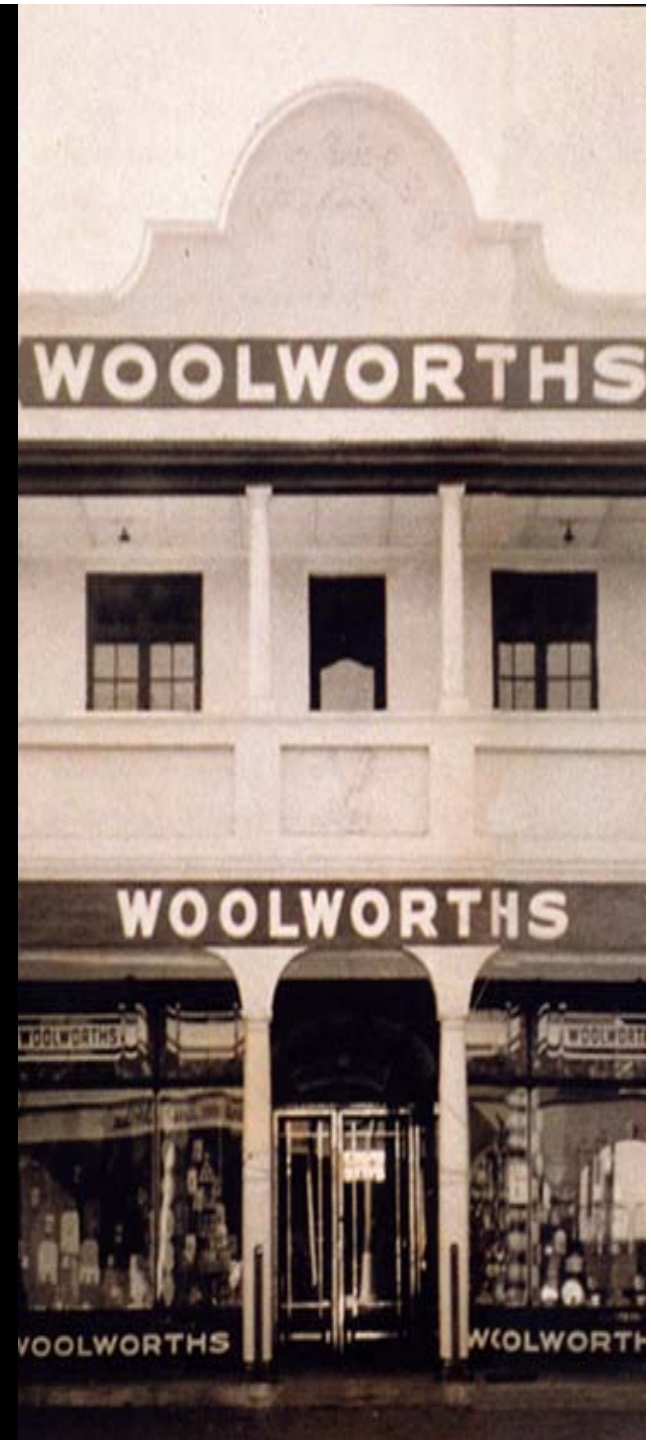


***Environmental and
social consciousness –
global trends in
clothing retail***

Presented by
Emil Grey
Woolworths



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