

DEC 25 / FEB 26
SCOTLAND EDITION

Seamless



HOW ETHICAL IS WOOL?

FASHION REVOLUTION WEEK 2026

The Doomsday Clock ticks on and we are now closer than ever have been to irreversibly damaging the planet.

Earth.org states that the fashion industry contributes to 10% of the world's carbon emissions through its continual usage of microplastics, water and energy. Seamless is trying to do something about this – by encouraging you to act now. As a fashion company, you are obligated by the future of the planet to make movements towards slow, circular clothing cycles.

We are here to help.

Time is running out.

Use *less* to do *more*.

® Doomsday Clock

Seamless

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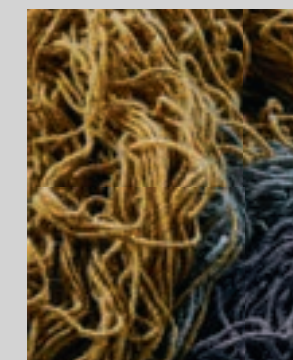
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STARTING A SUSTAINABLE BUSINESS



Launching a fashion business comes with no shortage of challenges, and sustainability can feel like one more hurdle on an already long list. For new and growing brands, the key is to embed sustainable thinking early, when systems are still flexible and choices have long-term impact. Below are practical steps to help fashion startups build a more sustainable business model from the outset.

Practical steps for building responsibility into your brand from day one, by Camilla Casarotto.



1. Start with a clear plan

Sustainability works best when it is intentional. Before sourcing materials or finalising suppliers, define what sustainability means for your business. This could include reducing emissions, prioritising circularity, supporting local economies or increasing supply chain transparency.

2. Source locally or as responsibly as possible

Transportation is a major contributor to global emissions, making sourcing decisions especially important. Working with local manufacturers and warehouses can significantly reduce your carbon footprint while supporting regional economies and improving supply chain visibility.

When local sourcing is not feasible, prioritise suppliers that demonstrate credible environmental and social practices.

3. Choose materials with their full lifecycle in mind

Material selection is one of the most impactful sustainability decisions a fashion business can make. Sustainable recycled or recyclable materials reduce

reliance on virgin resources and help limit waste. Circular economy principles, where materials are designed to be repurposed or recycled, are increasingly shaping the industry. Considering what happens to a product at the end of its life is just as important as how it is made.

4. Eliminate unnecessary single-use plastics

Plastic remains one of the most damaging materials in circulation today, particularly when used once and discarded. Simple switches, such as compostable mailers, can significantly reduce environmental impact without compromising functionality.

5. Reduce energy consumption wherever possible

Energy efficiency not only lowers emissions but also cuts operating costs. Using LED lighting, upgrading insulation, installing smart thermostats or sourcing renewable energy can make a meaningful difference over time.

6. Find creative ways to reduce waste

Textile waste is a persistent challenge in fashion, but it also presents opportunities for collaboration. Partnering with local charity shops or recyclers that accept fabric scraps helps divert waste from landfill and supports circular solutions.

Some brands also repurpose offcuts into limited products or samples, turning waste reduction into a creative asset.

7. Offset what you cannot yet eliminate

While reduction should always come first, carbon offsetting can help address unavoidable emissions. Offsetting involves supporting projects that balance out your environmental impact.

8. Rethink packaging

Packaging should protect products, not produce unnecessary waste. Streamlining packaging materials and using recycled content can significantly reduce ecological effects.

9. Stay adaptable

Climate change is disrupting business operations all over the world, and it is not showing any sign of stopping. Building flexibility into your model

whether in sourcing, logistics or production, allows you to respond proactively rather than reactively.

10. Measure and improve

Sustainability is an ongoing process. Tracking energy use, waste, emissions and supplier performance allows businesses to assess progress and identify areas for improvement. Data-driven decisions ensure sustainability efforts remain credible and aligned with long-term goals.



The good news is that you don't have to do it alone!

