

BENETTON: 100% SUSTAINABLE COTTON BY 2025

A member of the Better Cotton Initiative (BCI) since 2017, Benetton Group aims to make all its cotton products sustainable within six years

30 May 2019 - By 2025, 100 percent of the cotton used by Benetton Group will be sustainable: organic, recycled or sourced from Better Cotton Initiative (BCI) farmers.

Always committed to reducing the environmental footprint of its activities, Benetton Group has already started the transformation process. In 2018, organic cotton – cultivated according to the strict principles of bio-cultivation, free from GMOs and with a reduced environmental impact – represented 4.7 percent of all the cotton garments produced by the company.

The same year, 23 percent of the cotton used for Sisley and United Colors of Benetton collections was certified by BCI, the world's largest cotton sustainability program. Following the principles of the program, the company has started to source cotton processed and harvested by farmers trained to reduce the use of fertilizers and pesticides, use water and soil sustainably, and treat their workers equitably.

Cotton is one of the fibres most loved by consumers, who appreciate its versatility and freshness. However, its conventional cultivation - with fertilizers, pesticides and chemicals - negatively impacts the environment. Our commitment to BCI broadens the sphere of action beyond environmental protection, to include also both social and economic aspects.

While the goal is still six years away, the steps already taken in record time show how the Benetton Group is actively committed to reaching 100 percent sustainable cotton in all its collections by 2025.

UNITED COLORS
OF BENETTON.

Benetton Group

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets with a network of about 5,000 stores. It is a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation. The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work. These values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley.
www.benettongroup.com

BCI

Better Cotton Initiative, which operates globally, is the largest program in the world to make cotton production increasingly sustainable: for the people who produce it, the environment it grows in and for the sector's future. According to the BCI Annual Report 2017, between 2016 and 2017 BCI has enabled over one million and 300 thousand farmers from 21 different countries located in five continents.

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