

British fashion is failing
to act on the climate crisis:

**Under 4% of
British Fashion
Council brands
have any
emissions
reduction**



Summary

The window of time left to curb total climate catastrophe is quickly closing, not only implicating the future of the fashion industry but more importantly, the future of the planet and all life on it.

Without science based targets to reduce absolute emissions, the fashion industry is digging its own and our collective grave.

Despite their essential nature, Collective Fashion Justice research showed that **3.39%** of British Fashion Council member brands have any emissions reduction target.

Even fewer, just **2.4%** of brands, have a target aligned with the Paris Agreement – which would make them effective targets worth working towards.

Brands must set science based emissions reduction targets, and the British Fashion Council must support them further in doing so.

With **38%** of fashion's climate impact tied to raw material production,¹ it is **essential** that work to **reduce** the use of the most climate impactful **materials** is prioritised as these targets are worked towards.



It's clear that fossil fuel fibres are not climate friendly, as the IPCC calls for an urgent fossil fuel phase out.²

However, the fashion industry is less willing to acknowledge a key contributor to its climate crisis: the use of animal-derived materials, particularly from ruminants. Leather, wool and cashmere have major methane footprints, and the IPCC states that we must slash methane emissions by one third, or face a cascade of catastrophic climate tipping points.³

Collective Fashion Justice urges the British Fashion Council and its brands to quickly set science based emissions reduction targets, and to ensure they are met with an improved material sourcing strategy. Animal-derived materials must be reduced and replaced through a just transition towards bio-based, plant and recycled materials rather than animal or fossil fuel-based materials. This must be a central tenet of climate strategies.

Context



**There's no doubt:
fashion is a major contributor
to the climate crisis.**

While datasets vary, the fashion industry is responsible for as much as 12 percent of total greenhouse gas emissions.⁴ Without radical action, the fashion industry will not achieve net-zero emissions by 2050: the essential goal to curb further ecological crises and tipping points when temperatures rise past another 1.5°C.

This isn't a question of whether or not brands want or feel morally obligated to act. There is no future of fashion on a dead planet: no supply chain remains untouched by the effects of climate change.

Rising temperatures are causing deadly heat waves across manufacturing hubs in Asia, fibre crops won't be able to grow, our shopping centres and streets won't be full of buyers when natural disasters wreck havoc over them. The State of Fashion 2024 report claims that by 2030, extreme weather events could jeopardise \$65 billion worth of apparel exports and eliminate nearly one million jobs in four economies that are among the most central to the global fashion industry.

And yet, Collective Fashion Justice's latest review of British Fashion Council member brands finds that less than 4% have published any public climate targets whatsoever, and even fewer are science-based.

The findings



Of the 206 BFC member designers and brands assessed **just 7** have a published climate target **(less than 4%)**.

Only 5 have a science based target aligned with the Paris Agreement **(2.4%)**.

This finding is an embarrassment for an industry that considers itself one of the most creative and innovative in the world.

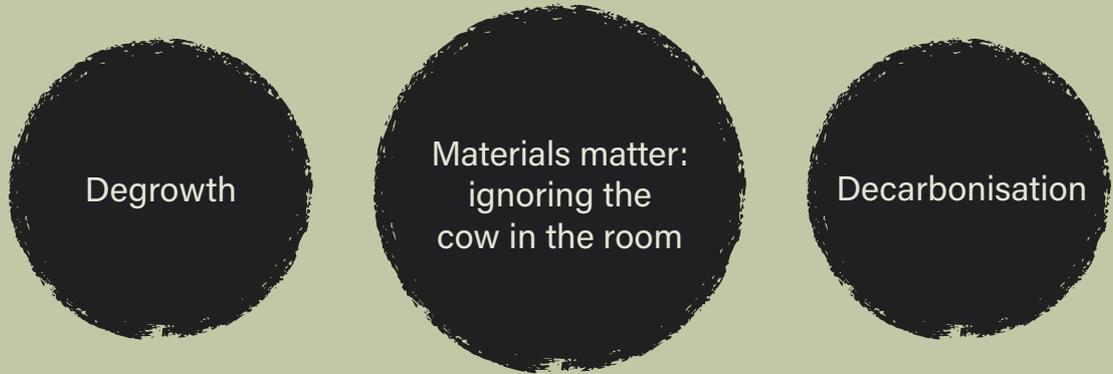
This industry has failed to invest in climate action meaningfully, and government policy has failed to necessitate that investment.