The transition to a more sustainable fashion industry is a collective effort. Across Scotland and beyond, organisations exist to support both startups and established businesses on their journey toward net zero.

One such organisation is Zero Waste Scotland, which supports businesses in driving climate action through collaboration and access to best practice. By connecting businesses with the right tools, Zero Waste Scotland facilitates practical action and long-term progress toward climate, and a circular economy.

For fashion startups navigating their first steps, support systems like these can make sustainability achievable and commercially smart.

BRAND TRANSPARENCY

By Cara Dingwall

H&M is being sued for misleading shoppers. Urban Outfitters hides their overproduction by selling consumers 'vintage' items of questionable origin. Adidas is caught using made up numbers to brand shoes as '50% recycled'. These mass-producing retailers are repeatedly being called out for the lack of transparency given on exactly how much they make, waste, and pollute the earth – and fairly so. Greenwashing, as it is called, is very real and very problematic for the industry.

Companies can declare one sustainable measure they are taking towards a greener earth without mentioning the extensive damage they are doing below the surface, and this is allowed because of the wishy-washy legislation surrounding transparency in production. Quite often, companies themselves are unaware of these statistics. They haven't been obligated to give this information, so they don't themselves quantify it. Eventually, responsibility declarations and mandates will become fully legislated, and no longer will companies be able to hide through obstruction of the true extent of their damage to the environment, or their ignorance to it.

Still, pressure is being felt by companies to acknowledge their impact on the earth, perhaps in an attempt to preserve their reputation. Patagonia has declared that nothing they do is sustainable in a 2025 report that seems to resemble a sort of

warning shot to companies, where they emphasise the extent of work still to be done and come clean on their current production levels and impacts. The company's transparency and self-criticism, alongside their commitment to continue what is a 'work in progress' in environmental production, has positively impacted their relationship with consumers.

Honesty about your company's production quantities is indeed admirable, but without action continues the perpetuation of global, environmental damage. Simply being honest is not going to be enough – but it is a crucial step towards a globalised mandate to fashion companies to make conscious environmental decisions. Right now, it is the best we can ask for all fashion companies, in the hopes of a more circular industry environment.

Continue to call out retailers for the lack of information they have made available, and investigate 'eco-friendly' lines from companies with fast-fashion tendencies, because often these lines do little to make up for the destruction that their overproduction costs the planet.

And, finally, remain transparent in your own production manoeuvres, for the sake of climate scientists trying to implement new ways of sustainably producing clothes, and for the sake of your reputation as a brand.



We are proud to ask the world of fashion retailers to Speak Volumes! about their production of clothing and encourage complete transparency in what they make. There is an embarrassingly large data gap in how big the fashion industry really is, but we know that the damage fast fashion causes to the environment is colossal.

This movement is part of the #Stop-WasteColonialism organisation that seeks to implore companies and policy makers around the world to enforce

transparency when it comes to production. The impact of fast fashion product waste is observed in Kantamanto, a market in Accra, Ghana that receives an abundance of the UK's second-hand clothes. The amount of political, environmental, health and financial damage that this costs the market is excessive. Often, the clothes sent are too damaged to be resold, and this has left a mammoth amount of clothing waste – around 40% of clothing sent to Kantamanto is unusable. With nothing to do but fill landfills or

burn these items, the pollution rates in Accra are soaring and ecosystems are suffering permanent damage.

The key to alleviate this horrific socio-environmental crisis from afar is to demand accountability in the companies of products frequently found on the beaches of Accra – including M&S, Nike, Primark and Zara. The organisation sends letters to companies inviting them to step up and take leadership in transparency and has set up templates for members of the public to use if they want to reach out themselves. Otherwise, they accept submissions and will reach out to companies on behalf of members of the public.

Their website <https://stopwastecolonialism.org/> has an impressive amount of information available, including a list of companies that have shared their production volumes. The site is a great tool for both consumers and companies looking to understand the importance of being transparent in sustainability measures. Transparency will lead to the development of global policies that seek to save real environments that are suffering due to the overproduction and overconsumption of fast fashion.