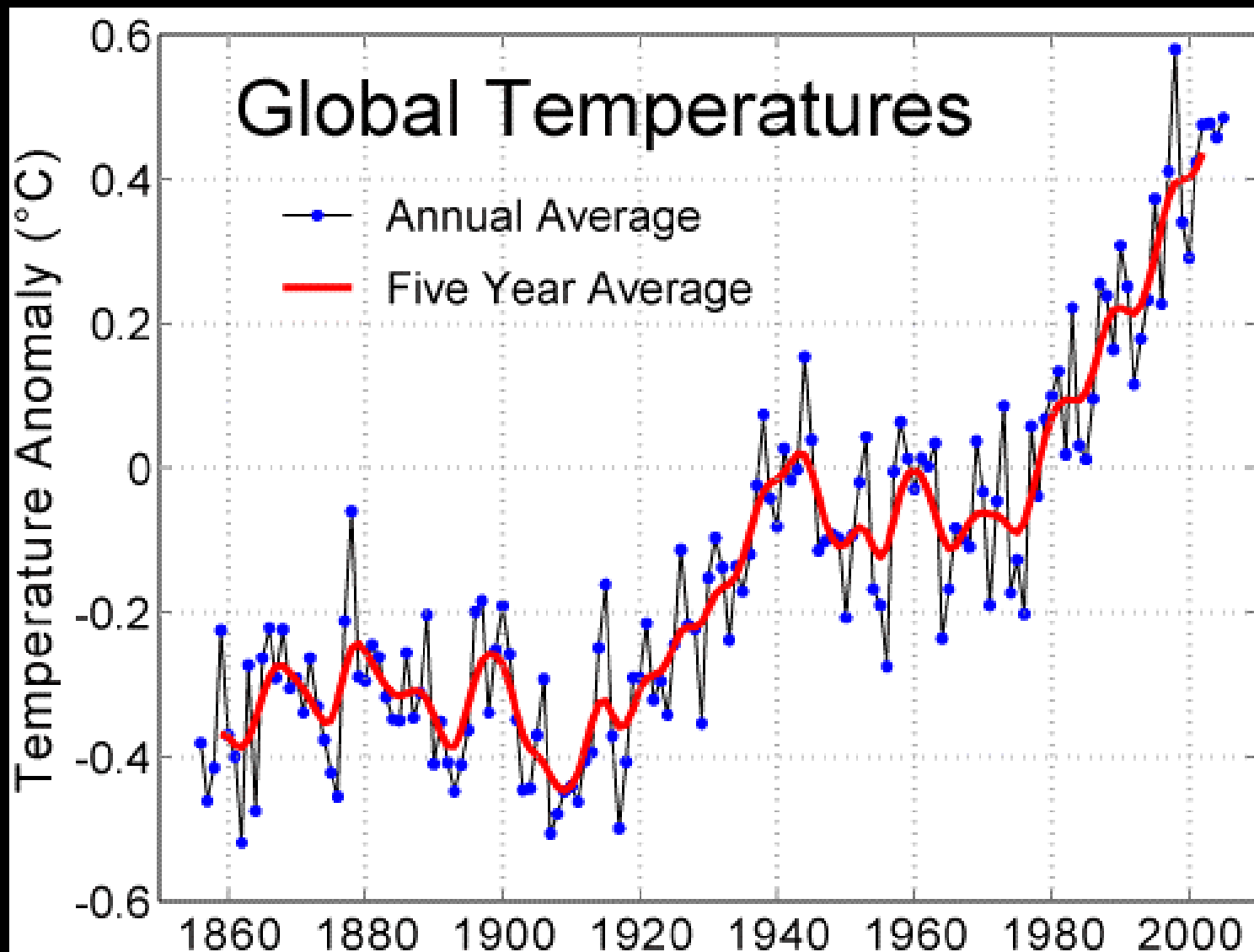
The **BIG** issue - *sustainability*

“The ability to meet the needs of the present without compromising the ability of future generations to meet their needs”

