

FAIRLY MADE · MISSION REPORT

2025

Mission Report

A WORD FROM THE FOUNDERS

Letter from our *founders*.



SIGNED

**Laure Betsch &
Camille Le Gal**

Co-founders of Fairly Made

*2025 marked a defining year for Fairly Made and for the fashion industry as a whole. In an environment shaped by economic uncertainty, regulatory shifts, and increasing pressure on global supply chains, one reality became undeniable: **transparency creates tangible value for brands**. Beyond compliance, reliable data has become essential to anticipate risks, strengthen operations, and build long-term resilience.*

*This year, Fairly Made continued its international expansion alongside a growing community of brands committed to building a more responsible and future-ready industry. **Recent fundraising accelerated the development of the platform**, supported team growth, and sustained expansion abroad. The launch of the new **Supply Chain Intelligence module** also introduced a stronger connection between traceability data and social, environmental, and geopolitical risks helping brands make smarter and faster decisions across their value chain.*

*The regulatory landscape continued to evolve rapidly. The publication of the **third JRC milestone in December 2025** made the Digital Product Passport increasingly concrete, and brands are now actively preparing for this new era of product transparency. At the same time, the **Omnibus discussions in Europe**, alongside the withdrawal or weakening of several sustainability regulations in the US and EU, confirmed that compliance alone cannot define sustainability strategies. Regulations change, but the need for trustworthy and connected data remains constant.*

*This year also marked the introduction of the **French Environmental Cost framework** on a voluntary basis, and Fairly Made supported the declaration of a significant number of product scores through the governmental portal. These milestones reflect a broader transformation already underway across the industry: **transparency is becoming a resilience engine and a strategic value asset for brands**.*

Fashion is evolving rapidly, and Fairly Made is proud to help brands turn data into clarity, resilience, and measurable impact.

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ABOUT FAIRLY MADE® · FOUNDED 2018

About Fairly Made®

The leading SaaS solution empowering luxury, fashion and mass market brands on their sustainability and compliance journey from raw material to finished product.



TEAM

+60

Employees, based
in Paris & Milan

CLIENTS

+150

Brands working
with us worldwide

PRODUCTS

+220_k

Product references
assessed since 2021

SUPPLIERS

+30_k

Suppliers in our
database

A 360° platform with *four modules* covering the sustainability & compliance journey.

TRACE

Improve supply chain visibility and gather data from tier 1 to raw materials.

- ✓ 30,000+ supplier network
- ✓ Dedicated supplier interface

MEASURE

Conduct complex LCAs and assess social impact using 110 criteria.

- ✓ Product-level LCA
- ✓ Expert analyst team

COMMUNICATE

Share traceability and impact data through digital product passports.

- ✓ QR codes, URLs & widgets
- ✓ Impact equivalencies

ECODESIGN

Simulate environmental savings and benefits at the product level.

- ✓ Product comparisons
- ✓ Impact benchmarking

TRUSTED BY 150+ BRANDS

LVMH · SMCP · Versace · Ganni · A.P.C. · Paul Smith · Balmain · Kenzo ·
Courrèges · Karl Lagerfeld · The Kooples · ba&sh · Fendi · Rossignol ·
Varley · Patou · Another Tomorrow

OUR MISSION

A mission-driven company since *day one*.

Since 2018, our journey has been fueled by a clear mission: to improve the environmental and social impact of the fashion industry. This mission is articulated through four statutory objectives, enshrined in our bylaws, which guide all of our strategic developments and decisions.

FOUR STATUTORY OBJECTIVES

01 **Improve the traceability** of textile and leather supply chains.

02 **Measure the environmental impact** of textile and leather products to help brands and factories reduce it.

03 **Support brands and suppliers** in identifying and preventing the social and environmental risks linked to their textile and leather production.

04 **Promote transparency** among the various stakeholders in the textile industry to accelerate consumer awareness.

MISSION MILESTONES

2023

SEPTEMBER · SOCIÉTÉ À MISSION

Fairly Made officially obtained the status of **mission-driven company** (*société à mission*) as defined by the PACTE Law solidifying our commitment to creating a positive environmental and social impact across the industry.

2025

JUNE · FIRST THIRD-PARTY AUDIT

Fairly Made succeeded in its **first third-party audit** a major mandatory step as a *société à mission*. Conducted by **Aupeam**, the audit highlighted the strong alignment between our SaaS offers and our mission.

