



SITE SERVICES

DENIM & THE ENVIRONMENT



Reducing the environmental impact of our denim.

Denim is an investment product with a longer life cycle than most garments, but is one of the most

water consuming materials and has high manufacturing waste statistics. Our Sustainable Denim strategy aims to reduce the amount of virgin materials and water used in denim production, and promote sustainable design and production by:

- Committing us to source 100% sustainable cotton for our denim ranges for AW18
- Improving our wet processing by using more eco-friendly chemicals and technologies
- Utilising industrial and post-consumer waste materials to make new denim
- Increasing the use of recycled cotton in our fabrics by collaborating with the European Clothing Action Plan (ECAP) to help ASOS embed circularity into our supply chain

During the last year, our focus has been on improving printing, dyeing and finishing wet processes in our denim supply chain.

We've partnered with MADE-BY to develop a wet processing benchmark to provide a baseline from which we can measure supply chain improvements. We've currently benchmarked 75% of our denim suppliers, who are predominantly located in China, Mauritius and Turkey. We're continuing to work with our supply chain over the next 12 months to identify further resource savings and improve practices.

We're steadily increasing the amount of recycled cotton we use in our denim ranges. In 2017, we stocked 17,300 Mens and Womenswear recycled denim items containing 18% post-consumer denim. For every kilo of recycled denim we use we save 1255 litres of water, 0.57kg of CO2 and 2.28kWh energy.

By the end of 2018, we aim to reduce the use of virgin materials further by recycling production cut-offs to make new ASOS denim products.

17,300

recycled denim items stocked in 2017

100%

sustainable cotton target for our AW18 denim ranges

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