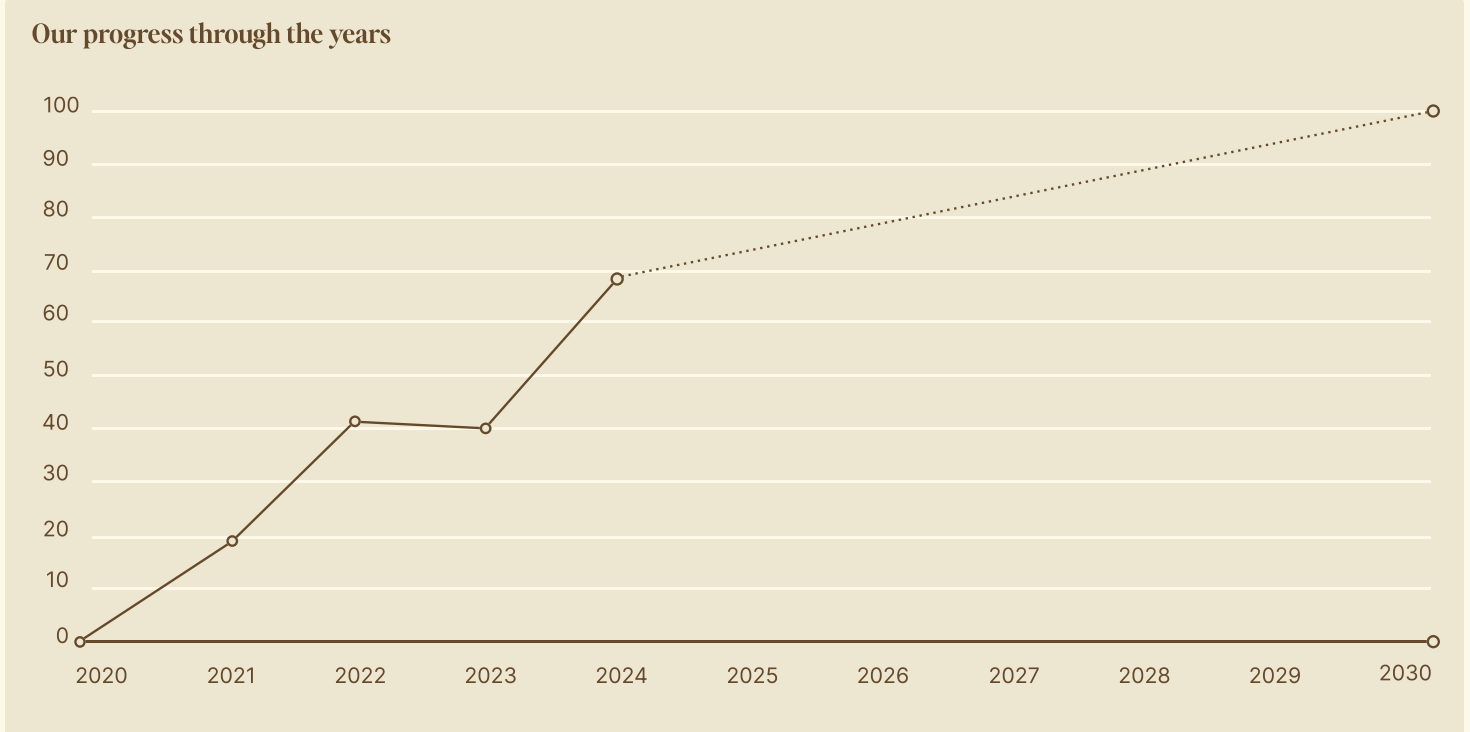
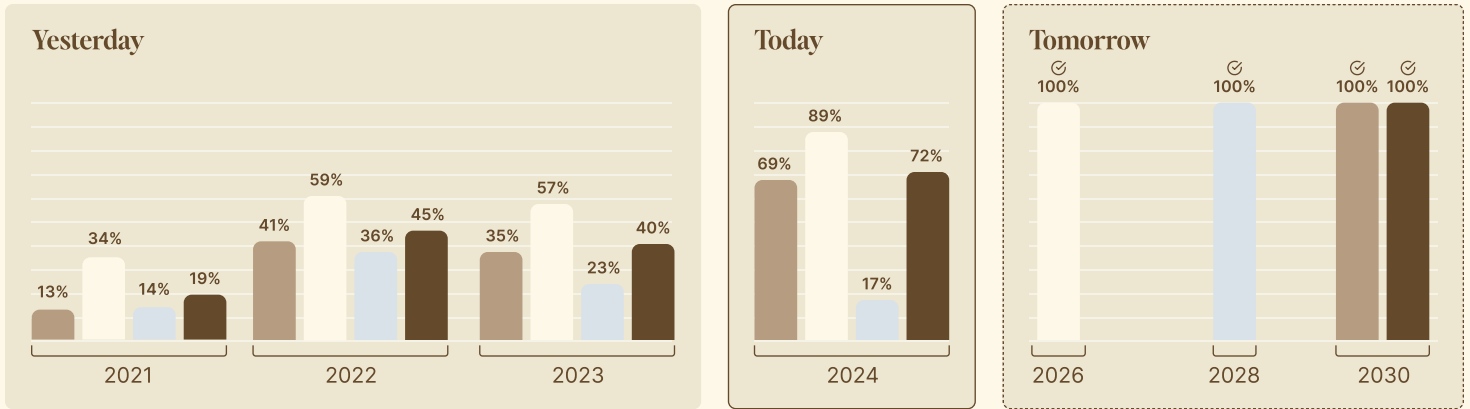