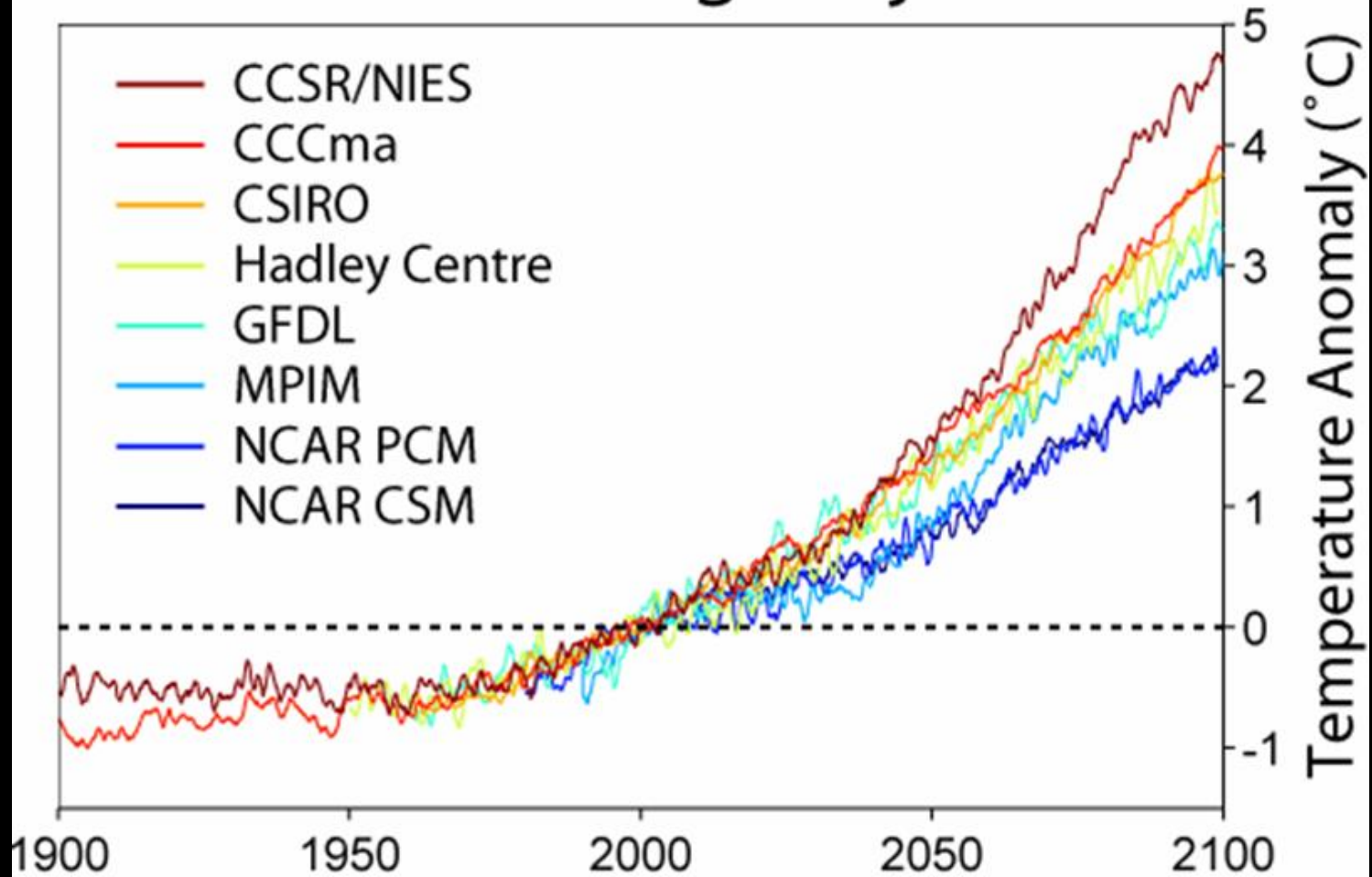
(The Bruntland Commission, 1987)