Seamless is a proud ally of the #Stop-WasteColonialism movement and stands beside Kantamanto. We ask every fashion company to Speak Volumes! Sign the petitions, send the letters, and remain transparent in every movement – for our planet and our people.

FASHION REVOLUTION

By Thomas Wilkinson

Fashion Revolution Week

With the global fashion community now taking a step back from real progressive sustainability changes and instead pivoting to using it as a marketing technique, I see that the Fashion Revolution Week has become a call, for fairness and openness in the clothing industry. After growing out of the Rana Plaza disaster, it has evolved into one of the largest fashion activism movements in the world. Fashion Revolution Week reaches over 75 countries and invites everyone from designers and factory workers to brands and shoppers to join a week of reflection and action.

Why it's relevant

Ethical fashion can no longer continue as just a consumer trend. Regulators and investors are increasing the focus, on the labour rights and the environmental impact. Participating in Fashion Revolution Week sends the signal that your company is listening. It shows that your business takes the accountability seriously and gives your company the platform to share what you are doing and where you need to improve, a transparency that is becoming increasingly appreciated by customers.



Simple ways to take part:

Talk about your manufacturing process. Share stories about the people behind the products and the steps you are taking to protect them from labour exploitation

Host a conversation. Run a small event or webinar to discuss responsible fashion with staff, suppliers and customers. Use it to gather feedback as well as to report on progress.

Encourage repair and reuse. Offer repair services or tips during the week. Highlight how extending the life of clothing benefits both the planet and your business.

Fashion Revolution Week is just a starting point. It's an opportunity to engage with a global movement, learn from others and demonstrate leadership. By taking part, even in small ways, you contribute to a fashion industry that treats workers fairly and uses resources wisely.



WOOL

HOW ETHICAL IS IT?

By Thomas Wilkinson

Few fabrics are as steeped in history or as wrapped in assumptions as wool. The word brings connotations of soft jumpers and countryside sheep grazing on green hills. That rustic image feeds a belief that wool is innately “natural” and therefore harmless. In some respects that reputation is deserved. Sheep grow a new fleece every year using little more than grass, water and sunlight. When a woollen garment finally reaches the end of its long life it will biodegrade, returning nutrients to the soil rather than breaking down into microplastics. High quality wool garments can outlast multiple owners, insulating when wet, resisting odour and regulating body temperature, which makes them easy to care for and discourages throwaway consumption. Quality wool garments can outlast multiple owners, insulating when wet, resisting odour and regulating body temperature, which makes them easy to care for and discourages throwaway consumption.

Sustainability, however, is more than a buzzword. Livestock farming is responsible for significant greenhouse gas emissions and methane from sheep is a potent climate pollutant. Critics point out that raising sheep for wool uses land and water, releases gases from belching and manure, and requires cleaning and processing that consume energy and detergents. Overgrazing can lead to erosion and biodiversity loss, while the chemicals used to treat parasites have caused pollution incidents. Animal welfare organisations also draw attention to rough handling during shearing. It is pointed out that lamb mortality is high in some regions where ewes are bred to produce

more offspring than they can feed, and that routine practices such as tail docking, castration and mulesing are often performed without anaesthetic. These procedures may be cost-effective for farmers but raise serious ethical questions for brands seeking to source wool responsibly. Gas emissions and methane from sheep is a potent climate pollutant. Critics point out that raising sheep for wool uses land and water, releases gases from belching and manure, and requires cleaning and processing that consume energy and detergents. Overgrazing can lead to erosion and biodiversity loss, while the chemicals used to treat parasites have caused pollution incidents. Animal welfare organisations also draw attention to rough handling during shearing. effective for farmers but raise serious ethical questions for brands seeking to source wool responsibly. The good news is that wool’s impact is not fixed. A small but growing number of farms are experimenting with regenerative grazing – grouping animals into larger herds and moving them frequently to avoid overgrazing. Farmers who use these techniques in Australia, Uruguay and South Africa report healthier soils, more wildlife and steadier wool yields. These examples suggest that when pastures are managed carefully, sheep can play a positive role in the landscape rather than depleting it.

