



# Material Report 2025

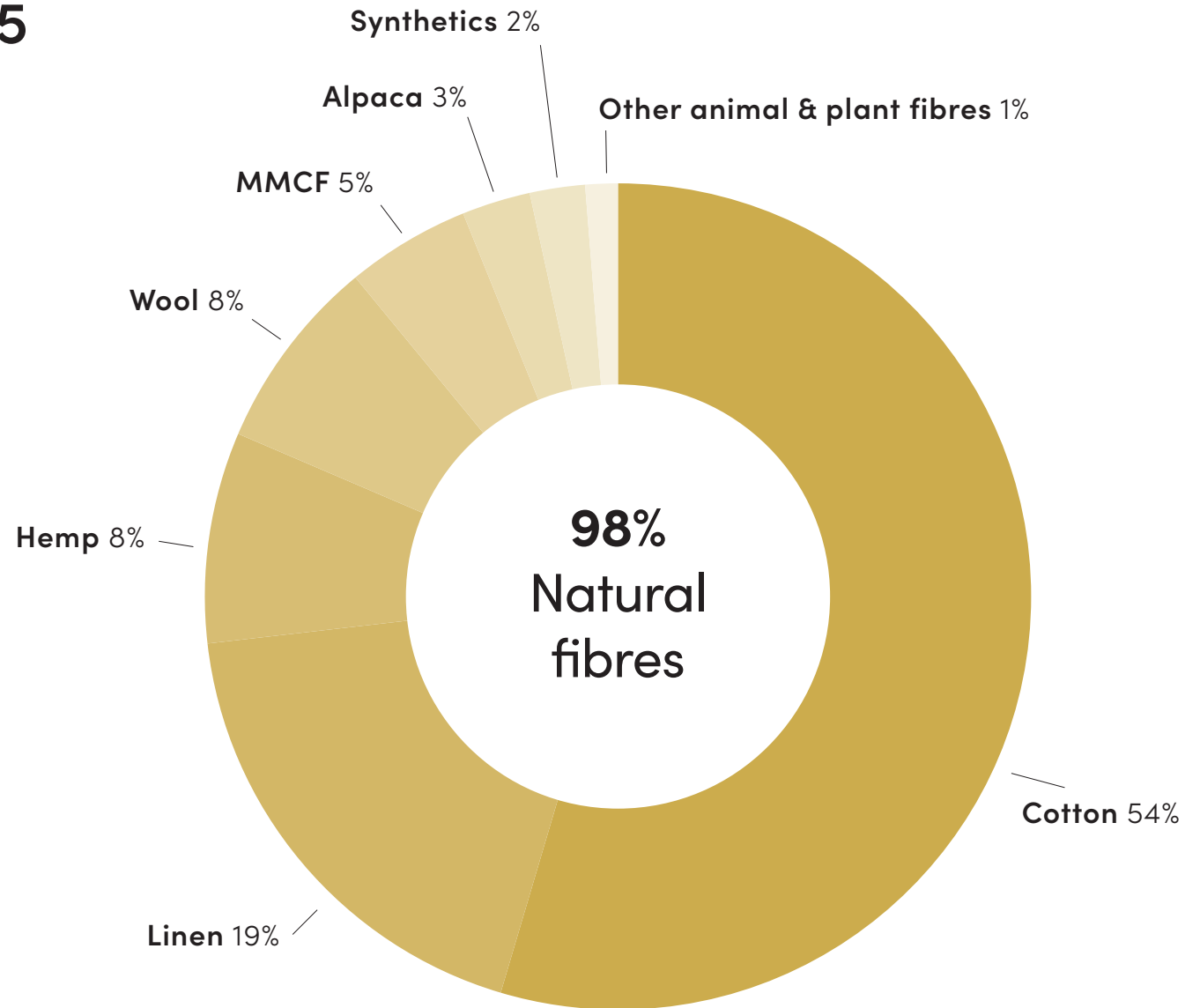
WRAP

LONDON



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## Materials used 2025



**In 2025, 98% of the materials in our collections were sourced from nature. The most used material was cotton, unrivalled for its comfort, softness, and versatility, with nearly half of it being organic or recycled.**

