

nobody child

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NOBODY'S CHILD
FEBRUARY 2026

ACCELERATING FASHION READINESS

THE GOAL OF THIS PLAYBOOK

DPP: three letters stirring up the fashion industry. From as early as 2027, fashion goods sold in the EU must be accompanied by a Digital Product Passport (DPP), containing an unprecedented level of product data including supply chain traceability, environmental impact, durability, and circular business models (CBMs). In the face of this fast-approaching deadline, many UK fashion businesses feel unprepared, with just 16% reported to feel ready for the regulation.

This white paper is a transparent and practical guide to all things DPP. Developed by Nobody's Child in collaboration with industry experts and solutions providers, it shares insights and lessons learnt along our journey from small scale pilots to business-as-usual (BAU) implementation. Drawing on our experience, it outlines DPP data points, implementation strategies and tips for stakeholder engagement.

As early adopters, we want to share our story. Our goal is to provide a case study for peers navigating the same transition. As a brand, we don't have all the answers – we're still learning – but through the publication of this white paper, we hope to help other businesses better navigate challenges, anticipate risks and make more informed strategic decisions to drive innovation in the industry as a whole.

PREPARED BY

nobody's child

PREPARED FOR

THE FASHION INDUSTRY

CONTRIBUTIONS FROM

 **Fabacus**



WEFT
Shaping the future of fashion

BRITISH
FASHION
COUNCIL

RE-SKINNED™

 **WRAP**

CRITICAL INFRASTRUCTURE

**“WITH REGULATORY FRAMEWORKS CONTINUING TO EVOLVE,
EARLY ADOPTION OF DIGITAL PRODUCT PASSPORTS (DPPS)
PRESENT A STRATEGIC OPPORTUNITY FOR UK FASHION TO
DEMONSTRATE LEADERSHIP IN INNOVATION.**

As critical infrastructure, DPPs can deliver transparency across complex global supply chains, support circular business models and help to drive climate action. This applies to businesses of all sizes. They can also enable stronger social accountability when there is a shared responsibility for data, implementation and compliance across the value chain. Combined with creative and compelling customer-facing storytelling, DPPs can enable brands to further build trust, demonstrate impact and create long-term value.”

BRITISH
FASHION
COUNCIL

SHAILJA DUBÉ

DEPUTY DIRECTOR - INSTITUTE OF POSITIVE FASHION

A NEW NORMAL

MOUNTING REGULATORY PRESSURE, INCREASING SCRUTINY, SHIFTING CUSTOMER MINDSET AND INVESTOR DEMANDS.

Fashion is a powerful global industry. It shapes culture, supports livelihoods and fuels economic development. It's also an industry with an extensive impact on people and the planet. From resource overuse and pollution to complex supply chains that span the globe and employ millions, the sector has long operated in an unregulated space where visibility is limited and accountability is voluntary.

Over recent years, regulators, investors and consumers have begun to demand more meaningful change. A wave of new legislation, particularly in the EU but increasingly beyond it, has put fashion in the spotlight. These emerging rules aim to reduce environmental damage, uphold accountability and human rights, and curb greenwashing to ensure businesses are substantiating their sustainability stories.

As a result, fashion brands now face increased scrutiny across areas including product lifecycle, supply chain due diligence and green claims governance. While this regulatory shift is intended to create a level playing field, for many brands, the near term feels anything but simple.

As fashion businesses respond to the mounting regulatory pressure, many are apprehensive about the road ahead. From CSRD and CSDDD to EPR and ESPR, brands must get to grips with new acronyms and their requirements. Compliance hinges on major operational changes, multi-stakeholder collaborations and publicly sharing an unprecedented level of product and supply chain data.

CSRD - Corporate Sustainability Reporting Directive

CSDDD - Corporate Sustainability Due Diligence Directive

ESPR - Ecodesign for Sustainable Products Regulation

EPR - Extended Producer Responsibility

THE REGULATION

ESPR: ENHANCING PRODUCT SUSTAINABILITY, TRACEABILITY AND TRANSPARENCY.