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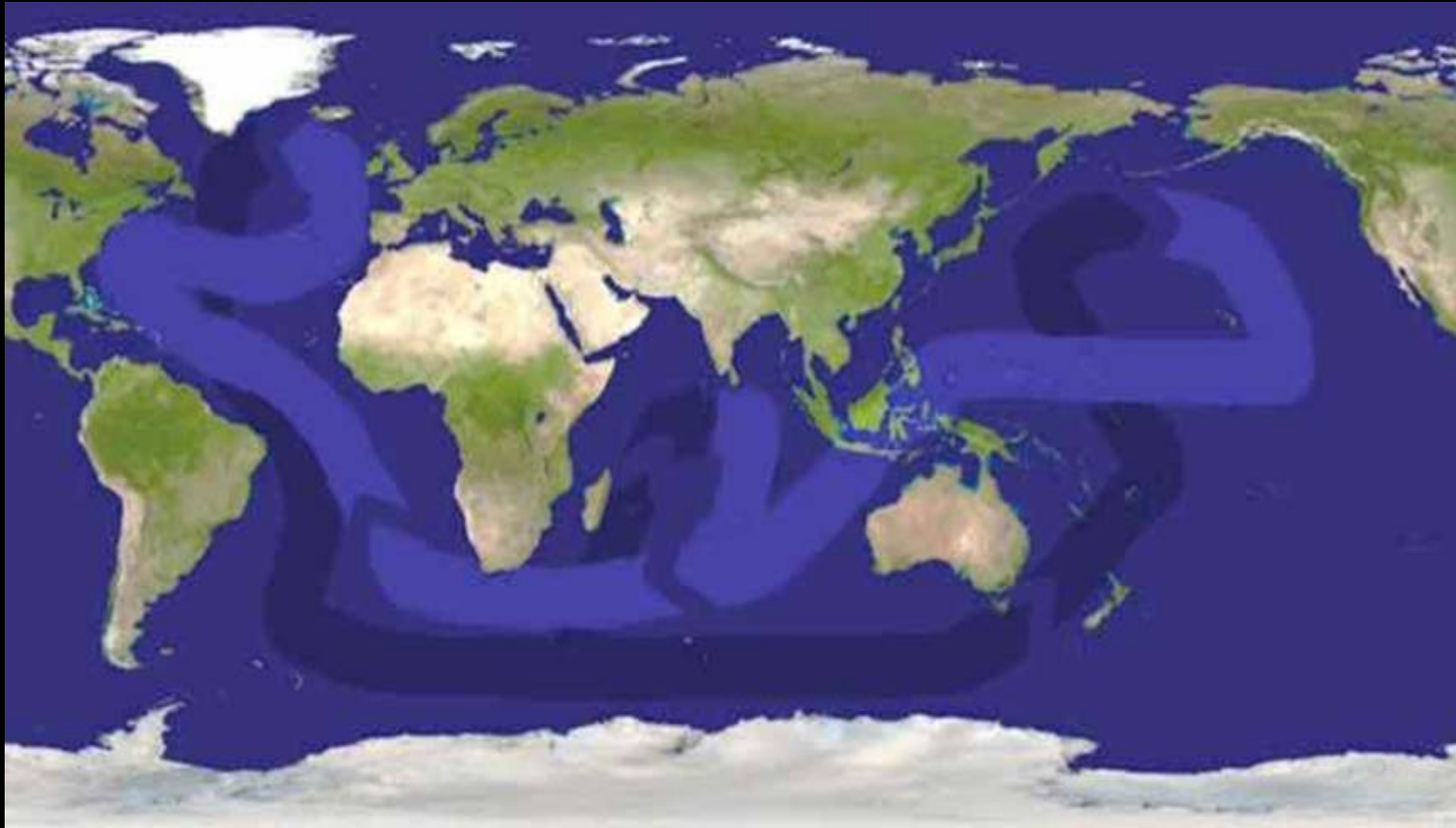


