



P O E T R Y

MATERIAL
REPORT

2025 IN REVIEW

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Material choice lies at the heart of every garment POETRY designs. From our signature linen and cashmere to rarer favourites such as lyocell and yak, each fibre is selected with care. We share the stories behind the natural materials we use, where they come from, why we choose them, and the considerations regarding their environmental impact in this review of 2025.

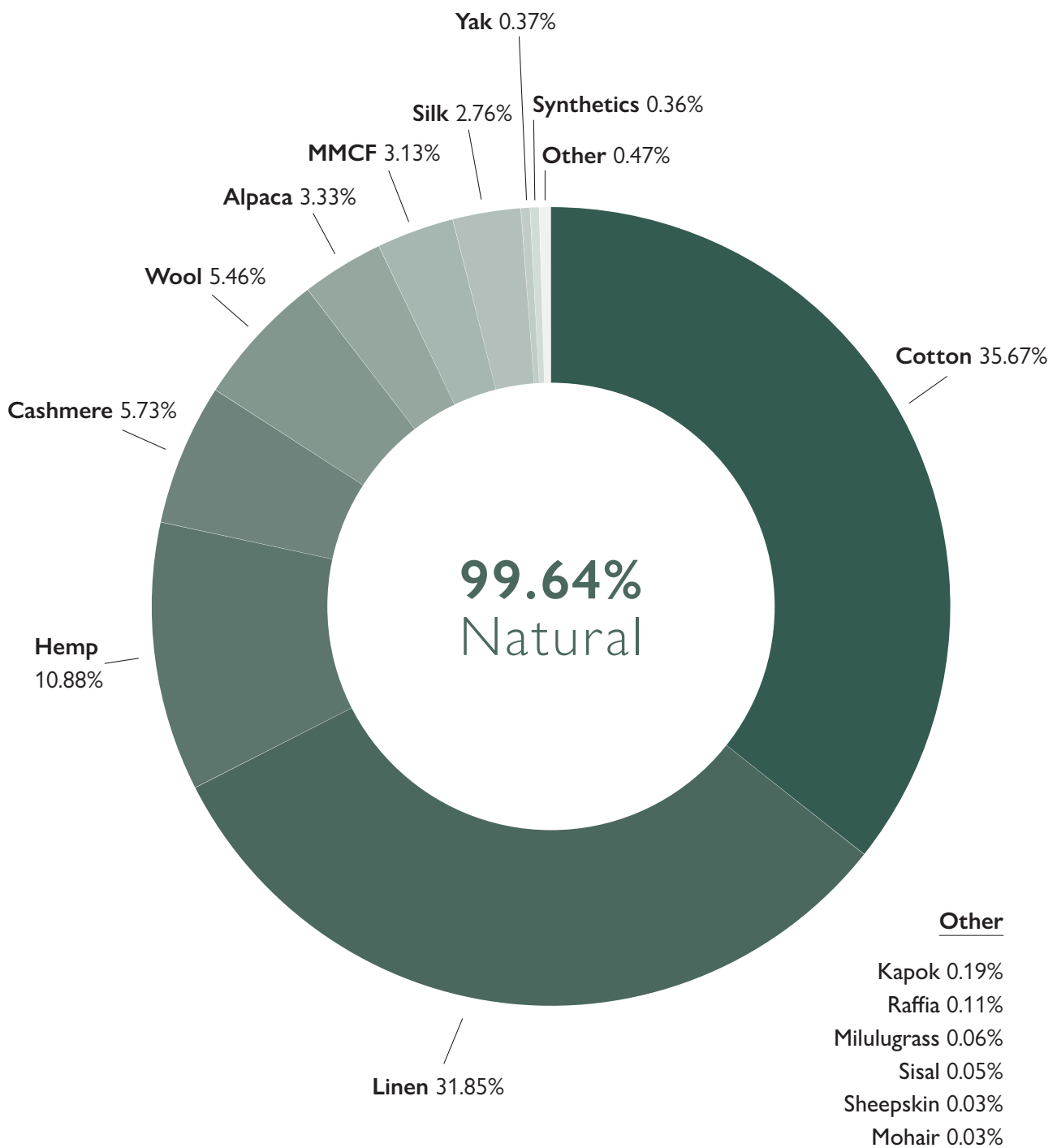
We are proud to have further reduced the use of synthetic materials in our collections, with our 2025 seasons using 99.64% natural fibres. Proportionally, this represents half as much synthetic content as the year before. Year after year, the majority of our materials consist of linen, hemp, and organic cotton. We have increased our use of cashmere and alpaca and introduced a new fibre to our collections: kapok.

Kapok, grown in Indonesia, is a natural, silky fibre derived from the seed pods of the kapok tree. The floss is hydrophobic (it repels waters) and is lighter than cotton. It is harvested from fast-growing, low-input trees that require no fertilisers or pesticides.

We have also continued to use our custom-made silk and alpaca brushed bouclé, increased the number of garments certified fully Global Organic Textile Standard, decreased the use of conventional viscose and introduced Responsible Wool Standard yarns, regenerative cotton and undyed alpaca yarn.