Digital Product Passports (DPPs) sit within the EU's Ecodesign for Sustainable Products Regulation (ESPR) and will deliver product-level lifecycle information across product categories including clothing and footwear. While it's been confirmed that textiles have been identified as a priority product group under ESPR, the European Commission is yet to announce what information must be included in the DPP. It's likely to cover the following areas:



Supply chain
traceability



Environmental
impact



Recycling
capabilities



Repair
activities



Technical
performance



DPPs must be accessible via physical carriers, e.g. QR codes or NFC/RFID tags on each product. This is to provide easy, scannable access to product information, enabling brands to demonstrate increased due diligence to regulators and customers, who are able to make a more informed decision at the point of purchase. Unique product-level identifiers will also be instrumental in tracking the circular business model journey and eventually post-consumer journey, indicating the number of repairs, resales, rentals and the recyclability of the product.

DATA READINESS

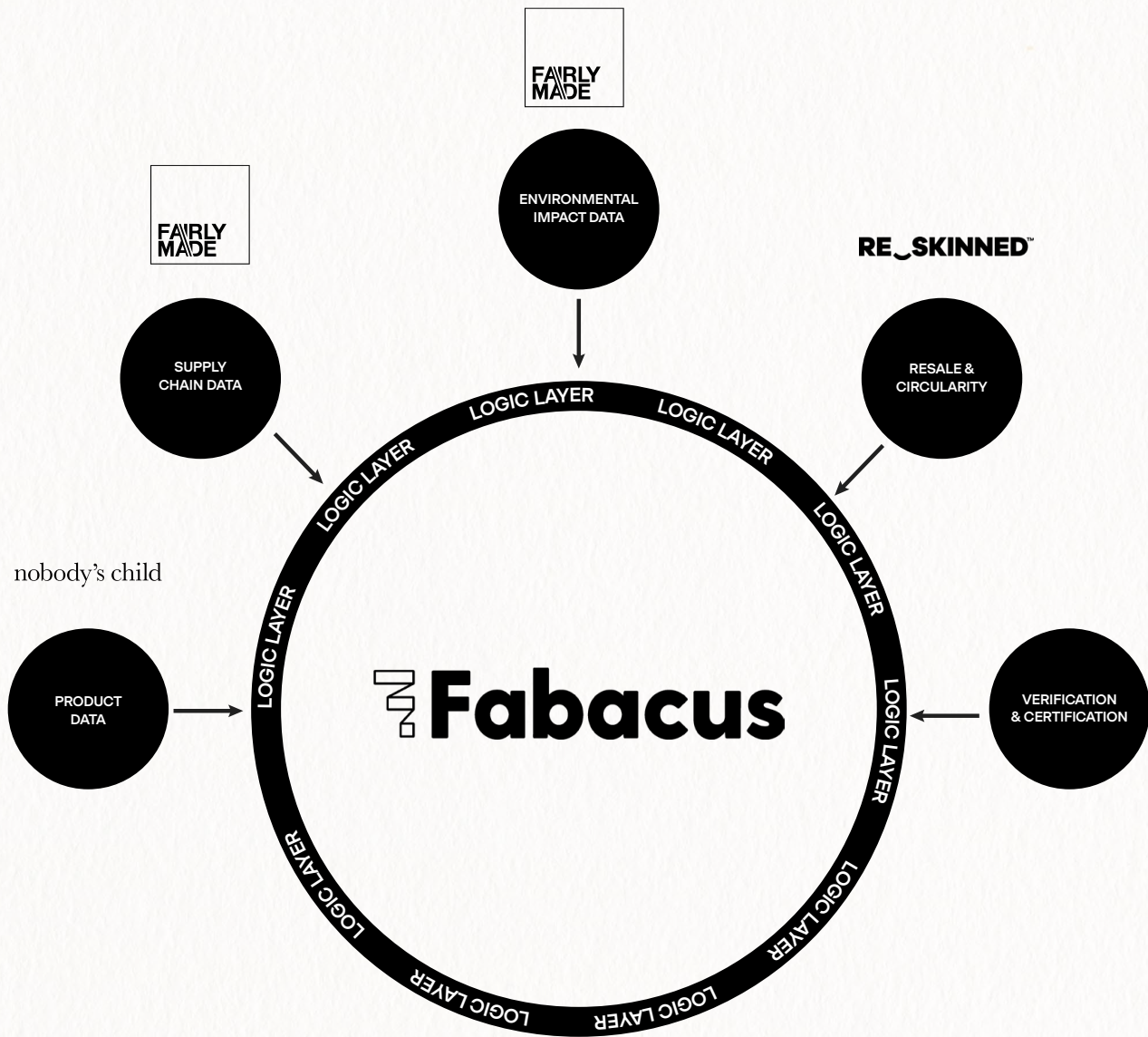
DPP READINESS HINGES ON A COMPLIANT DATA CATALOGUE.

