



**REDRESS**

*(rē'dres') to set right; remedy or rectify*

**Sustainable Textile Survey Report**  
June 2011

## About Redress



Redress is a Hong Kong based charitable organisation working to drive beneficial environmental and social sustainability in the fashion industry. We achieve this via sustainable fashion shows, exhibitions, competitions, seminars and media outreach.

Our unique profile allows us to collaborate with a wide range of stakeholders. To date, we have worked with multiple fashion designers, garment and textile manufacturers, fashion retailers, secondary schools and universities, multilateral organisations, government, NGOs, financial institutions and media organizations.

Working with our partners we aim to enhance, educate and enable the adoption of a more sustainable fashion industry that will help to minimize the negative impact and maximize the positive impact of the fashion industry on society and the environment.

For more information contact: [sofia@redress.com.hk](mailto:sofia@redress.com.hk)

[www.redress.com.hk](http://www.redress.com.hk)

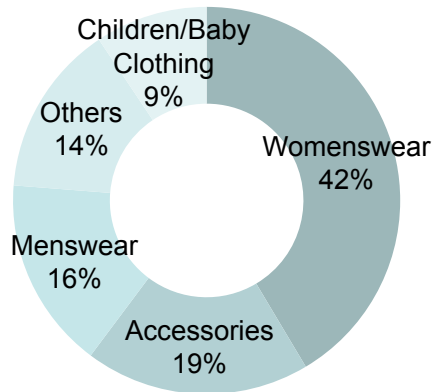
- **Objective:** To investigate fashion designers' perceptions and practices relating to sourcing sustainable textiles in China
- **Methodology:** Online self-completion
- **Survey administration period:** March 20, 2011 - April 26, 2011
- **Sample size:** 114
- **Respondent characteristics:** Majority of respondents work at small fashion houses that focus in women's wear, are located in Europe, North America, or Asia, and source their own textiles

- Organic cotton is the most commonly sourced sustainable textile
- 59.6% of respondents have never sourced sustainable textiles from China
  - Lack of access to reliable information
  - Lack of fair trade and labor practices
  - Lack of traceability
- Organic cotton and bamboo currently the most commonly sourced sustainable textiles in China
- Use of recycled, renewable, and organic fibers seen as emerging trends
- GOTS is most recognized and preferred fiber standard
- Oeko-Text Standard 100 Certification is most recognized textile production standard
- WRAP Certification is the most recognized and preferred social standard

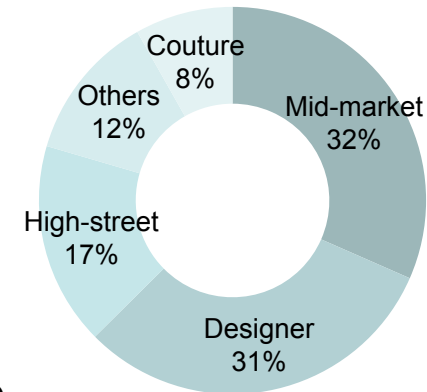
- Respondent Profiles
- Company Sourcing Practices
- Sustainable Textile Sourcing Trends
- Sustainable Textile Sourcing Preferences

# Majority of respondents focus on women's wear and have 0-3 years experience

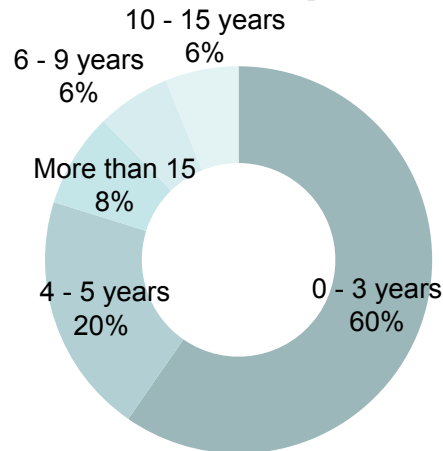
## Q: Company Focus



## Q: Target Market



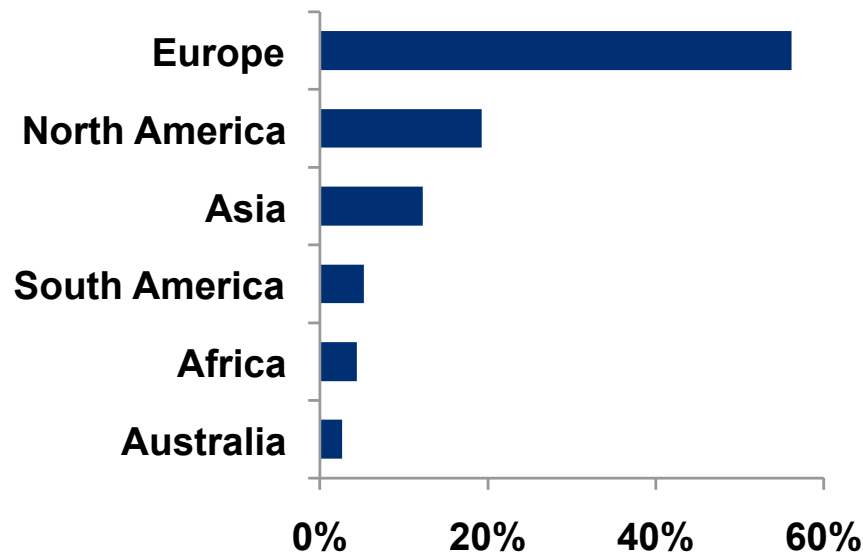
## Q: Years of Experience



Base: 114 Respondents

# Majority of respondents are from Europe & North America and source their own textiles

Q: Where is your company headquarter location?    Q: Does your company source its own textiles?



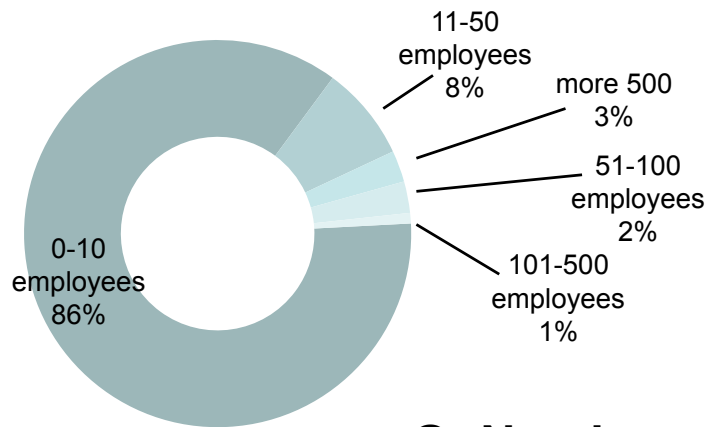
	Yes	No
Australia	100.0%	0.0%
Africa	100.0%	0.0%
North America	95.5%	4.5%
Asia	92.9%	7.1%
Europe	84.4%	15.6%
South America	33.3%	66.7%
Total	86.0%	14.0%

- 56.1% of the respondents are from Europe
- 86% source their own materials
- Only 33% of South American companies sourcing their own textiles

