OUR AMBITION IS TO BECOME THE MOST SUSTAINABLE LISTED GLOBAL FASHION BRAND ON THE PLANET BY 2030.

Our goals continue to focus on producing the most sustainable product, whilst protecting our planet and supporting our people in all that we do. We will do the right thing and leave a positive environmental legacy.

Accelerating our goals means that our commitments align with the United Nations Sustainable Development Goals (SDGs) deadline for 2030 and builds our accountability as global citizens to deliver against more challenging targets. We continue to track our progress for key SDGS.

Our sustainability goals are future facing and complement our continual core ethical and environmental programmes that ensure we meet our everyday responsibilities in our own business operations and our supply chain. Further information on ethical and environmental compliance is also provided in the ETHICAL TRADING page.

Proud members of...

Organic and Sustainable – All pure cotton items will be organic by 2025, with 20,000 farmers supported to convert to organic production. We plan to use recycled and low impact materials at scale, across our range, and convert all remaining cotton in our collections to organic by 2030.

Net Zero – Carbon Emissions across our own sites and logistics operations will be net zero by 2030 and we will always challenge ourselves and partners to minimise environmental footprint.

Zero Waste; Lower Impact – We only use packaging where necessary; we always opt for the lowest impact when used ensuring 100% is reusable, recyclable or compostable by 2025.

Respect and Dignity – We partner with market leading suppliers to produce our product in automated and sustainable factories, where people are treated with Respect and Dignity.
We've partnered up to recycle our factory fabric waste in Turkey.
People are fundamental to our success.

We will use organic, recycled and low impact materials at scale, across our range.

We minimise our environmental impact for the benefit of our planet and future generations.