Another argument is circularity. Mechanical recycling can turn old wool garments back into fibre while preserving most of their strength, provided the staple length is sufficient. Because this process bypasses the farm stage altogether and uses less water and energy than scouring raw fleece, the carbon footprint of recycled wool is merely a fraction. The trade-off is that recycled fibres are shorter and colour options are limited, but for many applications these constraints are minor when set against the environmental savings. Off is that recycled fibres are shorter and colour options are limited, but for many applications these constraints are minor when set against the environmental savings.

In the end there is no one size fits all verdict on wool. Cheap wool usually comes from high intensity farms that prioritise yield over animal welfare and land health, which is why it commands a lower price. In many producing countries the wool and meat industries are intertwined; lambs are often shorn once before being sent for slaughter, so cheap fleece and cheap lamb go hand in hand. More expensive fibres tend to come from producers that limit flock size, rotate pastures and invest in better shearing practices, and those additional costs are reflected in the price tag. Certifications such as the Responsible Wool Standard and traceability schemes

like ZQ Merino help buyers distinguish between the two. businesses that care about sustainability might choose to pay a premium for wool with credible welfare and environmental credentials or mix recycled wool into its range. How sustainable wool is for your company depends on what values aligns with your brand and your customers’ expectations. Size fits all verdict on wool. Cheap wool usually comes from high intensity farms that prioritise yield over animal welfare and land health, which is why it commands a lower price. In many producing countries the wool and meat industries are intertwined; lambs are often shorn once before being sent for slaughter, so cheap fleece and cheap lamb go hand in hand. More expensive fibres tend to come from producers that limit flock size, rotate pastures and invest in better shearing practices, and those additional costs are reflected in the price tag. Certifications such as the Responsible Wool Standard and traceability schemes like ZQ Merino help buyers distinguish between the two.



good fabric

Sustainable fabrics.
Thoughtfully sourced.



Cruelty Free,
Ethically Made
using Organic Materials.



treen
shoptreen.com

‘Edinburgh’s fashion hub for sustainable shopping’

Nestled on the corner of St Stephen Place in Stockbridge, treen was founded in 2018 by Cat Anderson and opened its doors in 2020 to Edinburgh’s eco-conscious shoppers, and since has received measurable success in the wider fashion industry.



Treen Shopfront
Photographer, Cara Dingwall

TREEN PROFILE

By Cara Dingwall

Nurturing an environment of sustainability, treen surrounds its business ethos on ethical practices and only retails brands that comply with their extensive Code of Conduct. Brands must agree that their products are ethically made, cruelty-free, vegan, made from recycled and organic materials, and that they consistently give back to the planet through charitable donations.

The team at treen pledges to help customers make the right decisions, emphasising that quality trumps quantity when it comes to picking a wardrobe. In an age of overconsumption, online shopping and obscured production methods, treen’s encouragement of consumers to consume less is refreshing, honest and reflective of their true commitment to bettering the planet.

The store has made waves in the local community with frequent workshop events, inspiring customers to upcycle and repair their clothes and innovate in ways to prolong the lifetimes of their items. They also offer a marketplace online for customers to sell their preloved treen garments, helping them handle shipping costs and offering store credit of 110% of your listed price, or the value of your item in money.

The company is leading by example when it comes to accountability in excessive stock, releasing reports of the total value of any unsold clothing biannually. To eliminate waste, they hold sample sales of unsold items to ensure they are given away meaningfully rather than handed to redistributors and sent to landfills.

treen is an example of a fashion company that was founded purely for the love of the planet, making every decision that they have made one that is environmentally conscious and circular. treen takes initiative and is unafraid to get involved with the community, encouraging consumers to make a difference on a personal level.