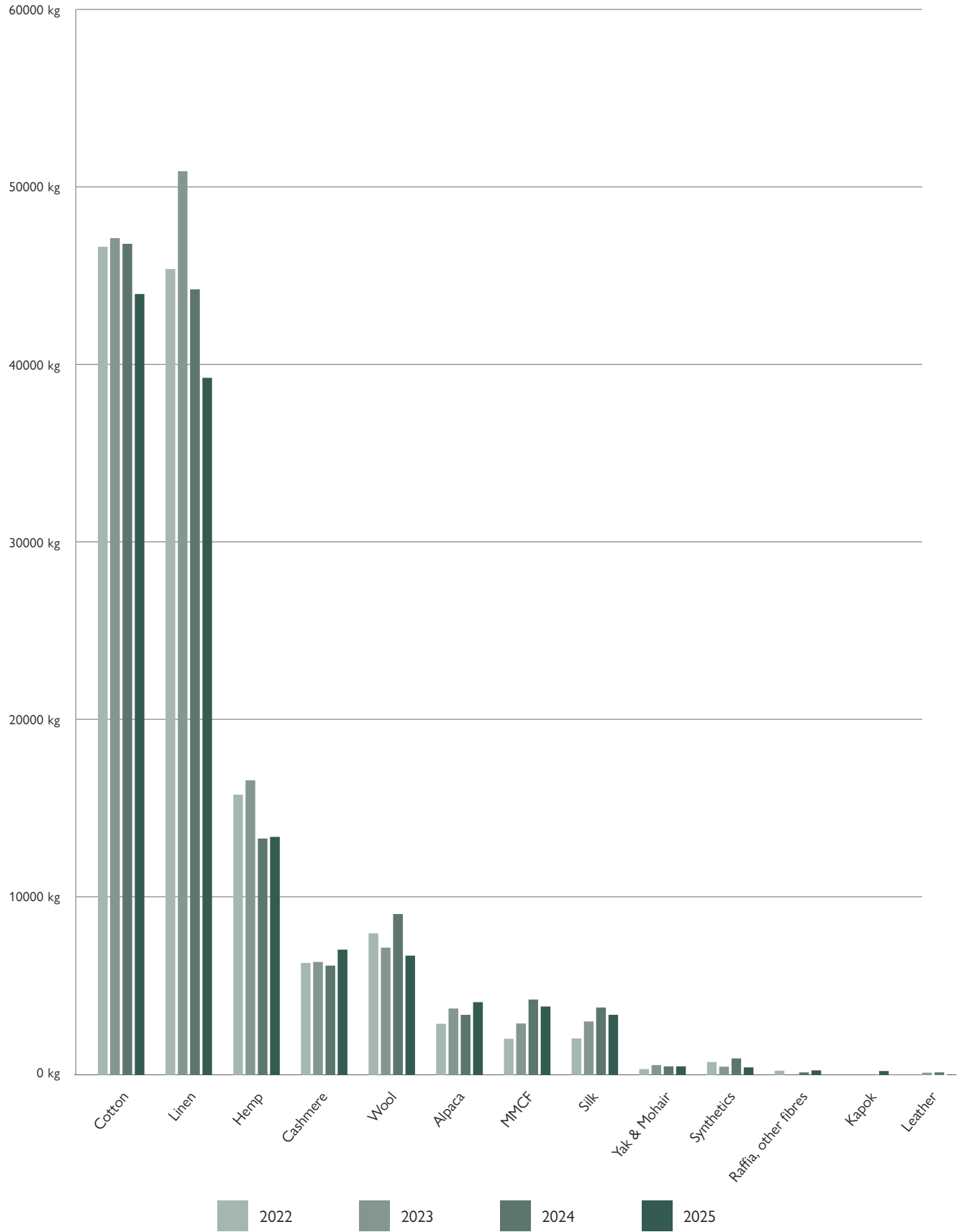
We continue to seek out the new natural materials, textures, and techniques that make our fabrics and garments special, while keeping our impact on the planet minimal.

MATERIALS USED BY WEIGHT IN 2025



This report is based on 2025 garment and soft accessory styles and calculated in weight.