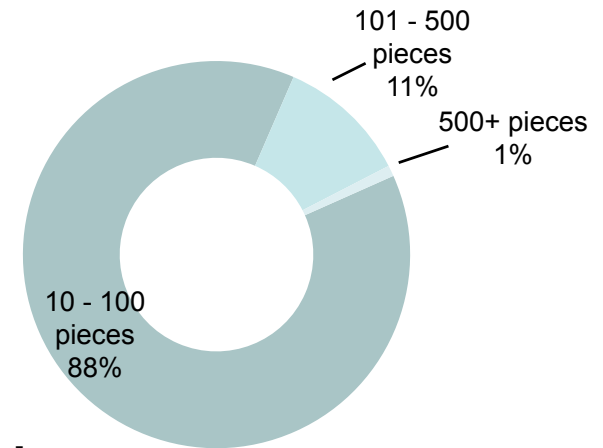
Base: 114 Respondents

# Clear majority of respondents are small companies managing under 100 styles and SKUs

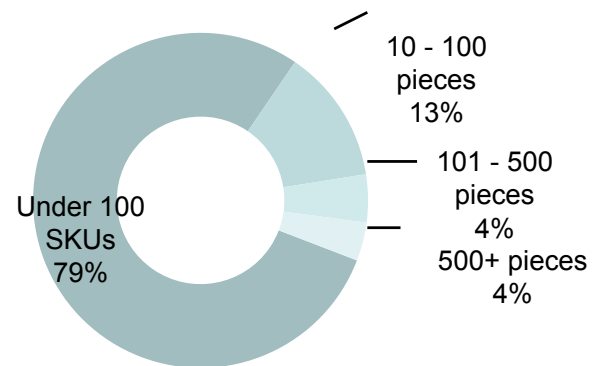
### Q: Number of Employee



### Q: Number of Fashion Styles



### Q: Number of Stock-keeping Units

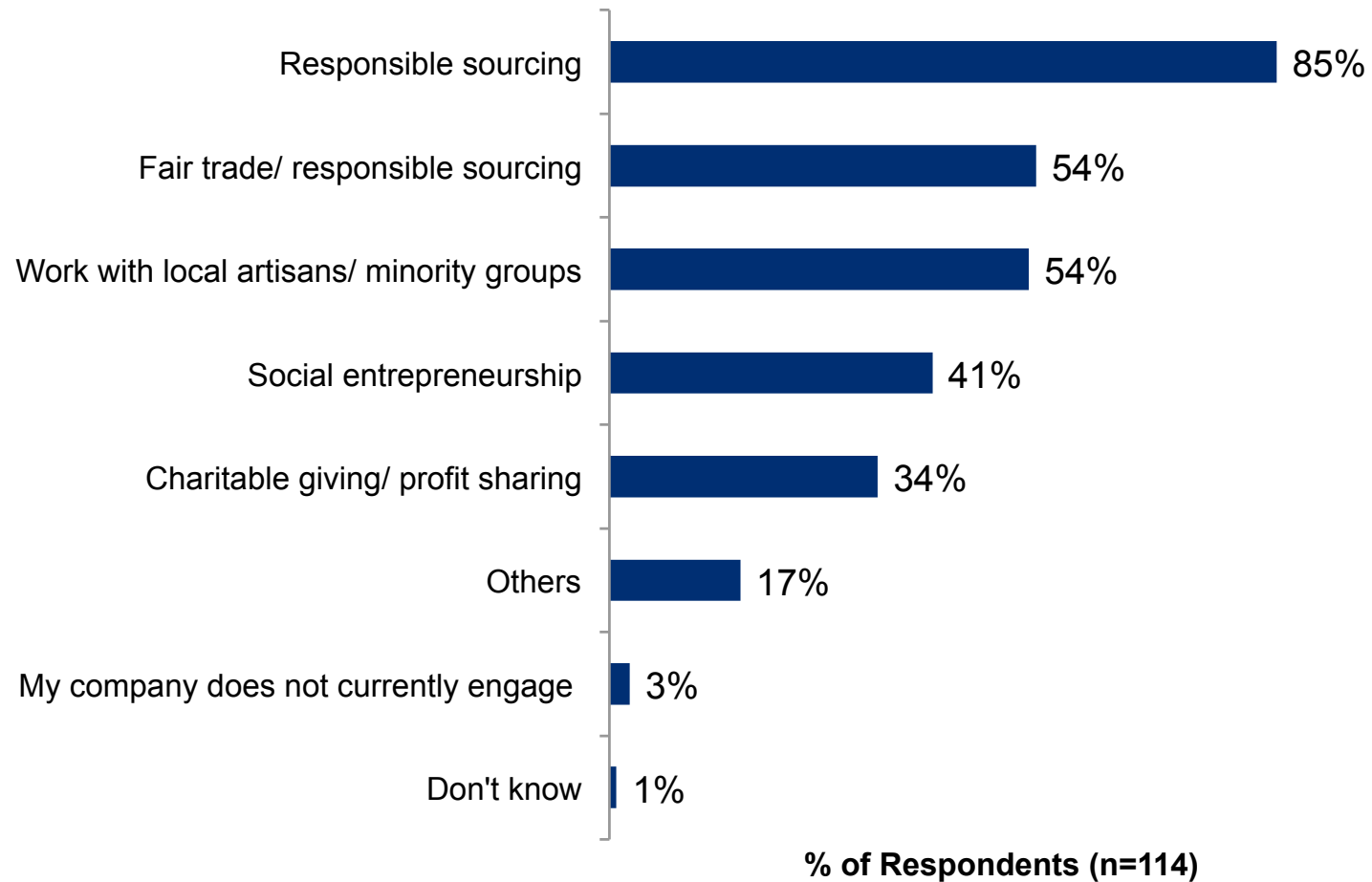


Base: 108 Respondents



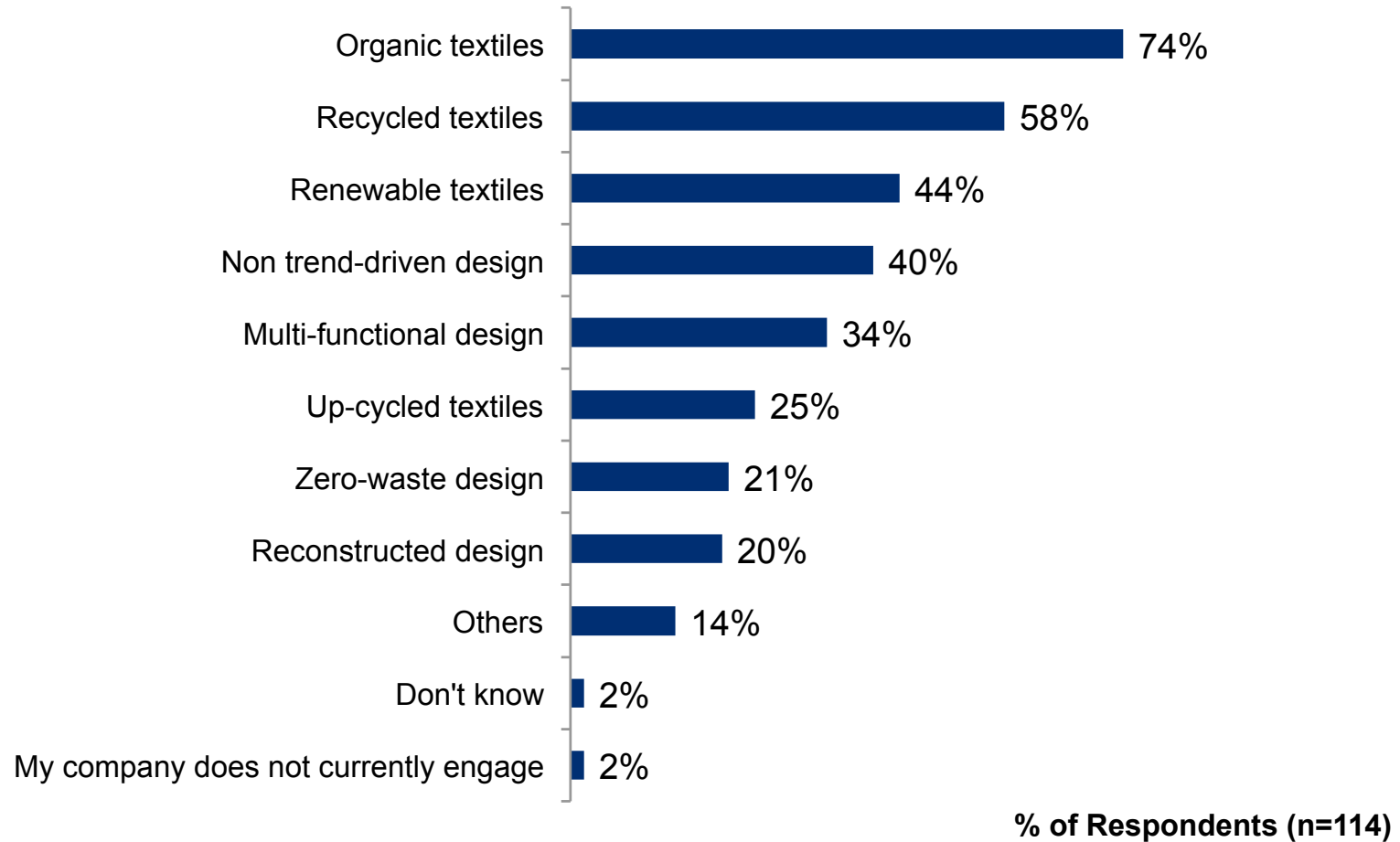
# 85% of respondents practice socially responsible sourcing

Q: What sustainable social fashion practice(s) does your company currently engage in?



