11 July 2023

To Whom It May Concern:

As representatives of the global fashion and sportswear related industries, and its enablers and stakeholders, we are coming together to urge supranational, national, and local authorities around the world to modernize their domestic textile, garment, footwear, and related accessories labeling requirements and legally allow and support the use of more sustainable and economic, digital labels for required labeling information.

During the past 60 years, a confusing array of labeling requirements – relating to care instructions/symbols, fiber content, importer requirements, and origin of textiles, garments, footwear, and related accessories – have proliferated around the world. Created with the best of intentions to enable consumers to make informed buying decisions, these requirements are now hindering the industry's efforts to be more sustainable and support the circular economy, including the enhancement of traceability. Industry estimates show that, collectively, these requirements now result in the annual production of approximately 5.7 million miles (about 9.2m km) of label tape – enough to stretch from the earth to the moon, and back, twelve times each year.

Fortunately, digital technology solutions – such as QR code labels – are now available to cut the considerable amount of material that these regulations require our industry to produce. Shifting to the use of digital labels would significantly reduce labeling waste and significantly aid in decarbonization efforts, resulting in the elimination of at least 343,000 MT of CO_2e from industry supply chains.

Indeed, reacting to the growing interest by consumers to receive information digitally, governments around the world are starting to embrace digital approaches – such as the proposed EU digital product passport and replacement of traditional labelling requirements with the option to use electronic labeling for consumer electronics products (e.g., Singapore, Australia).

But to really move the needle, we need to take bolder action and, if we can do so, the opportunities are endless.

- Amending supranational, national and local regulations to allow the adoption of fully digital labeling solutions would enable consumers to access more detailed and accurate information about the textiles, garments, footwear, and related accessories they are considering buying, such as more in-depth materials and origin information and supply chain details, without the industry being held back because of a need for the physical (limited) space for a label, and that can be updated in real-time to support more resilient supply chains.

- Product information would also become more accessible to a wider range of consumers, making it easier to read (including for individuals who are sight impaired) and be delivered in languages easily understood by them.

- Reducing the excessive amount of unwieldy and uncomfortable labeling tape the industry currently uses to a simple QR code or other digitally enabled tool would also discourage consumers from cutting off labels after purchase and ensure that the product's information remains available throughout the garment's lifecycle.

- Keeping this information with the product – which is what consumers and policy makers alike want – would make these products more useful and valuable for longer periods in the circular economy while unlocking new opportunities for resale, repair, rental, upcycling, or recycling.

With greater demand for more traceability, transparency, and accountability from all stakeholders in the industry's global value chain, the time for supranational, national and local authorities to act and update these outdated, inflexible, and complex labeling requirements and empower their consumers with more accessible information through greener e-labeling is now.

We look forward to working with you to build a more responsible and agile industry.

1 Accelerating Circularity
2 Accessories Council (AC)
3 Advanced Textiles Association (ATA)
4 AFIRM Group
5 African Coalition for Trade
6 American Apparel & Footwear Association (AAFA)
7 American Association of Exporters and Importers (AAEI)

8 American Bridal and Prom Industry Association (ABPIA)
9 American Circular Textiles Group (ACT)
10 American Sheep Industry Association (ASI)
11 APICCAPS – Portuguese Footwear, Components, Leather Goods Manufacturers' Association
12 Apparel Export Promotion Council, India
13 ASEAN Federation of Textile Industries
14 Asociación Hondureña de Maquiladores (AHM)
15 ASSOCALZATURIFICI- Italian Footwear Manufacturers Association
16 Association Marocaine des Industries du Textile et de l'Habillement (AMITH)
17 Association of Lao Garment Industry (ALGI)
18 Association of Light Industry Enterprises of the Kyrgyz Republic (Legprom)
19 Association of Professional Social Compliance Auditors (APSCA)
20 Australian Fashion Council
21 Australian Hide Skin and Leather Exporters Association
22 Bangladesh Garment Manufacturers and Exporters Association (BGMEA)
23 Brazilian Association od Sporting Goods Industry and Commerce – APICE
24 British Footwear Association (BFA)
25 California Fashion Association (CFA)
26 California Retailers Association
27 Cámara de la Industria del Calzado de Argentina (CIC)
28 CAMTEX
29 Cashmere and Camel Hair Manufacturers Institute (CCMI)
30 CEC- European Footwear Confederation
31 China Chamber of Commerce for Textiles (CCCT)
32 China Leather Industry Association (CLIA)
33 Coalition of New England Companies for Trade (CONECT)
34 Confederation of Wearable Exporters of the Philippines (CONWEP)
35 Consumer Brands Association
36 Consumer Technology Association (CTA)
37 Corporate Council on Africa (CCA)
38 Council of Fashion Designers of America (CFDA)
39 Czech Footwear and Leather Association (ČOKA)
40 Dominican Free Zones Association (ADOZONA)
41 European Branded Clothing Alliance (EBCA)
42 Fashion Accessories Shippers Association (FASA)
43 Fashion and Textile Chamber o the National Business Association of Colombia (ANDI)
44 Fashion Makes Change

