

CANOPISTYLE: Taking the Runway by Storm

Two Years of Collaboration



photo: © @Canopy/Grewal

TURNING HEADS, HITTING OUR STRIDE

In November 2013, Canopy publicly launched its work with global fashion brands and progressive designers to stem a relatively unknown but aggressively emerging threat to the world's remaining forests: viscose and rayon fabrics.

Two years later, we celebrate the remarkable momentum that is building as global design icons and apparel powerhouses join the CanopyStyle campaign: an ambitious effort to transform the sourcing impacts of the fashion industry on the world's forests, the animals that call them home and the climate they regulate.

Innovation and entrepreneurial spirit are built into the DNA of the fashion sector. Those qualities are at the core of CanopyStyle, which is an evolution of Canopy's successful work with heavy paper-consuming sectors. Focused on driving solutions at scale, Canopy works collaboratively with publishers, printers, global design icons and apparel powerhouses to halt the use of endangered forests in papers and fabrics, kick start commercial-scale production of truly sustainable alternatives and advance on-the-ground conservation.



CANOPISTYLE INDEX

2017

Ambitious timeline Canopy and our design and brand partners have set for sourcing fabrics that are free from endangered forests.

60

Number of global apparel brands, retailers and designers committed to work with Canopy to eliminate their use of endangered forest fabrics.

\$85 billion+

Combined \$USD annual sales of brands that want their fabrics free of endangered forests.

~10

The number of producers manufacturing 3/4 of the world's viscose.

~120,000,000

The number of trees logged annually for fabrics – approximately 1/3 of which are from ancient and endangered forests.

x2

The projected growth of viscose production between 2015 and 2025.¹

8,700,000

The number of species on this planet. Forests provide habitat for 2/3 of them.²

23.5

The percentage of Intact Forest Landscapes that remain.³

1

Canada holds the number one position as global leader in forest degradation. Indonesia is in first place as the global leader in deforestation.⁴

6,600

The number of Sumatran Orangutan left on the planet.^{5,6,7}

~1/3

The fraction of each tree that actually becomes viscose staple fiber out of the dissolving pulp process. Processing of trees into dissolving pulp is an inefficient process and has the lowest yield of all pulp types.⁸

FASHION'S HIDDEN PRICE TAG

It may not be the most intuitive link – the one that ties an 800 year-old tree to that stylish creation that is hanging in your wardrobe – but don't be fooled by appearances! Fashion is a rapidly growing threat to our world's forests. Each year over 120 million trees are cut for fabrics including rayon, viscose, modal and other trademarked textiles.⁹ That number is projected to double by 2025.¹⁰ Placed end-to-end these trees would circle the equator 36 times every single year.¹¹

North America and Russia's Boreal Forests, the Rainforests of Indonesia, the Amazon and the Great Bear Rainforest are home to the last stands of towering trees that have never seen industrial logging or development. These ancient forests provide shelter for glamazons such as tigers, orangutans, spirit bears, lynx and many more vibrant, threatened and endangered species. These forests are also becoming increasingly recognized for their value in shielding our planet from climate change and protecting our fresh water.^{12, 13, 14}

Unfortunately for animal and fashion lovers alike, Canada, Brazil and Indonesia also lead the world in global exports of wood for fabric manufacturing.

COLLABORATIVE ACTION: SETTING THE NEW TREND

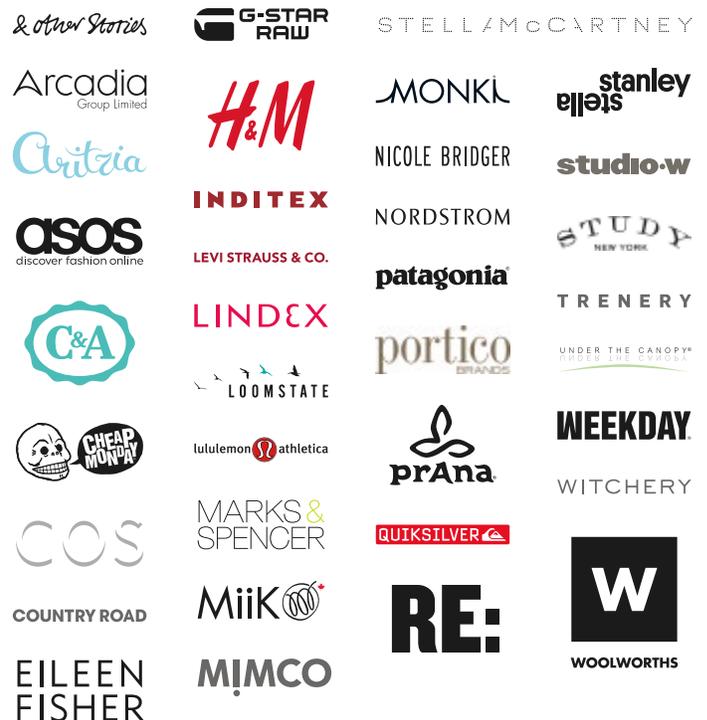
In 2013, CanopyStyle was launched and for most people it was the first time they ever heard that an orangutan's critical forest habitat might be hanging in their closet as a rayon blouse. No clothing brand, retailer or designer had taken action on the sourcing of one of the fastest growing fabric trends and no conservation groups were talking about it. But with the launch of CanopyStyle, the connection between forests and fashion was out of the closet.

