facilities.


Mey Men's Basics

- 78% of all products manufactured by Mey are made from renewable resources.
- We work with five finishing companies, which are all based in the DACH region and rely on an optimum chemical management system (in compliance with bluesign).

What measures have you taken and how have you prioritised them?
Peru Pima cotton is a type of cotton that grows in the highlands of Peru and needs very little water. Even though this cotton isn't organic, we ensure full transparency surrounding the entire sustainable value chain at every stage of the process – from growing the cotton and paying the farmers to spinning the cotton.

Our Organic Cotton range features fair-trade, certified organic cotton and is produced exclusively in Germany in compliance with the most stringent of social and environmental standards (Global Organic Textile Standards, GOTS). That makes it the most sustainable range of products that our company makes.

What percentage of your sales do you invest in sustainability?
As sustainability is firmly enshrined in our entire value chain without fail, it is difficult to give a precise figure here. For us, it is important that we are offering our customers full transparency at all times. We have now taken on a Social Responsibility Manager for that very reason.

How important is sustainability for your trade partners right now?
It is quickly becoming a hot topic again at the moment thanks to no end of initiatives like Fridays for Future. And yet much more organic cotton was used across the market in 2010 than now. Lots of companies are also engaging in greenwashing a lot of the time now.

Are you actively working on sustainability with any of your trade partners?
We are getting a lot more enquiries of this nature from trade partners. Brands in the high-end segment in particular are starting to focus more and more on sustainability.

If you do decide to work with trade partners in this way, what are you usually looking for?
Unfortunately, the concept of sustainability issues is often only considered in terms of the use of organic cotton. But this way of looking at things doesn't go far enough for us. There are several companies that use cotton verified by the BCI but, if you ask me, this doesn't serve as proof of sustainable value creation. It simply highlights that those companies are probably dealing with organic cotton. But this verification doesn't encompass any further information on the ongoing process from there.

What price is the market willing to pay for sustainability?
Not many consumers out there are actually willing to pay more for a product that has been produced sustainably. That's just a fact about the market. All the confusing certification makes it difficult for customers to determine whether a product has been produced sustainably or whether it's another case of greenwashing. These days, if large corporations or vertical companies claim that they will switch over fully to organic cotton by 2022, we can safely assume that it's a case of greenwashing. It just wouldn't be possible as significantly less than 5% of the cotton harvest is actually organic right now. It takes around three years to update a cotton field so that it is organic.


Matthias Mey

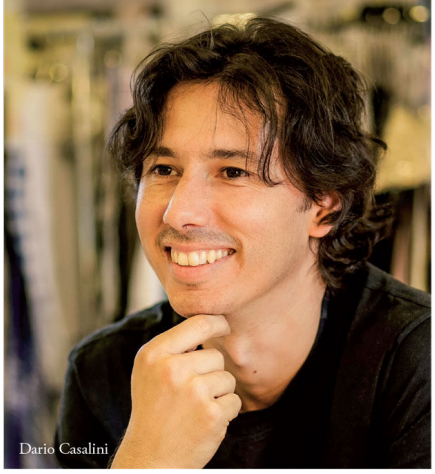
Are you going to be launching sustainable products in 2020?
Yes, we have a number of sustainable products in our collection, including the new RE:THINK range as well as the Organic Cotton range that we released years ago. We are seeing a steady rise in demand here.

Do you have or are you applying for certification? If yes, which certification and why that certification specifically?
Yes, we are currently working hard with GOTS and we are also checking out a range of seals. For us, it is most important that we provide our customers with full transparency in our own sustainability report. We are always delighted to tell Mey customers about our own production processes and our partner companies. We often receive enquiries and queries and we are always happy to respond to them.

It has been (and still is) part of our mission to have most of our standard cotton (Peru Pima cotton) certified. This is challenging since organisations like Fair Wear cannot award certification to production companies based in Europe. They simply don't have certification centres in Europe because the laws in European countries guarantee that production processes are fair anyway. The majority of consumers don't realise this. It sometimes happens, for example, that a Mey product without a Fair Wear certificate is positioned at the point of sale next to a product with a Fair Wear certificate that has been produced in a low-wage country. Of course, consumers are going to end up asking why one product is certified and the other isn't. It is extremely difficult for the end consumer to work out that the Mey product has been produced in Europe, meaning that fair production conditions apply automatically.

And this is why our certification is quite limited. The big winners at the moment seem to be the companies providing certification.