A MISSION FOCUSED ON OUR CORE BUSINESS

From statutory ambition to *2025 achievements*.

	01 Traceability	02 Impact	03 Due Diligence	04 Transparency
STATUTORY OBJECTIVES	Improve the traceability of textile and leather supply chains.	Measure the environmental impact of textile and leather products to help brands and factories reduce it.	Support brands and suppliers in identifying and preventing social and environmental risks linked to their textile and leather production.	Promote transparency among the various stakeholders in the textile industry to accelerate consumer awareness.
OPERATIONAL OBJECTIVES	- Guarantee a secure SaaS solution to improve transparency in the textile industry. - Consolidate Fairly Made's relationship with suppliers and enhance their engagement with sustainability and traceability issues.	- Improve brands' knowledge regarding the environmental impact of their products on the entire life cycle. - Ensure our methodology is up to date with regulatory standards. - Leverage our clients' usage of LCA results to drive ecodesign strategies.	- Improve brands' knowledge regarding the social impact of their supply chains. - Identify and alert brands on social and environmental risks in their supply chain.	- Provide consumers with clear and accessible information. - Bring our expertise to the industry and our ecosystem. - Raise awareness of regulatory topics and highlight the best practices of committed brands.
KEY 2025 ACHIEVEMENTS	- Launch of our Supply Chain Intelligence Module - New alliance with ZDHC for Gruppo Florence - Stronger supplier onboarding (+9.9k suppliers onboarded)	- French environmental labeling regulations come into effect - Strengthening of our LCA tool with PEF database - Launch of our Ecodesign module. - Launch of our Benchmark tool	- Integrated risk management within the Supply Chain Intelligence module - More granularity in the data collected (Transaction Certificates).	- Leading solution for the French environmental labeling +40 events attended - International expansion - Strengthening of our public affairs. & lobbying actions

YEAR IN REVIEW

2025 in a *nutshell*.

A year of **scale, momentum, and deeper impact**. Below are five numbers that capture how the platform & the mission moved forward in 2025.

SCALING WORLDWIDE

+60k

New product references analyzed for traceability and impact purposes

CO₂ MEASURED

1.2_M

Tons of CO₂eq approx. emitted across all our clients' products.

FRENCH ENVIRONMENTAL COST

18

Brands declaring the French Environmental cost with Fairlly Made.

SUPPLY CHAIN KNOWLEDGE

+13%

 ↗ vs 2024

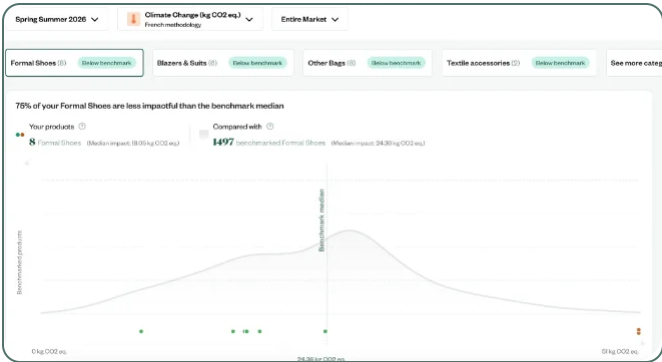
Progression in supply chain knowledge across our clients' portfolios.

PRODUCT INNOVATION

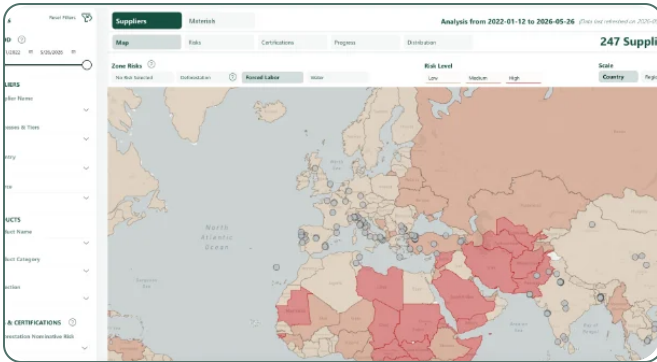
4

Major new features released across traceability, LCA & communication modules.

BENCHMARK TOOL



SUPPLY CHAIN INTELLIGENCE MODULE



OUR DEDICATED GOVERNANCE

A renewed Mission Committee.

