



GINETEX

WASH&GO™



# WISHING YOU A HAPPY NEW YEAR 2026

A DURABLE FASHION SYSTEM

GINETEX PARTNER

GINETEX INTERN

CLEVERCARE.INFO

REGULATION UPDATE

Wishing you  
a successful, inspiring,  
and happy New Year  
2026!

As we begin 2026, may this new year bring clarity, progress, and renewed motivation! May it be a year of meaningful achievements, strong collaboration, and opportunities for growth.

We look forward to continuing our work together, building on shared values, trust, and ambition. May 2026 be marked by resilience, innovation, and success – both professionally and personally. Wishing you a healthy, prosperous, and fulfilling New Year.

The GINETEX Team

## TEXTILE CARE INSTRUCTIONS – essential to building a more durable fashion system.

GINETEX will continue to actively monitor and engage with the revision of the European Textile Care Labelling Regulation (TLR), overseen by the European Commission (DG GROW 3).

GINETEX advocates for giving companies flexibility to use symbols, words, or a mix of both – for their labels, especially for delicate fabrics. While symbols are widely recognized, they often may need clarifications such as “iron on reverse” or “wash with similar colours” to prevent damage and

## A MORE DURABLE FASHION SYSTEM

foster a more sustainable approach to fashion. Laundry care is a frequently overlooked pillar of sustainable fashion. Yet, how we maintain our clothes every day has a profound impact: proper care reduces wear and tear, limits waste, and extends the lifespan of garments. Sustainability doesn't stop at the purchase – it lives in the daily choices of consumers.

Textile care instructions are more than technical guidelines – they are a gateway to a more durable fashion system. They create a meaningful dialogue with consumers about care, quality, and longevity, while giving brands a tangible way to demonstrate responsibility, transparency, and a genuine long-term commitment to sustainability.

**28 000**

monthly connexions on the platform

**26**

languages

**More than 120**

Brand ambassadors

GINETEX pursue the publication of news on its website to educate consumers to adopt good textile care practices.

OCTOBER 22, 2025

WOOL IS  
WORTH IT!

Special care is needed for washing wool, but it's well worth your while. Wool has a comforting power that makes it a timeless favourite for people of all ages. However, because wool is animal fur, it is fragile. Special care must therefore be taken when laundering woolen items (including wool blends). We simply encourage consumers to follow quick and handy tips, for the wool to remain soft and warm for years to come.

→ [Read the article](#) [www.clevercare.info](http://www.clevercare.info)

AUGUST 28, 2025

READY TO LEARN, READY  
TO PLAY

How to keep your little student's clothes looking like new. This news article proposes consumers some tips to make sure those snappy outfits stay looking their best as long as possible. This way child's back to school wardrobe will withstand the test of time, and may even outlast the next growth spurt.

→ [Read the article](#) [www.clevercare.info](http://www.clevercare.info)



## IWTO – International Wool Textile Organisation



All about wool's inherent durability – durability data: Building the Evidence Base for Textile Longevity. The wool industry has long championed wool's inherent durability: textiles that last years, even generations. Yet as the EU revises its Textile Labelling Regulation (TLR) with sustainability at its core, we face a critical gap: systematic data on how long textiles actually remain in use.

Understanding textile longevity is fundamental to evaluating true environmental impact. In the context of clothing, a garment worn 100 times has a vastly different footprint than one discarded after ten wears. Sustainability cannot be assessed at production alone. We must account for the entire lifecycle. The proposed TLR revision creates both opportunity and imperative. By potentially

requiring manufacturing dates and emphasizing durability information, the directive enables robust methodologies for measuring how long textiles remain in active use.

Manufacturing dates provide traceability for recalls while giving waste management and recycling facilities vital information about garment age and lifecycle. Over time, this data infrastructure could reveal which fibres, constructions, and manufacturing approaches deliver genuine durability.

The Durability Differential: Consumers increasingly make purchasing decisions based on longevity and value, seeking garments that justify investment environmentally and financially. Clear, evidence-based durability guidance empowers these choices while

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rewarding fibres and manufacturers prioritizing quality.

