

Abstract:

Textile Exchange is a global non-profit organization that is on mission to drive positive impact on climate and nature across the fashion, apparel, and textile industry. With a diverse membership of over 800 organizations, Textile Exchange has been supporting the industry to accelerate the adoption of preferred fibers and materials. This presentation will discuss what constitutes "preferred fibers and materials" and explore the rationale behind the recent update to the definition. Additionally, the session will address the current challenges that brands and retailers face in the adoption of these materials.