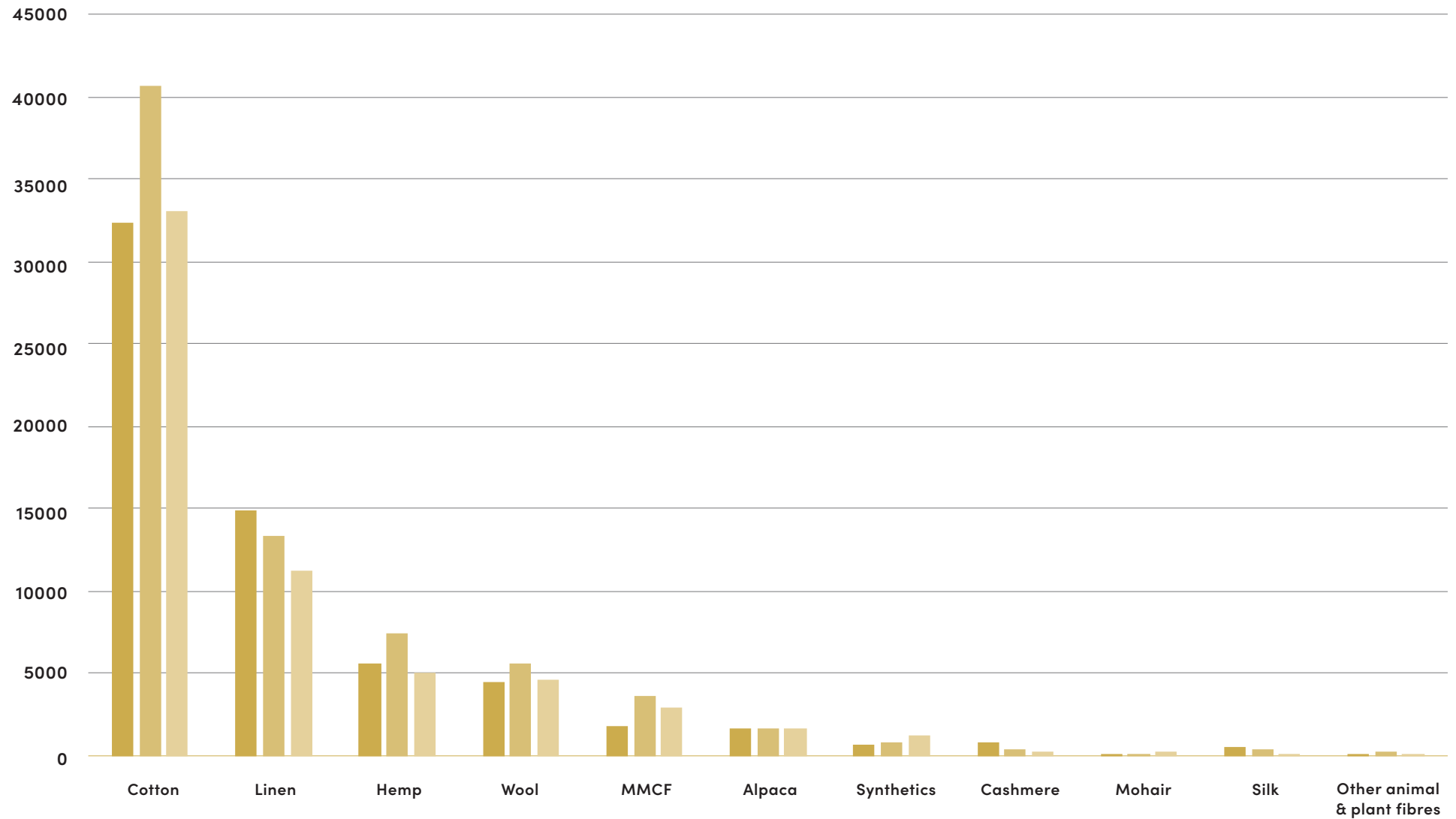
At Wrap London we create distinctive clothes with character and soul. Every piece begins with thoughtfully chosen natural materials selected for the texture and beauty that best embody the designer's vision. We love how natural materials improve with time, developing a unique patina and, ultimately, can return to the earth. We pay special attention to ensuring the materials we use meet our high standards for both quality and sustainability.

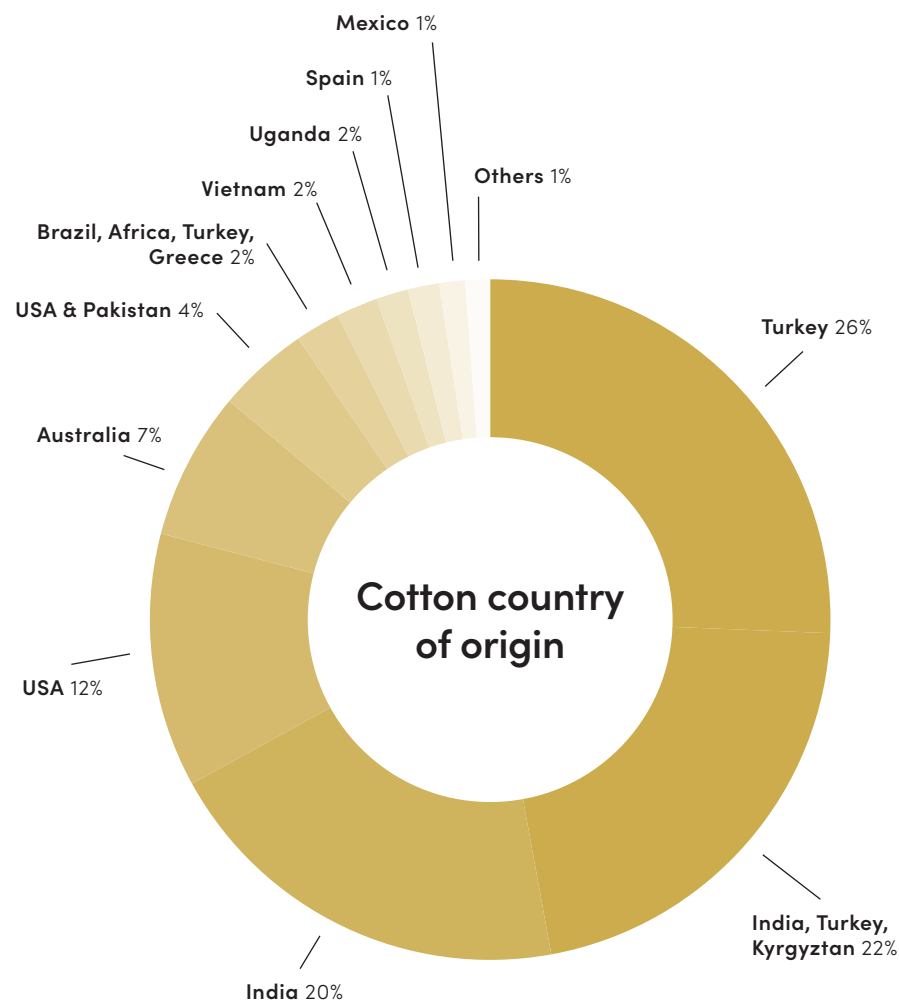
In 2025, 98% of the materials in our collections were sourced from nature. The most used material was cotton, unrivalled for its comfort, softness, and versatility, with nearly half of it being organic or recycled. Also widely used were hemp, wool and linen although, over the years, there has been a slight drop in our use of linen. Similarly, the use of cashmere and silk has slightly declined. There has been a small increase in the use of mohair and synthetics, due to the trend for textured yarns that use synthetic binding threads.

We have also increased the use of mulesing-free wool in our collections. (Mulesing is a surgical procedure used to prevent flystrike by removing skin from around a sheep's rear, reducing areas where flies can lay eggs. It is controversial due to animal welfare concerns.) We're also proud to have switched more of our fabrics from viscose to lyocell, a soft, breathable fibre made from sustainably sourced wood pulp, prized for its smooth feel and low environmental impact.

