H&M's CEO: "The Future Is Circular"

By Sandra Halliday - 2019-10-30

H&M - COS

H&M's CEO, Karl-Johan Persson, has said that the fashion industry needs to embrace a sustainable future to survive. "The future is circular," he said.

"We need to embrace a sustainable future," he said. "We need to think about what we can do to make our industry more sustainable and environmentally friendly."

Persson said that H&M is committed to making its supply chain more sustainable, with a goal of sourcing all its cotton from sustainable sources by 2020.

H&M has also launched a new circular fashion line, called COS, which uses recycled materials.

"We want to lead the way in creating a more sustainable future," said Persson. "We want to be a part of the solution, not a part of the problem."

Persson said that H&M's goal is to make its business more sustainable, and that this will require a shift in the way the industry operates.

H&M has also pledged to cut its greenhouse gas emissions by 2040.

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