



EUROPEAN CONSUMER STUDY

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Textile Care in Europe: A Consumer Engagement for Retailers.

[GINETEX](#) has unveiled the findings of an [exclusive European study](#) conducted by [Ipsos bva](#) across nine countries, exploring consumers' perceptions of the role brands play in textile care.

The study reveals that 87% of Europeans feel well informed about how to care for their clothes. Moreover, 91% believe that receiving good care advice has a positive impact on the lifespan of their garments. Consumers have clear expectations of brands. Nearly 90% believe that brands should provide guidance on how to care for their clothing, and almost the same proportion view brands as guarantors of their clothes' durability.

Textile care information has a direct influence on customer loyalty. Six in ten (60%) European consumers say they have stopped buying from a brand after a poor experience related to garment care, highlighting the importance of relevant and effective care advice.

The demand for additional support is strong throughout the customer journey. 78% of consumers would like to receive more care advice in-store, while 71% would appreciate guidance after purchasing their clothing.

Despite the growing interest in additional sources of information, the care label remains the primary reference for more than half of Europeans when looking for textile care instructions.

["The results of this European study prove that textile care goes beyond the practical aspect. It is a key driver of engagement for retailers. Spanish and Italian consumers have high expectations of brands. The finding is the same across all the countries studied: better information helps garments last longer and strengthens the relationship with the brand,"](#) says Adam Mansell, President of [GINETEX](#).

EUROPEAN TEXTILE CARE CONSUMER STUDY



ABOUT THE STUDY

Online survey conducted by Ipsos bva among 9,000 people aged 18 to 75 in nine EU countries (samples representative of the populations of each country)

THE 9 COUNTRIES

Czech republic, Denmark, Italy, France, Germany, Netherlands, Spain, Sweden and United Kingdom.

DATA COLLECTION DATES

May 2025 for France, February 2026 for the other countries.

→ [Read the full press release on ginetex.net](#)



CSR Strategy and Retail: Why talk about Textile Care Today?

TEXTILE CARE

Textile care remains largely overlooked in retail, despite being central to the product use phase – and therefore to brands' sustainability strategies. Proper care extends the lifespan of garments, reduces their environmental footprint, and helps brands deliver on their promise of quality and durability.

The use phase is a shared responsibility between consumers and brands. Today's consumers expect transparency, practical guidance, traceability, safety, and credible sustainability commitments. By communicating about textile care, brands can support better consumer practices, build trust, and enhance the overall customer experience.

More than a technical topic, textile care is an opportunity to engage consumers in a meaningful dialogue about quality, longevity, and responsible consumption. Integrated into a circular economy approach – through better care, repair, reuse, and end-of-life solutions – it becomes a powerful driver of positive impact, strengthening both customer loyalty and brand reputation.

TEXTILE CARE: DRIVER OF POSITIVE IMPACT

As part of a circular economy approach, textile care is a powerful driver of positive impact. By extending the lifespan of garments,

it helps build consumer trust and loyalty while enhancing brand reputation. With this vision in mind, **GINETEX** is supporting the transformation of the textile sector by developing practical solutions: improving consumer information, designing care labels that are clearer and more useful, and embedding textile care into a broader strategy at the intersection of sustainability, retail, and customer experience.

TEXTILE CARE IN RETAIL STORES

Despite its critical role in extending product lifespan, textile care remains a blind spot in in-store communication. Yet the retail environment is a powerful communication channel in its own right – a trusted space where consumers are particularly receptive to practical, actionable information. Integrating textile care into the customer journey meets a clear consumer expectation, reinforces the brand's quality promise, and represents a strategic opportunity for differentiation.

Textile care is a key stage in a product's life cycle, accounting for up to 40% of its environmental impact. When carried out properly, it extends the lifespan of garments, reduces product returns, and strengthens



brand reputation. Communicating about textile care provides tangible evidence of a brand's sustainability commitment, fosters closer relationships with consumers, and enhances the customer experience. Brands that invest in this area move beyond the "triangle of inaction" by engaging consumers in a shared journey toward sustainability. For more information and to benefit from **GINETEX's** expertise:

➔ [Email us at ginetex@ginetex.net](mailto:ginetex@ginetex.net)

Regulation Update

REGULATION UPDATE



EUROPEAN UNION UPDATE ON THE TEXTILE LABELLING REGULATION REVISION 1007/2011

The Textile Labelling Regulation revision (EU-Regulation No 1007/2011) is part of the European Commission's broader agenda to simplify the EU regulatory framework, strengthen the functioning of the Single Market and ensure greater coherence across the Union. As part of the preparatory process, characterised by a dialogue with stakeholders, **GINETEX** has actively contributed

by providing its expertise and long-standing experience in the field of textile labelling and textile care labelling. The Commission is expected to present its legislative proposal in the second quarter of 2027.