Global Warming Projections

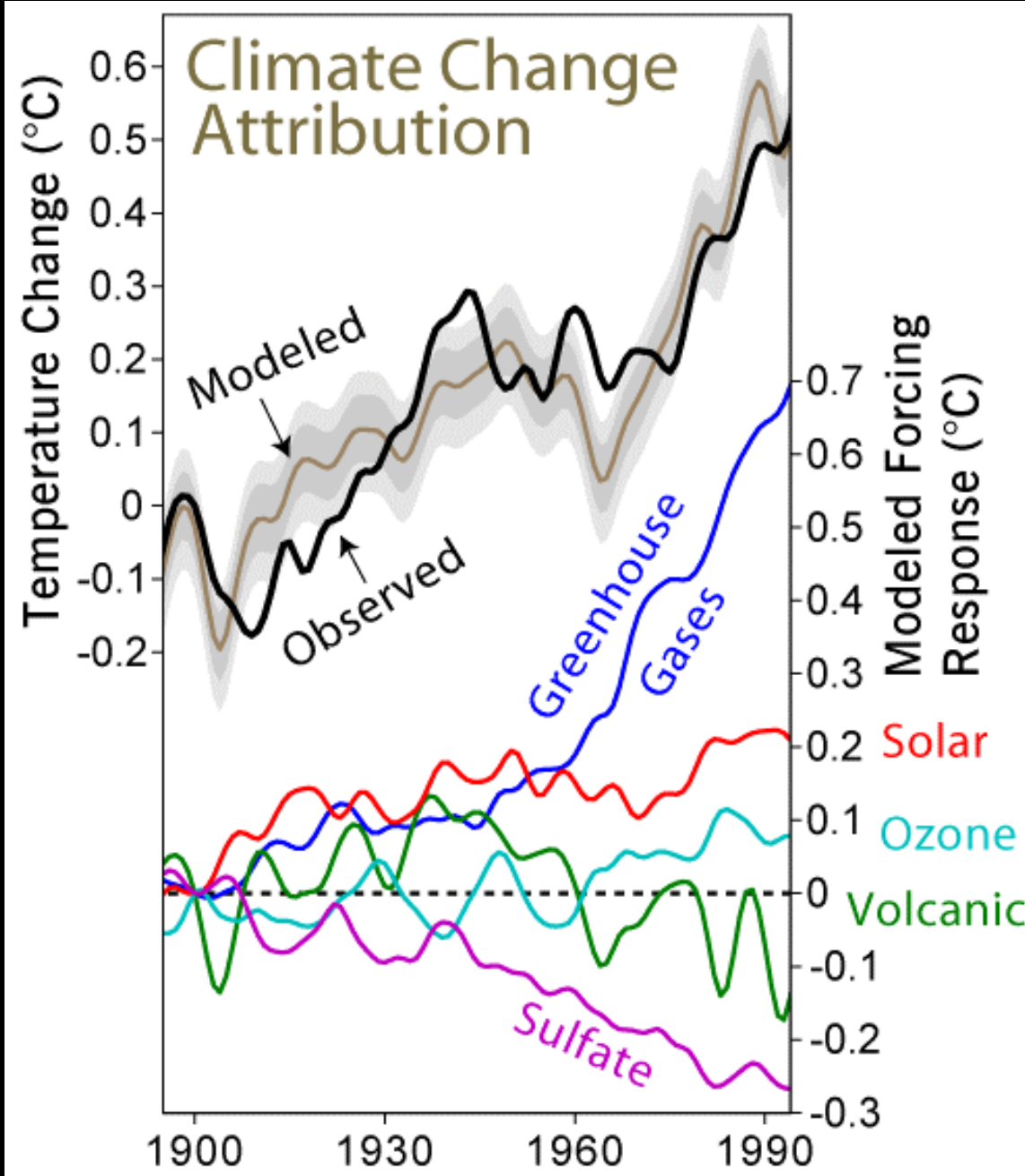


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The Atlantic Conveyor



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Sustainability = triple bottom line



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**M&S launch
£200 Million “Plan A”
to tackle climate change**
(15 January 2007)



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Norm Thompson escape from the ordinary®

YOUR M&S



TESCO

NEXT

Loomstate
100% Organic Cotton



OTTO



WAL*MART

NORDSTROM

Timberland 



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Organic Cotton

For Scott Hahn, co-founder of **Loomstate**, whose tagline reads "**Tread lightly on the Earth**", the importance of the agricultural story behind the face of garment and fashion manufacture is a major issue.

