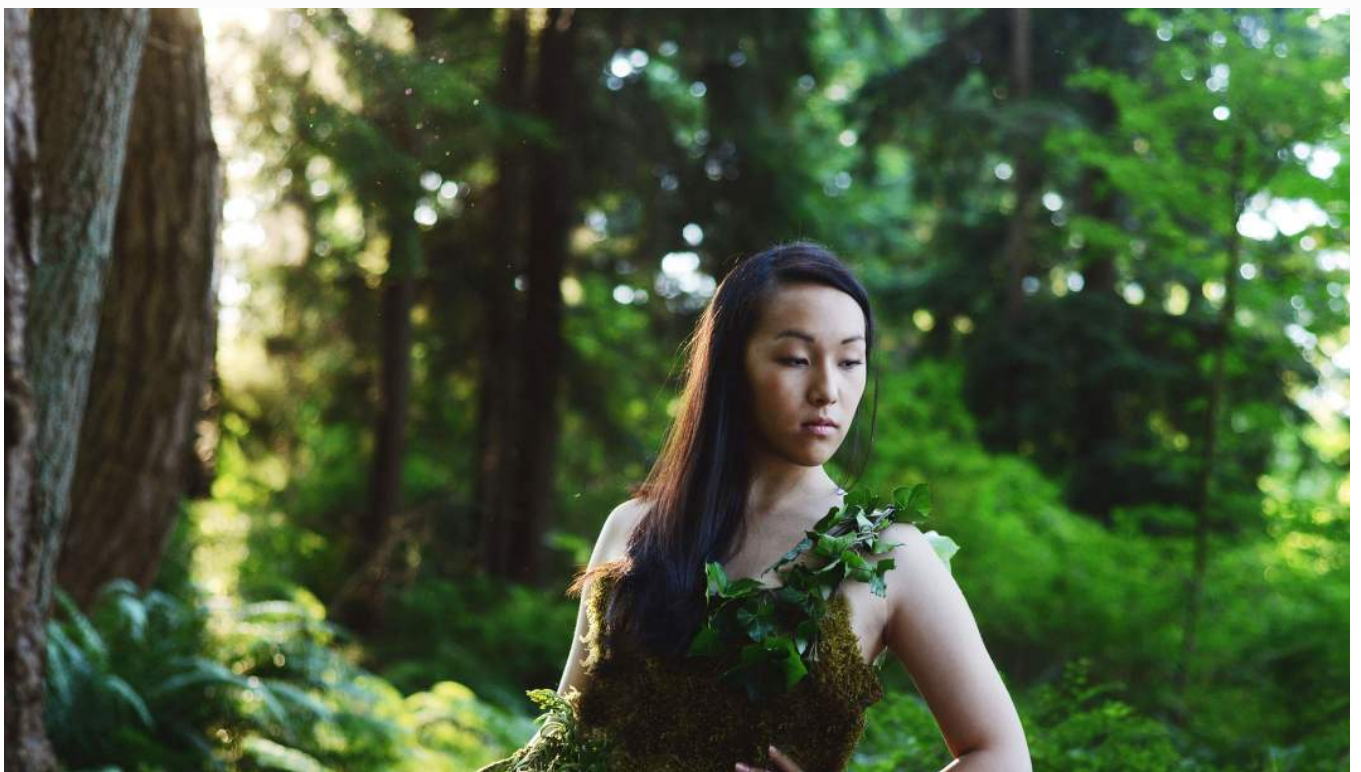


You know how to keep yourself looking good. Our CanopyStyle initiative brings together fashion's most progressive players and industry giants to ensure we keep the planet looking (and feeling) good too.

Check the label on what you are wearing right now. Did you know that if it says viscose, rayon, modal, lyocell, or acetate, the fabric you are wearing all too often comes at the expense of Ancient and Endangered Forests, impacting the species and people that call them home? Manmade cellulose fibers are a type of regenerated fibre made primarily from the dissolved pulp ("cellulose") of trees, such as viscose/rayon, lyocell, and modal. Vital forest ecosystems are being used to manufacture the pulp to produce fabrics.





More than 200 million trees are logged every year and turned into cellulosic fabric such as viscose. If placed end-to-end those trees would circle the Earth seven times. Currently, forests in Indonesia, Canada's Boreal, and Brazil are being logged for next season's fashion and apparel.

Many industry leaders have been unaware that their stylish creations are made from the world's most integral forests. With Canopy's help, brand leaders are transforming supply chains, and taking Endangered Forests out of fabric. Through our CanopyStyle initiative, we work with fashion brands, retailers, designers, and viscose producers to follow the thread to the source and find alternatives for fibre, [https://www.canopy.org/en/our-work/canopystyle/](#)

keeping Ancient and Endangered Forests standing and out of our wardrobes.

CanopyStyle now includes more than 515 brand partners, representing more than 857 billion dollars USD of annual revenue. With our brand collaborators, we are leading the fashion industry to a supply chain revolution, catalyzing Next Generation Solutions, and engaging in collective advocacy that advances forest conservation, climate action, and changes our world for the better.

[Learn More About Fabric Solutions](#)



Partner with Canopy

Want to join the hottest new collaborative design trend?

Canopy is an environmental not-for-profit working with hundreds of companies to create systems change and do better for our planet and the climate.

Learn about existing solutions and how to partner with us to ensure the world's threatened forests remain standing.



Vision for Viscose

Read the CanopyStyle vision for Next Generation Solutions on viscose.

[Read More](#)



Hot Button Report

The Hot Button Report is a ranking of the world's rayon/viscose producers and their progress on eliminating Ancient and Endangered Forests from their supply, as well as their efforts to forward innovation and conservation.

[Hot Button Report](#)



Get Canopy Updates!

Learn about how we conserve the world's forests and stabilize our climate. Receive news, important updates about our work, and ways to take action.

Canopy will use the information you provide to keep in touch by sending you periodic email updates. Please confirm that would like to hear from us by email:

Yes, please send me updates via email!

Sign Up

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at info@canopyplanet.org. We will treat your information with respect. For more information about our privacy policy please click [here](#). By subscribing, you agree that we may process your information in accordance with these terms. We use MailChimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to MailChimp for processing. Learn more about MailChimp's privacy practices [here](#).