# Use of organic and recycled textiles is most common eco-practice

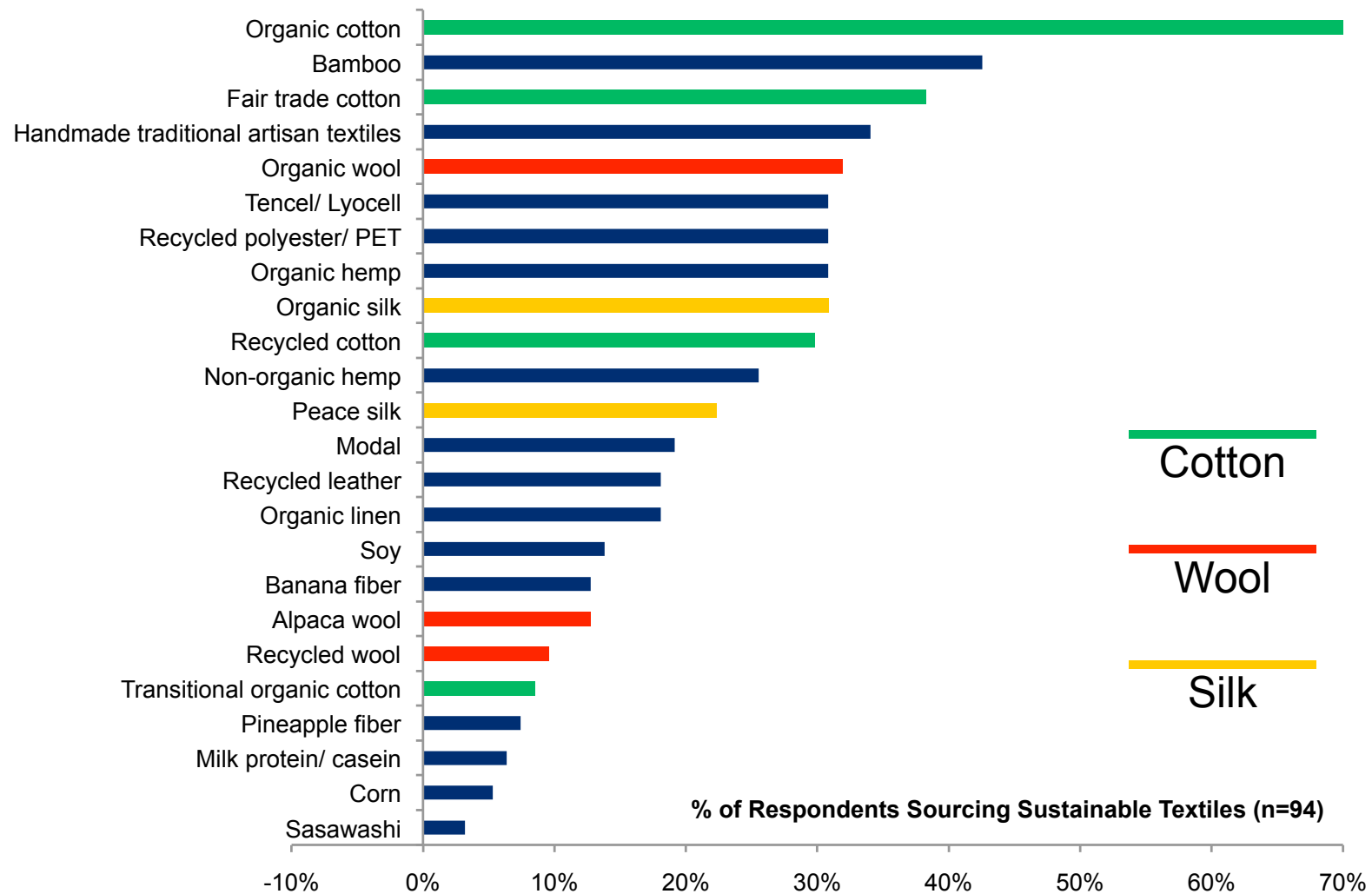
Q: What sustainable environmental fashion practice(s) does your company currently engage in?



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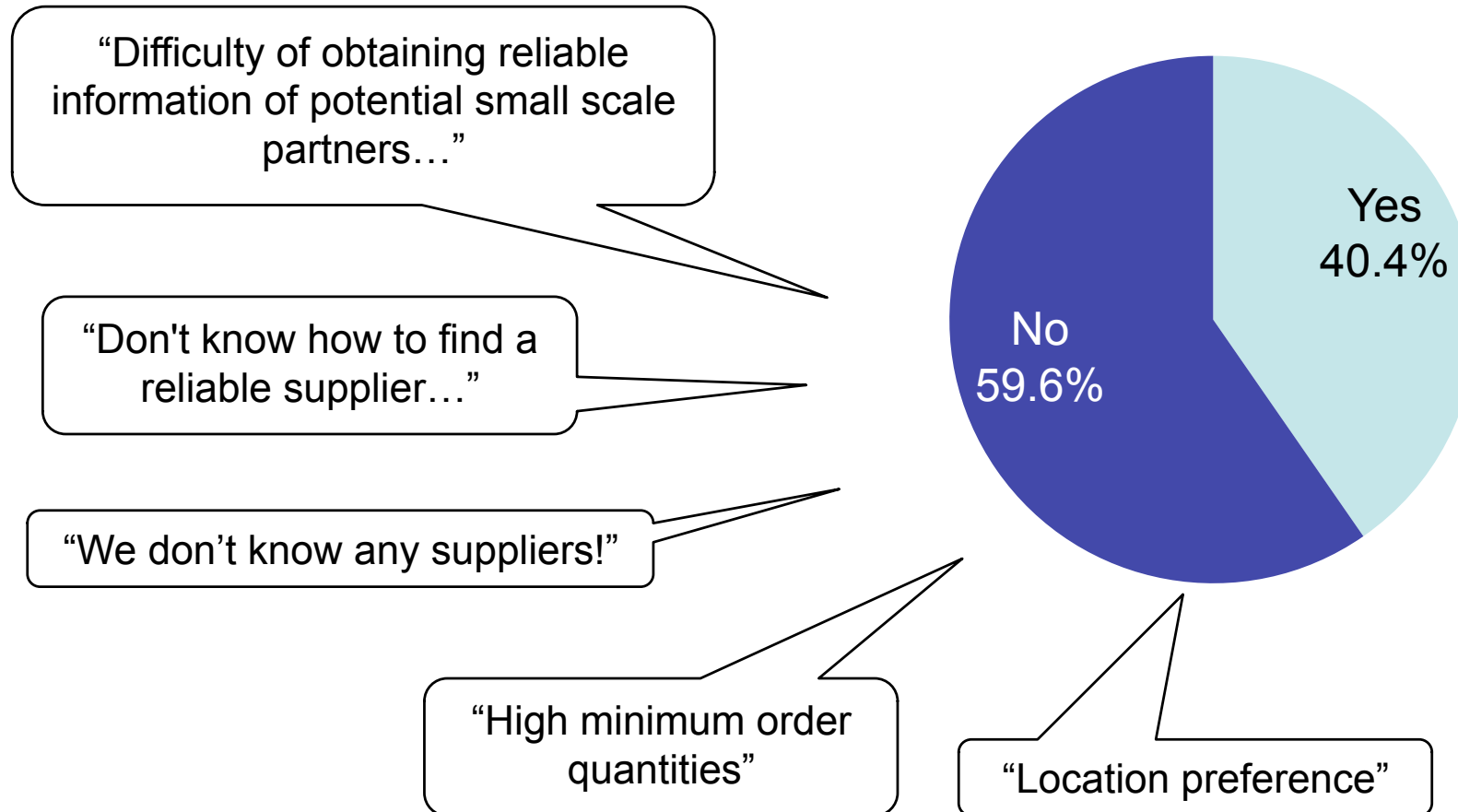
# Organic cotton is the most commonly sourced sustainable textile

Q: What kind of sustainable textile(s) does your company currently source?