45 Fédération Française de la Chaussure (FFC)
46 Federation of European Sporting Goods Industries (FESI)
47 Federation of Spanish Footwear Industries (FICE)
48 Footwear Distributors & Retailers of America (FDRA)
49 Foreign Buyers Association of the Philippines (FOBAP)
50 FTTH: Fédération Tunisienne du Textile et de l'Habillement
51 FUNDACIÓN INEXMODA
52 Gemini Shippers Association
53 Global Fashion Agenda (GFA)
54 Greenabl Shippers
55 Groupement Des Entreprises Frances Partenaires (Madagascar Free Zone Association)
56 Halloween & Costume Association
57 Hong Kong Apparel Society
58 Hong Kong Footwear Association
59 Indonesia Textile Association (API)
60 Indonesian Footwear Association
61 International AntiCounterfeiting Coalition
62 International Apparel Federation (IAF)
63 International Council of Tanners (ICT)
64 International Safety Equipment Association
65 Istanbul Apparel Exporters Association (IHKIB)
66 Jewelers Vigilance Committee (JVC)
67 Joint Apparel Association Forum (JAAF)
68 Juvenile Products Manufacturers Association (JPMA)
69 Kangaroo Industry Association Australia
70 Kenya Association of Manufacturers
71 Leather and Hide Council of America
72 Leathergoods And Footwear Manufacturers & Exporters Association of Bangladesh (LFMEAB)
73 Malaysian Textile Manufacturers Association (MTMA)
74 Mauritius Exporters Association
75 Myanmar Garment Manufacturers Association (MGMA)
76 National Association of Foreign Trade Zones (NAFTZ)
77 National Customs Brokers and Forwarders Association of America (NCBFAA)
78 National Foreign Trade Council (NFTC)
79 National Retail Federation (NRF)
80 Network Association of Uniform Manufacturers and Distributors (NAUMD)
81 Outdoor Industry Association (OIA)

82 Pacific Coast Council of Customs Brokers and Freight Forwarders Association – The PCC
83 Pakistan Footwear Manufacturers Association
84 Pakistan Textile Council
85 Polish Chamber of Shoe and Leather Industry (PIPS)
86 PRINTING United Alliance
87 Proeksport Albania Association
88 Promotional Products Association International (PPAI)
89 Responsible Business Coalition
90 Retail Council of Canada (RCC)
91 Retail Council of New York State
92 Retail Industry Leaders Association
93 Retail Innovation Club (RIC)
94 Retail NZ Inc
95 Secondary Materials and Recycled Textiles (SMART) Association
96 Sewn Products Equipment & Suppliers of the Americas (SPESA)
97 Shoe Manufacturers' Association of Canada
98 Singapore Fashion Council (SFC)
99 Sports & Fitness Industry Association (SFIA)
100 Sri Lanka Apparel Exporters Association
101 Sustainable Apparel Coalition (SAC)
102 Taiwan Textile Federation
103 TASD – Footwear Industrialist's Association of Turkiye.
104 Textile Council of Hong Kong
105 Textile Exchange
106 Textile, Apparel, Footwear & Travel Goods Association in Cambodia (TAFTAC)
107 The American Chamber of Commerce in Hong Kong
108 The American Chamber of Commerce in Vietnam - Ho Chi Minh City & Danang.
109 The Apparel Export Council of Egypt
110 The Association des Industries d'Haïti (ADIH)
111 The Clothing Manufacturers Association of India (CMAI)
112 The Confederation of National Associations of Tanners and Dressers of the European Community (COTANCE)
113 The Fashion Connection
114 The Fashion Jewelry and Accessories Trade Association (FJATA)
115 The Federation of Malaysian Fashion Textiles and Apparel (FMFTA)
116 The National Federation of Thai Textile Industries (NFTTI)
117 TIC Council Americas
118 Travel Goods Association (TGA)

119 Turkish Clothing Manufacturers' Association (TGSD)
120 U.S. Chamber of Commerce
121 U.S. Fashion Industry Association (USFIA)
122 U.S. Global Value Chain Coalition (USGVC)
123 UNIC Italian Tanneries (UNIC)
124 Union of Private Sector Development of Tajikistan
125 Uzbekistan Textile and Garment Industry Association
126 Vietnam Leather, Footwear and Handbag Association (Lefaso)
127 Vietnam Textile & Garment Association (VITAS)
128 Washington Retail Association
129 World Federation of the Sporting Goods Industry (WFSGI)
130 World Innovation, Technology, and Services Alliance (WITSA)