The British Fashion Council received millions of pounds from government departments such as the Greater London Authority's UK Shared Prosperity Fund to engage with designers and fashion businesses to support sustainability progress, and while this is positive, clearly more work needs to be done.

If the British fashion industry wants to be taken seriously it needs to set and follow through on science-based targets that prevent climate catastrophe, aligned with the Paris Agreement and ensuring a net-zero 2050, with substantial progress made in the coming years.

The solutions

There are key solution areas that are yet to be adequately addressed by the British fashion industry. 38% of industry greenhouse gas emissions are tied to irresponsible raw material production, particularly those derived from ruminant animals and fossil fuels.⁵ The use of fossil fuels to power manufacturing facilities, and a lack of attention on the need for fashion to use circularity to support degrowth in line with planetary boundaries are all critical to address.



Solution 1

Materials matter: ignoring the cow in the room

We're facing ecosystem collapse, and we know fossil fuel extraction is the leading cause of the climate crisis and must be urgently phased out, as confirmed by the UN's Intergovernmental Panel on Climate Change (IPCC).⁶

Less widely acknowledged, the IPCC also states that a switch to animal-free product alternatives would result in a 'substantial reduction' of greenhouse gas emissions, and that methane emissions specifically – largely caused by animal production systems – have contributed 0.5 of our 1.1C of global warming so far – with the global consensus being that we must work to curb warming before we reach 1.5C.

The UN's FAO has also long stated that farmed animal production is 'one of the most significant contributors to today's most serious environmental problems' and that 'urgent action is required to remedy the situation.'⁷⁻¹⁰

If we look at the data, listen to IPCC recommendations and calls from leading scientists, it's clear that a fashion industry which wants to exist in alignment with the Earth, limiting its impact on it as much as possible, must accept that the production of both fossil fuel-based and animal-derived materials must be moved beyond.¹¹

Animal-derived materials must not continue to be green-washed and ignored, but reduced as science necessitates, responsibly replaced with bio-innovation. The rearing of animals for both food and fashion is the leading driver of anthropogenic methane (32%) and responsible for 16.5% of total greenhouse gas emissions.^{12,13} The enormous land footprint of the most climate impactful animal-derived materials, like leather, wool and cashmere, also results in significant deforestation and degradation, and in turn, carbon opportunity costs. Plant-based alternatives have far reduced impacts, for example, MIRUM material which functions similarly to leather has a carbon equivalent footprint about 52 times smaller than conventional cow skin leather, per kilogram.^{14,15}

Solution 2

Decarbonisation

Fashion and textile manufacturing is energy-intensive and relies heavily on fossil fuels, especially at factories where coal and other fuels are burned to dye and process fabrics.

We know we must transition from fossil fuels to renewable energy but in many regions, significant financial, technical, and regulatory challenges must be overcome to achieve this.

Two of the key steps to achieving the scale of decarbonisation required include ensuring full transparency of the environmental impact of supply chains, which can in turn support a phase out of fossil fuel energy and a transition to wind, solar and other renewable energy.¹⁶

Solution 3

Degrowth

No matter the materials or energy sources used, fashion will not be sustainable if it continues to produce such an excessive amount of products, taking more than can be renewed by our finite planet.