Many of the negative issues involved in traditional cotton production methods are now more widely known & publicised, including:

- ***The extensive use of chemicals and fertilisers***
 - ***Environmental degradation***
 - ***Health risks to farmers***
 - ***Child labour in certain locations***
- ***Impact of mono crop intensive farming on the environment***
- ***Genetically modified seed use, which is increasing, particularly in countries like China, India &***

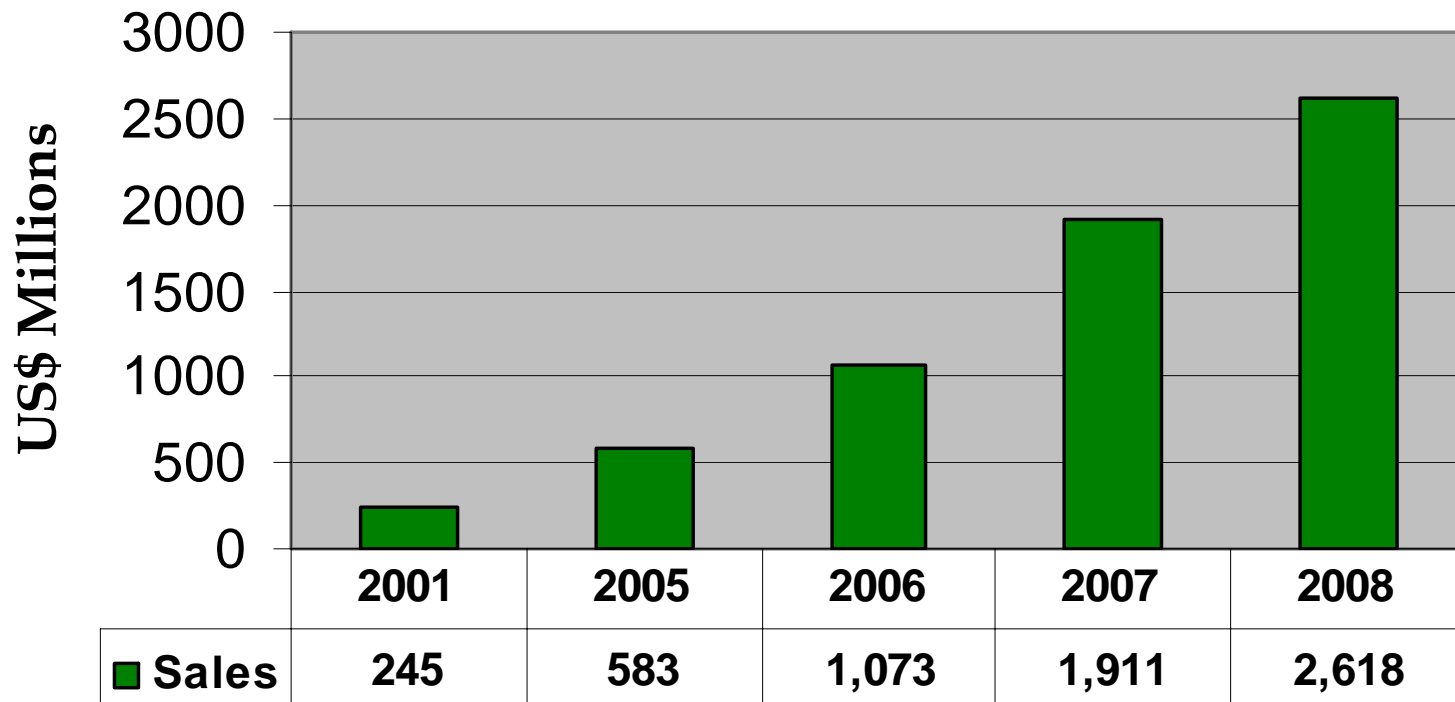


Some facts about cotton...

