

## Good Cashmere Conference brings global cashmere industry together

Thursday 27 March, 2025

**Hamburg, 2025-03-27.** On March 25<sup>th</sup> and 26<sup>th</sup>, The Good Cashmere Conference 2025 in Hamburg brought together experts from the global textile industry, including The White Company, representatives from international organizations such as Four Paws and Textile Exchange, and scientists to discuss the future of sustainable cashmere. The event focused on innovative technologies and effective measures to ensure animal welfare, biodiversity conservation, and transparency in the textile industry.

Since 2019, The Good Cashmere Standard (GCS) has been advocating for sustainable cashmere, now standing as the largest standard with ongoing success in trade and production: More than 50 international fashion brands and retailers, including H&M, Boden, and The White Company, utilize GCS-cashmere fibres. From 2023 to 2024, the number of labelled textiles increased by 30%.

But how can the welfare of cashmere goats be promoted? Positive experiences within animal welfare concepts for species-appropriate goat husbandry have been emphasized as fundamental by international animal welfare experts. They recognized The Good Cashmere Standard for its pioneering role and effective implementation on farms. The standard translates scientific findings into agricultural practice and employs training, digital solutions, and model farms for responsible cashmere production.

Preserving biodiversity was another central topic of the conference. How can the biological balance, as the livelihood for the now 5,500 GCS farms and two million cashmere goats, be protected from drought and other climate change-induced weather extremes? Scientists, NGOs, and brands like Marc O'Polo, along with producers from China, concluded that protecting the grasslands in Inner Mongolia is essential for the future of cashmere production. Collaborations along the textile supply chain, as well as modern grazing techniques and knowledge management for herders, are crucial for this.

How can the success story of sustainable GCS cashmere continue? Here, virtual reality goggles and blockchain technology for tracking GCS cashmere in the supply chain offer forward-looking solutions. Alex Barnett, Ethics & Sustainability Manager at The White Company, concluded: "It was great to connect with experts in the field of responsible cashmere production at this year's conference. From goat to garment, the conference combined animal welfare and environmental stewardship, transparency, and innovation, providing valuable insights into the future of cashmere production. As the first UK GCS brand partner, The White Company remains committed to responsible cashmere production, supporting the livelihoods of herders."

For more information, pictures, click [here](#).

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