OSCALITO (MAGLIFICIO PO SRL): DARIO CASALINI, CEO


Dario Casalini

How do you define the concept of sustainability?
For Oscalito, sustainability is a new way of thinking about the entire textile production chain, from the fibre to the finished garment, through all the production steps that we want to have optimum social impact and the minimum possible environmental impact in the areas where the production takes place, in order to pass on to future generations a world that is still pleasant to live in.

How and when did your commitment to sustainability begin?
Our commitment to sustainability has been part of the DNA of the company itself since 1936 and permeates its founding values, in that we have always worked with the finest quality natural fibres (wool, cotton, silk, linen ...) to create quality garments that last over time and do not immediately become waste for disposal. All the production steps - from the yarn to the finished garment, including weaving, finishing, cutting, packaging and quality control - take place in Turin and the chain is short, with suppliers of yarns, laces, fabrics and accessories that are either Italian or European.

This is why Oscalito was selected as a supplier of men and women's intimate apparel to Green Pea, the first department store dedicated exclusively to sustainable products, with one floor devoted to clothing.

What actions have been taken towards achieving sustainability, and what have been your priorities?
For us sustainability is not limited to one or more products or aspects of the production chain but permeates the entire production process from the fibre to the finished garment, not least the protection of the rights of the people who contribute their work to making our garments, we can proudly say that we invest a huge amount in this direction.

How important is sustainability to your retail partners today?
We believe that it is one of the purchasing criteria of our customers that is destined to grow in importance over time in proportion to the increase in demand for sustainable products expressed by end consumers, who we hope will care increasingly not just about product aesthetics but also their production chain history, how they are made and how sustainable they really are.

Which clients are most actively involved in sustainability?
Oscalito has almost exclusively multi-brand retail customers and only a very small proportion of these - the most advanced and those that truly offer products and a service that stand out - explicitly state the need to offer eco-sustainable products. In most cases, the demand for green products comes from the web and, in the last few months, almost all the new retail customers we have acquired have contacted us directly through our e-commerce site where we strongly promote the sustainability values informing our entire supply chain.

What do they mostly ask for?
Customers above all demand transparency and truthfulness of information regarding the chain through which the garments they buy are produced; they want to know the origin of products and the technical characteristics that define their quality, as well as the simple obligatory indication of the composition.

What is the market willing to pay for sustainability?
I believe that the question of price is above all a question of educating and informing end consumers, who must be put in a position to understand properly, in a clear, fair and transparent way, the history and the actual sustainability content of the product that they are buying. This is the only way that they can really understand a product's value and therefore be willing to pay the right price.

How necessary it is to be certified?
Certifications help but there is an aspect that can make them less effective: any company can get certification, even for just a part of the production chain or for a single product/group of products. In many cases, we benefit from the certifications of our yarn suppliers (GOTS, OEKO-TEX and ZQ certification for the origin of New Zealand merino wool, various BIO certifications for natural fibres...), fabric and accessory suppliers or dyeing facilities. We are particularly proud of our ZQ certification - which we are exploring for merino wool from New Zealand - which guarantees the traceability of the wool fibre from the individual sheep to the yarn and then, integrated with our production chain, to the finished garment. For us, this is a perfect closed circle.

Are you launching any 'green' products in 2020?
All our products are 'green' because they are the result of an ethically, environmentally and socially responsible production chain. We are a green company that pursues the values of sustainability along the whole production chain and for all our products.

HANKY PANKY: GALE EPSTEIN, PRESIDENT & CREATIVE DIRECTOR

How do you define the concept of sustainability?
Sustainability is the responsibility of humans to coexist with the biosphere, understanding actions and consequences.

How and when did your commitment to sustainability begin?
Hanky Panky has been committed to sustainability since 1977, for as long as we have been in business.

What actions have you been taking towards achieving sustainability, and what have been your priorities?
Our actions have been evolving over the years. Initially we decided to maintain manufacture in this country in large part to control our carbon footprint and work under US environmental protection laws, enacted to protect humans and the environment. Over the years more scientific information has become available to inform better practices in processing synthetics and dyestuffs and growing and harvesting cellulosic and cotton fibres sustainably.

What percentage of your turnover are you allocating to sustainability?
We don't break it down this way.

How important a factor is sustainability to your retail partners today?
Retail partners' interest in sustainability is concurrent with the trend, there is a slowly growing awareness on the part of consumers that influences retailers. Ideally, they will be equally concerned about other insults to the earth, including excessive use of plastics in packaging and shipping.

Which clients are most actively involved in sustainability?
We are working on a 'Cotton with a Conscience' pack that utilizes an exclusive sustainable package for an international retailer. Stay tuned! There will be more interest, as retailers become enlightened.