MATERIALS USED BY WEIGHT YEARLY COMPARISON

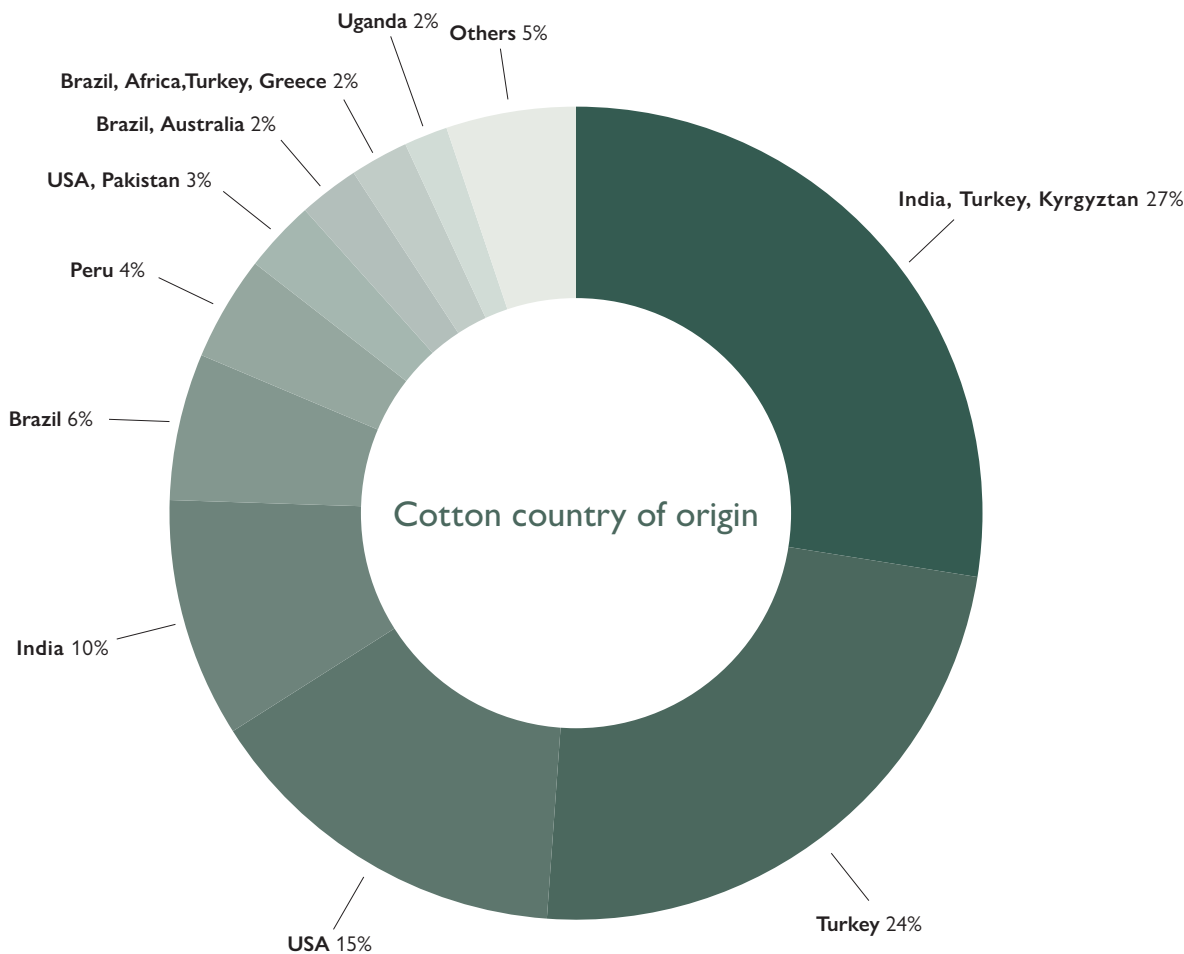


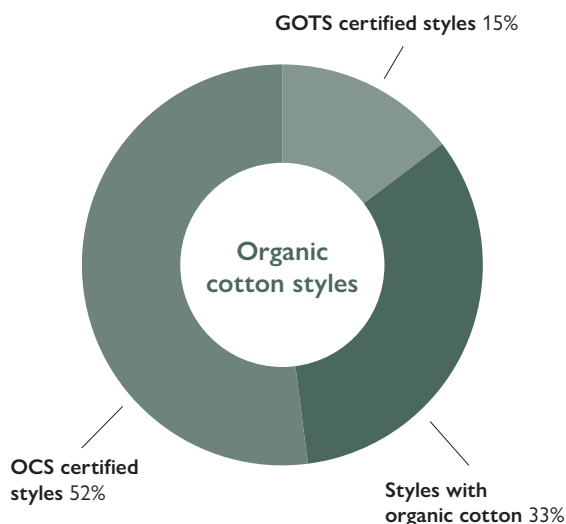
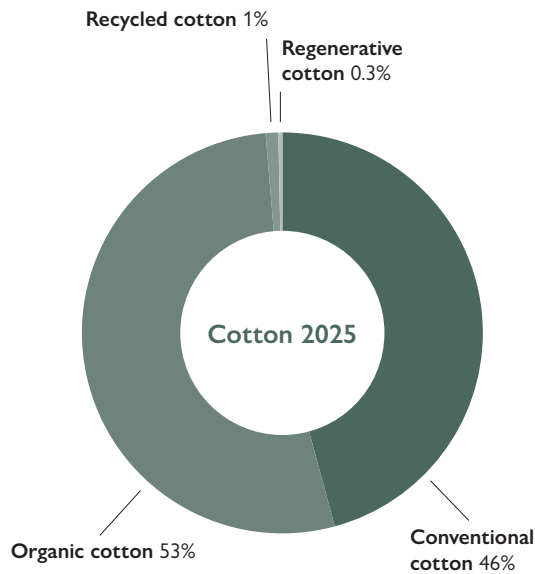
COTTON 35.67%

Cotton is the most widely used fibre in our collections. It appears in pure cotton knitwear, cotton cord trousers, jersey tops, and in our signature hemp and organic cotton styles. In 2025, we also introduced new fabrics such as pure cotton ripstop and pure cotton velvet.

Cotton is a plant-based fibre derived from the soft, floss-like pods found within the seed capsules of the cotton plant. It is the most commonly used natural fibre in the textile industry; however, it remains a challenging one. Conventional cotton cultivation requires significant amounts of water and chemicals, and the industry has a long history of human rights concerns, issues that still persist today.

For these reasons, we are committed to achieving full transparency across our cotton supply chains, tracing each fibre back to its country of origin. In 2025, the majority of our cotton came from India, Turkey, and Kyrgyzstan, as well as the USA and Brazil. This was also the first year we incorporated cotton grown in Peru, a fibre local to its subsequent supply chain, ensuring that the raw cotton, garment manufacturing, and finishing are all carried out within the same region.





Organic, recycled & regenerative cotton

In 2025, we continued our commitment to move away from using conventional cotton wherever possible. As in the previous year, the proportion of organic, recycled, and regenerative cotton in our collections remained at 54%. Globally, the use of organic cotton has risen to only 2.9% of total cotton production.

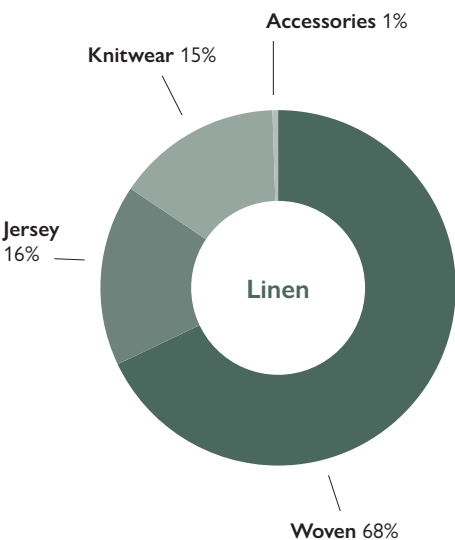
We also introduced regenerative cotton into our collections for the first time. Our regenerative cotton is grown in Turkey using centuries old practices that help restore and revitalise soil health. By using no-till, no-plough methods, the carbon, moisture, and nutrients within the soil remain undisturbed and are reused by non-GMO cotton seeds. This approach supports biodiversity, conserves water, improves water quality, and reduces greenhouse gas emissions.