Some experts suggest that the industry must reduce in size fourfold in order to stay within planetary boundaries. Perhaps not surprising when we've moved from a fashion industry with four weather-based seasons, to one with 52 micro-seasons.^{17,18}

The UK is the third largest footwear and apparel market in the world after China and the US.¹⁹ Downsizing the scale and volume of production and consumption has to be an integral part of any climate targets worth pursuing.

Conclusion

The results of this research demonstrate in no uncertain terms that the British fashion industry must acknowledge its critical role in addressing our collective climate emergency, and act.

British Fashion Council brands must set and publish science-based emissions reduction targets, but even more, they must urgently develop our listed strategies as to how they will be achieved.

There is nothing creative or innovative about ignoring the existential threat of the climate crisis. If the fashion industry want to be viewed as such, it has no option but to set science based climate targets and address its most climate impactful materials, with those derived from ruminant animals being essential to reduce and replace with bio-innovation.

Influential trade organisations like the British Fashion Council have a responsibility to support heritage brands and the emerging designers of the future in setting these targets and developing a pathway towards a total ethics fashion system.

A shift beyond animal-derived materials, alongside the other essential climate actions of a fossil fuel phase out, and a move to a smaller, circular fashion industry, must be outlined as a framework for positive change for BFC brands.

Collective Fashion Justice invites the BFC to accept its support to do so.



Methodology

Collective Fashion Justice reviewed all 223 member brands listed on the British Fashion Council website as of May 2024. 13 did not have any website so were excluded from our review. Another four were not brands, but fashion schools or talent support programs, so were also excluded. CFJ reviewed all 206 remaining brands.

7 brands/designers with climate targets:

Rixo
Mulberry
Margaret Howell
Kyle Ho
Holzweiler
Coco de Mer
Burberry

5 brands/designers with science based climate targets:

Rixo
Mulberry
Margaret Howell
Kyle Ho
Burberry

Members without websites

(and therefore not included in the data set):

AARON ESH; AMSCHELA; ASAI; common wealth;
CRISTIANA ALAGNA; DB Berdan; EFTYCHIA; Kaushik
Velendra; Kazna Asker; Maria Do Carmo Studio; Siah
Howard Haute Couture; YEF STUDIO; YUJIE WANT