What do they mostly ask for?
Our clients do not approach us to ask about sustainability but are interested to learn more. We have been in a position to educate our clients about resources as we navigate changing standards and adopt the most current, responsible offerings. We make available our Lingeriecycle envelopes for consumers to fill with end-of-life underwear (any brand) and mail to a recycling plant to be processed into carpet padding.

What price is the market willing to pay for sustainability?
We would guess about an additional 10%.

How necessary it is to be certified?
We are particularly proud of our ZQ certification - which we are exploring for merino wool from New Zealand - which guarantees the traceability of the wool fibre from the individual sheep to the yarn and then, integrated with our production chain, to the finished garment. For us, this is a perfect closed circle.

Do you have or are you applying for certifications, and if so, which? Why did you choose these specifically?
Our fibre and fabric suppliers apply for certification. Supima, Texas Organic Dep't of Agriculture Certified Organic. Our garment production is Made in USA Certified and Made in NYC certified.

Are you launching any 'green' products in 2020?
Our 2020 green product offerings include a collection of organically grown 100% cotton with recycled nylon trim we call Eco Cotton. We have partnered with our vendors and mills to transition from unbranded regenerated cellulose and viscose fibers to Lenzing, Tencel, and Enka fibers, responsibly managed, sustainable sources.

How do you measure change and ensure you are reaching your targets?
If our business is strong, we consider this our measure of success. We believe our customer has a growing understanding of sustainability and appreciation of our commitment.

What is the next sustainable action you plan to take?
Sustainability has always been our corporate core value, foremost in our consciousness as we design for the collection, packaging, and daily operations. We are ever ready to invest in the most sensible, updated solutions to help us walk gently and responsibly on this earth.


Gale Epstein

SELMARK LINGERIE: LORENA CASAS, MARKETING MANAGER


Lorena Casas

How do you define the concept of sustainability?
The concept of sustainability is very broad and can be interpreted differently by organisations, since it is a term that in definition means balance with respect to the environment.

From the Selmark perspective, we do not only understand sustainability as recycling, the use of ecological materials or working models of proximity. For us, sustainability is also related to all actions derived from our production process and extends to economic commitment to our customers.

How and when did your commitment to sustainability begin?
Less consciously, since its beginnings in 1975, Selmark has been born from a sustainable perspective, proposing a model of production in proximity. But it was not until the 1990s that our commitment to the environment was established through the concept of honest industrial craftsmanship, based on marketing artisan products at a fair price and worked in a model of proximity. Over the years we have expanded this sustainable vision into various areas of the company and, today, the development of garments created with recycled materials is part of our product strategy.

What actions have you been taking towards achieving sustainability, and what have been your priorities?
Sustainability is a continuous exercise that forces you to analyse your entire structure in order to propose changes. The clearest measures implemented in this respect are our internal policies to avoid the use of plastics in the packaging and packaging of our goods, working with recycled paper and cardboard or biodegradable materials; in addition to the effort in energy saving and recycling of paper and plastics in our headquarters and factories. We collaborate with local suppliers in the development of moulds and tools necessary for our production process, and we carry out collaboration agreements with the University of Vigo to incorporate talent into the Galician business fabric. Perhaps the clearest example of our efforts in this area is the Panetex R+D+i project, where we carry out a study to evaluate the waste fabrics and foams we generate in the production of materials, in order to recycle them and reincorporate them into the market transformed into other products. For example, the use of foam to develop acoustic insulation and construction materials.

What percentage of your turnover are you allocating to sustainability?
From the point of view of our internal policies of zero paper, energy saving, reuse of materials, proximity models, responsible production... we can say that it is a qualitative rather than a quantitative contribution.

How important a factor is sustainability to your retail partners today?
Today there is a new sensitivity of the environment to the concepts of sustainability, ecology, recycling ... which undoubtedly affects a change of mentality on how we work and relate to brands and products. However, the most significant change will come from the hands of the new generations, who will be more demanding with regard to the commitments and responsibilities that corporations have to assume to generate a social and business ecosystem committed to the environment and that will last over time.

Which clients are most actively involved in sustainability?
The customers who are most involved in sustainability are and will be those who understand the changing demands of consumers.

What do they mostly ask for?
Information about us and our products. We transfer this information to all areas of communication and use any support that can provide that extra information, such as through packaging and labelling. And that's when quality certificates for garments and materials become important.

What price is the market willing to pay for sustainability?
The market is actually in a process of adaptation and it is still a small percentage of consumers who are willing to assume an increase in the price of the product.

