

Retailer & Brand Member Public-Facing Targets


BCI Retailer & Brand Members are encouraged to set time-bound targets for 'more sustainably sourced cotton' sourced as a percentage of their total cotton lint use. In addition to Better Cotton, Members can choose to include other recognised cotton sustainability standards (such as recycled, organic and Fairtrade cotton) in their definition of 'more sustainably sourced cotton'.

100% more sustainably sourced cotton by 2020

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| 1. Åhlens | 14. La Redoute |
| 2. Bjorn Borg Clothing | 15. Levi Strauss & CO. |
| 3. C&A | 16. Lojas Renner |
| 4. Country Road Group | 17. MAC |
| 5. Decathlon | 18. MQ |
| 6. Decjuba | 19. Nike |
| 7. Ellos | 20. Okaidi |
| 8. Gina Tricot | 21. OVS |
| 9. G-Star Raw | 22. Peak Performance |
| 10. H&M Group | 23. Varner |
| 11. Hemtex | 24. Waitrose |
| 12. KappAhl | 25. Woolworths |
| 13. Kid interior | |

100% more sustainably sourced by a different timeline

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| 1. ALDI Sud by 2025 | 18. Filippa K by 2030 |
| 2. ALDI Einkauf by 2025 | 19. Gant by 2022 |
| 3. American Eagle Outfitters by 2023 | 20. Gap by 2021 |
| 4. ASICS by 2025 | 21. J.O.G. Group by 2025 |
| 5. ASOS by 2025 | 22. Inditex by 2025 |
| 6. Benetton Group by 2025 | 23. J Crew Group by 2025 |
| 7. Bestseller by 2022 | 24. Joules by 2022 |
| 8. Boden by 2025 | 25. Kmart Australia by July 2021 |
| 9. Bonobo by 2022 | 26. Kohl's Department Stores by 2025 |
| 10. Brothers by 2025 | 27. Lindex by 2025 |
| 11. Burberry by 2022 | 28. LVMH by 2025 |
| 12. Cotton On Group by 2021 | 29. Morrisons (Nutmeg Clothing) by 2025 |
| 13. Debenhams by 2023 | 30. New Look by 2021 |
| 14. Desigual by 2025 | 31. Next by 2025 |
| 15. DK Company by 2022 | 32. O'Neill by 2022 |
| 16. Esprit by 2021 | 33. Piping Hot by 2021 |
| 17. Fast Retailing by 2025 | |

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- 34. PVH by 2025
 - 35. Ralph Lauren by 2025
 - 36. Rusta by 2021
 - 37. s.Oliver by 2030
 - 38. Sainsbury's by 2025
 - 39. Scotch & Soda by 2025
 - 40. Seed Heritage by 2025
 - 41. Target by 2022
 - 42. No Ordinary Designer Label (Ted Baker) by 2024
 - 43. Tesco Clothing by 2025
 - 44. Tom Tailor by 2021
 - 45. VF Corporation by 2025
 - 46. Walmart by 2025
 - 47. WE Europe 100% by 2025
 - 48. Williams Sonoma by 2021
 - 49. Z8 by 2025

Other targets

- 1. Action 40% more sustainable cotton by 2020
- 2. ANTA Sports 10% more sustainable cotton by 2021
- 3. Aritzia 50% more sustainable cotton by spend by 2020
- 4. AS Colour 50% Better Cotton by 2023
- 5. Blåkläder 80% Better Cotton by 2020
- 6. Blue Illusion 70% more sustainable cotton by 2025
- 7. Biniaraix Manufacturing (Camper) 33% Better Cotton by 2025
- 8. Colruyt 66% more sustainably sourced cotton by 2021
- 9. Coop Genossenschaft 80% more sustainably sourced cotton by 2020
- 10. Drykorn 50% more sustainable cotton by 2022
- 11. El Corte Ingles 50% Better Cotton by 2023
- 12. Acturus Capital (El Ganso) 50% Better Cotton by 2025
- 13. Fashion Group Solutions 25% more sustainable cotton by 2020
- 14. House of Anita Dongre 70% Better Cotton by 2025
- 15. Hugo Boss 50% more sustainably sourced cotton by 2020 and 90% by 2025
- 16. Indicode Jeans 80% Better Cotton by 2021
- 17. Isay 50% more sustainable cotton by 2025
- 18. John Lewis 50% more sustainably sourced cotton by 2020/21
- 19. Junkyard 50% more sustainable cotton by 2024
- 20. Just Brands 50% more sustainably sourced cotton by 2020 and 80% by 2025
- 21. Kesko 100% more sustainable cotton for clothing and home textile brands by 2024
- 22. Lerros 65% Better Cotton by 2024
- 23. Melco Resorts 50% of bath linens as Better Cotton by 2030
- 24. Mos Mosh 70% more sustainable cotton by 2020
- 25. Nelly 50% Better Cotton by 2020
- 26. Orsay 80% Better Cotton by 2022
- 27. Oy Vallila 50% Better Cotton by 2020
- 28. Princess Gruppen 50% more sustainable cotton by 2022
- 29. Micro Fashion 90% as Better Cotton by 2023
- 30. Puma 90% more sustainably sourced cotton by 2020
- 31. Punto (Mango) 50% more sustainably sourced cotton by 2022
- 32. PWT Group 50% Better Cotton by 2025
- 33. Schoolblazer 50% Better Cotton by 2022

34. Splash 80% more sustainably sourced cotton by 2020
35. Takko 50% Better Cotton by 2023
36. The Warehouse Limited 50% as Better Cotton by November 2024
37. Tiger of Sweden 50% more sustainable cotton by 2023
38. Weber & Ott 50% more sustainable cotton by 2025
39. Underworks 100% Better Cotton or recycled cotton for Underworks brand socks by 2022
40. The Very Group 80% Better Cotton by 2021
41. Voice Norge AS 50% Better Cotton by 2023
42. Zalando 50% Better Cotton by 2020
43. Zeeman 25% more sustainably sourced cotton by 2020

Non-specific or time-bound commitments

1. Essity: “Essity’s ambition is that all sourced cotton or material containing cotton fibers should be sustainable.”
2. Kiabi: “Our goal is to replace all conventional cotton with more sustainable cotton within 7 years”
3. Marimekko: “More sustainable Better Cotton accounting for almost 90% of all cotton sourced”
4. Carhartt WIP: “We are committed to increasing the sourcing of Better Cotton for our products year on year until all the cotton we use is sourced sustainably”.

100% more sustainably sourced cotton target met (self-reported)

1. Adidas (since 2018): “In 2018, 100% of the cotton we used globally was sustainable cotton, that means Better Cotton or organic cotton.”
2. Canningvale: “Canningvale is committed to continuing to source 100% of our cotton as Better Cotton.”
3. Fat Face (since 2020) “100% of the cotton for our cotton products is now responsibly sourced” (Better Cotton and organic cotton)
4. HEMA (since 2019): “All cotton at HEMA is sourced sustainably” (Better Cotton and organic cotton)
5. IKEA (since 2015): “Since September 1st, 2015, all the cotton we use for IKEA products is responsibly sourced.” (Better Cotton and recycled cotton)
6. Kathmandu (since 2019): “We use 100% sustainable cotton in our products.” (Better Cotton, organic cotton, recycled cotton and Fairtrade cotton)
7. Marks & Spencer (since 2019): “100% of the cotton for our clothing is sustainably sourced.” (Better Cotton and organic cotton)
8. Stadium (since 2017): “Since 2017, all products from our own-brand collections have been manufactured using sustainably produced cotton.” (Better Cotton, organic cotton, recycled cotton and other eco-certified cotton alternatives)