

Global NGO recognizes C&A's leadership in Sustainable Fibers and Materials

C&A holds top-3 positions in 4 out of 8 rankings compared to 111 of the world's leading fashion brands



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Fashion Retailer C&A has been recognized by Textile Exchange for their overall leadership in preferred fibers and materials strategy, textile supply chain management, material consumption, and consumer engagement. The 2018 Textile Exchange Preferred Fiber and Material Benchmark Annual Insights Report launched today, and awards C&A together with two other fashion brands a place in the prestigious 'Leaders Circle' of the multi-sector apparel industry.

“We welcome the new approach that Textile Exchange is taking in moving from ranking brands solely on volume toward recognizing brands for their holistic leadership in preferred fibers and materials. The new Leaders Circles aim to recognize brands that are going beyond volumes, toward holistic and impactful material strategies and a new era of preferred fiber and material sourcing approaches,” said Jeffrey Hogue, Chief Sustainability Officer at C&A.

In addition, for the 6th time C&A is ranked as the world's largest user of certified

organic cotton. In 2017, 40% percent of the cotton pieces sold by C&A were certified organic cotton. Beyond organic, C&A has also been recognized as the third largest user of more sustainable cotton, including cotton sourced under the Better Cotton Initiative (BCI). C&A has also achieved the second position for preferred Man Made Cellulosic fibers – including Viscose, Modal and Lyocell – demonstrating the brand’s commitment to sourcing fibers free from ancient and endangered forests, and in line with the Canopy Style Initiative.

“C&A has put in place industry-leading sustainability programs, and their commitment to more sustainable materials is a vital contribution to a more sustainable textile industry,” said Liesl Truscott, Director of European and Materials Strategy at Textile Exchange.

C&A has been in the top-10 group of the 111 participating brands in all eight categories, with four positions in the top-3 group:

- Leaders Circle for Multi-Sector Apparel
- Number 1 by Volume on the Organic Cotton Leaderboard
- Number 3 by Volume on the Preferred Cotton Leaderboard
- Number 4 by Volume on the Preferred Lyocell Leaderboard
- Number 2 by Volume on the Preferred Man-Made Cellulosics Leaderboard
- Number 6 by Volume on the Preferred Down Leaderboard
- Number 5 by Volume Growth on the Preferred Lyocell Leaderboard
- Number 8 by Volume Growth on the Preferred Down Leaderboard

The ranking was announced at this week’s Textile Sustainability Conference in Milan, Italy. In its annual report, Textile Exchange compares the sustainable materials data of 111 companies, comprising the world’s leading fashion retailers. To learn more about C&A’s approach to more sustainable cotton, please have a look at C&A’s Global Sustainability Report at www.c-a.com/sustainability-report.

Notes to the editor:

About Textile Exchange’s 2018 collection of textile market reports

Textile Exchange’s 2018 collection of textile market reports measures and ranks the production and usage of fiber and materials with improved social and environmental impacts. The collection includes two in-depth market reports (the Preferred Fiber & Materials Market Report and the Organic Cotton Market Report) both of which focus on the industry’s supply side, analyzing production volumes, availability and emerging fiber trends. The third report (the Preferred Fiber & Materials Benchmark Insights Report) tracks brand-driven demand, measuring usage of preferred fibers

and materials among participating brands and retailers, and analyzing strategies implemented by the companies to continue increasing the adoption of more sustainable fibers.

About Textile Exchange

Founded in 2002, Textile Exchange is a global nonprofit that works to create leaders in the sustainable fiber and materials industry by providing learning opportunities, tools, insight, standards, data, measurement and benchmarking – and by building a community that can collectively accomplish what no individual or company can do alone. In addition, Textile Exchange manages and promotes a suite of six leading industry standards, including organic, recycled, responsible down and responsible wool, and content claims. The organization also collects critical industry data and insights, which are published through the annual Preferred Fiber and Materials Benchmark, a platform that enables 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 has meaningfully accelerated the use of preferred fibers and increased the adoption of standards and certifications across the global textile industry. To learn more about Textile Exchange, visit: www.textileexchange.org

About C&A

C&A is one of the most enduring and pioneering retailers in global apparel, providing quality, affordable clothing to 100 million customers each year. With 51,000 employees worldwide, its retail business encompasses 21 countries in Europe, Brazil, Mexico and China.

C&A ambitions a future that has moved away from the current 'take, make, waste model' and where circular fashion is the new normal.

For more information about C&A, please visit www.c-and-a.com/uk/en/corporate/company/.

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