# Fashion industry falls short on sustainability goals, says new report



Good On You, a notable fashion and beauty brand rating platform, has published its inaugural 'Fashion Planet Report', highlighting what it describes as "alarming gaps" between the fashion industry's environmental ambitions and its actual performance. The report, released on April 14, 2025, draws from an extensive analysis of over 5,400 fashion brands, encompassing both large and small entities.

The findings reveal a concerning picture regarding the industry's commitment to sustainability and environmental impact. On average, large fashion brands scored only 30% in their environmental impact measures, while their smaller counterparts fared slightly better with an average score of 46%. The report identifies significant deficiencies in areas such as emissions tracking, supply chain transparency, and adherence to circular design principles.

A notable aspect of the report is the revelation that 88% of brands with emissions reduction targets fail to disclose any progress towards achieving them. Furthermore, despite widespread discussions surrounding circular fashion, the report indicates that just 3% of large brands have implemented rental schemes and only 13% provide resale programmes for consumers. Additionally, only 6% of large fashion brands are making investments in research and development aimed at circular innovations.

In contrast to the broader findings, the report does highlight some positive outcomes; top-performing brands demonstrate that improved environmental practices are attainable. Among large brands evaluated, the highest score reached an impressive 86%, while several small brands achieved a perfect score of 100%.

Sandra Capponi, co-founder of Good On You, expressed concern regarding the industry's trajectory. In her comments to FashionNetwork France, she stated, "The numbers say it all. Sadly, the industry is far behind where it needs to be to protect the environment and our future. Without stronger action and systemic changes, the industry risks losing the trust of consumers, investors, and regulators — all while undermining the resilience of its own supply chains. Fashion simply can't continue down this path."

The report serves as an eye-opener regarding the current state of sustainability within the fashion sector, highlighting the urgent need for systemic reform to align actual practices with the industry's eco-friendly aspirations.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://goodonyou.eco/fashion-planet-benchmark-report-2025/> - This URL supports the 'Fashion Planet Benchmark Report' by Good On You and provides insights into the environmental impact of the fashion industry, including low scores for large brands and deficiencies in emissions tracking and circular design.
* <https://ww.fashionnetwork.com/news/Good-on-you-unveils-first-report-charting-fashion-s-environmental-performance-gap-,1720406.html> - This URL corroborates the findings from Good On You's report, highlighting the gap between industry ambitions and actions, and specific statistics like large brands scoring a 30% average on environmental measures.
* <https://goodonyou.eco> - This URL provides general information about Good On You, its mission in rating fashion and beauty brands based on sustainability, and its role in promoting environmental awareness within the industry.
* <https://www.instagram.com/goodonyou_app/p/DFqDbmNKevM/> - Although not directly addressing the report, this URL reflects Good On You's broader advocacy for sustainable practices in the fashion industry, emphasizing the need for urgent innovations to protect the planet.
* <https://www.noahwire.com> - This is the source article that outlines Good On You's 'Fashion Planet Report' and its implications for the fashion industry, though it does not offer direct supporting content beyond the article itself.