

Press Release: Paris, April 03rd, 2025

Fairly Made raises €15M to put technology at the service of responsible fashion

Fairly Made, a pioneering French scale-up in sustainable fashion, today announced it has raised €15 million in funding to accelerate its transformation into a pure technology player. The investment round was led by *BNP Paribas Solar Impulse Venture Fund*, *GET Fund*, *ETF Partners* and *Frenchfounders* underscoring the company's commitment to leveraging technological innovation to address the environmental and societal challenges in the fashion industry. The investment will be used to further develop Fairly Made's technology platform, expand its team of experts, and accelerate its global expansion.

Leveraging technological advancements to enhance traceability

[Fairly Made](#) places technology at the heart of its mission, leveraging innovation to tackle the environmental and social challenges facing the fashion industry. Its SaaS platform empowers brands to trace every step of their supply chain and accurately measure the environmental and social impact of their products. Digital passports turn expertise into value for consumers by offering clear details on raw material origins, manufacturing processes, and the environmental impact of each product. The company addresses the growing demand for transparency and sustainability within the fashion sector.

“Developing a robust SaaS platform allows us to support brands in addressing the environmental and social challenges of tomorrow. By combining traceability, ecodesign, and consumer transparency, we are equipping the fashion industry with the tools needed to drive meaningful change.” says Laure Betsch, Co-founder of Fairly Made.

Fairly Made's commitment to leveraging technology extends beyond supply chain transparency. By introducing tools like the *Ecodesign* module, the company empowers brands to take actionable steps at the earliest stages of production. Together, these innovations provide comprehensive solutions that address the growing demand for transparency while enabling brands to minimize their environmental footprint proactively.

Strengthened international ambition

In 2023, Fairly Made expanded with a Milan office, reaffirming its role as a leader in sustainable innovation. Backed by new fundraising and strategic rebranding, the company is entering a pivotal phase of global growth solidifying its leadership position in sustainable and technological innovation for fashion.

As regulations tighten and consumers demand greater transparency, the textile industry is evolving rapidly. Fairly Made helps brands comply with regulations, while embracing more sustainable and transparent practices, empowering brands to meet these challenges.

“After six years of growth, our international expansion reflects our ambition to become the global leader in sustainable fashion. We are proud to support brands worldwide (Versace, LVMH, Paul Smith, SMCP, ba&sh, Another Tomorrow, A.P.C, Courrèges...) in their transition toward greater transparency and responsibility,” adds Camille Le Gal, Co-founder of Fairly Made.

Support from committed investors for a sustainable future

This financing round is key for Fairly Made's growth, enabling the company to expand globally and accelerate their impact in the fashion industry. BNP Paribas Solar Impulse Venture Fund, GET Fund, ETF Partners, and Frenchfounders all share the same vision, empowering Fairly Made to continue delivering transparency, traceability, and responsible practices to fashion brands worldwide.

- **BNP Paribas Solar Impulse Venture Fund:** This fund, managed by BNP Paribas Asset Management, aims to invest in high-potential start-ups committed to the ecological transition. Its goal is to accelerate their development and help them scale. The supported companies, primarily based in Europe and the United States, operate in key sectors such as energy transition, mobility, biodiversity, sustainable agriculture and food, and circular economy. Each selected start-up is evaluated under the "Solar Impulse Efficient Solutions" label, delivered by the Solar Impulse Foundation. (<https://www.bnpparibas-am.com/fr-fr/solar-impulse/>)

"BNP Paribas Solar Impulse Venture Fund is thrilled to support Fairly Made in its mission to drive a more sustainable future for fashion, aligning with our commitment to advancing the ecological transition. Once a nice-to-have, supply chain visibility has now become a critical first step in implementing sustainable practices. Already a key player in the industry, Fairly Made leverages its cutting-edge SaaS platform to deliver transparency and traceability at scale, while its newly launched Ecodesign module addresses the growing demand for actionable change within the industry. Backed by a visionary team, the Company's innovative solutions have already earned the trust of an impressive roster of flagship clients. With this round, we are excited to support the company's global expansion and its continued impact on creating a more sustainable future." said Laura Wirsztel, Partner at BNP Paribas Solar Impulse Venture Fund.

- **GET Fund:** [GET Fund](#) is an impact venture capital firm investing in Green European Tech startups. The fund supports innovative companies in the energy, mobility, and industrial sectors, aiming to drive sustainable solutions with significant environmental impact. With over 15 years of experience, the GET Fund team has been at the forefront of cleantech and impact investing, leveraging its expertise, a robust sustainability framework, and its extensive track record. Previous investments include companies such as sonnen, relayr and Luxexcel.

"The Fairly Made team developed the leading supply chain transparency software for the textile and apparel industry. The investment in Fairly Made reflects our commitment to empowering businesses to drive sustainable growth and foster more equitable, responsible supply chains. It aligns perfectly with the Triple Top Line methodology, GET Fund's' impact investing approach," said Beatrice-Carla Böhm, Principal at GET Fund.

- **ETF Partners:** Founded in 2005, [ETF Partners \(The Environmental Technologies Fund\)](#) stands as Europe's original venture capital firm dedicated to sustainability and impact investing. For nearly twenty years we have established a leading position in promoting sustainability through innovation. ETF Partners is founded on the conviction that entrepreneurship and innovation are critical in addressing the global challenges presented by the climate crisis. We are committed to fostering and supporting Europe's ecosystem of pioneering entrepreneurs who are creating innovative solutions capable of making a profound environmental impact.

"At ETF Partners, we recognise the significant potential of Fairly Made's innovative approach to supply chain transparency and impact assessment in the fashion industry. Their platform aligns with our vision for a more sustainable future, and their impressive growth—creating 100 million digital passports in just six years—demonstrates the scalability of their solution. We are proud to support Fairly Made as they empower brands to make data-driven decisions for a more ethical and environmentally conscious fashion industry." Lucy Rands - Partner at ETF Partners

- **Frenchfounders:** The International Francophone Business Network supports high-potential startups through its investment fund and its network of investors and business leaders. With its strong international business presence, it provides key strategic support to accelerate business growth and drive global expansion. (<https://www.frenchfounders.com/>)

"We are proud to once again support Fairly Made's international growth by leveraging the strength of Frenchfounders' extensive business retail network. This commitment aligns perfectly with the mission of our investment platform." Géraldine Le Meur - Partner at Frenchfounders

About Fairly Made

Fairly Made provides a turnkey solution to help fashion brands transition to more sustainable production by offering a rigorous assessment of the environmental impact of textile and leather products. Fairly Made has developed a 360° SaaS platform that enhances supply chain visibility and supports brands in meeting industry demands for transparency.

Fairly Made in numbers:

- **2018:** Fairly Made was founded
- **2021:** Achieved "mission-driven company" status
- **2022:** Raised €5 million in funding
- **2023:** Opened an office in Milan
- **2024:** 80 employees and over 100 brands trust Fairly Made
- **2025:** Raised €15 million in funding.

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