Trendy International Group

How is the company performing?

COUNTRY OF HQ

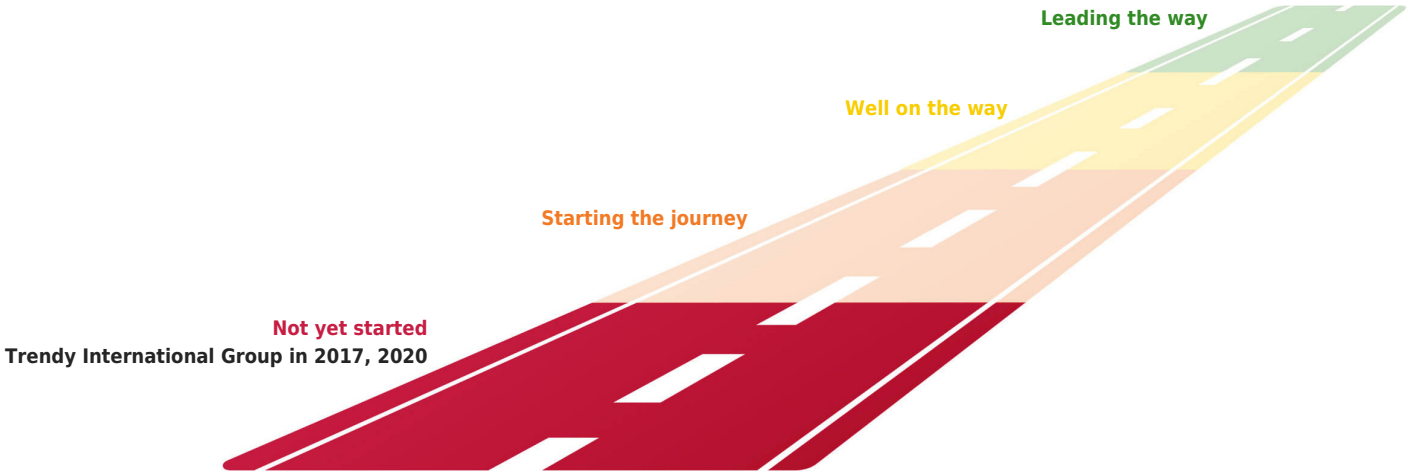
China

SELECTION OF SUBSIDIARIES

ochirly
Five Plus
Coven Garden
RENDIANO
ochirly kids
CultSu
Superdry (in China)
Miss Sixty

Overall Score	Policy	Uptake	Traceability
0	0	0	0

Where is Trendy International Group on the journey to sustainable cotton?



Company performance analysis

OVERALL

Trendy International Group scores 0 out of 100 points in this ranking (as in 2017) – showing no significant performance, and has therefore not yet started the journey towards cotton sustainability.

POLICY

Trendy International Group has no public policy on sustainable cotton in place and makes no mention of any intention to reduce harmful impacts of conventional cotton production on its website. Issues regarding water use, pesticide use and biodiversity in cotton cultivation remain unaddressed as do labour and human rights violations.

UPTAKE

Trendy International Group does not publish any information about volumes of sustainable cotton sourced, either in percentage or absolute terms.

TRACEABILITY

Trendy International Group does not publish information on the absolute volume and origin of the cotton used in its products. The company does not provide information on its suppliers (finished product, fabric manufacturers, yarn spinners).