



13 MAY 2019

Year Six
Ladypool Primary School
Stratford Road
Sparkbrook
B11 1QT

8th May 2019

Dear Class of Year Six,

We'd like to thank Aneeq, Ayan, Muhammad, Muhammed, Hayfa, Dayana, Shamus, Nur, Ferdusi, Lamya, Sharaj, Sheikh, and Amal for writing to us. Your letters have highlighted several of the key issues currently facing the fashion industry.

The release of microplastics into our oceans is a subject that we are also extremely concerned about, and we agree that they have a huge impact on our environment, the creatures living there, and even humans when introduced into our food chain.

Sustainability is at the heart of what we do at H&M, and while we're engaged in driving research to reduce the volume of microfibers released by our clothes, we completely agree that more must be done to protect our planet.

In our view, microfiber pollution needs to be tackled from several perspectives; production, fabric construction and washing machines.

You'll be interested to learn that in 2018 we joined the Swedish research group RISE in their project MinShed, which aims to find methods of designing clothes with minimised microfiber shedding. Through MinShed, we also support an investigation to understand if, and how, washing machines can be equipped with filters to reduce microfibre emissions.

Additionally, we are closely involved in the development of bio-degradable fibers that could potentially be used as alternatives for today's synthetic fibers. Doing so has the added benefit of allowing us to explore our current synthetic textiles to see how the fibre composition can affect shedding during the washing process.

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hm.com

customerservice.uk@hm.com

Registered Office

1st Floor
25 Argyll Street
London
W1F 7TS
Reg. In England No: 1413450

Customer Services

PO Box 24005
Edinburgh
EH1 9AG

Tel: 0344 736 9000

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These also tie into our recycling initiatives and investment in new recycling technology, which will have an indirect positive effect as it encourages responsible handling and collection of materials to avoid their degradation into microparticles in nature.

As we are one of the world's largest fashion companies we believe that we have both the responsibility and the opportunity to lead the change towards circular and renewable fashion. If you'd like to know more about the work we do in this area, I'd highly recommend you visit the Sustainability section of our website; found at <https://about.hm.com/en/sustainability.html>.

We wish you every success in your efforts to make a difference in the fashion industry, and to the world as a whole.

Kind regards,
H&M

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