## Yearly comparison, kg

2023 2024 2025





## Cotton 54%

Cotton is a plant-based fibre derived from white, floss-like pods in the seed capsules of the cotton plant. It is the most used fibre worldwide and in Wrap London collections more than half of all our materials are cotton. Compared to last year, our cotton proportionally stayed the same. We use cotton mostly for trousers, followed by tops, sweater and dresses. As last year, nearly one fifth of all materials used is the combination of hemp & organic cotton.

While cotton is a biodegradable fibre, conventional cultivation requires substantial amounts of water and chemicals. Additionally, the cotton industry has historically faced human rights concerns, which unfortunately remain an ongoing issue.

We are committed to ensuring full traceability of our cotton supply chain and increasing our use of responsibly sourced cotton, such as organic or recycled varieties. This year, we introduced our first fully Global Organic Textile Standard (GOTS)-certified styles, which include the use of organic cotton, GOTS-approved dyes, and adherence to social compliance criteria throughout the organic cotton supply chain. For our 2025 styles, the cotton we used was primarily grown in Turkey, India, Kyrgyzstan, USA and Australia.

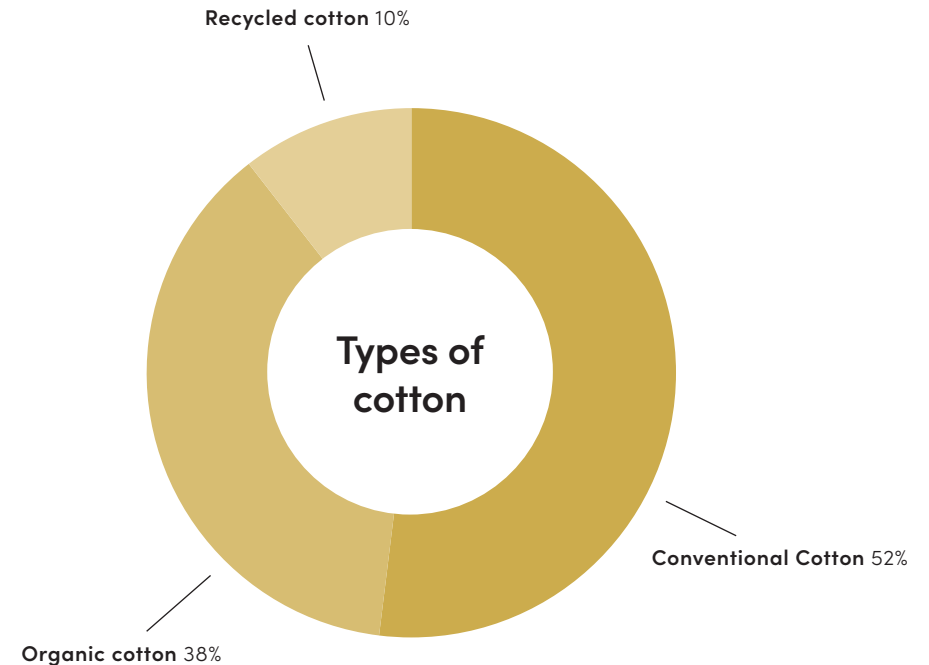
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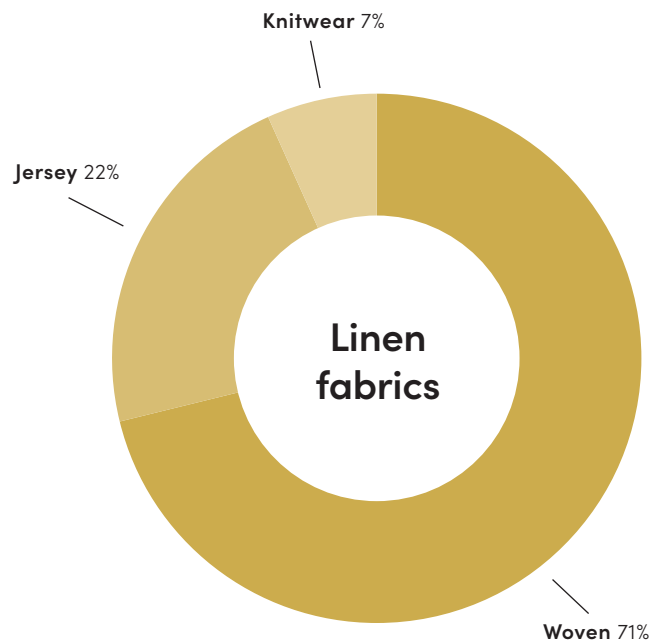
## Organic & recycled cotton

In the 2025 seasons organic cotton made up 38% of all cotton use and recycled cotton, 10%. Organic cotton is grown using less water and less energy than conventional cotton and is grown without using artificial fertilisers, pesticides or genetically modified seeds and therefore not only benefits the environment but also the health of farmers and communities as they and their land are not exposed to harsh chemicals.

We continued to introduce fully Global Organic Textile Standard certified styles, which not only meet organic criteria but also includes social criteria and dye and chemical management. Fully GOTS certified styles made up 11% of all organic cotton use and is planned to increase next year as we introduce GOTS styles from our Indian supplier

We use recycled cotton for some of our denim styles as it is well suited for thicker fabrics. For our recycled cotton denim fabric, 80% of the recycled cotton comes from materials from processes before the cotton has been made into a garment. Often this means fabric offcuts or waste from yarn spinning. 20% of the recycled cotton is made from post-consumer used cotton garments that have been recycled back to fibre.