# 59.6% of respondents have never sourced sustainable textiles from China

Q: Has your company sourced sustainable textiles from China before? Why not?

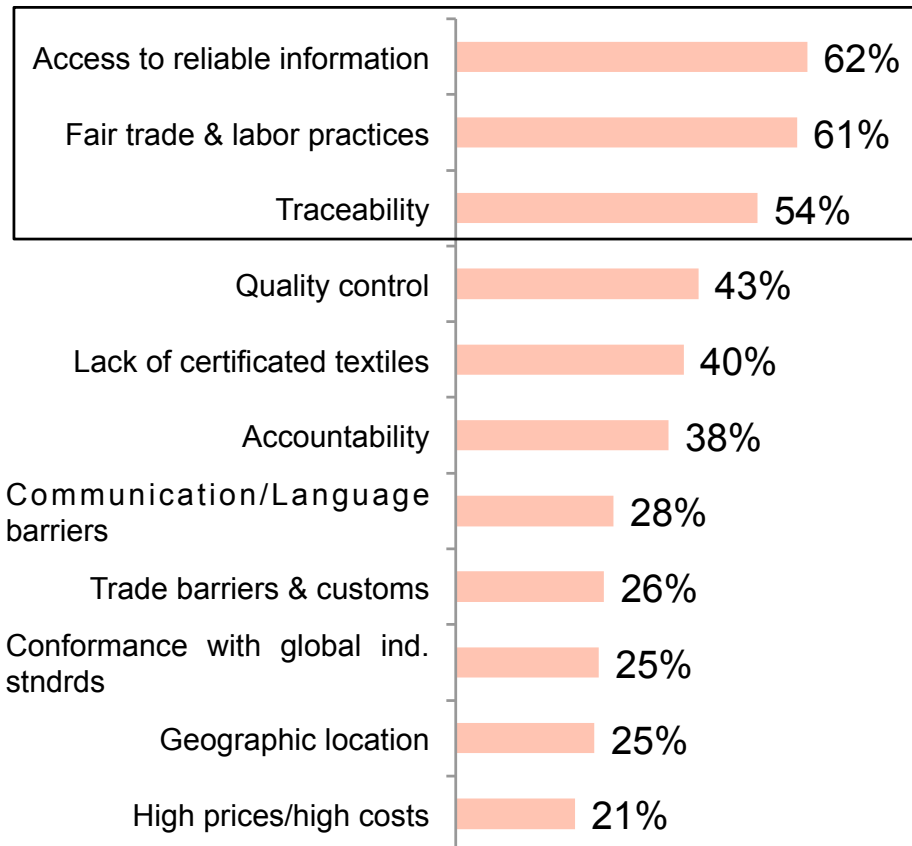


Base: 114 Respondents

# 62% of respondents say access to reliable information is main challenge to sourcing in China

**Q: What are the challenges and benefits of sourcing sustainable textiles from China?**

## Challenges



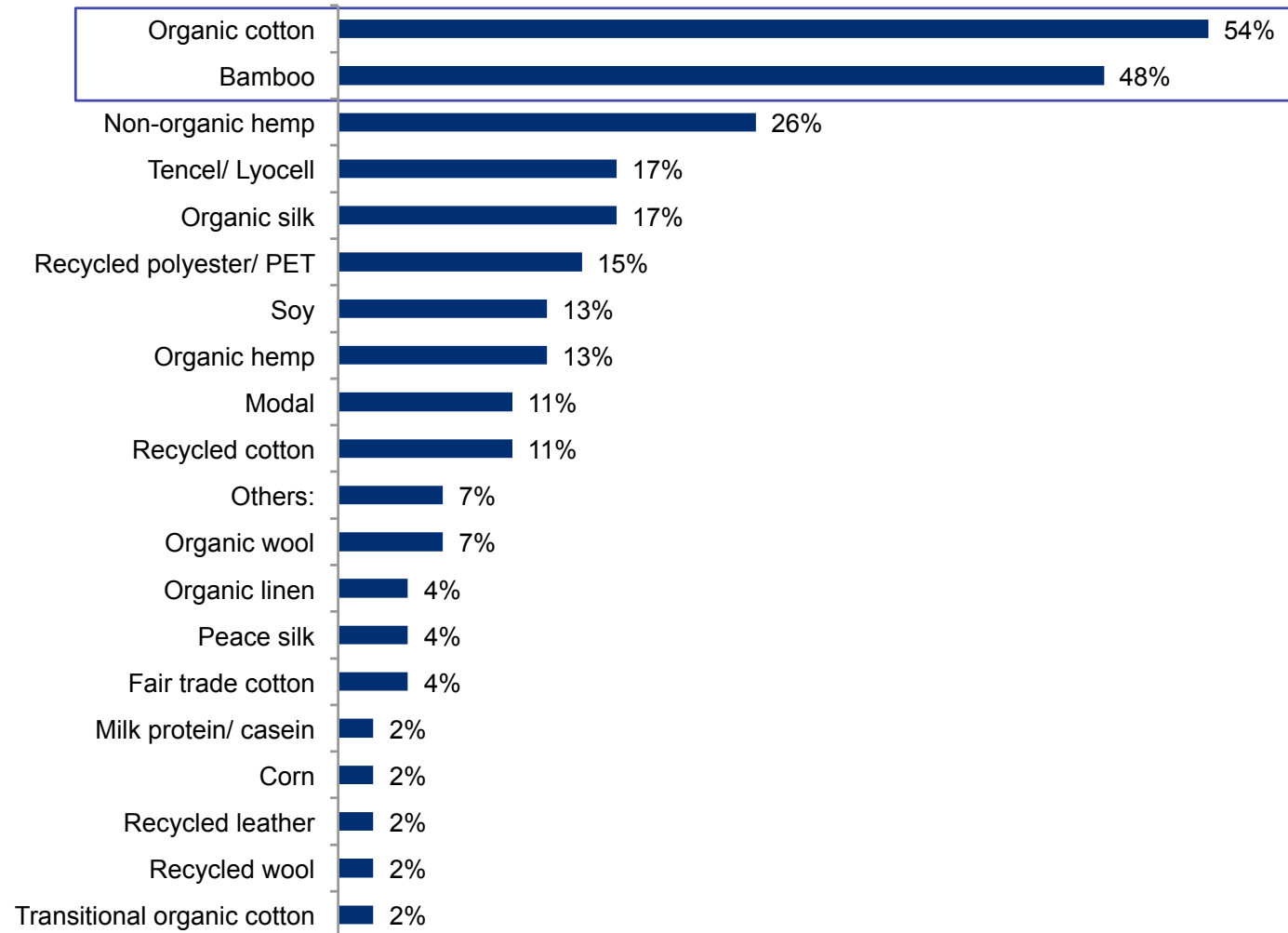
## Benefits



% of Respondents (n=114)

