

Sustainability Data & Data Sharing



Fashion needs Transparency

Sustainability data has become highly demanded as consumers, legislators and other stakeholders require greater transparency. As a result, the pressure on fashion brands and retailers constantly increases.

New regulations like the Corporate Sustainability Reporting Directive (CSRD), Ecodesign for Sustainable Products Regulation (ESPR) with the Digital Product Passport (DPP), and the Green Claims Directive (GCD) are pushing brands to act now.

Partnering with leading European retailers like Boozt, De Bijenkorf, and

Zalando, we strive to bring clarity to the sustainability data jungle and provide insights into what is needed to increase transparency. Together, we urge brands to share high-quality sustainability data.

Make your brand stand out — gather, share, and manage sustainability data

- Meet growing consumer demand for transparency — build trust and loyalty
- Strengthen relationships with retailers and partners
- Comply with upcoming regulations (e.g. *Green Claims Directive*)



26% of consumers

make purchasing decisions
driven by sustainability reasons,
actively looking for further information
on brands' websites and tags.*

Source: Survey focusing on the UK market | McKinsey & Company. (2022, June 28). In search of fashion's sustainability seekers.
Retrieved from <https://www.mckinsey.com/industries/retail/our-insights/in-search-of-fashion-sustainability-seekers>



Types of Sustainability Data and Data Requirements

Certifications & Standards

Certifications from recognized organizations validate a brand's sustainability claims and provide consumers and retailers with trusted proof of responsible practices.



Licensed and Trademarked Materials

Brands that use sustainable or eco-friendly materials should share detailed information about these materials.



Name	Definition	Data type	Mandatory for
Attribute Name	Name of the certification, standard or licensed/trademarked material	[text]	Certification & Standards, Licensed materials
Percentage	Weight-based percentage of the material in question in the total product. This should be aligned with the material composition.	[percentage number]	Certification & Standards, Licensed materials
Certification Number	Number linked to the article, serves as a unique identifier for the certification.	[text]	Certification & Standards
Certification Institute	Independent third-party institute that issued the certification.	[text]	Certification & Standards
Certification Level	Specific point in the supply chain that holds the final certification (scope certificate) which can apply to any stage from Tier 1 to Tier 4.	[text]	Certification & Standards
Expiration Date	Indicates the validity period, it can be included if applicable.	[date]	
Visibility on Article	It is optional to specify whether the information is visible on the article or not e.g. on a hang tag or the care label.	[yes/no]	

Supply Chain Data

Supply chain transparency is a growing demand in the fashion industry, driven by consumers and legislation. By sharing countries along the supply chain brands allow retailers and consumers to make better informed purchasing decisions.

Tier 4	Tier 3	Tier 2	Tier 1	Tier 0
Raw material extraction	Raw material processing	Material production	Finished product assembly	Brand headquarter
aspirational	aspirational	aspirational	mandatory	aspirational



The Best Way to Share your Sustainability Data

The individual demands for sustainability data from retailers can be overwhelming and often involve manually filling in Excel sheets. The solution? Use the power of one platform to share data with all of your retailers at once: Fashion Cloud offers an easy way to share sustainability data in the product data feed.

For Brands:

Share Data via Fashion Cloud

No more Excel Sheets — connect with 25,000+ retailers via one platform. The comprehensive Product Data Integration is an easy way to share high-quality product details, such as images and sustainability data.

Data will be integrated seamlessly using an API connection or a CSV file (further formats are supported).

For Retailers:

Accessing Sustainability Data

Fashion Cloud offers two ways for retailers to access sustainability data:

Content API:

Automated, real-time access to the latest sustainability data from brands.

Manual Downloads:

For retailers who prefer a more hands-on approach, download data from our platform as needed.



Product data includes 100+ accepted certificates, standards, materials and supply chain data on GTIN level.



Get Started in 4 Simple Steps:



Connect with Experts:

Involve your sustainability team as well as product data experts.



Map Data Status Quo:

Identify which data points are already available in which system (e.g., in your PLM, PIM, ERP or Excel sheets)



Share a Test File:

Share a sample data file with Fashion Cloud's integration managers for review and support.



Automated and Seamless Sharing:

Once we mapped and integrated your sustainability data, you can share it through the Fashion Cloud platform using either an API connection or a CSV file. The process is fully automated, ensuring accurate and up-to-date data is shared in real-time.





“For us, it is important that sustainability certifications like GOTS and GRS not only check and certify materials but also social and environmental standards. To make these measures as transparent as possible for our customers, we share our certificates and sustainability attributes with our wholesale partners via Fashion Cloud.”

Jürgen Sabelhaus,
Head of CSR Management, Camel Active

Get Started and book your Consultation with our Experts



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