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
ALTER	N	N	-
AADNEVIK	N	N	-
ABIGAIL AJOBI	N	N	-
Adesso	N	N	-
AETER	N	N	-
AHLUWALIA	N	N	-
ALA TIANAN	N	N	-
ALOSH LONDON	N	N	-
Amber W. Smith	N	N	-
AN OCEAN of IDEAS (AOI)	N	N	-
Anciela	N	N	-
ANCUTA SARCA	N	N	-
April & Alex	N	N	-
APUJAN	N	N	-
arch4	N	N	-
Bad Habits London	N	N	-
Banshee of Savile Row	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Bora Aksu	N	N	-
Brian Clarke	N	N	-
Burberry	Y	Y	<p>"We have announced our pledge to become climate positive by 2040."</p> <p>"We will accelerate our ambition to reduce emissions across our extended supply chain, aiming to reduce them by 46% rather than our previous goal of 30%, by 2030, and become Net-Zero by 2040."</p>
byVarga	N	N	-
Cabrini Roy	N	N	-
Camilla Elphick	N	N	-
CARMEN EMANUELA POPA	N	N	-
CHARLES & KEITH	N	N	-
Charles Jeffrey LOVERBOY	N	N	-
Chet Lo	N	N	-
Chopova Lowena	N	N	-
Clothsurgeon	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Coco de Mer	Y	N	"We want to reduce our GHG emissions by 5% over the next 12 months, along with a 5% reduction of our carbon footprint. Ultimately, we are working towards Absolute Reduction by 2030 and to be Carbon Neutral by 2050."
COLONII	N	N	-
Completedworks	N	N	-
Conner Ives	N	N	-
Constanca Entrudo	N	N	-
Dahlia Razzook	N	N	-
David Koma	N	N	-
De La Vali	N	N	-
Dear Frances	N	N	-
DENIS HOWLHITA	N	N	-
DERRICK	N	N	-
DI PETA	N	N	-
Dilara Findikoglu	N	N	-
DJOKIC	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
DREAMING ELI by Elisa	N	N	-
dunhill	N	N	-
EDELINE LEE	N	N	-
Edward Crutchley	N	N	-
EIRINN HAYHOW	N	N	-
EMILE VIDAL CARR	N	N	-
Emilia Wickstead	N	N	-
Emily Carter	N	N	-
Emma Blythe	N	N	-
Emma Chapman Jewels	N	N	-
ERDEM	N	N	-
eudon choi	N	N	-
Fanfare Label	N	N	-
FEBEN	N	N	-
Felipe Rojas Llanos	N	N	-
Femponiq	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Feng Chen Wang	N	N	-
FORME DE FLUIDITÉ	N	N	-
FRESHA LONDON	N	N	-
Freya Rose	N	N	-
FROLOV	N	N	-
Galvan London	N	N	-
GASANOVA	N	N	-
GeeGee Collection	N	N	-
Gravalot	N	N	-
Hai	N	N	-
Harem London	N	N	-
HARRI	N	N	-
Harris Wharf London	N	N	-
Helen Anthony	N	N	-
HELEN KIRKUM	N	N	-
Holzweiler	N	N	(note: target 'under construction')
HUIZHAN ZHANG	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Hotlips by Solange	N	N	-
Huntsman	N	N	-
INF	N	N	-
Isabel Manns	N	N	-
Izabela Couture	N	N	-
J'AMEMME	N	N	-
J&M Davidson	N	N	-
Jayne Pierson	N	N	-
Jessie Western	N	N	-
Johan Ku	N	N	-
JONATHAN RAYSON	N	N	-
JORDANLUCA	N	N	-
JU-NNA	N	N	-
JULITA	N	N	-
JW Anderson	N	N	-
KÍLÉNTÀR	N	N	-
Klamby	N	N	-
KNWLS	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Kolchagov Barba	N	N	-
KYLE HO	Y	Y	<p>“As a participant in the British Fashion Council’s IPF Low Carbon Transition Programme, we are actively shaping our business in line with the UN’s Sustainable Development Goals and the Paris Agreement. Kyle Ho actively takes part in the Institute of Positive Fashion’s initiatives, notably the Low Carbon Transition Programme. The programme is supporting London-based businesses decarbonise their supply chains by implementing low carbon transition plan.”</p> <p>(This was included as while not officially endorsed by SBTi it aligns with its requirements that targets adhere to the Paris Agreement and its requirement for a net-zero 2050 with target reductions prior).</p>
L Saha	N	N	-
LA PEARLIN By Pegah	N	N	-
LABRUM London	N	N	-
LAURA PITHARAS	N	N	-
Le Monde Beryl	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Leblon London	N	N	-
Leo Carlton	N	N	-
Love Hero	N	N	-
LU MEI	N	N	-
LUEDER	N	N	-
LULA LAORA	N	N	-
LULU LIU London	N	N	-
Malone Souliers	N	N	-
Manolo Blahnik	N	N	-
Margaret Howell	Y	Y	<p>“We have set clear targets on carbon and are committed to a 50% reduction in Scope 1&2 emissions, and a 40% reduction in Scope 3 emissions by 2031. We are also committed to achieving net zero greenhouse gas emissions before 2050.”</p>
Maria Grachvogel	N	N	-
Mark Fast	N	N	-
Marques'Almeida	N	N	-
MASHA POPOVA	N	N	-
Matty Bovan	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
MAZINYI	N	N	-
MERIWETHER	N	N	-
MIMINE AG	N	N	-
Mithridate	N	N	-
MOLINI LONDON	N	N	-
Molly Goddard	N	N	-
MoQueen	N	N	-
Mulberry	Y	Y	<p>"We are committed to achieving net zero Greenhouse Gas (GHG) emissions by 2035. This commitment encompasses both the GHGs we emit directly from operations that are owned or controlled by Mulberry, and those we emit indirectly, including emissions associated with our business activities, referred to as Scope 1, 2 and 3 emissions.</p> <p>We are signatories of the UN Fashion Charter for Climate Action, and as part of this we are working towards an ambitious carbon reduction strategy based on a 1.5 degree pathway across Scope 1, 2 and 3. To achieve this we are adopting a Science Based Target approach, and whilst we work towards our net zero target we will continue to invest in renewable energy and nature-based carbon offsetting solutions, such as forest restoration."</p>