# Organic cotton and bamboo are most commonly sourced sustainable textiles in China

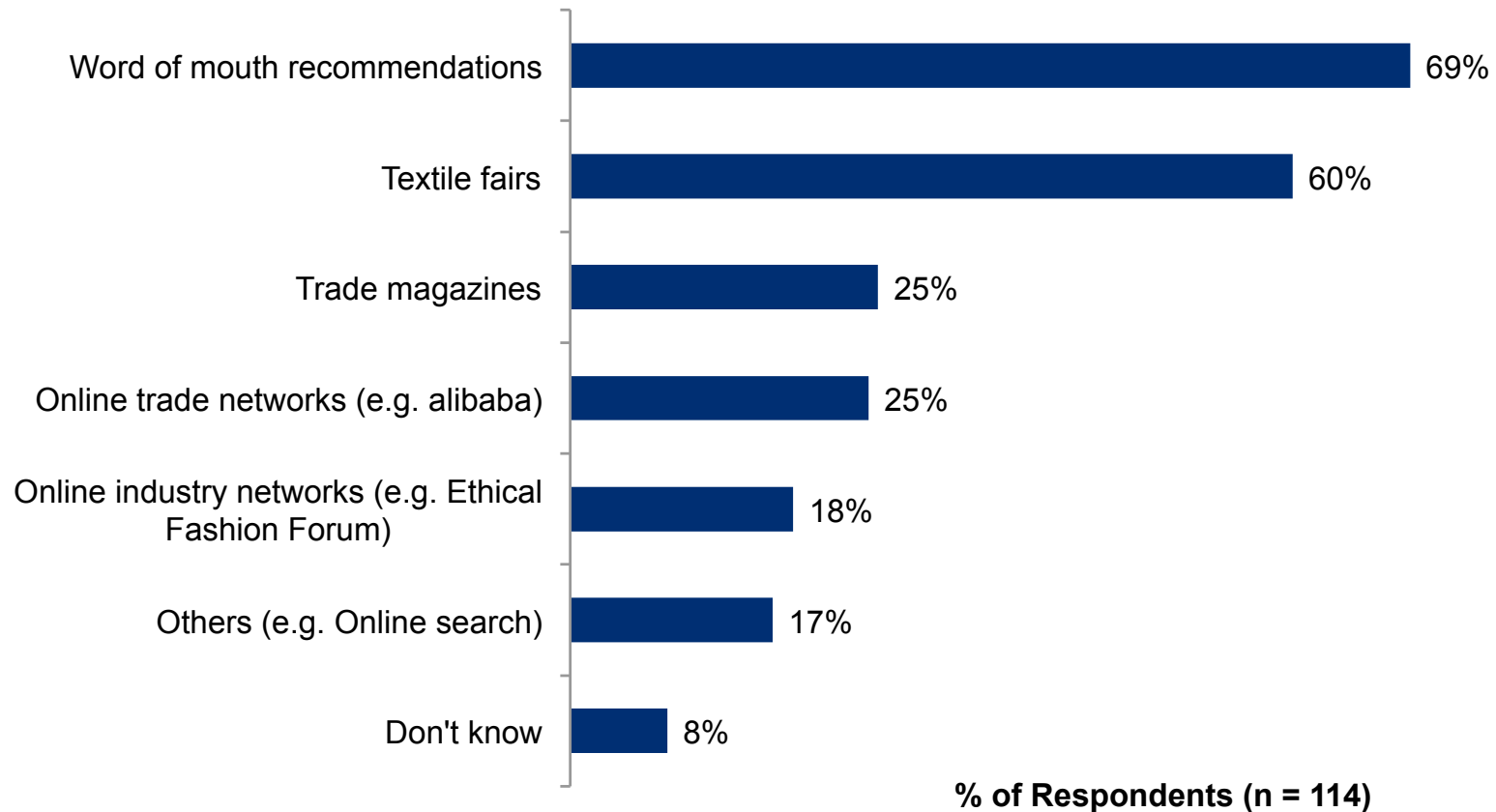
Q: What sustainable textile(s) has your company sourced from China?



% of Respondents Sourcing Sustainable Textiles in China  
(n=46)

# 69% of respondents use word of mouth to identify sustainable textile suppliers

**Q: Where does/ would your company find information about potential sustainable textile suppliers?**

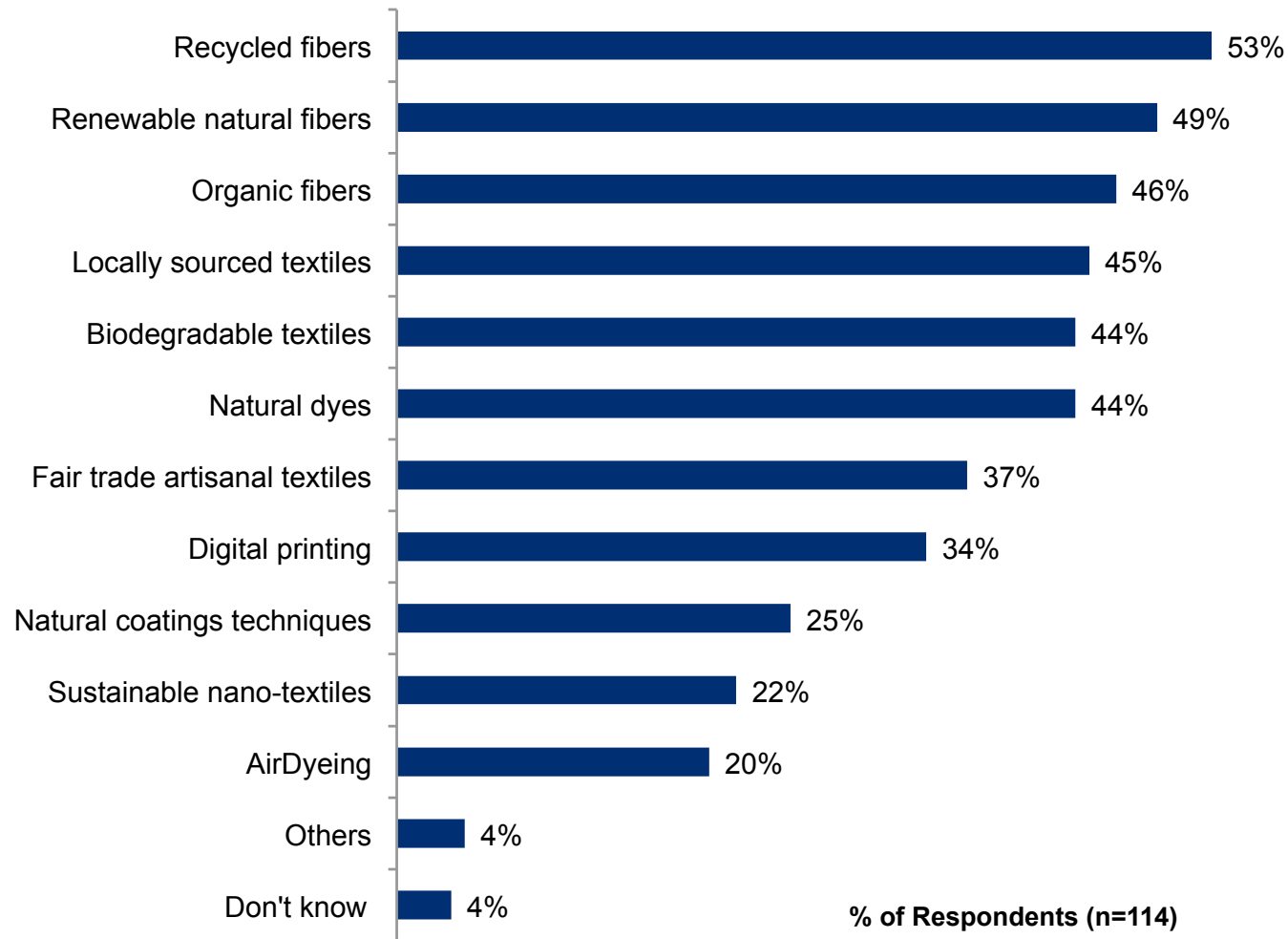




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# Use of recycled, renewable, and organic fibers seen as emerging trends