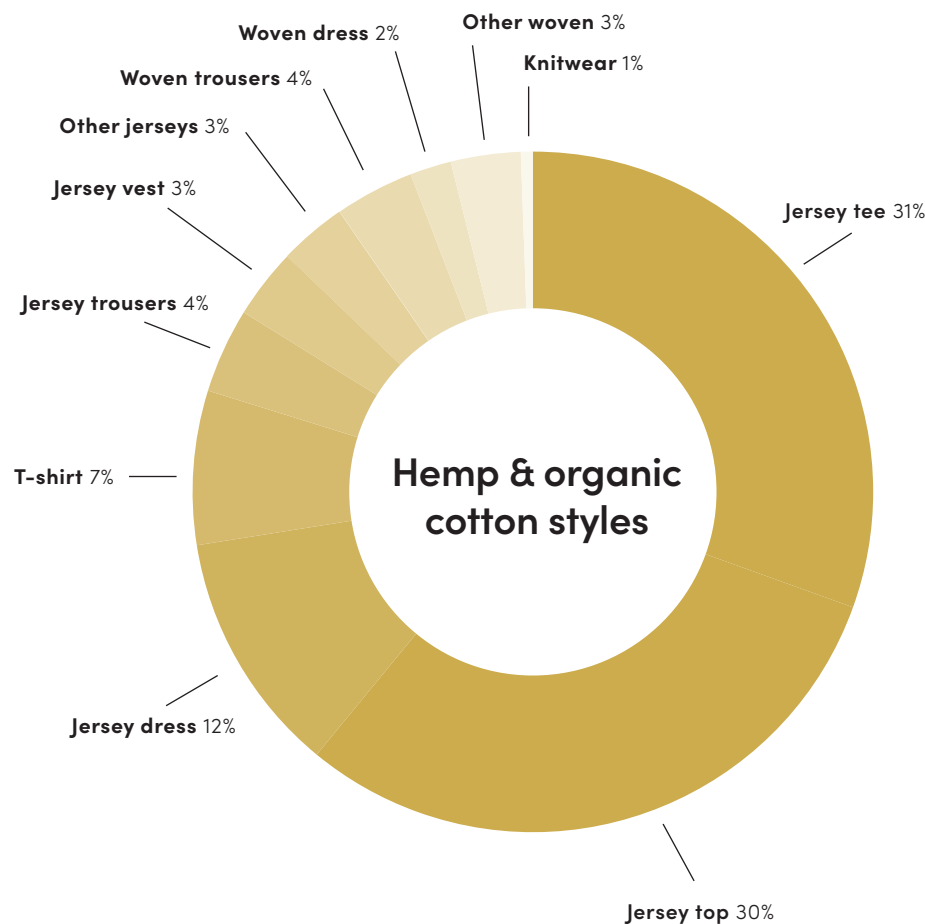


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## Linen 19%

Linen accounts for nearly one fifth of all materials used in 2025. We are proud to be using linen in innovative ways, such as in knitwear or in jersey tops. 85% of all linen is used in pure linen garments followed by a combination with cotton and lyocell.

Grown primarily in France, linen is one of the most naturally sustainable fibres. Flax plants require minimal fertilisers or pesticides and thrive with only rainwater. However, since flax farming and processing depend heavily on natural conditions – particularly the delicate balance between sun and rain during dew retting – the quality and availability of flax fibres is increasingly affected by unpredictable weather patterns. Over the past few years, linen use in Wrap London collections has been gradually decreasing, making way for innovative fibres such as lyocell.



## Hemp 8%

In 2025, hemp fibres made up 8% of all the materials we used. All our hemp is blended with organic cotton, with hemp adding texture and durability, and cotton bringing softness. Jersey dominates our hemp and organic cotton pieces, making up 90% of styles, most of which are versatile T-shirts and tops. Our woven hemp and cotton styles include a range of cords, sometimes blended with yak for a warmer, cosy feel.

Hemp is a sister fibre to linen, sharing similar cultivation and processing methods. However, the hemp plant is even more resilient, benefiting the land it grows on. Our hemp and cotton fabric is sourced from a leading supplier of hemp textiles. This vertically integrated company uses hemp grown in China and manufactures everything from fibre, to yarn, to fabric, to a garment, in a single mill with environmentally friendly production.

In 2025, our Ethics and Sustainability Manager visited the entire hemp supply chain, from the hemp fields in Northern China to the automated yarn spinning, fabric production, and garment making, witnessing the expertise at every step.



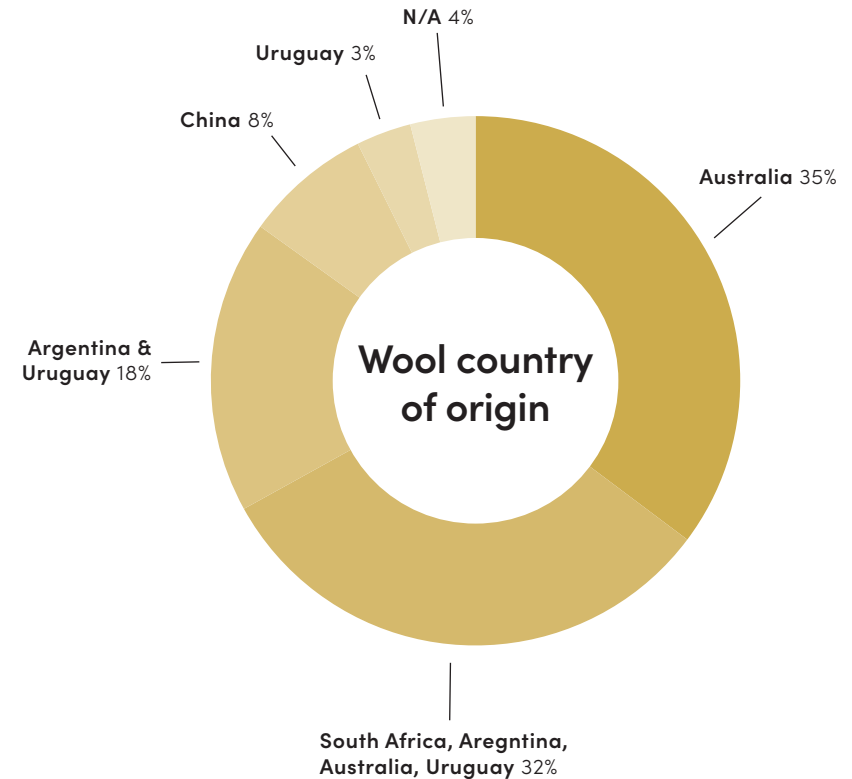
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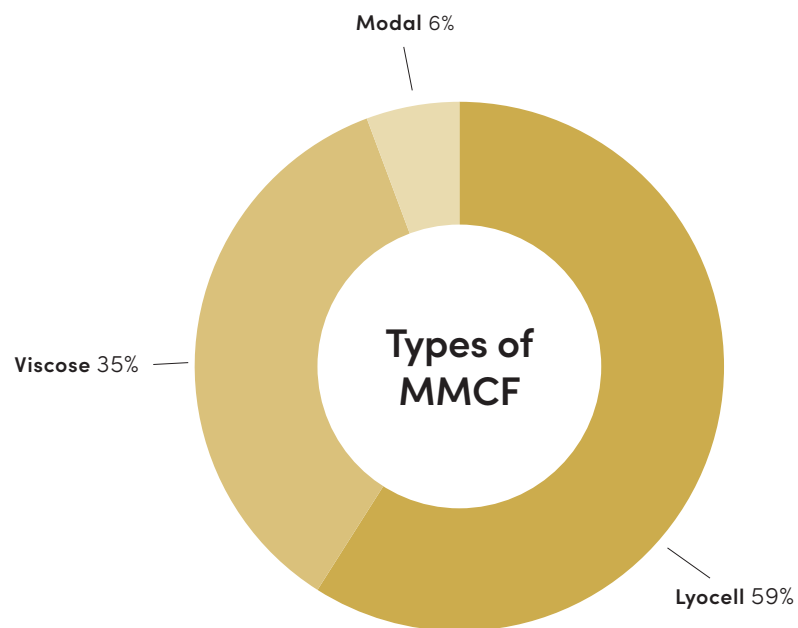
## Wool 8%

