

H&M introduces product transparency for all garments sold online

H&M has launched a new transparency initiative that will see the retailer share details on for each garment it sells online. This information will include the country where it's produced, supplier names, factory names and addresses, the number of workers in each factory and the materials used to make a specific garment.



Credit: H&M

According to H&M, by sharing extended details on where garments are made it aims to make it easier for customers to make more informed choices when shopping.

In 2017, the Swedish retail giant tried out the transparency layer at a smaller scale on its Conscious Exclusive collections. They're now expanding this work to all garments on hm.com. The majority of H&M Home interior products sold on the website will have this as well.

"We are so proud to be the first global fashion retailer of our size and scale to launch this level of product transparency. We want to show the world that this is possible. By being open and transparent about where our products are made we hope to set the bar for our industry and encourage customers to make more sustainable choices. With transparency comes responsibility, making transparency such an important factor to help create a more sustainable fashion industry," says Isak Roth, head of sustainability at H&M.



H&M to launch collab with SA fashion label Mantsho

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The transparency layer will be available in H&M's 47 online markets starting 23 April. Customers can also access this information when shopping in physical stores by using the H&M app to scan the price tag on a product to see its details.