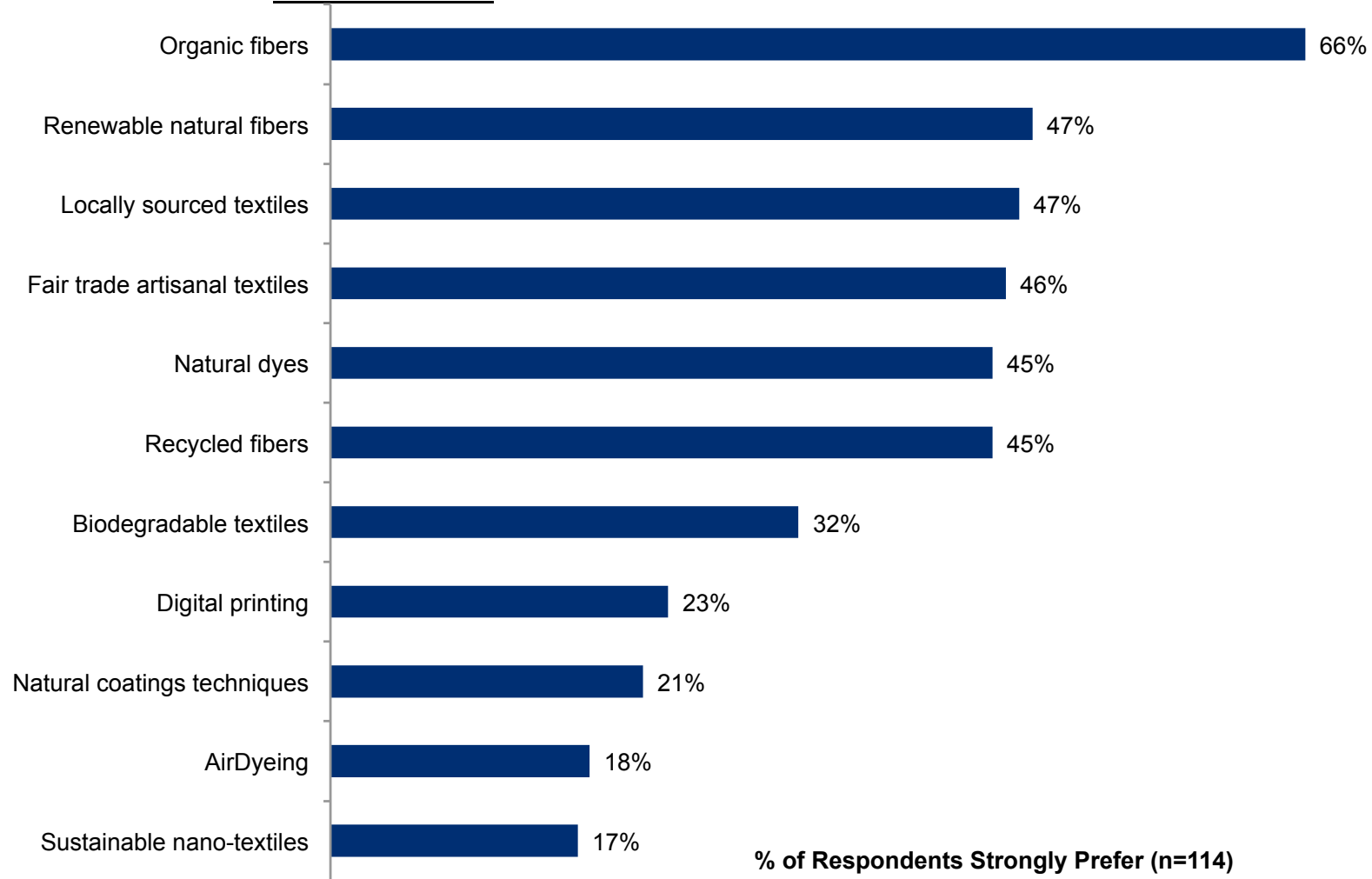
Q: What does your company see as the main emerging trend(s) in sustainably sourced textiles?



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- Respondent Profiles
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# 66% of respondents strongly prefer using organic fibers in the future

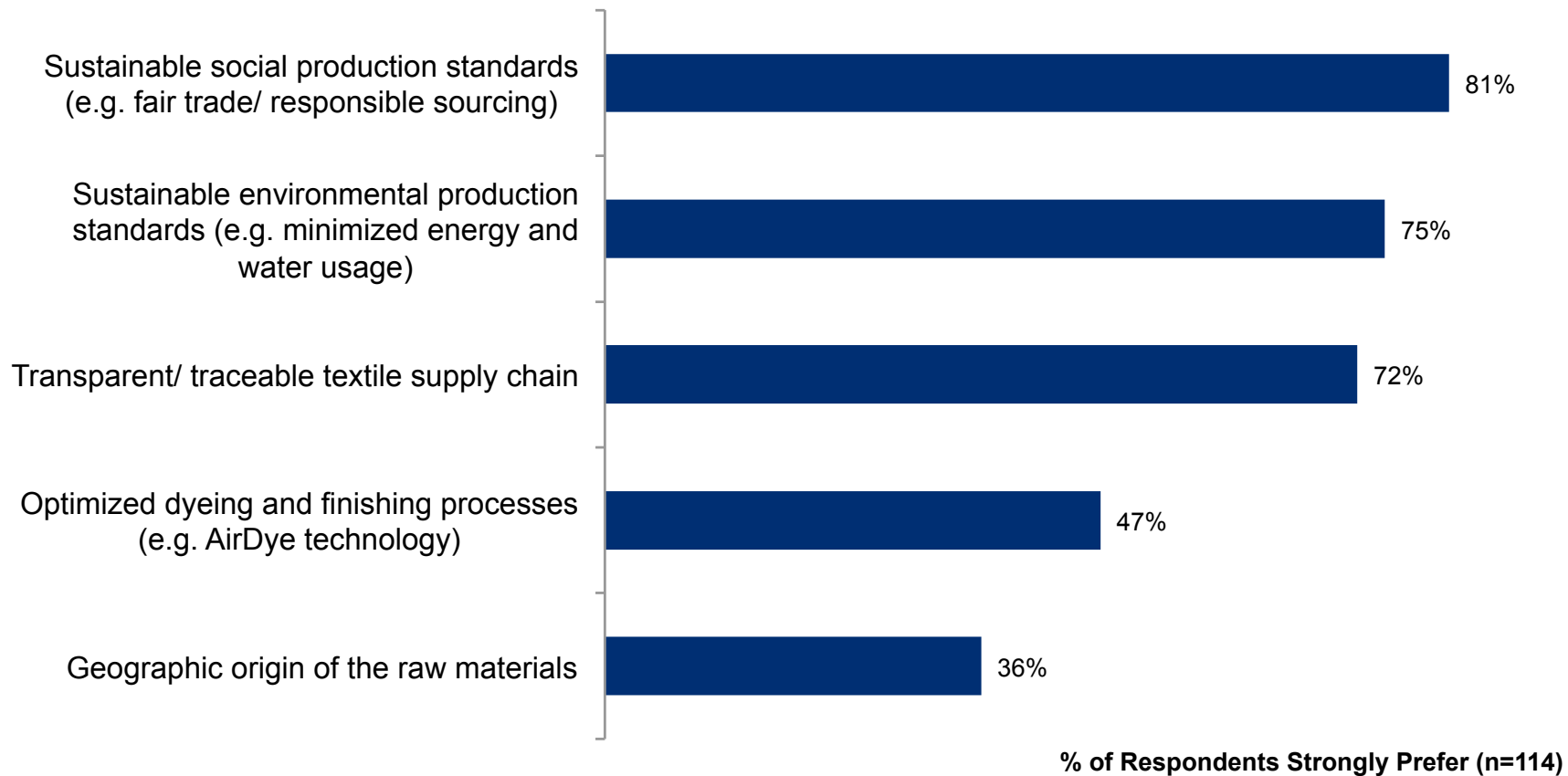
Q: What is your company's preference for using the following types of sustainably sourced textiles in the future?