To ensure that our activities are aligned with our mission, we have set up a dedicated governance structure, responsible for measuring the effectiveness of past actions and challenging our next decisions. In 2025, we decided to renew our Mission Committee with the willing of aligning even more our business decisions with our mission as Fairly Made enters a new growth phase. Each member was chosen for expertise, understanding of the industry's challenges, and capacity to challenge us with a dual sustainability & tech vision.

MISSION PRESIDENT · RE-ELECTED

EXPERT IN ENVIRONMENTAL LAW

Mélanie de Leusse

Head of Legal CSR at Fairly Made

MISSION MANAGER · RE-ELECTED

CSR EXPERT & MARKET VISION

Pauline Hoffmann

Key Account Manager at Fairly Made

★ NEW MEMBER

ECOSYSTEM & INDUSTRY VISION

Julie Hamadouche

Sustainability Consultant, ex CSR Director at Ba&sh

★ NEW MEMBER

TECH FOR IMPACT & PRODUCT VISION

Romain Kuzniak

Founder & CEO at Ignito

★ NEW MEMBER

USER & MARKET VISION

Hortense Pruvost

Director of Impact at Vestiaire Collective

2025

ACTIVITIES

- **May 2025** · Validation of the audit
- **June 2025** · Co-drafting of the 2024 Mission Report
- **October 2025** · Kick-off of the new Mission Committee
- **November 2025** · Workshop "Linking impact & ROI"

2026

FOCUS

- ✓ Integrate the mission into all our strategic decisions.
- ✓ Redefining our indicators to create direct link with business growth

MISSION COMMITTEE · 2025 NEW MANDATE

A renewed committee, in *their own words*.

“

Joining Fairly Made's Mission Committee means helping to prove that **impact and business performance can go hand in hand**, by turning data into a concrete lever for our industry. I'm delighted to continue this collective adventure.

”

Julie Hamadouche
CSR & Sustainability Consultant
Ecosystem & Industry vision

“

Joining Fairly Made's Mission Committee means committing to a **more transparent, responsible and human fashion industry**. I'm deeply committed to supporting this vision that the Fairly Made teams bring to life every day with passion and conviction.

”

Romain Kuzniak
Founder & CEO at Ignito
Tech for Impact & Product vision

“

Proud to contribute to moving our industry towards **more impact and transparency** by joining Fairly Made's Mission Committee. We have many shared challenges to address together.

”

Hortense Pruvost
Head of Impact at Vestiaire Collective
User & Market vision

OUR MISSION CONTROL SYSTEM

Three layers of *accountability*.

**MISSION
COMMITTEE**

In charge of ongoing monitoring of mission execution

- ✓ Presents an annual report to the Fairly Made Board on the execution of the mission.
- ✓ Delivers an opinion at least once a year on the implementation of objectives.

**INTERNAL
MISSION
COORDINATORS**

Define operational objectives, key indicators, and action plans

- ✓ Define operational objectives and key monitoring indicators, in line with top management and business strategy.
- ✓ Allocate the resources needed to achieve them.
- ✓ Measure and analyze results; manage external circumstances; implement action and support plans.

**INDEPENDENT
THIRD-PARTY
(OTI)**

For this first regulatory audit, we mandated **Aupeam**.

- ✓ Mandated to carry out a regulatory audit of the achievement of mission objectives, resources deployed, and results obtained.
- ✓ Delivers a public, reasoned opinion appended to the Mission Committee's report on whether mission objectives have been met.

OBJECTIVE Nº 01 · TRACEABILITY

ALIGNED WITH UN SDGS

12

RESPONSIBLE
CONSUMPTION

17

PARTNERSHIPS
FOR THE GOALS

STATUTORY OBJECTIVE

Improve the traceability of textile and *leather supply chains.*

• TRACED · TIER 5



Poplin shirt
Cotton · Portugal

78,633 PRODUCTS
TRACED IN 2025

×3.77 SUPPLIER
DISCOVERY FACTOR

INDICATORS RECAP · OBJECTIVE 01

Traceability, a *three-year progression.*

Improve the traceability of textile and leather supply chains.				
	12	RESPONSIBLE CONSUMPTION		17 PARTNERSHIPS
INDICATOR	2023	2024	2025	EVOLUTION
Number of products traced	37,059	56,358	78,633	↗ +40%
Textile products	32,157	46,871	66,329	↗ +41%
Leather products	4,902	9,487	12,304	↗ +30%
Suppliers in database (cumulative)		20,000	29,000	↗ +45%
New suppliers discovered in year		+5,500	+8,752	↗ +59%
Average progression in supply chain knowledge	×3.34	×3.37	×3.77	↗ +12%
Average Traceability Score	33.5%	48.3%	54.7%	↗ +13%
Webinars conducted with suppliers	8	43	50	↗ +16%
% of studies reaching Tier 1 only	13%	13%	20%	↗ +7 pts
% reaching Tier 5 (raw material)	53%	60%	60%	→ Stable

