

# s.Oliver reveals where fashion comes from: New tracing function enables customers to follow the clothing production chain

This week, s.Oliver is presenting the first styles for which the origin is disclosed. The family-owned company is thus taking another consistent step towards sustainability, transparency and digitalisation.

For selected products in the online shop, customers can see where, by whom and under what social and material standards the items were produced. To this end, s.Oliver has introduced a new tracing function via the browser function. This shows the certifications and proof of sustainable material and social standards after these have also been verified by independent third parties.



One of the first traceable styles is the current Empowering Farmers collection. In this project, the S.OLIVER GROUP supports farmers in India in switching to organic cotton by paying them a price premium and guaranteeing purchase quantities. By working directly with cotton cooperatives, the supply chain is transparent right through to cotton production for the first time, which is also made accessible to customers thanks to the new tracing function in the online shop.

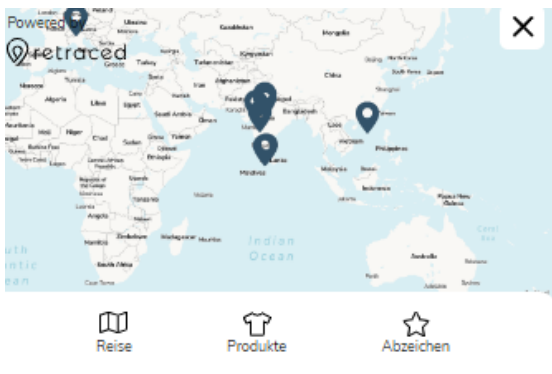
The tracing function is also available for the 360° Denim product capsule, which, like its predecessors, has been optimised for recyclability. The denim products are made from at least 20% certified recycled cotton and have been treated using innovative finishing processes such as laser, ozone and nanobubble technology to conserve resources. Metal rivets have been replaced by embroidery elements and unscrewable trouser buttons have been used to improve recyclability.

Further information on the sustainable highlights and styles here: [Nachhaltigere Highlight-Produktkollektionen | Innovation | s.Oliver \(soliver.de\)](#)

The tracing function is to be extended to other collections in the future.

The S.OLIVER GROUP is working with technology partner Retraced across all brands to collect the necessary data from suppliers along the supply chain and display it in the online shop. "We want to make sustainability tangible and perceptible for our customers. This includes providing credible proof of sustainability statements through transparency and traceability. In this way, we are helping to enable and promote more responsible consumption and more conscious purchasing decisions," explains Sabrina Müller, Head of Sustainability S.OLIVER GROUP. "Transparency is a fundamental driver of improvement for the S.OLIVER GROUP. The verified disclosure of supply chain and sustainability information for selected products is an important step and is to be successively expanded to other products and supply chains."

(Further information on transparency in the S.OLIVER GROUP here: : <https://soliver-group.com/news/pressemitteilungen/pressemitteilung-s-oliver-group-und-retraced-gehen-strategische/>)



## Die Abzeichen des Produkts







Dies sind die Abzeichen, die wir durch eine Kombination von Unternehmen in der Lieferkette, verwendeten Materialien und Dokumenten oder Zertifizierungen der beteiligten Unternehmen erworben haben.

Entdecken Sie Ihre

## Reise des Produkts

Schritte & Prozesse

7

- 
**Rohstoffherstellung**  
 Herkunft des Rohstoffs.
- 
**Rohstoffverarbeitung**  
 Veredelung und Bereitstellung von Material.
- 
**Garnverarbeitung**  
 Spinnen von Rohmaterial zu Garn.
- 
**Stoffverarbeitung**  
 Verarbeitung und Umwandlung von Garn in Stoff.
- 
**Zierteile und Komponenten**  
 Die verschiedenen Zierteile und verwendeten Komponenten.
- 
**Herstellung**  
 Die verschiedenen Herstellungsschritte und -prozesse.



### Faire Arbeitsbedingungen

Es sind Maßnahmen der Geschäftsführung getroffen um die Arbeitsbedingungen sicherzustellen und kontinuierlich zu verbessern.



### Soziales Engagement

Proaktives Engagement in Projekte mit positiven Auswirkungen auf Öffentlichkeit und Gesellschaft.



### Nachhaltige Materialien

Mehr als 70% der Materialien in diesem Produkt sind nachweislich nachhaltig oder umweltfreundlich.



### Keine gefährlichen Chemikalien

Das Endprodukt enthält keine gefährlichen Chemikalien. Und wenn welche im Herstellungsprozess verwendet wurden, so ist die

### ÜBER DIE S.OLIVER GROUP

Die S.OLIVER GROUP hat sich seit 1969 zu einem Multi-Marken-Konzern entwickelt. Das Markenportfolio umfasst neben s.Oliver und QS auch comma, LIEBESKIND BERLIN, COPENHAGEN STUDIOS und lala Berlin. Der Konzern beschäftigt international rund 4.700 Mitarbeitende.

## S.OLIVER GROUP

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