Bestseller A/S

How is the company performing?

COUNTRY OF HQ

Denmark

SELECTION OF SUBSIDIARIES

Jack & Jones
Junarose
Jacqueline De Yong
Mamalicious
Name It
Noisy May
Object Collectors Item
Only
Only & Sons
Pieces
Selected
Vero Moda
Vila Clothes
Y.A.S.

Overall Score	Policy	Uptake	Traceability
51	15	31	5

Where is Bestseller A/S on the journey to sustainable cotton?



Company performance analysis

OVERALL

Bestseller scores 51 out of 100 points in this ranking (up from 11 in 2017, the biggest progress since the last ranking) and is now leading the way towards cotton sustainability.

POLICY

Bestseller states that as a major user of cotton it has an opportunity to help boost the demand for and supply of sustainable cotton. The company addresses various environmental issues by sourcing organic, recycled and Better Cotton as well as membership of BCI, Cotton made in Africa and Textile Exchange. Bestseller is involved in various initiatives to contribute to the recycling of cotton-made products and use of recycled cotton. By 2022 the company seeks to source 100% cotton from more sustainable alternatives.

UPTAKE

In 2018, Bestseller sourced 62% of sustainable cotton, including 55% Better Cotton and 7% organic cotton.

TRACEABILITY

The company does not publish information on the absolute volume and origin of the cotton used in its products. The company publishes a list twice a year of its finished goods manufacturers, but does not publish information on its fabric manufacturers and yarn spinners.