

NEW LOOK

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New Look Partners with TrusTrace to Support its Sustainability Strategy with Deeper Supply Chain Visibility

New Look's 'Kind to Our Core' Sustainability program aims to reduce its carbon footprint by encouraging suppliers to track emissions, among other goals.

November 28, 2023 — [TrusTrace](#), a global SaaS company with a market-leading platform for supply chain traceability and compliance data management, today announced a partnership with New Look, a leading fashion retailer in the UK and Republic of Ireland, to help the company gain greater visibility across its supply chain through suppliers and assist in identifying responsible sourcing and business continuity risks.

“New Look is the first major UK retailer to join forces with TrusTrace, marking a major milestone in our pursuit to make global supply chains traceable, circular and fair,” said TrusTrace CEO and Co-Founder Shameek Ghosh. “TrusTrace facilitates data collection from Tier 1 through to Tier 4, enabling New Look to access granular, validated product data to support its sustainability goals. This partnership will contribute to New Look’s ‘Kind to our Core’ mission by helping them make informed decisions to enhance responsible sourcing.”

“We’re thrilled to partner with TrusTrace to gain deeper visibility through to our Tier 4 suppliers, helping us to further mitigate any supply chain risks,” said Sue Fairley, Head of Sustainability at New Look. “We’ve already made incredible progress through our ‘Kind to Our Core’ sustainability program – as evidenced in our recently released 2023 Sustainability Report – and it’s just the beginning.”

New Look recently submitted new Science Based Targets in October, including a near-term target of reducing carbon emissions by 46% by 2031 across Scope 1 & 2 and Scope 3, aligned to the 1.5C pathway; and a long-term target to become Net Zero by 2040 for both Scope 1 & 2 and Scope 3. Additionally, earlier this month, New Look held a Supplier Conference in London in which suppliers were encouraged to calculate their own carbon emissions as part of the company’s decarbonisation roadmap initiative.

“The TrusTrace platform will serve as an enormous asset to achieve these goals,” Ghosh commented. “Through its open architecture, the platform will integrate with retailer, manufacturer and supplier systems, as well as other third-parties, such as certification agencies, lifecycle datasets and other sustainability solution providers, to provide granular insight into New Look’s supply chain.”

New Look’s ‘Kind to Our Core’ Sustainability Initiative has already yielded positive results; since the launch of the sustainability strategy, the retailer has reduced its Scope 1 and 2 emissions by 18%, and its Scope 3 purchased goods and services fibre products emissions have fallen by 22%. Plus, New Look has also achieved ‘progressive level’ with the Sustainable Apparel Coalition (SAC) – one year ahead of schedule – among other achievements.

TrusTrace is a leader in fashion supply chain traceability, providing 50+ global fashion and retail brands with verified data, as materials and finished goods move through the supply chain.