The revision aims to modernise the existing regulatory framework by simplifying labelling requirements, improving harmonisation

across Member States, and ensuring greater coherence with recently adopted horizontal legislation, notably the Ecodesign for Sustainable Products Regulation (ESPR) and the Digital Product Passport (DPP). Beyond fibre composition requirements, the future framework should enable a more effective management of product information, reduce administrative burdens for businesses, with particular attention to SMEs, and establish a balanced approach to the coexistence between physical and digital labelling. The revision should also ensure that the transition towards new product information tools takes place in a proportionate and effective manner, while providing greater legal certainty for economic operators and clear, reliable, and accessible information for consumers.

Since January 2026, GINETEX has enhanced its institutional engagement and activities through dialogue with representatives of the European Parliament, the European Commission, and key European industry associations. Through this continued engagement, GINETEX continues to represent the voice of the sector, promoting a pragmatic approach that preserves the value of internationally recognised care symbols and contributes to a balanced

revision that addresses the needs of economic operators, consumers, and the EU's environmental objectives.



FRANCE EU COMMISSION TARGETS TRIMAN LOGO

[On 26 March 2026, the European Commission brought infringement proceedings against France to the Court of Justice of the European Union, notably concerning the requirement to affix the Triman logo and sorting instructions to certain products intended for households.](#)

These proceedings could have significant implications for companies subject to the environmental information requirements established under the French Anti-Waste and Circular Economy Act (the AGECE Law).

In its action, the Commission argues that the obligation to affix the Triman logo together with sorting instructions to several categories of products constitutes a restriction on

the free movement of goods, contrary to Article 34 of the Treaty on the Functioning of the European Union (TFEU). According to the Commission, this national requirement compels manufacturers and distributors marketing their products in several Member States to adapt their packaging specifically for the French market, thereby generating additional costs that may constitute an obstacle to intra-EU trade.

The Commission also criticises France for failing to comply with the notification requirement laid down in Article 5 of Directive (EU) 2015/1535. According to the Commission, draft Article 17 of the AGECE Law should have been notified before its adoption, as it established technical specifications liable to affect the free movement of products within the internal market.

This complaint is of particular importance. The case law of the Court of Justice recognises that a technical regulation which should have been notified but was not may, in certain circumstances, be declared unenforceable against economic operators.

→ [For more information ginetex@ginetex.net](mailto:ginetex@ginetex.net)

Latest textile care publications for consumers.

CLEVERCARE.INFO

SMARTER, SWIFTER, AND MORE EFFICIENT

[Next-gen washing machines have it all.](#)
Less than a century ago, the domestic washing machines were cumbersome, expensive, and rare. Laundry has undergone a true revolution in the last several decades, making what was once an exhausting, time-consuming task infinitely more pleasant and more convenient. And the story is far from over!

→ [Read the article on clevercare.info](#)

SOME STAINS NEED PROFESSIONAL HELP

[When and why to visit the dry cleaner?](#)
Modern-day washing machines are true wonders of technology, able to care for all manner of fabrics with speed and efficiency. However, they cannot do it all. Some items are simply not machine-washable due to their delicate composition, reaction to water, bulkiness, or decorative details.

→ [Read the article on clevercare.info](#)

MORE ARTICLES ON CLEVERCARE.INFO

Explore more news, expert insights and useful information on textile care.

→ [Read more on clevercare.info](#)



Introducing Detergents Europe: new chapter for cleaning and hygiene products.



Alexis Van Maercke, Detergent Europe Director General and Pascale Florant, GINETEX's Secretary General

[Brussels, 2 June 2026 – A.I.S.E., GINETEX's partner in Europe, announced its transition to Detergents Europe, the voice of the cleaning and hygiene products industry.](#) This strategic repositioning gives the sector a clearer, more recognisable identity, aligning it with policymakers' priorities — from health resilience and competitiveness to supply-chain security and simplification — while reflecting growing consumer expectations for high standards of cleanliness.