How necessary it is to be certified?
Certification is a means of communication that we make available to our customers. But the reality is that, as a company, we are not looking for a seal that endorses our work, but to generate a sustainable conscience within the organisation.

Do you have or are you applying for certifications, and if so, which? Why did you choose these specifically?
We believe more in awareness than in certification, which is why we try to build our own internal policies of recycling, energy saving and packaging, all complemented by membership agreements, such as Ecoembes and environmental managers with a special social sensitivity as Coregal. With regard to our products, all our garments are certified by Oeko Tex Standard 100, a certificate we have held for more than 10 YEARS. In addition, we have certifications for all those fabrics that differ in their characteristics or composition, such as Supima cotton, Lycra, Eco Wave, B-recycled, among others.

Are you launching any 'green' products in 2020?
Selmark Lingerie Basics (Glacier) in B recycled 303 with Qnova yarn (Brugnoli). Selmark Mare Eco in Ecowave by Estilmar.


Selmark Glacier

EWA BIEN LINGERIE: JOANNA DAROWSKA, INTERNATIONAL SALES MANAGER

With regard to improving sustainability, at what stage is your company?
We are well involved in both planning ahead and in production of some eco-friendly products. This extends from fabrics and component sourcing, product design, production processes and packaging.

Where does the demand for sustainability come from?
It is coming largely from e-tailers and the direct consumer.

Are you planning to review your sourcing strategy accordingly?
Yes we are already doing so and it is likely that we will change some suppliers.

What price increase do you think the market will accept?
We believe that 10% is the maximum increase and there is no need for prices to increase by more than this.

What immediate initiatives are you committed to?
We use to pack swimwear in plastic – from 2020 this will be packaged in paper bags or boxes. Also the individual packing of lingerie in carton boxes will be minimalised to use less paper. Likewise older materials such as embroidery that we have left in stock will be used for marketing materials.

What will change in your greater efforts for sustainability?
It is important to us and for sure we will retain all production processes in Poland. We also try to find the majority of our suppliers in Poland which is important to invest in our region and has the advance of avoiding global transport. Of course there are some products which we cannot make in Poland so we are trying to find new suppliers from elsewhere who can offer us recyclable materials, embroidery or decorative elements.

We plan to employ long term solutions in lingerie production, design, marketing, logistics and transportation. We are sure our lingerie is very good quality: we believe that if we add more eco-friendly solutions with high quality and durability our customers will be satisfied with the products, origin and our attention to the environment.

Are you launching any 'green' products in 2020?
We have two new collections – Diamond Lingerie Line (Inter-Spitzen) and Andros and Abaco swimwear ranges (Carvico and AP Sourcing with both sustainable fabric and decorative elements made from recycled polyester).


Ewa Bien 'Abaco'

MONTELLE INTIMATES INC: WILLIAM HADDAD, PRESIDENT

How do you define the concept of sustainability?
For us, choosing sustainability is a core value. We prioritise the selection of processes and materials that have less of a negative impact on our environment, while maintaining or exceeding the client experience and operational efficiency. We're aiming for a Win-Win.

How and when did your commitment to sustainability begin?
In our office, we've always been making small efforts to reduce our impact on the planet – recycling, challenging our teams to go as paperless as possible, gifting our team members re-useable water bottles, participating in Montreal's March for the Climate as an organisation, and choosing sustainable products as much as possible in every part of our business.

Relative to our garments, we have woven Lenzing's MicroModal fibres into many styles across several brands, from Montelle's BodyBliss collection to almost the entire Fleur't Intimates collection. This premium, ultra-soft fibre is made from self-rejuvenating beechwood trees that are harvested based on sustainable forestry practices and processed on-site for a gentler environmental footprint. What we love about this fabric is that feels incredible on the body and is friendlier to the environment as well.

While we are proud of these steps, we acknowledge it's not enough. These days, with our planet in the state that it's in, we want to do more. We need to do more. We'll also be the first to admit that we don't have all the answers, but we're trying to make a difference. This is not about gaining market share or turning the effort into a marketing campaign. We're happy to share any resources or knowledge gained that support wider adoption of these measures so we can positively impact change together. Similarly, we hope that other brands will do the same so that we can all get to where we want to be faster.

What actions have you been taking towards achieving sustainability, and what have been your priorities?
Reducing the use of packaging materials is at the core of our initiative. I get so angered when I open a box from some brands and see items have been wrapped and wrapped and then wrapped again. As consumers, we need to get away from this expectation and as brands we need to challenge ourselves to convey the information we need to convey, and protect our products, without additional printing or bagging.