A successful fashion company knows how to sell to their consumer markets, but an authentic one puts the planet before that – and in a culture that increasingly grows conscious of the impact of making clothes on the environment.

what sells better than brand authenticity?

TBCo. is a sustainable fashion brand born from the desire of the owner, Emma MacDonald, to prove to the industry that combining beauty with responsibility is possible. Sustainability and ethical practice are woven into each carefully crafted piece throughout every step of the production process, from designs made to last to materials created with recycled fibres.



Mannequin Head
Photographer, Camilla Casarotto

INTERVIEW WITH TBCo

By Camilla Casarotto

What materials do you primarily work with, and how do you approach sourcing them responsibly?

We primarily use three types of wool: recycled, cashmere and lambswool. Our recycled wool is sourced from previously worn clothes coming from the UK that are reutilised to make durable yarn; as for our lambswool and cashmere, they are both from ethically-sourced, cruelty-free family-run farms in Mongolia; we also pay regular visits to our farmers to make sure the animals are being taken care of. Cotton is also a staple in our shop, and we ensure that it is as eco-conscious as possible. We keep a close relationship with our suppliers to make sure that they all comply with the highest ethical standards, and we always aim to find partners that operate fair work practices and are up to date with the latest certifications in terms of good quality and humane conditions. In the context of sustainability, transparency is fundamental to foster customer loyalty and to avoid falling into the greenwashing trap, which does more harm than good. Being a B Corp certified fashion company makes transparency easier, because it attests that we meet certain ethical standards.

How do you ensure ethical practices across your supply chain, and why is transparency important to you as a brand?

We keep a close relationship with our suppliers to make sure that they all comply with the highest ethical standards, and we always aim to find partners that operate fair work practices and are up to date with the latest certifications in terms of good quality and humane conditions. In the context of sustainability, transparency is fundamental to foster customer loyalty and to avoid falling into the greenwashing trap, which does more harm than good. Being a B Corp certified fashion company makes transparency easier, because it attests that we meet certain ethical standards.

Do you ever find tension between sustainability and creativity, and how do you navigate that balance?

We think brands see sustainability as an obstacle to creativity rather than an opportunity to think outside the box. In reality, we have found that being sustainable does not equal to being boring, and that you can push boundaries creatively and create exuberant pieces without ceasing to contribute to an eco-friendly future.

What has been one of the biggest challenges in producing fashion responsibly, and how have you addressed it?

The hardest challenge is ensuring that every company we partner with is being transparent and truthful about their ethical standards. The topic of sustainability is relatively recent and there is not much regulation around it yet, so the relationship between a business and their suppliers is built primarily on trust. At tbcO. we address the issue by keeping a close contact with our collaborators and by conducting yearly on-site checks.

What does "sustainable fashion" truly mean to tbcO., beyond materials and certifications?

Sustainability is not just about sourcing and manufacturing. It is also about making our clients feel good by producing designs that reflect their individuality and treating our employees fairly and with integrity to ensure they have the best experience working with us.

What changes would you most like to see in the fashion industry as a whole?

We would love to see more fashion brands become environmentally conscious. There is still a great amount of fast fashion labels that put profit above everything else, and we wish they would realise you can have a profitable business without contributing to harmful habits. However, we think we are taking steps in the right direction towards a more sustainable future.



Treen Shopfront
Photographer, Cara Dingwall

BUILDING A SUSTAINABLE SUPPLY CHAIN

By Thomas Wilkinson

Partners and platforms

Few brands control every step of their supply chain, which is why partnerships matter. Bridge & Stitch, a Nottingham-based consultancy, matches labels with factories that meet high ethical standards and specialises in reusable products such as filtration masks and washable pads. The company aligns its strategy with United Nations goals on responsible consumption and life on land, supports treeplanting projects and donates a share of revenue to environmental causes. It also offers bespoke road maps that help clients set realistic targets and measure progress. By working with intermediaries like this, companies without inhouse production can gain access to expertise and avoid common pitfalls.