In 2025, we designed more styles with full Global Organic Textile Standard (GOTS) certification. This certification covers not only the organic cotton content but also strict standards relating to quality, the use of GOTS approved dyes, and social compliance throughout the entire supply chain. This year, 15% of our organic cotton styles were fully GOTS certified, compared with 10% last year. A further 52% of styles were Organic Content Standard (OCS) certified, as GOTS applies only to styles made from above 95% organic cotton.



In 2025, we continued to move away from conventional cotton, with organic, recycled and regenerative cotton accounting for 54% of the cotton we used.

LINEN 31.85%



Linen- POETRY’s signature material, accounted for around one third of all fabrics used last year. In 2025, we continued to develop linen fabrics and garments in unexpected ways, using linen in knitwear with playful tuck-in details, moss stitches, and crochet trims. We also introduced a textured waffle-weave linen for a robe, as well as one of our most distinctive fabrics to date, a cotton–linen velvet. Alongside this, we used a new woven silk and linen fabric.

Linen is a fibre made from the stalks of the flax plant, grown mainly in France and Belgium. Flax requires minimal fertilisers or pesticides and thrives on rainwater alone. However, because flax farming and processing rely heavily on natural conditions, especially the careful balance of sun and rain needed for dew retting, the quality and availability of flax fibres is increasingly affected by unpredictable weather patterns.

In 2025, we began working with a new vertical linen supplier in Lithuania, certified to the Masters of FLAX FIBRE™ (formerly European Flax) standard. This supplier now accounts for 10% of all the linen we use.

HEMP 10.88%

As in the previous year, around 10% of all fibres we used in 2025 were hemp. All our hemp is blended with organic cotton and, for a warmer handle, with small amounts of yak. Last year, we introduced yak for the first time in our hemp and organic cotton jersey fabrics.

Hemp is a sister fibre to linen, sharing similar cultivation and processing methods, yet it accounts for only 0.2% of all fabric used worldwide. The hemp plant is exceptionally resilient and offers benefits to the land on which it grows, making it particularly environmentally friendly.

In 2025, our Sustainability Manager travelled across our long-established hemp supply chain, from the fields where the crop is grown, to the facilities where the fibres are processed into fabric, and finally to the factories where the garments are made. With more than 15 years of partnership, the journey highlighted a remarkable combination of heritage, innovation, environmental responsibility, and human craftsmanship at every stage. It reinforced the strength of our supplier relationships and our commitment to sourcing hemp materials with transparency and care.



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CASHMERE 5.73%

Our cashmere is sourced from a single supplier and is sourced from goats grazing in Inner Mongolia, where special attention is paid to the welfare of both the animals and the herding communities.

In 2025, we used more cashmere than the year before. It was 5.73% of our total material use, compared with 4.64% the previous year. Cashmere is one of our signature materials, and as a luxury fibre, we take pride in using it creatively in bolder designs and denser knits than are typically seen.

Our cashmere is sourced from a single supplier and is sourced from goats grazing in Inner Mongolia, where special attention is paid to the welfare of both the animals and the herding communities. The goats graze freely on natural grasslands and are combed by herders in spring to collect the fibre. The softest cashmere comes from the goats' winter undercoat.

However, the rising global demand for cashmere has led many regions to overgraze, which damages grasslands and contributes to desertification. This, in turn, can have serious consequences for both the environment and the herding communities, as malnourished goats produce lower-quality fibre and the landscape becomes increasingly fragile.

To help protect natural cashmere resources and the ecosystems they depend on, we respect both the price and availability of cashmere, ensuring herders are not pressured to overstock their herds. We source only the highest-quality Grade A cashmere with an exceptionally fine diameter of 15.5 microns and a fibre length of 34–36 mm. The fine diameter ensures exceptional softness, while the long fibre length improves yarn strength and enhances the durability of the finished garment.

In 2025, we also introduced a worsted-spun cashmere yarn, which maintains the same micron thickness but uses fibres of an even longer length - 55- 75 mm - resulting in a cashmere yarn that is even stronger and more durable.



