

Comments from the reviewed companies

The following comments were sent to Fair Action by two of the reviewed companies after they had been informed of the findings of the research, but before the full report was released. The other companies chose not to provide a comment.

GANT

We welcome reports that raise important questions about textile waste and the future of our industry. At Gant, we recognize that increased transparency and the continued development of circular practices are important in the transition towards a more responsible fashion system. We disclose our production volumes and have established partnerships focused on repair, recycling and extending product life. We will continue to evolve our reporting as part of our broader sustainability journey, guided by long-term responsibility and continuous improvement.

H&M

The report raises important issues about the challenges facing the fashion industry. Reducing the sector's environmental footprint requires ensuring we only produce what we can sell and that what we sell is sourced and made in a more sustainable way.

We recognize the complexity of today's largely linear textile flows and continue to strengthen resource efficiency and scale solutions that support a circular economy for fashion. In 2024, 29.5% of the materials in our products came from recycled sources (including textile waste), and we aim to reach 50% by 2030. We are also advancing textile-to-textile recycling through investments in innovators such as [Syre](#), [Ambercycle](#), [Infinited Fiber](#), and through offtake agreements with [Syre](#) and [Circulose](#), while acknowledging that scaling these technologies comes with inherent challenges.

Clear and harmonized legislation on end-of-life management and Extended Producer Responsibility (EPR) is essential for systemic transformation. We therefore encourage harmonized implementation across EU Member States and are preparing to support Member States through the adoption and rollout of the new legislation.

We are also part of the Ellen MacArthur Foundation's [The Fashion ReModel](#), collaborating with peers to grow services like resale that extend product life and help decouple revenue from resource extraction.

Addressing textile waste requires collective action across brands, policymakers, waste-management actors and affected communities, and we remain committed to contributing transparently and constructively to this work.