"Our industry enables Europe to pursue and achieve its most pressing strategic priorities: from enhancing health security to fostering competitiveness, improving quality of life to increasing sustainability", says Florian Vernay, President of Detergents Europe.

"Becoming Detergents Europe reflects a vision to make our sector immediately recognisable, visible and approachable to our partners and stakeholders and strategically relevant as a crucial sector to protect public health, people's wellbeing and many value chains." Detergents Europe Director General Alexis Van Maercke adds: "We will continue to collaborate constructively with authorities and policymakers to ensure balanced legislation across Europe through innovative, safe and sustainable solutions."

GINETEX participated in the launch event in Brussels on June 2nd, marking this transition at the "Bubbles in the Bubble" reception, bringing together Detergents Europe teams,

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partners, members and the EU Brussels community, and highlighting the crucial role cleaning, hygiene and disinfection play in supporting a healthy and resilient Europe through innovative, safe and sustainable solutions.



EURATEX, 3rd Brussel Textiles Forum

[Brussels Textiles Forum 2026: circularity, competitiveness and unity at the heart of Europe's textile agenda.](#)

On 11 June 2026, GINETEX assisted to the 3rd Brussels Textiles Forum, organized by EURATEX, and bringing together European institutions, industry representatives, social partners, consumer organisations and members of the wider textile and apparel ecosystem (150 participants).

The event took place at a critical moment for the European textile and clothing industry. High energy prices, global competition, geopolitical instability, sustainability obligations, customs enforcement, digitalisation



and circularity are reshaping the conditions under which European companies operate. Across the day, one message stood out clearly: Europe's textile industry is not asking to preserve the past, but to create the conditions to invest, innovate, decarbonise and remain competitive in Europe. Next year, the Brussel Textile Forum will take place

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on 10 June 2027. At the end of the day, EURATEX celebrated its 30th anniversary with an evening cocktail.

GINETEX conveys its warmest and most sincere congratulations to EURATEX as it celebrates 30 years of history. This remarkable milestone reflects three decades of dedication, collaboration, and commitment to supporting and promoting the European textile and apparel industry. We wish EURATEX continued success and many more years of achievements and innovation.

On 12 June 2026, EURATEX hold its General Assembly. As member, GINETEX attended the meeting.

41st IAF World Fashion Convention and ITMF Annual Conference 2026



Co-hosted by its member ABIT, the Brazilian Textile and Apparel Industry Association, the conference will take place on October

14 – 15, 2026, at the Centro de Eventos do Ceará in Fortaleza, Brazil.

Under the theme “Future in Motion – Transformation, Innovation and New Realities”, the conference will bring together more than 400 international industry leaders, manufacturers, brands, innovators, policy-

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makers, and experts from across the global value chain to discuss the trends, technologies, and strategies shaping the future of the textile and apparel industry. Further information is available online.

→ [Register on the conference website](#)

Promote the clevercare.info initiative with GINETEX's roll-up banner

GINETEX has designed a roll-up banner to help promote its sustainable textile care initiative, [clevercare.info](#).

Whether you are a brand, retailer, industry association, or other organisation, this communication tool is available to support your sustainability efforts.

It can be displayed at seminars, trade fairs, conferences, in company offices, or in retail stores to help raise awareness of more sustainable textile care practices.

GINETEX can provide you with the artwork including your logo at the bottom of the display.



If you would like to use this roll-up banner, please contact us:

→ [Email us at ginetex@ginetex.net](mailto:ginetex@ginetex.net)



Swiss textile becomes GINETEX National committee in Switzerland

Last July 28th GINETEX Switzerland activities have been taken over by Swiss Textile association based in Zurich.

GINETEX is pleased to welcome Swiss Textiles as its new National Committee for Switzerland. The Swiss association will represent GINETEX in Switzerland and over-

see Swiss companies authorized to use the GINETEX care symbols. Swiss Textiles is the Swiss textile industry association made up of around 260 internationally orientated SMEs.

It represents the interests of companies in the textile and apparel sector before Swiss

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and European authorities and is actively involved in issues relating to internal market regulation, sustainability, and the competitiveness of the textile industry.

→ [Explore our network on ginetex.net](#)

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If you wish to stay tuned with textile care labelling topics and news, connect