We're proud to use natural wool in our warmer knitwear. Wool is unbeatable at keeping you warm in winter while staying breathable when you're active. Most of our wool is used in knitted sweaters and cardigans.

Wool comes from sheep sheared by professionals once a year – a quick process that takes just a few minutes. We work closely with trusted suppliers to ensure all our fibres are ethically sourced. The majority of our wool comes from Australia, with additional sourcing from Argentina, Uruguay, and South Africa.

In 2025, we introduced styles made with Responsible Wool Standard (RWS) certified yarns. Around one third of our wool in the collections came from RWS-certified yarns. This wool is responsibly farmed across Australia, South Africa, New Zealand, Argentina, and Uruguay. The farms 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. Overall, about half of the wool we used in 2025 was mulesing-free – a big increase from 17% the year before.





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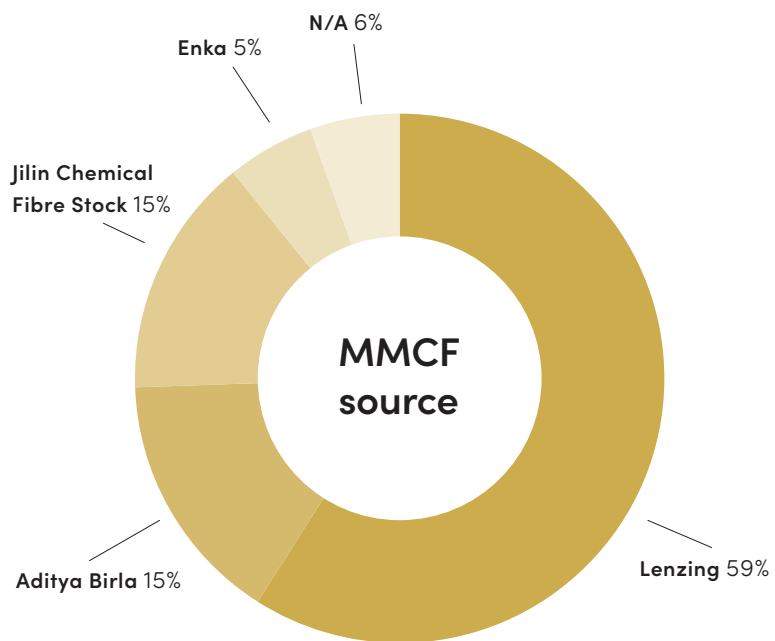
## Man-made cellulosics 5%

In 2025, our use of man-made cellulosic fibres (MMCF) remained similar to the previous year. MMCFs are materials made from processed wood pulp, including fibres such as viscose and lyocell. While technically man-made, they don't rely on petrochemicals and are derived from wood or other plant cellulose. In look and feel, they are often compared to smooth cotton or silk.

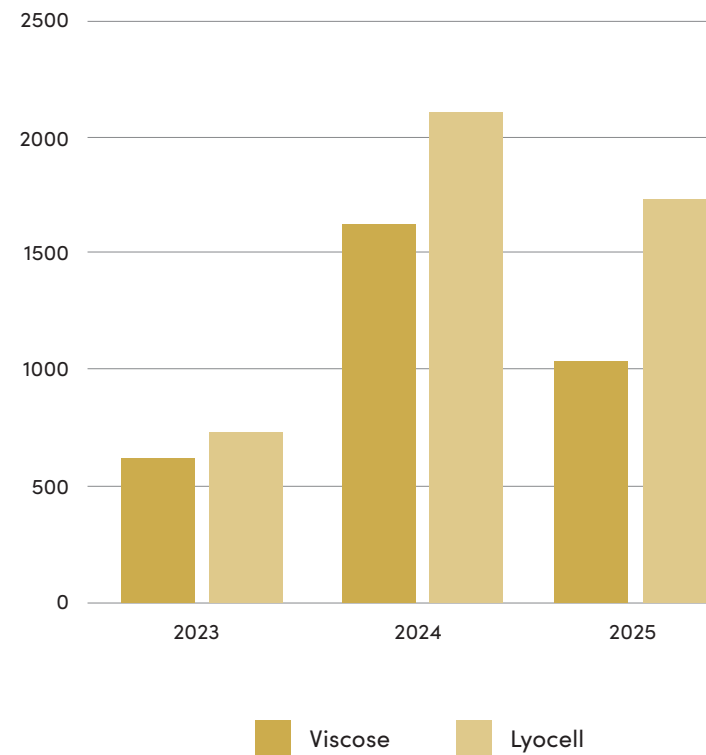
59% of our MMCFs used are lyocell fibres from Lenzing, continuing a steady increase over the past few years. Lyocell stands out for its eco-friendly production process. Unlike traditional viscose, its production avoids carbon disulphide, a chemical that can be harmful to both workers and the environment if mismanaged. The chemicals used are carefully controlled in a closed-loop system, minimising environmental impact.

