

# An Analysis of Six Apparel Company's Product Disclosures versus their Sustainability Reporting

## Background

- The purpose of this research paper is to analyze sustainability marketing in the apparel industry and how the verbiage in product marketing campaigns differs from reporting disclosures.
- A comparison of product marketing disclosures for 6 apparel companies deemed industry best practice was conducted.
- The companies analyzed were Patagonia, Everlane, Reformation, Girlfriend Collective, Arc'teryx and Lululemon.
- The apparel industry is one of the most environmentally degrading industries with "the average American discards 68 pounds of clothing each year and 85% of it ends up in landfills or incinerators" (Muthu & Gardetti, 2020)

## Current sustainability reporting methods

- The Higgs index
- GRI
- SASB
- There are more but these are the most common

## Sustainability Certifications

- Worldwide there are "more than 460 seals and certifications for marketing green products worldwide" (Iannuzzi, 2017).
- Fair Trade certification
- Global Organic Textiles Standard
- Better cotton initiative
- Bluesign
- Cradle to Cradle
- OEKO-TEX
- Responsible Down Standard
- Responsible Wool standard
- Global Recycling standard
- And many more

## Methods

- Qualitative- Literature Review
- Quantitative- Analysis of materials found in their new arrival products
  - Material disclosures were analyzed on the product side as well as on the reporting side
  - They were noted on an excel spreadsheet.

## Discussion/Conclusion

- Only 3 out of the 6 companies had substantial sustainability reports (Patagonia, Lululemon, Reformation)
- Most of the companies disclosed a good amount of material disclosures but there were a few discrepancies
- There needs to be a clearer format for sustainability reporting in the apparel industry

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Muthu, S. S., & Gardetti, M. A. (2020). Sustainability in the Textile and Apparel Industries: Consumerism and Fashion Sustainability. Springer Nature.