For boutiques, the goal is to ship "naked", so that far fewer polybags are required in each box. Recycled and recyclable products will form the balance of our solution. We have been searching for an alternative to polybags for the last 4-5 months. From cassava to paper to integrating a greater proportion of recycled plastic in the polybag, we are still on the hunt for the answer but are getting closer. Our goal is to start implementation of a solution by the end of Q1 2020. It's ambitious, but we want to push ourselves to get there as early as possible.

What percentage of your turnover are you allocating to sustainability?
Our goal is to find sustainable solutions that are cost-neutral. The choices that we are aiming to make are better choices, not more expensive ones.

How important a factor is sustainability to your retail partners today?
Sustainability is becoming more and more important to our retail partners. Some stores have embraced the challenge, such as Forever Yours in British Columbia. We implore our retail partners to come to us with solutions they think will help and make it a key decision factor in the brands they carry in their stores. We ask them to demand more from the brands who supply them, so that we can make a greater difference together, as an industry.

Which clients are most actively involved in sustainability?
In terms of our clients, brick and mortar stores are taking the lead in this space. They are taking steps such as selling reusable bags or offering paper bags in their boutiques to partnering with us to tackle the issue of how to ship with less plastic; the reduced complexity of their receiving process enables them to be more agile.

Reducing plastic in shipments to our larger clients poses a greater challenge. Because the goods arrive in large warehouses, garments risk damage if


William Haddad

not protected in some way. Moreover, vendor guides often require items to be individually poly bagged. We understand this concern – it simply means we need to get creative to solve the issue, and our partners want to help. When we approached our partners, such as the Andra Group and Neiman Marcus, to discuss how we might reduce plastic in our packaging, all have said they are willing to consider the alternatives we present to them and are highly supportive of this initiative.

What price is the market willing to pay for sustainability?
The struggle is real and this issue is on the forefront. There is a value ascribed to companies who follow sustainable practices and who use sustainable materials in their products. People understand the importance of making a change and want to be part of the movement – through their own their actions, or by supporting the products and companies that follow sustainable practices.

How necessary it is to be certified?
We are not focusing on sustainability for a certification – we are genuinely working on this initiative as we believe it is right, not for awards. The certifications may come but they are not a priority.

Are you launching any "green" products in 2020?
In 2020, Montelle's BodyBliss and Fleur't Intimates will continue to offer existing styles and introduce new lines using eco-friendly MicroModal. For 2021 and beyond, we have tasked our designers to incorporate more fabrics and processes that encourage sustainability into their creations, such as selecting laces with a recycled material component.

PANACHE LINGERIE: EMMA NOURRY, HEAD OF MARKETING

How do you define the concept of sustainability?
Sustainability is the replacement of product, or services, with something which is more environmentally friendly e.g. replacement of virgin yarns with recycled ones or the removal of product, or services, which cuts down on consumption e.g. removal of packaging.

How and when did your commitment to sustainability begin?
Panache is a family owned business and sustainability has always been a consideration. As awareness grows, our commitment grows to looking into how we can effectively make changes to our business.

What actions have you been taking towards achieving sustainability, and what have been your priorities?
From 2000 we have taken a number of measures primarily aimed at the wastage created by sampling and packaging. All wires, rings, slides, tabs, clasps and plastic boning from lingerie and swimwear have been removed and reused since then. From 2018 we no longer use single-use plastic hangers replaced with good quality hangers which can be used multiple times in stores. Stock is not pre-hung and we have significantly reduced our production and plastic waste going to landfill. All office waste is recycled and we continue to reduce our electricity consumption with more efficient LED lighting. Last year Panache invested heavily in efforts to reduce and recycle waste created during our manufacturing and distribution process with a 500kg capacity card baler and 250kg capacity tissue baler in addition to the existing plastic baler. Through 2020 we continue to reduce the number of cartons used and removing 'unnecessary' items such as tissue balls in our padded garments.

How important a factor is sustainability to your retail partners today?
It is becoming a more and more common requirement raised day to day as awareness is growing and due to the media coverage. Social media is playing a big part to raise the awareness and put sustainability in the forefront of consumer minds.

Which clients are most actively involved in sustainability?
We are seeing requests from a broad range of customers.

What do they mostly ask for?
They mainly ask for an understanding of what we are doing.

What price is the market willing to pay for sustainability?
This is unknown for us at the moment.

How necessary it is to be certified?
It is vital to be certified for traceability and authenticity purposes and we would always ensure this was in place before launching any sustainable range. At the moment we have no plans underway for sustainable products in 2020.


Emma Nourry