MMCF fibres are renewable and biodegradable, but their production can lead to deforestation or pollution if the wood is not sourced responsibly or if proper chemical management is lacking. That's why we follow Canopy's 'Hot Button' assessment, which highlights high-risk MMCF producers, recognises companies investing in next-generation MMCF production, provides data on chemical management, and works with the Zero Discharge of Hazardous Chemicals (ZDHC) initiative.

In 2025, our top MMCF supplier was Lenzing, followed by Aditya Birla and Jilin Chemical Fibre Stock. Overall, 89% of our MMCFs came from the top five highest-rated companies, ensuring responsible sourcing and production.



Yearly comparison





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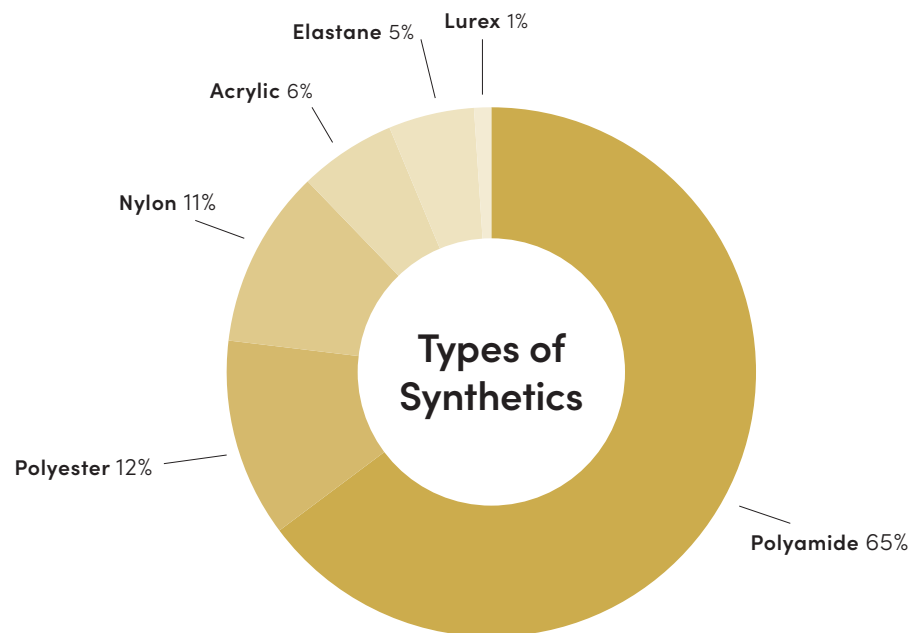
## Alpaca 3%

Recently, alpaca has been growing in popularity as textured, voluminous woolly garments have come into fashion. Alpaca yarns have always played an important role in Wrap London's collections, and in 2025 their use increased slightly. Most of our alpaca goes into textured knitwear, blending alpaca and merino wool in playful yarns with polyamide to help maintain the yarn's structure.

Alpaca is an animal fibre from South American camelids, similar to llamas, which have been bred for their beautiful fibre for centuries. Like sheep, alpacas are sheared once a year by professional shearers in a quick, gentle process lasting just a few minutes. Many of our garments are made from "baby alpaca" fibres. This doesn't mean the fibre comes from young alpacas, it refers to the quality, fineness and softness of the wool. Baby alpaca fibres are very soft, only 19–21 microns in diameter and usually come from the softest parts of the alpaca, typically around the chest.

All of our alpaca fibres come from Peru, and most of our yarn comes from a single supplier that has been working with alpaca farmers and processing fibre since the 1920s. In 2025, we also started working with a new knitwear supplier in Peru, meaning our entire alpaca supply chain, from the animals to the finished garment, is now based in the country. Currently, 37% of our alpaca garments are produced fully in Peru, and we plan to increase this gradually.





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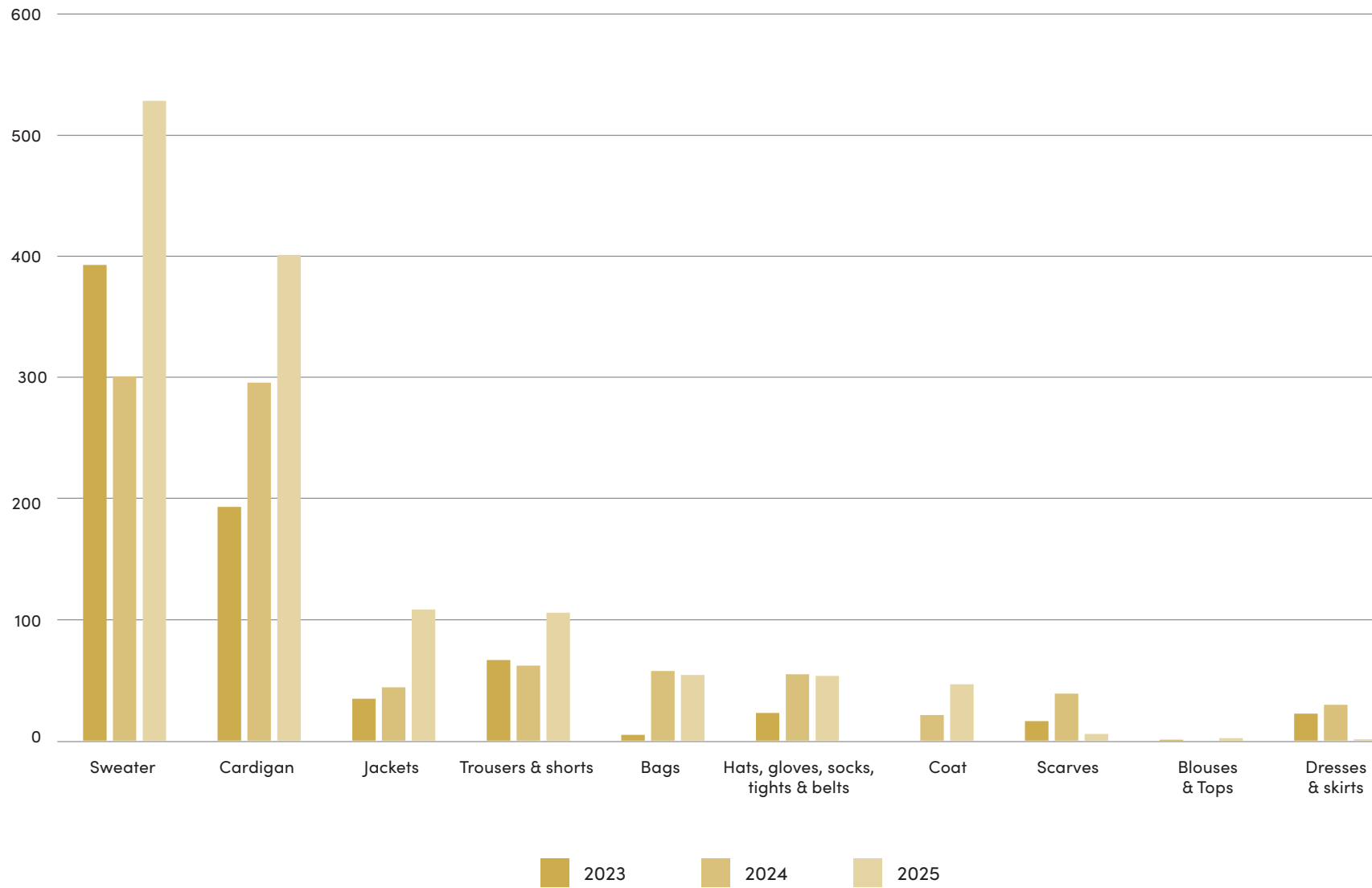
## Synthetics 2%