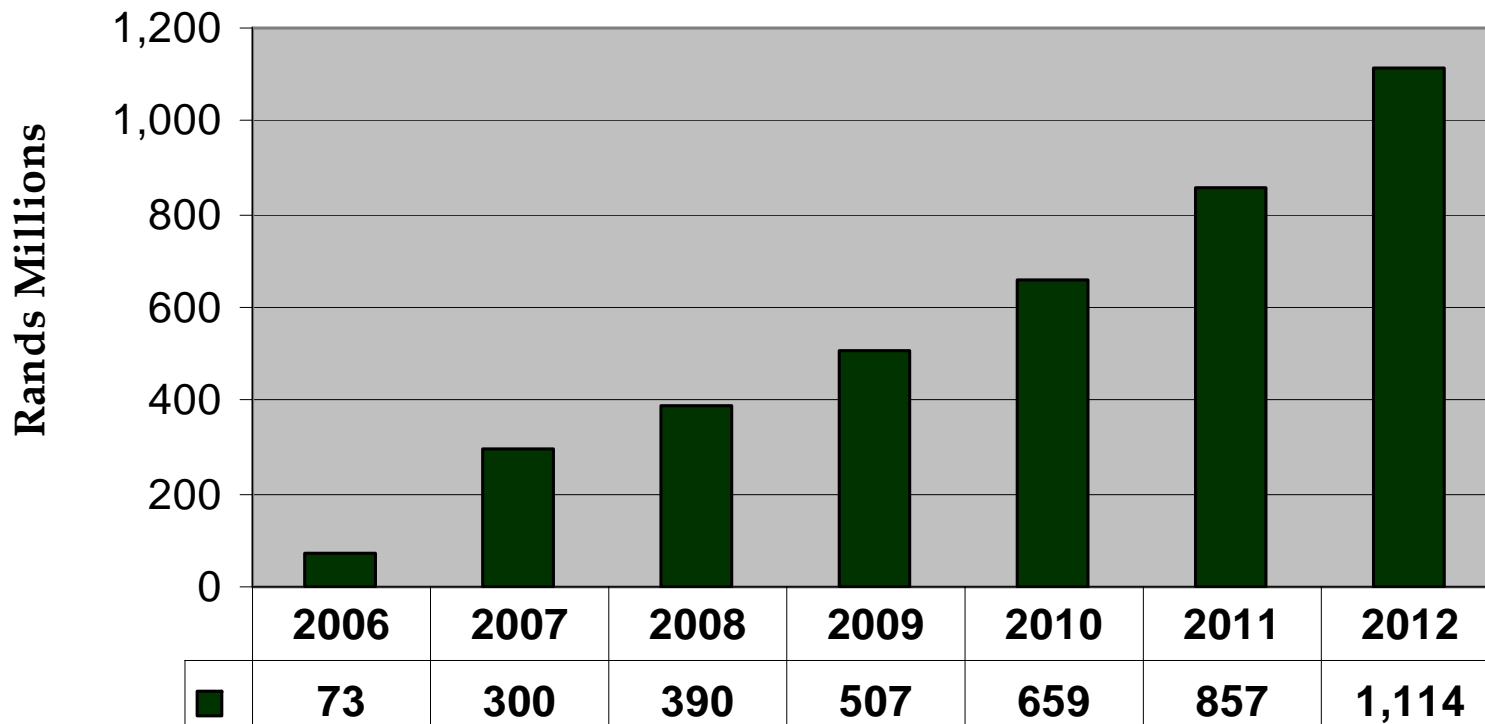
- Global cotton sales worth more than US\$ 330 Billion
- Cotton = 45% of global textile fibre sales
- Grown on 76 Million Acres (2,5% of global arable land)
- Cotton is the most chemically intensive crop to grow!!
- 90% of cotton grown globally uses pesticides and accounts for 25% of all pesticides used in the world (US\$2,6 Billion)
- 3kg cotton lint produced = 1kg pesticides used
- 7 of the top 15 pesticides used in cotton farming are potential or known human carcinogens
- Pesticides impact on air, soil and ground water pollution!!
- Cotton seed oil is a key ingredient in processed foods and is used as animal feed
- Organic cotton still makes up less than 1% of global cotton sales