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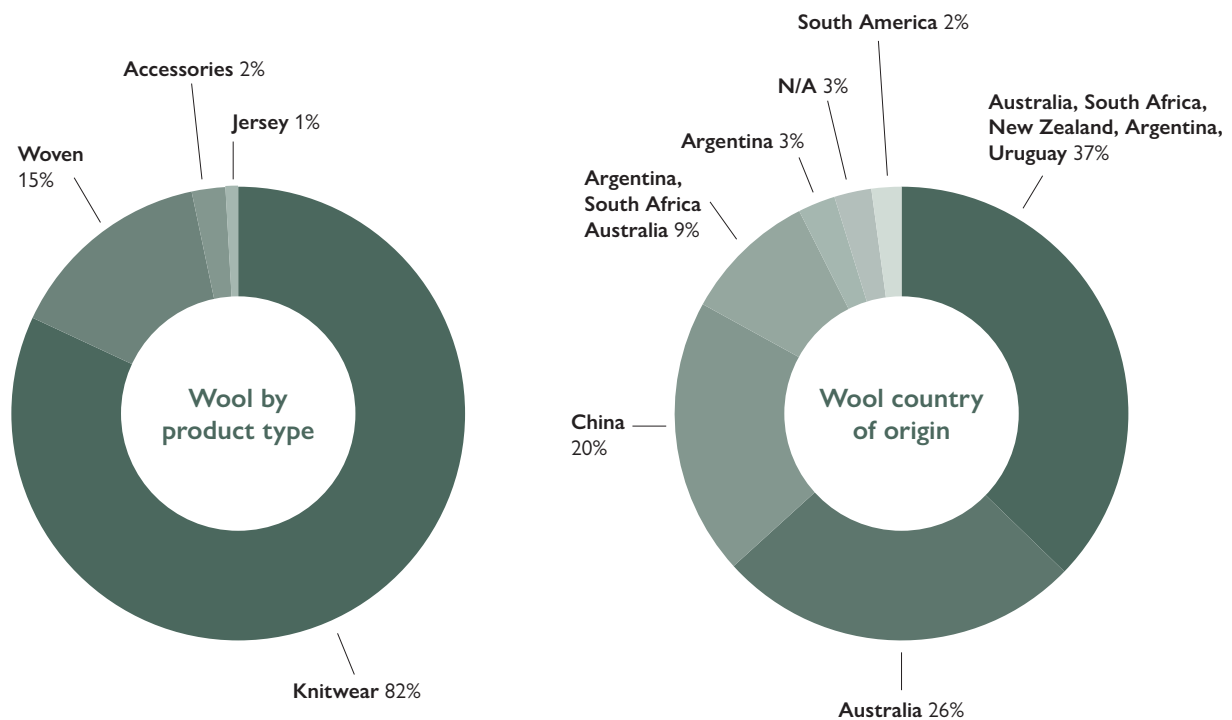
WOOL 5.46%

In 2025, we used less wool than the year before, decreasing from 6.83% to 5.46%. Most of this wool was used in our knitwear, though a notable proportion, around 15%, was used in woven fabrics, blended with linen and TENCEL™ lyocell.

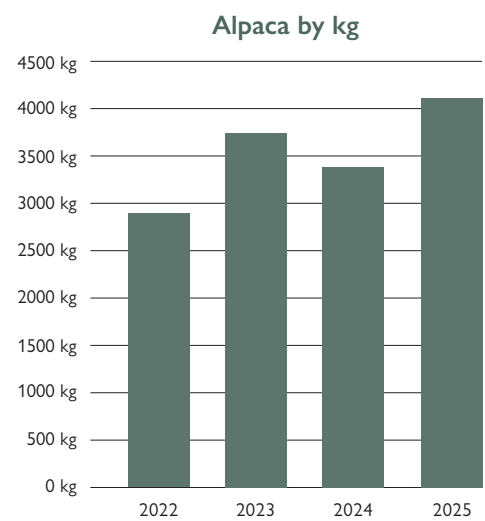
Wool is produced by sheep and sheared once a year by trained professionals, a process that takes only a few minutes. We work closely with reputable suppliers to ensure fibres are sourced ethically. One of the most widely debated issues in wool production is the practice of mulesing in Merino sheep farming. Mulesing involves removing skin around the sheep's buttock to prevent flystrike, a potentially fatal parasitic infection. While the procedure is intended to protect the animal, it does cause temporary harm and remains controversial. Flystrike is a concern specific to sheep farming in Australia.

In 2025, we introduced styles made with Responsible Wool Standard (RWS) certified yarns. Approximately one third of our wool that season was sourced from RWS-certified suppliers. This wool is responsibly farmed in Australia, South Africa, New Zealand, Argentina, and Uruguay. The farms involved follow best practices in land management and uphold the Five Freedoms of animal welfare: freedom from hunger and thirst; freedom from discomfort; freedom from pain, injury, and disease; freedom to express normal behaviour; and freedom from fear and distress. All RWS wool is also mulesing-free.

However, sourcing certified yarn remains challenging. POETRY develops unique yarn shades in small quantities, which can be difficult to produce within the constraints of certification requirements. Finding workable solutions for future seasons will be an important focus.



ALPACA 3.33%



In 2025, our use of alpaca increased from 2.55% to 3.33%, and it has continued to be one of the signature fibres in our warmer styles.

In 2024, we developed a new alpaca brushed boucle yarn, in which the polyamide typically used in boucle yarns was replaced with natural silk. In 2025, 38% of all our alpaca usage was with this custom-made yarn, demonstrating real success in creating a more environmentally friendly option that our customers value. We also used exquisite alpaca boucle yarn made solely from undyed alpaca fibres in white, silver, and cream.

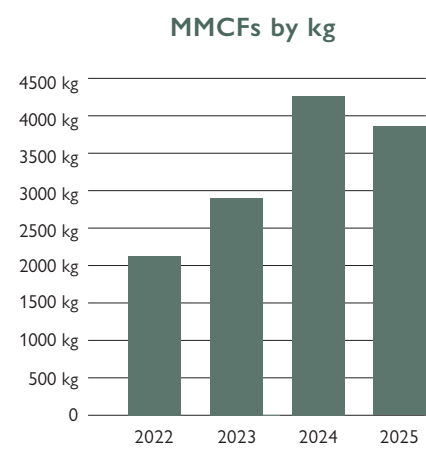
Alpaca is an animal fibre derived from South American camelids (similar to llamas) that have been bred for their luxurious fibre since ancient times. Like sheep, alpacas are sheared once a year by professional shearers in a procedure that takes only a few minutes.

All of our alpaca fibres are sourced exclusively from Peru. In 2025, we established a supply chain in which the fibre, making, and finishing of alpaca garments all take place in the same country. This reduces environmental impact while also drawing on the heritage and expertise of working with the fibre. In 2025, 67% of all alpaca used was produced in Peru, from raw fibre to knitted garment and finishing.



