## 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

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

### 100% more sustainably sourced by a different timeline

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