In just two short years, 60 brands, retailers and progressive designers have decided to work with Canopy to stop the use of endangered forests or controversial sourcing in their fabrics by 2017. Purchasing power of over \$85 billion in annual sales is now being leveraged to engage the viscose supply chain to secure these supply chain shifts. A powerful cadre of customer brands have stepped forward to encourage suppliers to shift their sourcing out of endangered forests, to support innovations such as using recycled clothes and straw instead of trees to make fabric. At the same time, clothing brands and designers are encouraging government leaders to formally protect these incredible forests, creating lasting conservation legacies and recognizing the rights of traditional and indigenous communities whose lives are linked to healthy forest ecosystems.

COMING TO A SUPPLIER NEAR YOU!

It is true that bold system change takes time. But with the world's ten largest viscose fabric producers controlling three-quarters of global viscose production, things are poised to move quickly in this concentrated supply chain. Key viscose and rayon fabric producers like Lenzing, Aditya Birla and Sateri have already committed to the CanopyStyle initiative. These giants represent 35% of global viscose production. They are now working with Canopy to improve their sourcing. In 2016 we will see audit results confirm where sourcing from endangered forests is occurring and where it is being avoided. As more and more of these top 10 global viscose producers put strong wood sourcing policies in place, being free of endangered forest fiber will become the standard for the industry.

Whilst large conventional viscose producers address their forest impacts, innovative work is being done on alternatives that alleviate the stress on forests altogether. Evrnu and re:newcell are both working to use recycled clothing as the raw material for fabrics usually made from trees. Both companies have recently launched policies with Canopy to ensure they continue to expand their leadership efforts in protecting forests. Likewise, Ecoplanet Bamboo is exploring opportunities for the clean manufacturing of sustainably grown bamboo as another alternative to rayon or viscose made from ancient and endangered forests. We look forward to seeing game-changer innovations such as these come to market over the coming years.



**PRIOR TO
CANOPYSTYLE
FALL 2013**

**CANOPYSTYLE
1ST ANNIVERSARY
FALL 2014**

**CANOPYSTYLE
2ND ANNIVERSARY
FALL 2015**

Brands & designers commit to eliminate endangered forests from their fabrics



Viscose Producers with endangered forest sourcing policies



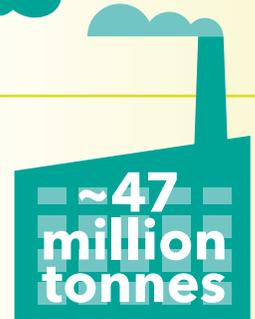
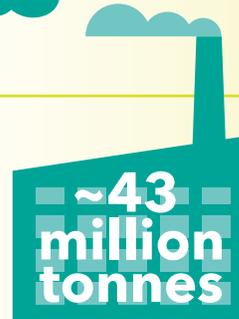
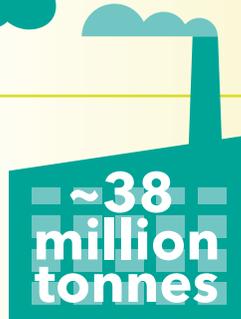
Companies dedicated to driving fiber alternatives working with Canopy



Trees going into fabric



Tree-based carbon emissions for manufacturing fabrics.¹⁴



RIGHTS BASED CONSERVATION: MADE TO MEASURE

Not only is the leadership of fashion brands and designers driving change throughout the viscose supply chain, their engagement is helping to secure significant success on the ground in critical global forests such as the Great Bear Rainforest and Canada's Boreal Forest.

July 2015: Protecting the Lungs of the Planet— In Canada's remote northern Boreal, 1.3 million additional acres of carbon and species rich forests were protected—an area almost half the size of Belgium. Canopy and partner companies who have worked alongside of us to help secure the Broadback Forest's protection celebrated the announcement by the Grand Council of the Crees and Government of Quebec. We continue to work

to secure full protection of the Broadback consistent with the aspirations of the Cree Nation and our five years of work to date in this remarkable forest region.

October 2015: Towering Giants of the West Coast— On Canada's rugged west coast stand towering cedars of such incredible girth that it takes 12 people with arms stretched wide to reach around a single tree. In October 2015, Clayoquot Sound's Ahousaht Hereditary Chiefs joined their First Nation neighbours in declaring an end to industrial logging in their territory, saving 1,000 year old rainforest trees from falling for paper and clothing. Canopy and our marketplace partners celebrate after 16 years of passion and leadership take hold.



photo: (top) © Andrew S. Wright; (bottom) photos: © Daniel Beltra

Sneak peek on Canopy's next collection...

Canopy is working with local partners to protect the Leuser Ecosystem in Indonesia – the last place on earth where orangutans, elephants, rhinos and tigers all still live together. The Leuser Ecosystem and its communities are under threat from logging for clothing and paper.

Likewise Canopy is working with brand partners, NGO allies, First Nations and the Province of British Columbia to finalize conservation of the world-renowned Great Bear Rainforest, home to the rare white Spirit Bear. After more than 15 years of negotiations, we expect this landmark announcement to be made early in 2016.

In spite of strong momentum over a short period of time, no supermodel is yet able to strut on today's catwalks in creations that meet the vision of CanopyStyle. We need your support to make sure fabrics and fashion come from the sustainability rack – and maintain the sizzle, sex appeal and timelessness of everyone's favourite Little Black Dress.

JOIN US IN ENABLING NEXT SEASON'S FASHION TRENDS FOR FORESTS.

canopy

www.canopyplanet.org



www.canopystyle.org

FOOTNOTES

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