Man-made cellulosic fibres are created from processed wood pulp and include fibres such as viscose and lyocell. Although man-made, MMCFs are not petroleum-based, instead, they are produced from dissolved wood pulp or other plant cellulose.

MAN-MADE CELLULOSICS 3.13%



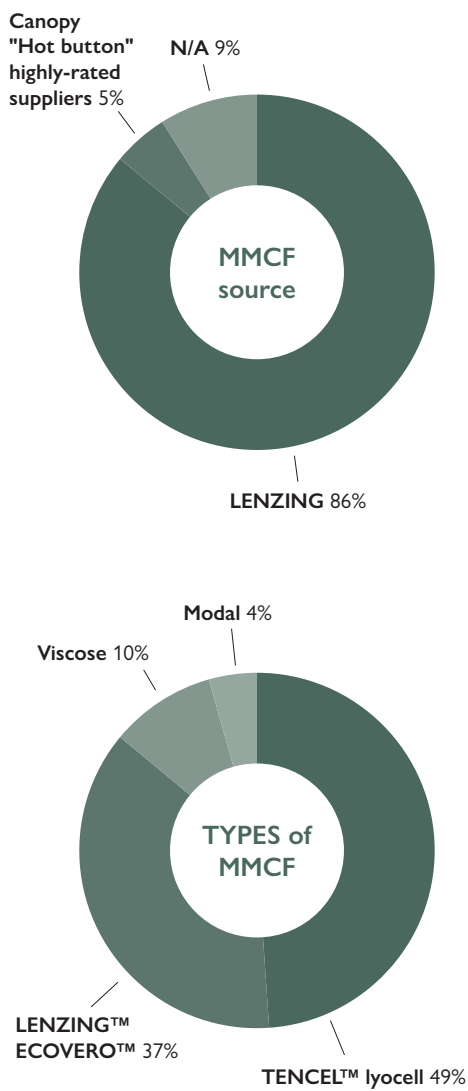
After a steady rise in the use of man-made cellulosic fibres (MMCFs) in our collections in previous years, in 2025 their proportion remained similar to last year and slightly lower by weight. We introduced several new fabrics, including a jersey made from a blend of TENCEL™ lyocell, wool, and hemp, a new Italian TENCEL™ lyocell and wool fabric and playful combinations of TENCEL™ lyocell with kapok, cotton, and wool.

Man-made cellulosic fibres are created from processed wood pulp and include fibres such as viscose and lyocell. Although man-made, MMCFs are not petroleum-based, instead, they are produced from dissolved wood pulp or other plant cellulose. In both feel and appearance, these fibres can be compared to smooth cotton or silk.

MMCFs are renewable and biodegradable, but their production can contribute to deforestation or pollution if wood sourcing is irresponsible or if chemical management is inadequate. We are committed to following Canopy's Hot Button assessment, which evaluates the risk of MMCF producers sourcing from high-carbon forests and recognises companies investing in next-generation, low-impact MMCF production. The assessment also provides insight into chemical processes and works in partnership with the Zero Discharge of Hazardous Chemicals (ZDHC) initiative.

In 2025, we continued to increase the proportion of MMCFs sourced from LENZING™, a company with one of the highest Hot Button scores. Our sourcing from LENZING™ rose from 78% the previous year to 86%, with a further 5% coming from other highly rated Hot Button manufacturers.

One of the key advantages of lyocell is its environmentally responsible production process. Unlike viscose, lyocell production does not involve carbon disulphide, a chemical harmful to workers and ecosystems if mishandled. Instead, it uses a closed-loop system in which solvents are carefully recovered and reused, reducing environmental impact. Although only introduced the year before, lyocell represented 49% of all MMCFs used in 2025, while the use of conventional viscose decreased from 19% in 2024 to 10%.