Organic Cotton Estimated Global Sales



Woolworths Organic Cotton Clothing Growth Projection



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Other organic commodities



ecoLinen



Wool



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Fairtrade
Certified
Cotton

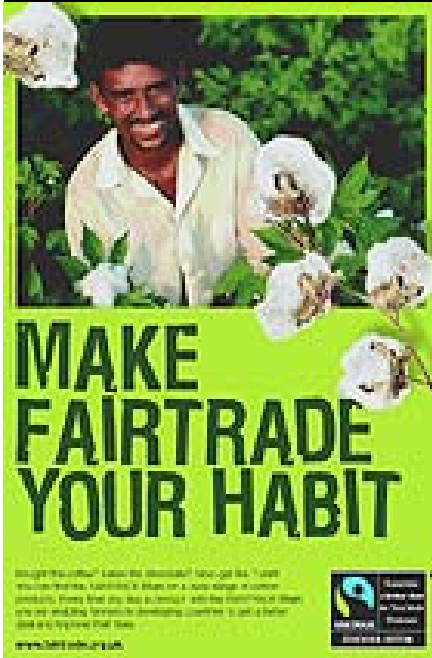
By purchasing this item
you are ensuring that
cotton farmers in the
developing world can
improve their livelihoods.

For further information visit
www.fairtrade.org.uk

Fair trade

What is beneficial for the natural environment is also good for the people who work on the land and depend on it for their welfare. Fair trade initiatives are now being applied to cotton growing and denim manufacture.

- *To create opportunities for economically disadvantaged producers.*
- *To produce strategies for poverty alleviation and sustainable development.*
- *To create opportunities for producers who have been economically disadvantaged or marginalised by the conventional trading system.*
- *To actively encourage better environmental practices and the application of responsible methods of production.*



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Green raw materials



crushed and chopped into flake.
These tiny pieces are then liquefied and extruded from shower head-like spinnerets, creating fibres for crimping,



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There has been a **growth in retailers focusing on ethical product**. Amsterdam's **YOI**, Stockholm's **Ekovaruhuse**, London's **Equa** and **Hand** boutiques and New York's latest online store/distributors **Pro'tech'd** are all relatively new examples of retailers providing and promoting contemporary fashion with a conscience.



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"Socially responsible consumerism is just now becoming part of our consciousness... Due to the amount of product out there in the world, we will see consumers making **smarter consumption choices** as they become more aware of our environment and become concerned about saving our planet by looking at ways to 'reduce, reuse and recycle'."



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Barbara Atkin, Holt Renfrew's fashion director, believes responsible fashion is more than just a passing fad. "We are now entering **an era of 'choice'** as the consumer becomes more empowered in their decision making process as to who they will want to spend their dollars with," she tells WGSN



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Perushka DeZoysa, Selfridges' contemporary buyer, agrees. "The trend for eco clothing has definitely been building for the last five years or so," she tells WGSN. **"There is a growing awareness of how and where clothes are being manufactured.** It has become a major factor in brand selection for the more ethically conscious followers of fashion. I wouldn't consider this a fad as this group of people tend to be extremely consistent in their beliefs and pro-active in supporting and widening their reach within mainstream society."



Hugh Wahla, managing and buying director of Urban Outfitters in the UK, believes **sustainable clothing will become more of a priority** in people's lives. "Even though this [the T-shirt range] is a very small step, the reactions to our early initiatives have shown us that our customers share our desire to make a difference."



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So what does this all mean?

- Rules of the game are changing
- New commercial opportunities
- Niche markets with higher barriers to entry
- Innovation
- Moving beyond compliance
- Understand the triple bottom line!!



Thank you



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