OBJECTIVE № 02 · IMPACT

ALIGNED WITH UN SDGS

12

RESPONSIBLE
CONSUMPTION

13

CLIMATE
ACTION

STATUTORY OBJECTIVE

Measure
the impact
of textile
& leather
products *to*
help reduce it.

• LCA · MEASURED



Oversized hoodie
Organic cotton · Italy

60,500 LCAS
CALCULATED IN 2025

~1M TCO₂
MEASURED ACROSS OUR
LCAS

Impact, a *three-year progression.*

Measure the environmental impact of textile and leather products.				
INDICATOR	2023	2024	2025	EVOLUTION
Number of LCAs calculated	20,696	36,193	60,500	↗ +67%
LCAs on textile products		30,576	51,857	↗ +70%
LCAs on leather products		5,617	8,677	↗ +55%
Total tCO2 approximately emitted by our clients			~1M	New
Contributions to working groups (FR & EU)		7	7	→ Stable
Avg CO2 impact T-shirts (kg CO2eq)	5.33	3.85	3.71	↘ -30%
Avg CO2 impact Pants (kg CO2eq)	20.51	24.25	22.24	↗ +8%
Avg CO2 impact Dresses (kg CO2eq)	~20	~19	~17	↘ -15%

OBJECTIVE № 03 · DUE DILIGENCE

ALIGNED WITH UN SDGS

8

DECENT WORK &
ECONOMIC GROWTH

13

CLIMATE
ACTION

STATUTORY OBJECTIVE

Support brands
& suppliers
in identifying
& preventing
*risks linked to
their production*

• RISK MANAGED



Patent handbag
Calf leather · Italy

64 POTENTIAL RISKS
FLAGGED IN 2025

2,212
CERTIFICATIONS
VALIDATED

Due diligence, a *three-year progression.*

Support brands and suppliers in identifying and preventing social and environmental risks.

8

DECENT
WORK

12

RESPONSIBLE
CONSUMPTION

INDICATOR	2023	2024	2025	EVOLUTION
Supplier certifications validated	1,352	2,647	2,212	↘ -16%
% of suppliers assessed with ≥ 1 certification	25%	21%	16.6%	↘ -4 pts
Suppliers identified with potential forced labour risk	14	27	17	↘ -37%
Suppliers identified with potential deforestation risk	11	32	47	↗ +47%
Supply Chain Intelligence module		First dev	Done	Launched

OBJECTIVE № 04 · TRANSPARENCY

ALIGNED WITH UN SDGS

12

RESPONSIBLE
CONSUMPTION

STATUTORY OBJECTIVE

Promote
transparency
in the textile
industry to
*accelerate
awareness.*

• DPP · PUBLIC



Runner sneaker
Recycled mesh · Vietnam

57,780

DPPs
DELIVERED IN 2025

180.7M

SCANS & VIEWS

Transparency, a *three-year progression.*

Promote transparency to accelerate consumer awareness.				
	12	RESPONSIBLE CONSUMPTION	17	PARTNERSHIPS
INDICATOR	2023	2024	2025	EVOLUTION
% of clients using our communication tools	80%	82%	74%	↘ -8 pts
DPP & showcases delivered	40,836	48,679	57,780	↗ +19%
Total scans & views on DPP / QR codes	770k	13.6M	180.7M	↗ ×13
Events participated	71	35	40	↗ +14%
Events organized by Fairly Made	8	14	18	↗ +29%
Blog posts published	9	10	9	→ Stable
Emailing campaigns sent	20	56	98	↗ +75%
Case studies published	7	4	18	↗ ×4.5
Total content pieces (blog + emails + case studies)		70	125	↗ +79%

CONCLUSION · LOOKING AHEAD 2026

CONCLUSION

Transparency as a *resilience* *engine* & strategic asset.