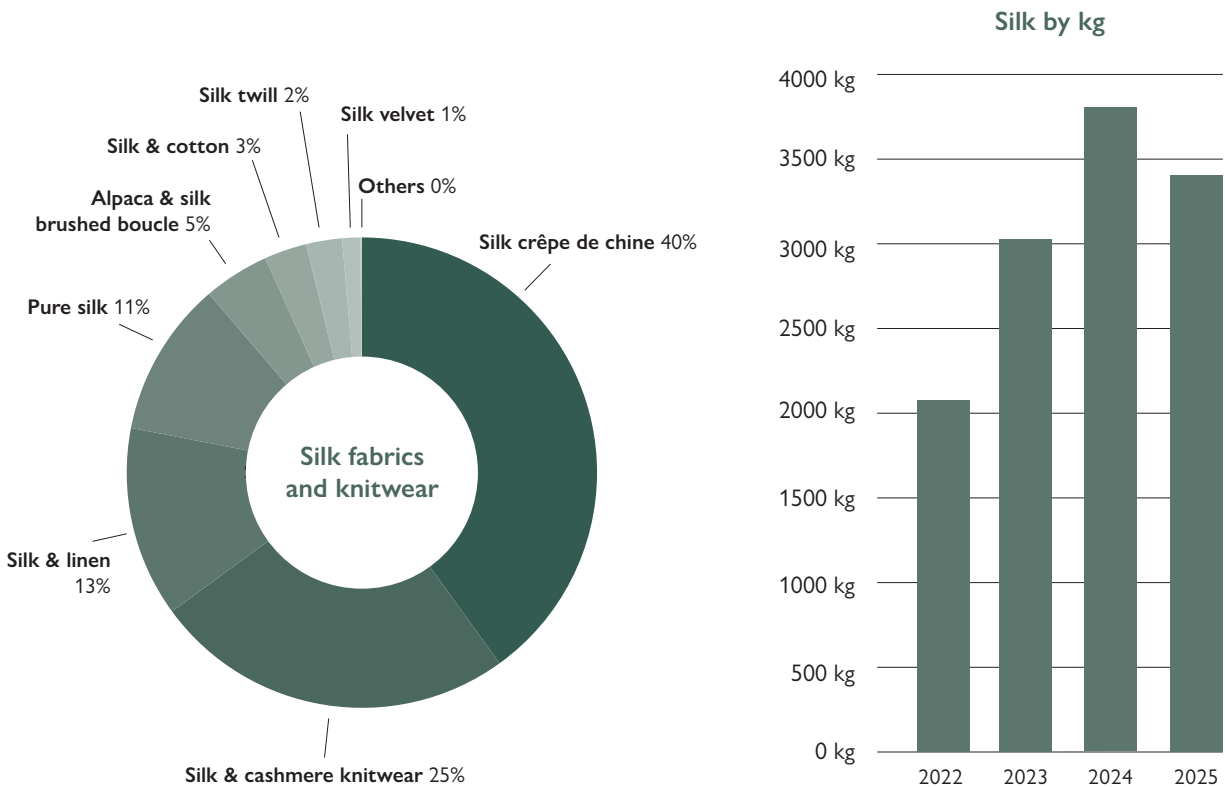
SILK 2.76%

In 2025, our use of silk remained proportionally the same as the previous year, following two years of steady increase. Close to half of our silk was used in styles crafted from silk crepe de chine fabrics, while 25% went into luxurious silk and cashmere knitwear. Popular fabrics for the 2025 season also included silk and linen blends, as well

as pure silk twill woven fabrics. A significant amount of silk was also incorporated into our newly developed silk and alpaca brushed boucle yarn. We continued to use the wonderfully soft premium silk habotai fabric, introduced the previous year, for silk pyjamas. This fabric originates from Japan, where it has traditionally been used for kimono-making and silk linings.

Silk is a luxurious fibre harvested from the delicate cocoons of silkworms that feed exclusively on mulberry leaves. The creation of our silk begins with the silkworms themselves, which grow until they are white and fully sized. They then spin a cocoon, which is the source of silk. To extract the fibre, the cocoons are boiled, splitting the cocoon into threads ranging from 300 to 900 metres in length. These threads are then twisted and dyed to create yarn, which is eventually knitted or woven into fabric. The majority of our mulberry silk comes from Zhejiang Province, China, renowned for its exceptional silk quality and considered the cradle of silk production in the country.

In today's market, genuine silk has become increasingly rare, as many brands opt for synthetic polyester instead. At POETRY, we believe there is nothing quite like the drape and feel of natural silk, which brings an unmatched elegance to every garment.