Such research provides the evidence base for longevity claims, identifies innovation opportunities, enables meaningful fibre comparisons, and supports circular models where durability, repairability, and recyclability work together.

The TLR revision signals a fundamental shift toward evidence-based sustainability claims. Why not embrace it fully and include robust durability metrics? This would serve consumers, industry, and environmental goals alike.

→ [Learn more](#) [www.iwto.org](http://www.iwto.org)

# COFREET – A Groundbreaking Morning on In-Store Textile Care



On October 8, COFREET – the GINETEX national committee in France – brought together around forty textile professionals at the Climate House, an inspiring venue in the heart of Le Sentier, Paris, for a morning of discussions focused on a key topic for the industry: textile care.

## “RETAIL, TEXTILE CARE, AND BRANDS’ CSR STRATEGY: MAKING TEXTILE CARE A STRATEGIC LINK IN THE VALUE CHAIN”

This session brought together experts and industry professionals to share insights, survey findings, and participant feedback.

### KEY TAKEAWAYS IPSO STUDY – FRENCH MARKET, MAY 2025:

74% of French consumers consider the care label one of the top three sources of textile care information.

79% want more in-store guidance, 73% seek post-purchase support, especially younger generations.

Beyond being a technical routine, textile care was highlighted as a powerful tool for sustainability, driving customer loyalty and strengthening CSR commitments.

Consumer expectations focus on delicate fabrics like silk, wool, and cashmere, with particular attention to washing, stain care, and extending the lifespan of garments.

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### TEXTILE CARE: BUILDING TRUST AND SUSTAINABILITY

Over 90% of French consumers expect brands to guide proper garment care. Clear advice boosts trust, enhances brand image, and drives purchases – while poor guidance can harm loyalty, especially among younger consumers. Insights from our interactive session will feed into a new working group, developing a practical, educational guide for the textile and fashion industry.

### STAY TUNED!

GINETEX is surveying consumers in 9 EU countries, with 1,000 respondents in each country, to examine brand engagement in the field of textile care. Full results will be revealed in the next biannual GINETEX newsletter – don’t miss it!

# I.A.F. – 40 Years of Global Collaboration and a New Chapter.

At the 40<sup>th</sup> I.A.F World Fashion Convention/ITMF Annual Conference 2025 in Yogyakarta, Indonesia – October 24-25, 2025 – the I.A.F. celebrated four decades of shaping the global apparel industry – and welcomed a major leadership transition.

After four years of visionary leadership (2021 – 2025), Cem Altan stepped down as President. Under his tenure, the I.A.F. became a stronger voice for apparel manufacturers worldwide, championed responsible purchasing, and deepened collaboration across the global value chain.

Cem Altan has been congratulated by I.A.F. for his unwavering commitment and for his contributions.



Stephano Festa Marzotto and Cem Altan

Stefano Festa Marzotto Takes the Helm at I.A.F. – Italian high-end outerwear manufacturer and Confindustria Moda board member, Stefano Festa Marzotto succeeds

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Cem Altan as the new I.A.F. President. He will build on this strong foundation, championing innovation, sustainability, and cross-border collaboration in the global apparel industry.

“... I have ended my duty I carried since 2021 as President of International Apparel Federation (I.A.F.). This was very emotional moment for me but also very proud moment. ... I am leaving happy because I have past my responsibilities to an Italian gentleman, Vice president of I.A.F and also Vice President of Confindustria Moda Italia, good manufacturer and dear friend Stefano Festa Marzotto. I wish him all the best and good luck for his duty as President of I.A.F. ...” indicates Cem Altan.

### National Measurements Campaign for 2025: new data available for product boosters.

Did you realise that over the last couple of decades, the average adult French woman has grown by 1.7 cm in height and gained 2.6 kg in weight? And the average French man is 2.5 cm taller? And that half of all



women currently wear French sizes 40 – 44 (UK sizes 12 – 16) and one in three wears size 46 (UK size 18) and larger?