• 2026 · NEW MANDATE



Trace, measure, deliver.
A renewed mission · 2026 onwards

2026 PRIORITY

01 GROW & EXPAND,
ALIGNED WITH OUR
MISSION

2026 PRIORITY

02 CREATE TANGIBLE
VALUE FOR CLIENTS

PRELIMINARY CONCLUSION

General opinion of the *Mission Committee*.

Looking back on 2025, the Mission Committee shares three observations on how Fairly Made has navigated a defining year and what they say about the road ahead:

#1

A rapidly shifting regulatory and economic landscape

2025 confirmed what we had anticipated: the regulatory environment is both an **accelerator and an uncertainty factor** for brands. The Omnibus discussions in Europe, alongside the withdrawal or weakening of several sustainability regulations in the US and EU, reminded us that compliance alone cannot anchor a sustainability strategy. Fairly Made navigated this landscape with clarity, reinforcing a core conviction: **reliable, connected data creates value regardless of the regulatory context**. Brands that invested in transparency over the past years are now better positioned not because regulations required it, but because their data infrastructure allows them to anticipate, adapt, and demonstrate impact.

#2

Scaling the mission without diluting it

2025 was a year of significant acceleration. With **78,633 products traced**, over **60,500 LCAs calculated**, and **180.7M DPP scans and views**, the numbers reflect a platform reaching true industry scale. The launch of the **Supply Chain Intelligence module** is a structural milestone connecting traceability data to social, environmental and geopolitical risk signals, transforming raw supply chain data into actionable intelligence for brands. The introduction of the **French Environmental Cost** framework on a voluntary basis, and Fairly Made's role in supporting product score declarations through the governmental portal, further demonstrate the operational maturity of the platform.

The Committee notes, however, that *scale brings its own challenges*: the slight decline in clients using communication tools (82% → 74%) and in suppliers holding active certifications warrants attention. As the client base grows and diversifies, ensuring **depth of engagement not just breadth** will be essential to mission integrity.

#3

A governance model fit for a new growth phase

The **renewal of the Mission Committee** in 2025 reflects Fairly Made's determination to align its governance with a new strategic phase. The addition of profiles combining ecosystem vision, tech-for-impact expertise and market perspective strengthens the Committee's ability to challenge decisions and measure real-world mission delivery. The 2026 focus **redefining indicators to create a direct link between mission execution and business growth** is the right direction: impact must be measurable, comparable, and connected to the company's economic trajectory.

*The conviction of founders **Laure Betsch** and **Camille Le Gal** remains the foundation: **transparency is not a reporting exercise it is a resilience engine and a strategic value asset for every brand in the industry.***

From a defining year to a *resilient future*.

2025 confirmed that **transparency creates tangible value for brands** beyond compliance, reliable and connected data has become essential to anticipate risks, strengthen operations and build long-term resilience. Regulations may change, but the need for trustworthy data remains constant.

As we step into 2026, two priorities will guide our actions, anchored in the same mission that has driven us since day one.

2026 PRIORITY · 01

Grow & expand *while staying aligned with our mission.*

Reinforce our position in Europe, test new geographies, and scale partnerships to make impact data flow seamlessly across the industry.

- ✓ Reinforcing our European structure
- ✓ Testing new geographic zones
- ✓ Scaling partnerships & interoperability

2026 PRIORITY · 02

Create tangible value *for our clients.*

Deepen the platform's value with more user autonomy, richer data, and the functionalities brands need to reach their CSR goals.

- ✓ More user autonomy for brand teams
- ✓ More data collected across tiers
- ✓ More functionalities to power CSR objectives



An **all-in-one accompaniment** compliance, CSR strategy and team engagement to help brands turn data into clarity, resilience and measurable impact.

WITH GRATITUDE

Acknowledgment of a *collective effort.*

This report is the result of a collective effort. We extend our sincere thanks to everyone inside and outside Fairly Made who contributed their time, expertise and commitment to making this mission a reality in 2025.

In particular, we would like to thank the **outgoing Mission Committee** for their commitment throughout the previous mandate: *Frédéric Currier, Clotilde Chanard* and *Bruno Nahan*.

We would also like to thank the **new Mission Committee members** *Julie Hamadouche, Romain Kuzniak* and *Hortense Pruvost* for their engagement in this new adventure and the first challenges addressed.

The achievement of our mission is a day-to-day collective commitment from the whole Fairly Made team. Mélanie DeLeusse, Pauline Hoffmann



THE FAIRLY MADE TEAM · PARIS · 2025