Roadmap

At JOSH V, we believe that every fashion choice impacts tomorrow. Our Sustainability Roadmap to 2030 lists our commitment to creating timeless fashion with more sustainable materials and responsible production.

■ Polyester □ Cotton ■ Viscose ■ Total



Cotton, polyester and viscose breakdown

Cotton

89% Replaced

- Better Cotton: 71%
- Conventional Cotton: 11%
- Organic cotton: 9%
- Recycled cotton: 4%
- Linen: 5%

In 2024, 89% of our cotton was replaced by a more sustainable alternative, a big step up coming from 46% in 2023.

Viscose

17% Replaced

- LENZING™ ECOVERO™: 17%
- Conventional viscose: 83%

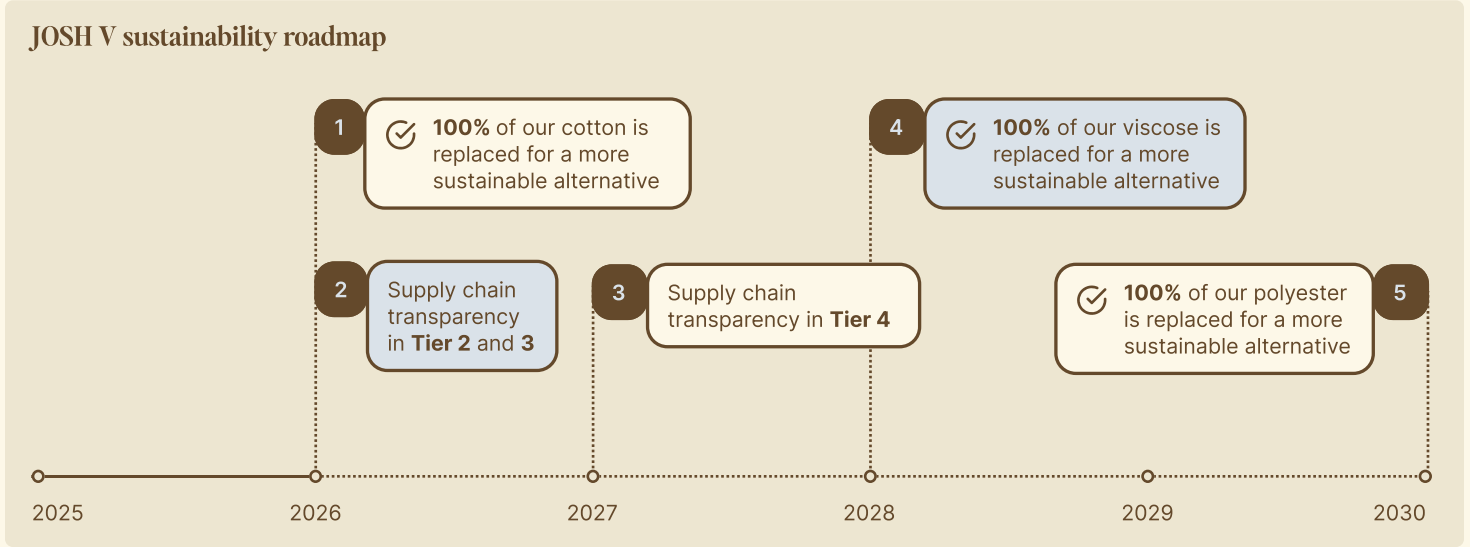
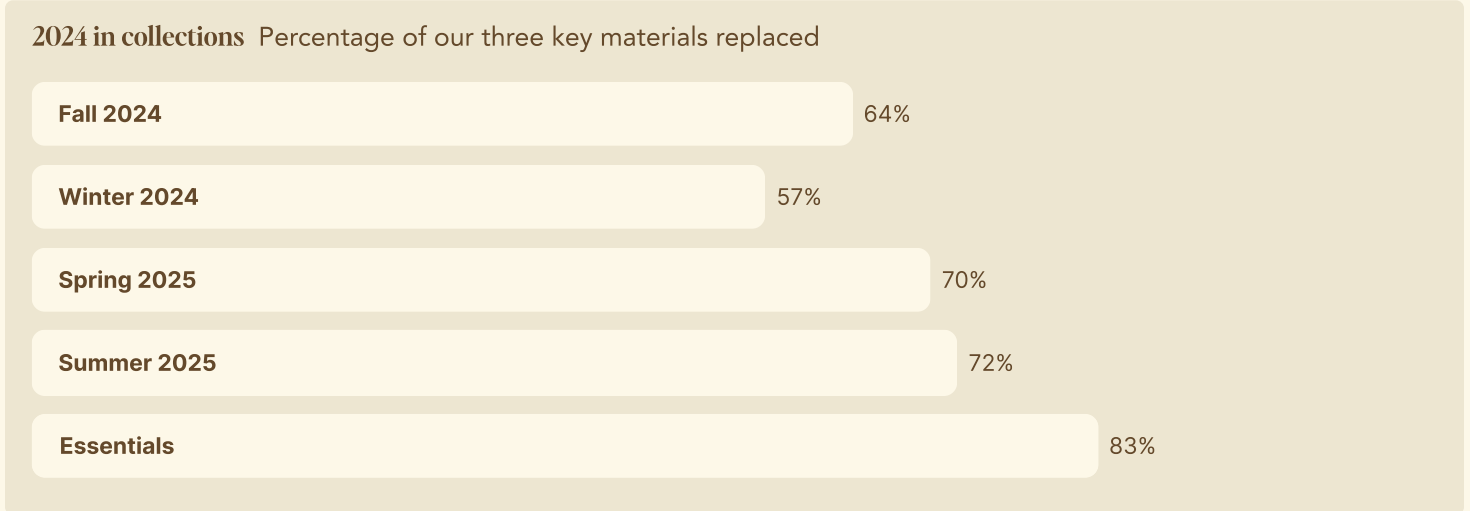
Introducing Livaeco alongside LENZING™ ECOVERO™ as an additional sustainable alternative.

Polyester

72% Replaced

- Recycled polyester: 71%
- Conventional polyester: 11%

We researched new and more sustainable alternatives for polyester and results expected in 2025.



JOSH V's material consumption through the years

	2024	2023	2022
Polyester	63120	42922	30570
Cotton	30548	23806	17255
Viscose	15990	13033	24057
Polyamide	6978	8596	10149
Wool	6852	2676	2397
Elastane	4014	2174	2413
Nylon	1912	144	120
Linen	1744	742	3229
Polyurethane (PU)	1296	4339	3016
Metal	647	1165	217
Leather	259	0	0
Others	242	137	164
Acrylic	195	2678	72
Lurex	186	0	121
Metallised Yarn	61	0	0

What's next?

In 2025, we will build on this momentum and focus on improving transparency, innovating in sustainable materials and empowering women to make conscious fashion choices. Because every step we take today shapes the world of tomorrow.

[+ Join us!](#)

THANKS, IT'S JOSH V