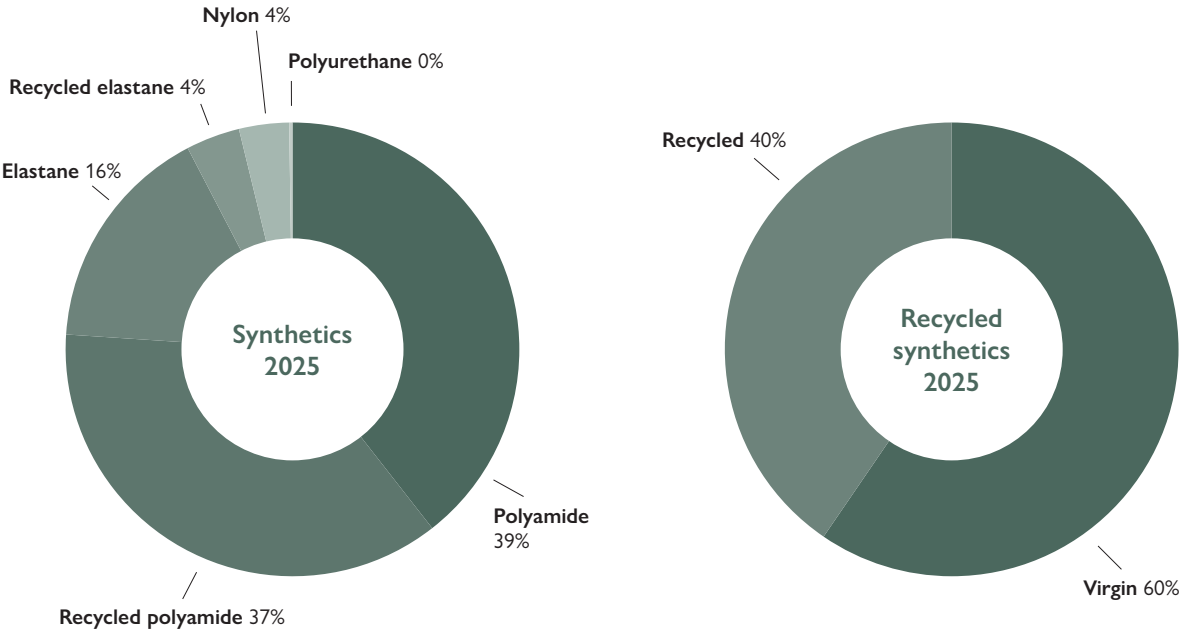
SYNTHETICS

0.36 %

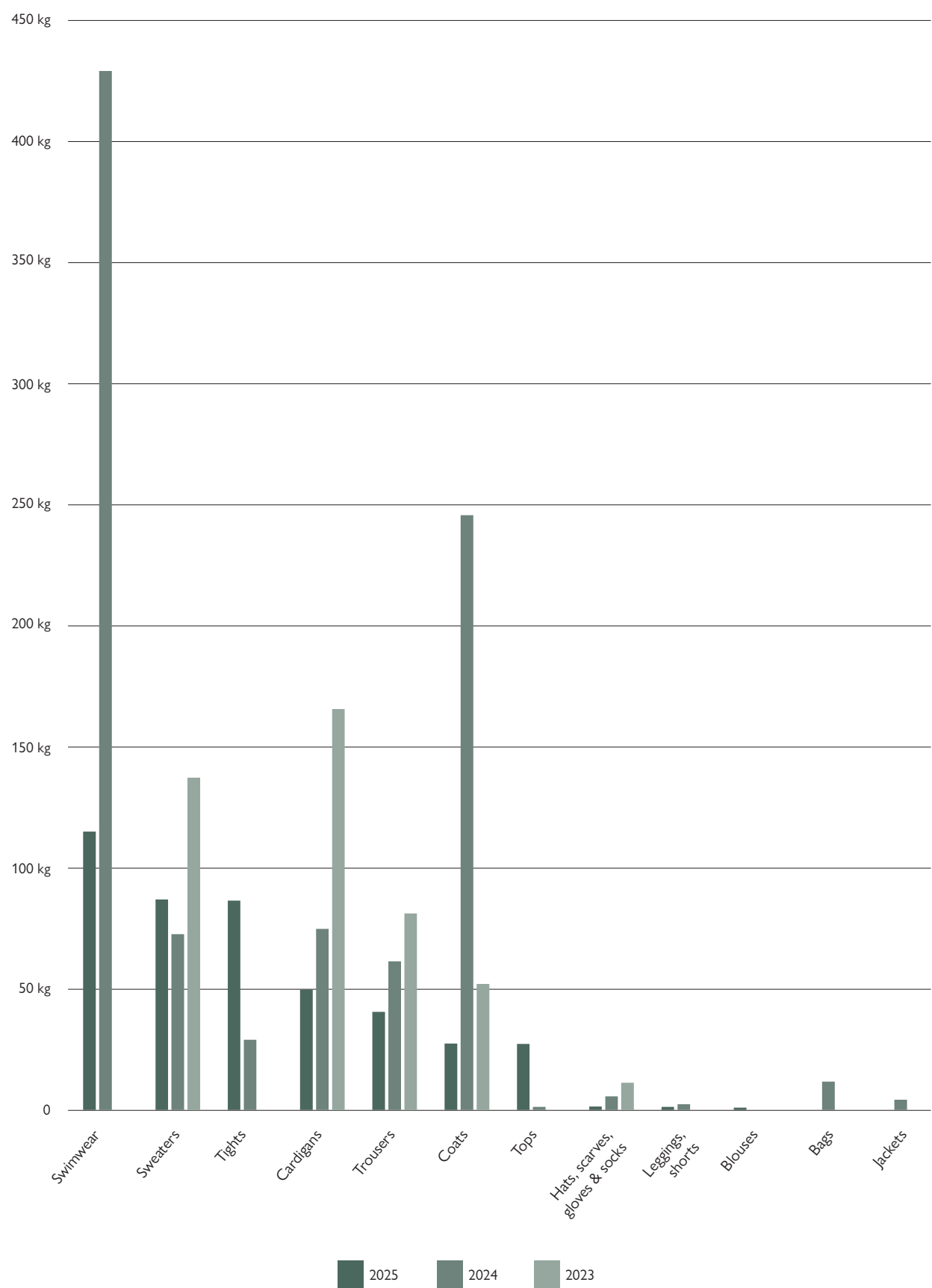
The use of synthetics decreased from 0.71% to just 0.36% of all materials in 2025. This halved our already minimal use of synthetic fibres. We used less synthetic material in our swimwear and coat collections than the year before, reflecting our aim to avoid synthetics in our collections unless absolutely necessary for the performance and longevity of a garment. Small amounts of synthetics are still used in knitwear to maintain the structure of yarns, as well as in tights and some trousers to provide elasticity.

The proportion of recycled versus virgin synthetics remained the same as the previous year, with 40% of synthetics used being recycled.

For our swimwear collection, we prioritise materials that ensure excellent performance and durability. Our technical fabric for swimwear is produced in Italy using regenerated ECONYL® Nylon. This innovative material is created from polyamide waste—including discarded fishing nets, old carpets, and industrial nylon waste—that would otherwise pollute the environment. The waste is chemically recycled into ECONYL® regenerated nylon, which has the same qualities as brand-new nylon. This process supports circular recycling rather than simply downcycling synthetic materials into lower-quality fibres, an especially important approach given that garment-to-garment recycling for most synthetics is not yet widely available.



Synthetics yearly comparison by kg



BUTTONS & LABELS

We use buttons made exclusively from natural materials, including corozo, natural horn, mother-of-pearl, coconut shell, and occasionally metal for denim. Corozo buttons are crafted from tagua nuts sourced sustainably in Ecuador. These nuts, known as “vegetable ivory,” are collected only after naturally falling, preserving the wild palm ecosystems while supporting

rural communities. Corozo buttons are eco-friendly and feature a unique grain which looks like a beautiful fingerprint-like pattern. Natural horn buttons are made in India using by-product horns from the dairy and meat industries and are valued for their strength and one-of-a-kind natural patterns. Coconut-shell buttons, also by-products, provide a rustic aesthetic, while mother-of-pearl buttons, sourced from mollusc shells, lend a delicate shine to lightweight garments, continuing a tradition of natural button-making predating plastic. We have also changed all our garment labels to be made from 100% cotton.

In 2026, we intend to continue increasing our use of organic and responsibly sourced materials, with traceability remaining central to our approach. We will uphold our promise to customers by avoiding synthetic materials unless absolutely necessary and by never compromising on the quality of the materials we use. By prioritising natural fibres, responsible sourcing and low impact processes, we continue to design garments that feel exceptional to wear while honouring the landscapes and communities that make them possible.





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