→ [Read the article](http://www.ginetex.net)

## Regulation Update

### REGULATION UPDATE



#### EUROPE SUMMARY OF DIRECTIVE 2024/825

Summary of Directive 2024/825 of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU to empower consumers to take action for the green transition through



better protection against unfair practices and improved information. It will enter into application on 27 September 2026.

Adopted on February 28, 2024, and published on March 6, Directive (EU) 2024/825 strengthens consumer protection while encouraging businesses to adopt more sustainable practices. It amends two major European texts – Directives 2005/29/EC and 2011/83/EU – to regulate environmental claims and improve product sustainability information. The aim is to combat misleading practices and enable consumers to contribute more effectively to the green transition.

→ [Read the article](http://www.ginetex.net)



#### FRANCE UPDATE ON FRENCH ENVIRONMENTAL LABELLING

A decree and an order dated September 6, 2025, specify the methods for calculating and voluntarily communicating the environmental cost of textile products, within the framework of the labeling requirements stipulated by the “Climate and Resilience” law of August 22, 2021.

→ [Read the article](http://www.ginetex.net)

## GINETEX General Assembly – Porto, November 14, 2025

### GINETEX INTERN

The 2025 GINETEX General Assembly was held in Porto on November 14, following a special invitation from ANIVEC. This flagship annual event brought together nearly all national member representatives and reaffirmed GINETEX’s central role in shaping the future of textile care labelling worldwide.

Chaired by the GINETEX President Adam Mansell, CEO of UKFT, the General Assembly provided a key forum for open dialogue and strategic exchange on the major challenges facing the textile and clothing industry – particularly those related to textile care labelling in a rapidly evolving market.

The year 2025 has been especially challenging for the industry. Global economic uncertainty continues to weigh heavily, while the fashion sector undergoes profound transformation. Despite increasing attention on circularity and sustainability, global fibre consumption keeps rising, and ultra-fast

fashion remains the fastest-growing segment. Consumers' demand for affordability continues to shape purchasing behaviour, regardless of production origin.

Against this complex backdrop, **GINETEX** continues to strengthen its position as an essential and trusted partner for manufacturers and brands worldwide. By providing a robust and globally recognised textile care labelling system, **GINETEX** actively supports product durability, waste reduction, and consumer education – key pillars of a more sustainable textile industry.



## KEY HIGHLIGHTS OF 2025

- › **Groundbreaking market insight:** The results of the latest IPSOS market research were published in March by **GINETEX**. This study has become a benchmark reference for partners and stakeholders at national, European, and international levels.
- › **Strong policy engagement:** Throughout the year, **GINETEX** played an active role in discussions surrounding the proposed revision of the Textile Labelling Regulation (TLR). Its position paper was widely shared with European institutions, MEPs, national authorities, and key industry organisations.
- › **clevercare.info momentum:** As a cornerstone of **GINETEX**'s sustainability strategy, clevercare.info promotes best textile care practices and clear symbol

understanding among consumers. The clevercare.info website now attracts nearly 30 000 visits per month, reflecting its growing impact and relevance.

- › **Enhanced communication and brand visibility:** In 2025, **GINETEX** unveiled a new institutional visual identity, refreshed its brochures, strengthened its newsletter, and expanded its digital presence through Instagram for clevercare.info.

## CONCLUSION

**GINETEX** firmly believes that textile care is a fundamental driver of the circular economy. By extending garment lifespan and empowering consumers with the right care information, textile care labelling plays a decisive role in improving product durability and reducing environmental impact. **GINETEX** remains fully committed to advancing this mission for the benefit of the entire textile and apparel ecosystem.

**PRESIDENT**  
Adam Mansell, UK

**GENERAL SECRETARY**  
Pascale Florant, FR

**TREASURER**  
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If you wish to stay tuned with textile care labelling topics and news, connect to the [GINETEX LinkedIn page](#)

