

Are you a fashion or footwear business trading in the EU?

Are you ready for the seismic changes coming?

New EU sustainability regulations will soon redefine the apparel and footwear industries. These changes are coming fast, led by the Ecodesign for Sustainable Product Regulation (ESPR).

We've distilled the main points down to this simple sentence.
While it is pretty short, it packs quite a punch.

By 2027, every garment sold in the EU requires a unique identifier on the product itself storing key sustainability data - or else.

2027

2027 is a pivotal year for fashion and footwear industries as brands will have to implement these new sustainability measures before EU enforcement begins.

Every garment

With over 70% of fashion products in the EU being imported, the EU is the largest global apparel importer. This will impact countless brands and businesses worldwide wishing to sell in the EU Single Market.

For the EU

Any business wishing to sell to over 500 million European consumers across the EU's 27 Member States, plus Iceland, Liechtenstein, Norway, and Switzerland, must understand these new sustainability changes. The scale of these changes is impacting the apparel and footwear market globally.

Requires a unique identifier

All individual products in the top polluting industries will be required to have a unique identifier, which for fashion and apparel means a Digital Product Passport (DPP). This DPP should contain key information about a product's composition, origin and use.

On the product itself

The EU laws have stated that the Digital Product Passport should be easily accessible by scanning a data carrier physically on the product itself to ensure the data remains accessible throughout a product's life cycle.

Storing key sustainability data

The ESPR legislation states specific data requirements for these DPPs – including a product's technical performance, materials and their origins, repair activities, recycling capabilities and life cycle environmental impacts. If you want to hear more details about the likely data requirements, the team at Kinset can guide you through this.

Or else.

While the EU hasn't announced all the specifics, non-compliance will likely mean losing access to the EU market. We do know there will be a 'name and shame' approach, with brand names publicly listed by the EU. On top of that, customs are likely to impose fines and product delays that will hit your bottom line and reputation harder than the cost of compliance. The upside? Embracing these changes is a great chance to boost your brand credibility, appeal to more conscious consumers, and stay ahead of the competition.

Key industries first to be impacted

The following industries have been prioritised for early adoption of Digital Product Passports:

- iron and steel
- aluminium
- **textiles, in particular garments and footwear**
- furniture, including mattresses
- tyres
- detergents

- paints
- lubricants
- chemicals
- energy related products
- information and communication technology products and other electronics

About Kinset

Kinset is a green tech company that helps brands navigate their new sustainability compliance requirements and bigger environmental challenges.

Through our custom-built SaaS platform, we can work with you, bringing a range of your core business data together that will make your business comply with new global environmental standards, such as Digital Product Passports (DPPs), EU DPP Registry and Life Cycle Assessments (LCAs), to make your company fit for the future.

Our team, expertise and technology solutions can help you go beyond compliance, making your business fundamentally more environmentally sustainable. As your partner, we can work with you to solve the real-world problems that your brands face, providing your business with data-driven insight into all your partners and your consumers, while ultimately helping to drive return on investment.



Contact us

If your fashion business or brand could be impacted by these upcoming changes to selling into the EU, we'd love to talk to you and see if we can help.

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