



H&M GROUP THE BIGGEST USER OF SUSTAINABLE COTTON AND MAN-MADE CELLULOSIC MATERIALS

- full-speed towards only using sustainable materials

Textile Exchange has published its yearly Preferred Fiber Materials Market Report, in which H&M group ranks as the world's biggest user of sustainable cotton and man-made cellulosic materials (e.g. lyocell, among others). This put us one step closer towards our goal to only use recycled or other sustainably sourced materials by 2030.

Living on a planet with limited natural resources means that the fashion industry will not be able to operate in the same way in the future as it does today. We believe that a business model fueled by sustainable materials that can be reused again and again is the only way to keep fashion sustainable.

"The benchmark leaders show a deep commitment to improvement. The data shows that the longer you have been benchmarking, the more you improve, confirming the impact of the program. These companies recognize the need to step up and truly embed these successes more deeply within their company structures," says Liesl Truscott, Director of Europe & Materials Strategy, Textile Exchange.

At H&M group we are fully committed to our goal to only use recycled or other sustainably sourced materials by 2030. One of our milestones on this journey is that all our cotton should come from sustainable sources by 2020. We are proud to be the world's biggest users of sustainable cotton – which includes organic, recycled and cotton from the Better Cotton Initiative – and sustainable man-made cellulosic materials. According to Textile Exchange's latest Preferred Fiber Materials Market Report, H&M group is also the world's biggest user of sustainably sourced down and one of the biggest users of sustainably sourced wool.

"With our yearly and steady increased use of recycled or other sustainably sourced materials, we not only push the demand of widely used materials such as organic cotton, but also influence the scalability of new sustainable materials. We hope to inspire other players in the industry towards a sustainable fashion future," says Cecilia Brännsten, Environmental Sustainability Manager at H&M group.

Looking ahead, the fashion industry of the future will use many different materials than what we do today. Through the H&M Conscious Exclusive collection, every year H&M group introduces new materials into its assortment to explore the latest innovations. Some examples of this are Bionic®, which is made from recovered plastic from shorelines, recycled cashmere, and recycled velvet made from recycled polyester.

H&M GROUP'S MATERIALS GOAL

- Cotton is the material we use the most and our goal is that all our cotton will solely be sustainably sourced by 2020. In 2017, 59% of our total cotton use was organic, recycled or better cotton.
- Of all the materials we used in 2017, 35% were sustainably sourced or recycled, and our aim is to reach 100% by 2030.

For more information on the sustainable materials H&M group uses, please visit [hm.com/sustainability](https://www.hm.com/sustainability).

ABOUT TEXTILE EXCHANGE

Textile Exchange is a global nonprofit that creates leaders in the sustainable fiber and materials industry. The organization manages and promotes a suite of six leading industry standards, as well as, collects and publishes critical industry data and insights that enable brands and retailers to measure, manage and track their use of preferred fiber and materials. With more than 260 members who represent leading brands, retailers and suppliers, Textile Exchange meaningfully accelerates the use of preferred fibers and increases the adoption of standards and certifications across the global textile industry. To learn more about Textile Exchange, please visit TextileExchange.org.

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