% of Respondents Strongly Prefer (n=114)

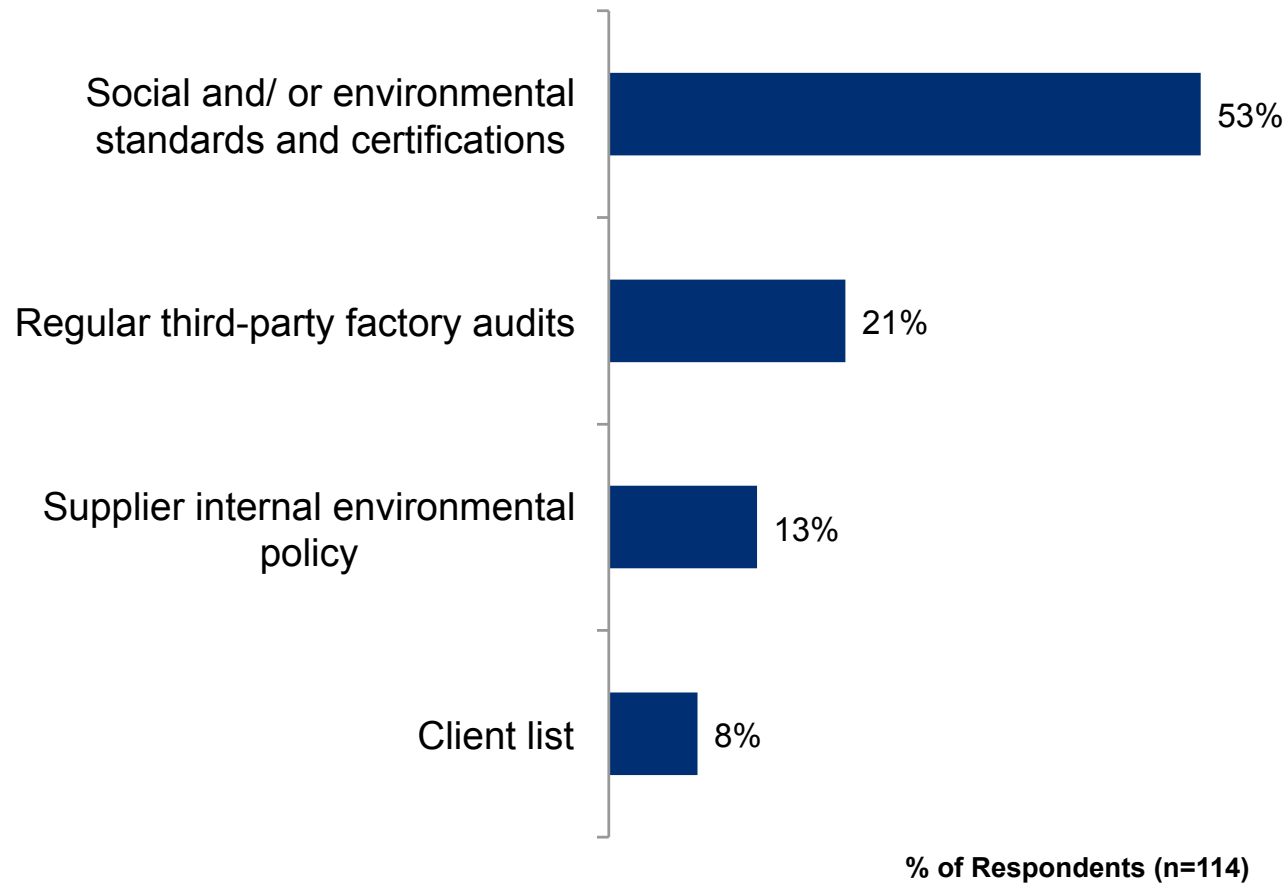
# 84% of respondents currently strongly prefer using fair trade and responsible sourcing practices

Q: Indicate your company's current preference for the following types of sustainable textile sourcing



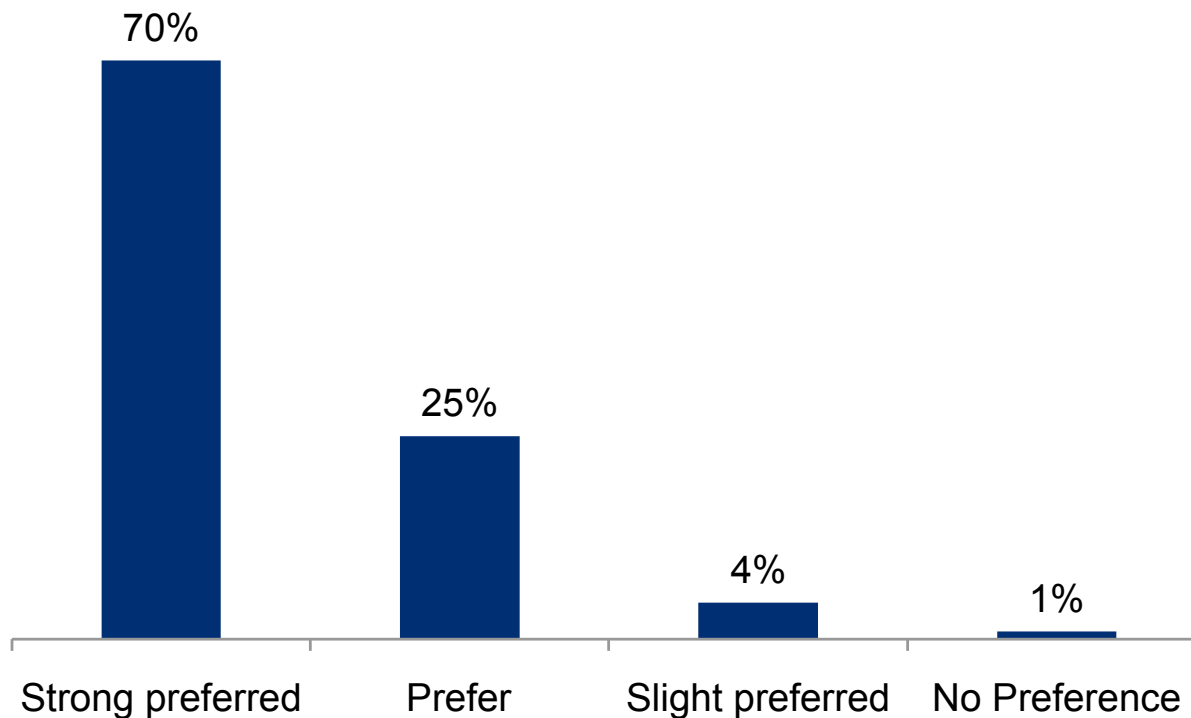
# 53% of respondents ranked social and/or environmental standards and certifications as most helpful

**Q: Indicate which category of information is most helpful for identifying & validating a potential sustainable textile supplier**



# 70% of respondents strongly prefer a textile supplier to hold a relevant sustainability certification

Q: Indicate your company's preference for a textile supplier to hold a relevant sustainability certification