Sourcing platforms are evolving too. Common Objective, for example, is a network developed with partners such as the Global Organic Textile Standard and Fairtrade. It connects buyers and suppliers and highlights companies with strong sustainability credentials. Users can find mills powered by renewable energy, logistics firms with low-emission fleets or experts who can verify claims. In a world where transparency is increasingly demanded by regulators and consumers, tools that make it easier to see and compare suppliers are becoming indispensable.



B Corp. Certification
Photographer, Camilla Casarotto

What businesses can do now

For companies, the first step is coming to understand their own supply chain. This will mean mapping out where fibres come from, how fabrics are produced and how finished goods are transported. From there, practical actions follow: opting for fibres that require less water and chemicals, working with local mills to shorten transport routes and designing products for durability and repair. Investing in renewable electricity and efficient machinery can cut operating costs as well as emissions. Finally, keeping records of materials and emissions will help businesses meet upcoming reporting requirements and identify further opportunities for improvement.

Why it matters

The drive toward sustainability is reshaping the fashion industry. Shoppers are asking where their clothes come from and how they are made. Governments are drafting legislation that puts more responsibility on producers. Businesses that respond to these signals today will not only reduce their exposure to future regulations but also build stronger relationships with customers and suppliers. More importantly, they will help to transform an industry known for its heavy environmental footprint into one that is known for being a trailblazer in environmentalism.

CONSUMER INTEREST IN SUSTAINABLE FASHION

A brief insight into today's fashion consumers, by Cara Dingwall.



In 2026, people are hyperconscious of everything – what they spend, who gets their money, and where their clothes come from. Increasingly, as the world tightens their belts whilst constantly being made aware of the real countdown to irreversible climate change, fashion consumers are looking for products that won't cost the earth.

Fashion's carbon foot is so large that it is impossible not to get a little bit squashed under its weight. However by understanding the complicated choices that consumers want to make when buying clothes today, you can successfully market an environmentally friendly, profitable operation. Eco-conscious shoppers are looking for:

Multi-functional clothing.

A top with swappable sleeve lengths, a reversible trench coat, a skirt with different length adjustments. Versatility is increasingly popular in markets and innovation in how clothes can be worn is a highly commendable and attractive quality in a clothing company.

Natural, durable materials.

Look to organic linen, bamboo, or cotton – materials that last a lifetime and take little resources to produce. Choose materials that are or can be recycled and invest in such schemes to promote clothing renewal and longevity

Achievable price points.

Produce locally. Distribute locally. Simplify your sourcing process to keep costs low (both financially and environmentally). Balance the need of your company with the needs of the planet and its people.

Sustainable clothing is more expensive to make, but there are ways to limit the excessive costs of production and allow customers to feel like they are making worthwhile investments in your products.

By tailoring consumer interests to sustainable shopping environments, your company can create an environment of ethical and long-lasting profitability – by investing in the future of the earth you will in turn invest in the future of your company.

Make sustainability your brand, your ethos, your mission, and you will be rewarded if not financially, then by the earth around you, which has been given a bit more time to breathe.

Seamless

Seamless beckons industry professionals to make more conscious decisions in the fashion environment. By reckoning with the origin of material and the harmful supply chains in circulation across the UK and globally, we ask fashion businesses to innovate. Sustainability policies are impending, and brands should act now to jump ahead of the eco-curve and promote a circular fashion economy. Change is necessary – climate change doesn't have to be.

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Seamless is proud to be in partnership with several not-for-profit organisations that make real differences in the fashion industry's journey to sustainability.



Committed to sustainability

Seamless remains committed to sustainability in every step of the magazine's production process, using 100% recycled paper and printing consciously with the planet in mind.

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Looking to hear more? Wanting to collaborate with us?
Reach out by emailing our team with all enquiries.

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Bridge & Stitch

Bridge & Stitch supports fashion brands in finding responsible manufacturing partners, helping to navigate sourcing, production and supply-chain decisions with transparency and care.

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