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
MUUBAA	N	N	-
MYL BERLIN	N	N	-
NADINE MERABI	N	N	-
Nancaua	N	N	-
Natasha Zinko	N	N	-
Nayeh	N	N	-
Nicholas Daley	N	N	-
Nicole Zisman	N	N	-
NIKITA KARIZMA	N	N	-
NOIRGAZE	N	N	-
NOK NOK	N	N	-
Noon By Noor	N	N	-
Nosakhari	N	N	-
NU	N	N	-
Nyland Studio	N	N	-
O Pioneers	N	N	-
palmer//harding	N	N	-
Paolo Carzana	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
PATRICK McDOWELL	N	N	-
Paul Costelloe	N	N	-
PEOPLES OF ALL NATIONS	N	N	-
Phoebe English	N	N	-
QASIMI	N	N	-
Rejina Pyo	N	N	-
Renata Brenha	N	N	-
Rhyzem	N	N	-
Richard Quinn	N	N	-
RIXO	Y	Y	A 42% absolute reduction in Scope 1 & 2 GHG emissions by 2028 which is in line with science and two years ahead of the Paris Agreement guidelines.
ROBYN LYNCH	N	N	-
ROKER	N	N	-
Roksanda	N	N	-
Rosamund Muir	N	N	-
RUE AGTHONIS	N	N	-
RUIRUI DENG	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
S.JOON	N	N	-
SABIRAH	N	N	-
Salome	N	N	-
Sanyukta Shrestha	N	N	-
SAUL NASH	N	N	-
Savvas Alexander	N	N	-
Selezza London	N	N	-
SEVDA LONDON	N	N	-
Shaku	N	N	-
Shrimps	N	N	-
Simone Rocha	N	N	-
Sinead Gorey	N	N	-
Sinéad O'Dwyer	N	N	-
SIRPLUS	N	N	-
Sisters & Seekers	N	N	-
SMR Days Ltd	N	N	-
Sophia Webster	N	N	-
SRVC	N	N	-
Stefan Cooke	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Stephen Jones Millinery	N	N	-
SUNG JU	N	N	-
Supriya Lele	N	N	-
Susan Fang	N	N	-
Tamar Keburia	N	N	-
Tammam	N	N	-
Temperley London	N	N	-
Terry de Havilland	N	N	-
The Cambridge Satchel Company	N	N	-
The Winter House	N	N	-
Tolu Coker	N	N	-
TOVE	N	N	-
Tran Hung	N	N	-
TREDDENICK	N	N	-
Unhidden	N	N	-
UOOYAA	N	N	-
VACLAV	N	N	-
VANASSIBARA	N	N	-

BFC Member	Climate Target (Y/N)	Science Based (Y/N)	Climate Target Detail
Victoria Beckham	N	N	-
Vinti Andrews	N	N	-
W.J.Y. STUDIO	N	N	-
Wales Bonner	N	N	-
WEN PAN	N	N	-
yuhan wang	N	N	-
Yuzefi	N	N	-
16Arlington	N	N	-

Note: page 9 image based off of Stella McCartney's bag made from mycelium leather.

Collective
Fashion
Justice