While synthetics make up only a small portion of our materials, their use has increased slightly since last year. This is mainly due to the use of complex, structured yarns in pieces that require binder threads. Over half of our synthetic use comes from two textured yarns that were key in our 2025 collections, one an alpaca blend, the other a mohair blend, both using polyamide as a binder to maintain the yarn's structure. We also introduced a new yarn combining organic cotton and nylon, which adds a smooth texture to the knitted styles.

Another 12% of synthetics comes from Italian suiting fabrics, with smaller amounts found in fabrics such as elastane for stretch or lurex for a metallic shine. Around 8% comes from soft accessories, such as bags, where synthetic fibres are used for durability.

We aim to avoid synthetics in our collections unless they are absolutely necessary for the performance and longevity of a garment. Even though synthetics still make up only a small fraction of our materials, we are searching and introducing recycled options wherever possible.

## Yearly comparison, kg



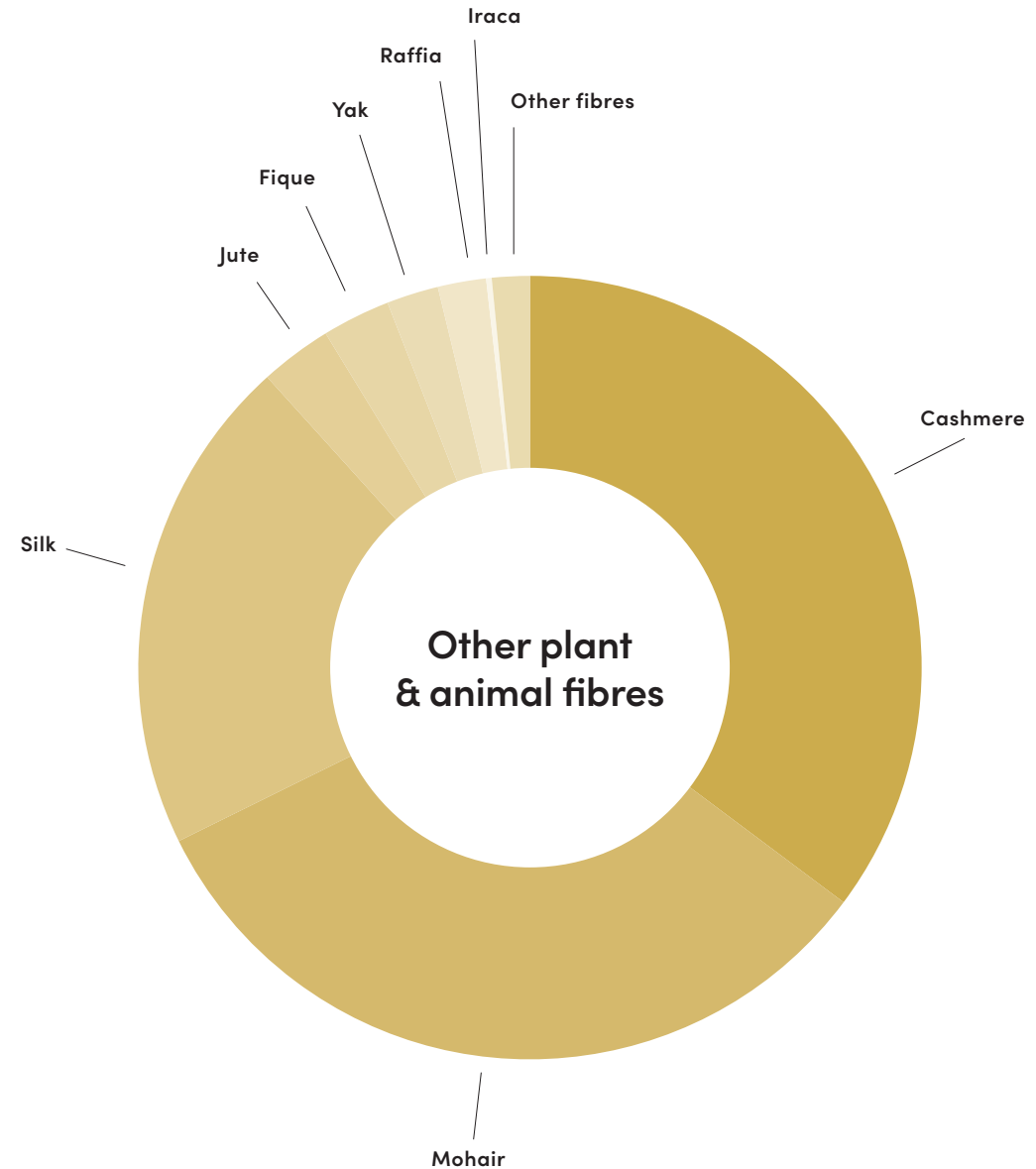


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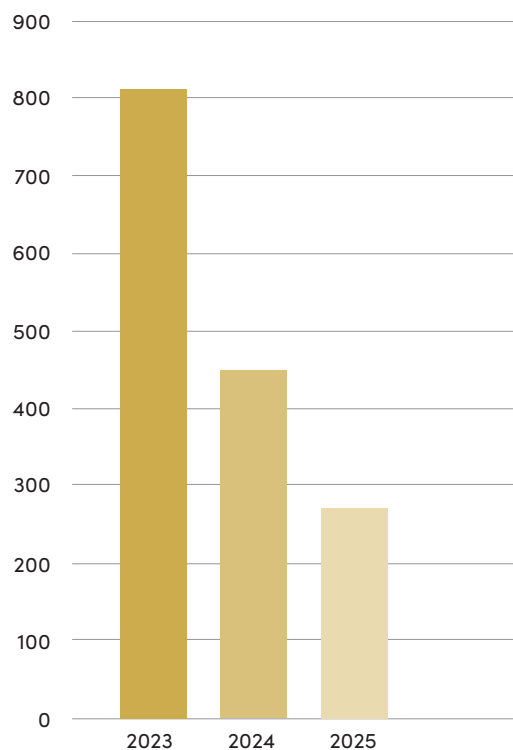
## Other plant & animal fibres 1%

In addition to our core materials, we also use other plant and animal fibres, with cashmere, mohair, and silk being the most prominent.

We also use fibres such as jute, fique, raffia, and iraca in our accessory bags, and small amounts of yak are added to hemp and organic cotton styles for extra softness and warmth.

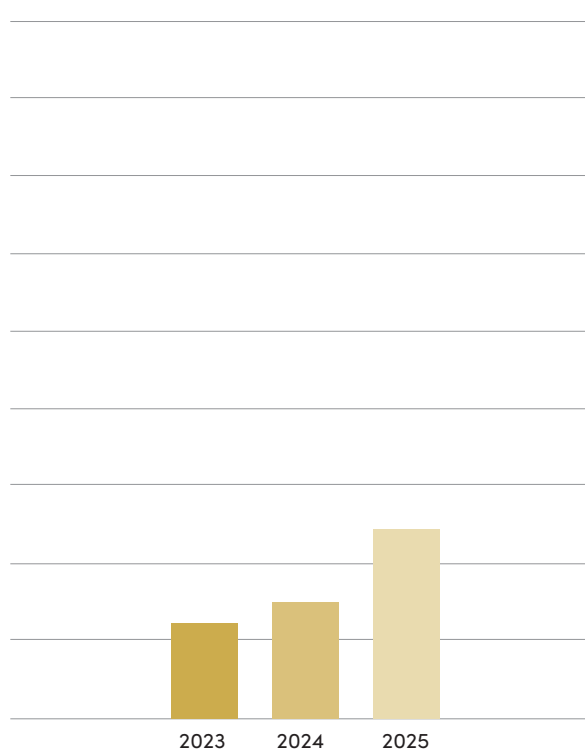


Cashmere, kg



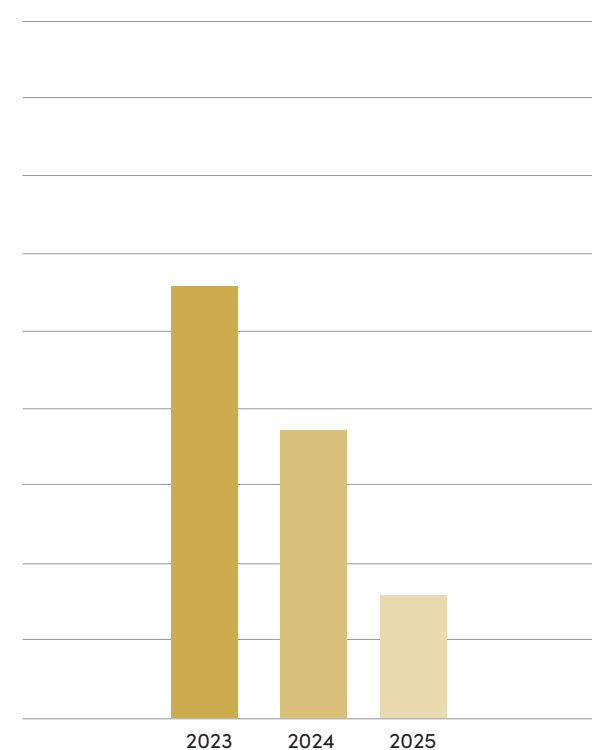