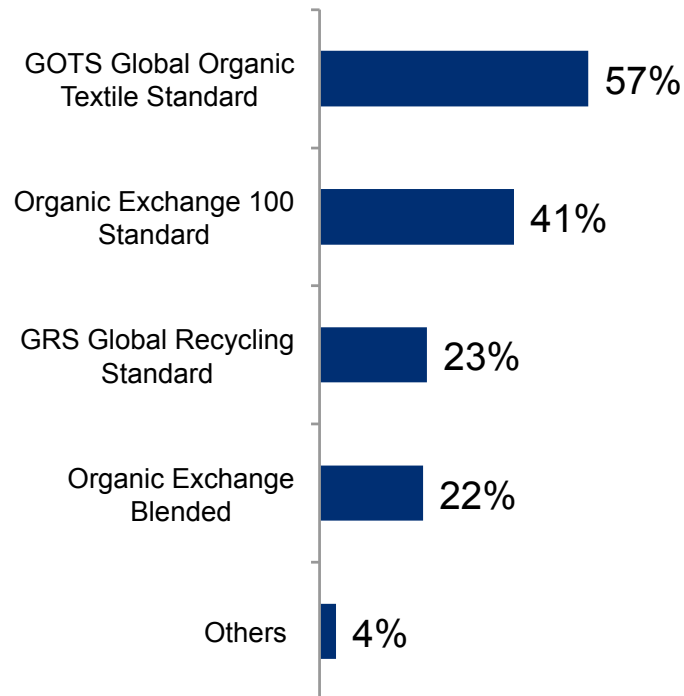
% of Respondents Strongly Prefer (n=114)

# GOTS is most recognized and preferred fiber standard

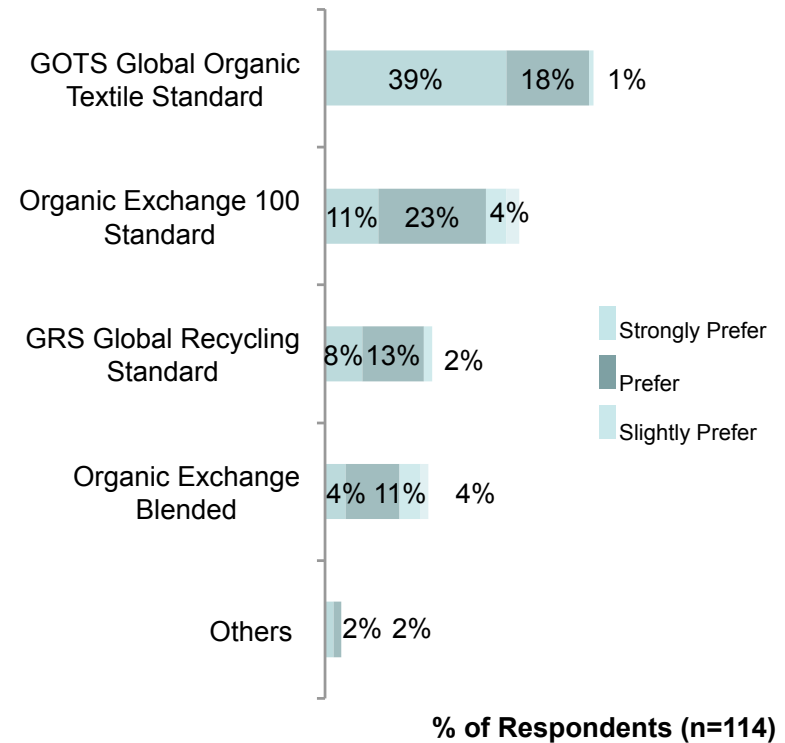
Q: Which of the following sustainable textile fiber standards/ certifications is your company aware of?

Q: Indicate your company's preference for a textile supplier to hold the following sustainable textile fiber standard(s)/ certification(s)

## Awareness



## Preference

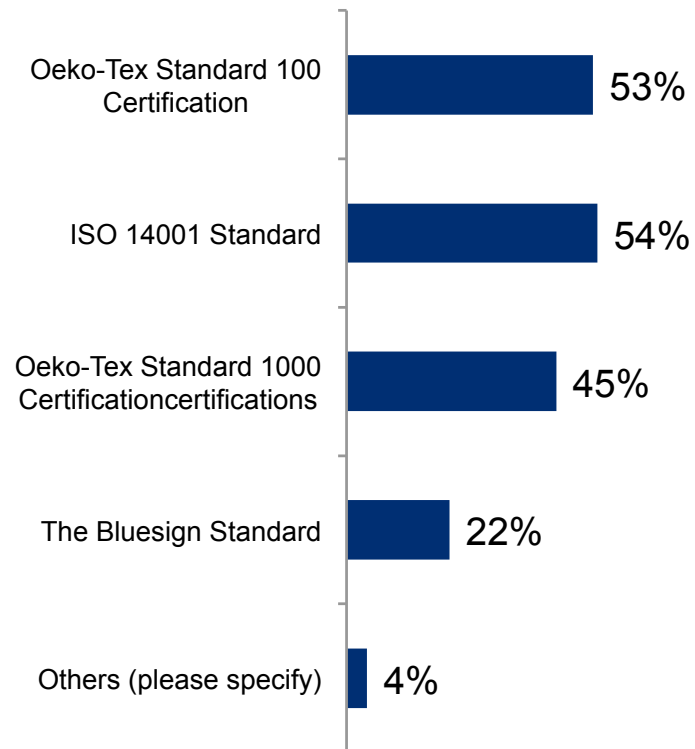




# Oeko-Text Standard 100 Certification is most Recognized textile production standard

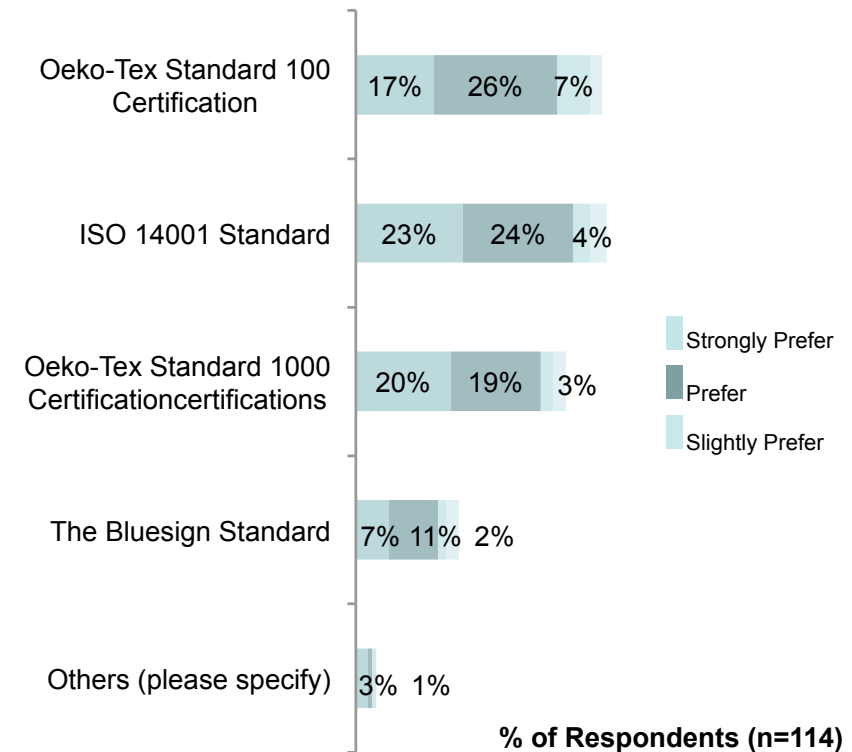
Q: Which of the following sustainable textile production standards/ certifications is your company aware of?

## Awareness



Q: Indicate your company's preference for a textile supplier to hold the following sustainable textile production standard(s)/ certification(s)

## Preference



# WRAP Certification is the most recognized and preferred social standard

Q: Which of the following sustainable textile social standards/ certifications is your company aware of?

## Awareness



Q: Indicate your company's preference for a textile supplier to hold the following sustainable textile social standard(s)/ certification(s)

## Preference

