TextileGenesis collaborates with Kering, Bestseller to launch 'Viscose Traceability Project' via Fashion for Good

By Isabelle Crossley  -  2 December 2020

Bengaluru-based textiles business TextileGenesis has collaborated with Kering and Bestseller to launch the 'Viscose Traceability Project' through Fashion for Good, to promote the use of sustainable fibres.

As part of the Viscose Traceability Project, TextileGenesis will apply its innovative blockchain technology to trace viscose in the textile supply chain in eight countries, Fashion for Good announced in a press release. Kering and Bestseller will provide eight garment styles to be traced for the project pilot.

The project will span nine months and will be financially supported by Bestseller, Kering, and Zalando. The aim is to ensure the use of sustainable viscose fibres along the entire fashion supply chain.

"Traceability in the textile value chain is challenging due to high industry fragmentation and global supply chains," said TextileGenesis' CEO and founder, Amit Gautam, in a press release.

"Sourcing of sustainable fashion products increasingly requires full supply chain traceability to ensure integrity of sustainability claims. We see sustainability and traceability as two sides of the same coin and our purpose is to accelerate the realisation of 100% sustainable fibres pledges by providing radical transparency in the textile value chain."

"A critical step towards a circular fashion industry is verifying that the materials used are sourced sustainably, processed responsibly and can provide the information needed to ensure their value can be recaptured at the end-of-use," said Fashion for Good's managing director, Katrin Ley, in a press release.

"This consortium project elaborates on our foundational traceability work with organic cotton to bring a scalable solution for traceability, from fibre to finish, in the viscose supply chain."

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