Over the past few years, we have reduced our use of cashmere, favouring other animal fibres like alpaca. When we do use cashmere, it's always the highest-quality Grade A, responsibly reared, with one of the finest possible diameters at 15.5 microns and a fibre length of 34–36mm.

Mohair, kg



Our mohair comes from Angora goats in South Africa and is used in some of our textured winter knitwear yarns, blended with wool. Mohair use has been steadily increasing over the past couple of years.

Silk, kg



In 2025, we reduced silk use by more than half. Most of the silk we now use comes from silk velvets rather than crêpe de chine fabrics, and it is sourced and sewn in China, where the tradition of silk production originates.

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# Buttons

We use buttons made exclusively from natural materials, including corozo, cruelty-free natural horn, mother-of-pearl, coconut shell, and 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. Our natural horn buttons are cruelty-free. They 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 delicate shine to lightweight garments, continuing a tradition of natural button-making that predates plastic.

In 2026, we plan to begin transitioning Wrap London’s care labels to natural materials, while continuing to explore recycled options for any synthetics used in our collections. We will keep increasing our use of organic and responsibly sourced fibres, with full traceability.

This approach takes time, but in a world racing towards fast fashion, we’re proud to slow things down: creating thoughtfully designed, beautiful clothes that are made to last and loved when worn. Wrap London clothes reveal our obsession with exceptional natural fabrics, sustainable thinking and the details that make the difference.

