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Global brands H&M and Inditex make forest sourcing pledge

posted by Paul Snell
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15 April 2014 | *Paul Snell*



Two of the world's largest clothing retailers, *H&M* and *Inditex* - the owner of Zara and Pull & Bear - have pledged to avoid sourcing fabric materials from the world's ancient and endangered forests.

The companies will work with *Canopy*, an environmental not-for-profit organisation that focuses on protecting world forests, to achieve the goal.

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Canopy estimates that 70 million trees are cut down for fabric used in the fashion industry each year and predicts this will double over the next two decades.

Swedish retailer H&M set itself a deadline of June this year to come up with a plan to avoid the use of such fabric and will be sourcing outside endangered forests by 2017. Spanish clothing group Inditex has also

promised to meet a 2017 target to ensure its fabric does not contain fibre from pulp that originates in these forests.

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“H&M wants to play a strong role in ensuring a future for the planet’s ancient and endangered forests. We are fully committed to exploring our supply chain and doing our utmost to avoid these fabrics within the next three years”, said Henrik Lampa, environmental sustainability manager at H&M.

The pledge is part of the *‘Fashion Loved by Forest’ initiative*, which is also supported by brands such as *Quiksilver*, *Patagonia* and *lululemon athletica*.

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