As the Ecodesign for Sustainable Products Regulation (ESPR) moves from concept into enforcement, one thing is already clear: Digital Product Passports will only be as credible and trusted as the data that sits behind them. That makes compliance less about the physical QR code on a care label and more about whether a brand can maintain a robust, audit-ready product data architecture that can populate information reliably, across every style and season.

For fashion, this quickly becomes a data problem rather than a front-end design problem. While the final ESPR guidelines on the breadth and detail of data are still to be published, compliant passports for textiles are expected to be required to display information such as fibre and material composition, the origin of raw materials, any restricted substances, repairability and recyclability attributes, carbon and water-use indicators, and a range of end-of-life guidance, alongside the familiar technical and commercial attributes used to trade garments. In most businesses today, those data points live in silos – across different systems, portals, spreadsheets or emails – and are often owned by different teams or even different businesses and are captured to different standards, if captured at all. If brands cannot trust their own data catalogue feeding into DPPs, regulators, retailers and consumers will not be able to trust the output.

As Nobody's Child's technology and data partner, Fabacus has addressed that challenge at its root, enabling the creation of a single compliant catalogue that becomes the system of record for product and supply chain data across categories, markets and channels. Delivered as a Data-as-a-Service (DaaS) solution, it aggregates inputs from multiple internal systems and supplier feeds, normalises them into a structured, standardised model and authenticates each item through unique product identities and verification rules.

The result is an authenticated, digitally verifiable and compliant product catalogue that can power DPPs, regulatory reporting and consumer facing, value-add engagement experiences from the same trusted spine. With Nobody's Child, this has meant going well beyond traditional SKU-level master data. Together we've mapped garments from raw fibre through to yarn, fabric and cut-and-sew, associating each step with the facilities involved, country of origin, key certifications and relevant environmental indicators. For each style, a high volume of product and supply chain attributes is captured, validated and linked to a unique digital identity that sits behind the QR code in the care label. When a shopper scans that code, the information they see is routed directly from the same governed dataset that will be needed to demonstrate ESPR and DPP compliance. The DPP is dynamic and will respond to geolocation, meeting any local legislative variants and requirements too. This gives Nobody's Child full visibility and control of their DPPs across all of their products, in any category or market, from our platform.



Crucially, the emphasis is on building a future-proof data backbone rather than a one-off pilot. By already working with product and supply chain data at a granular level, new attributes, new metrics and new disclosure rules can be layered onto the existing, authenticated dataset as and when they are set out and approved by EU policy makers. For brands and retailers, that reframes DPP readiness from a looming regulatory hurdle into a durable capability: a living, compliant catalogue that de-risks EU market access, supports sustainability strategy and creates the foundation for richer consumer engagement.

THE NC DPP

BRAND CASE STUDY & INSIGHTS

**POWERED BY FABACUS,
TRACED BY FAIRLY MADE AND
RECOVERED BY RESKINNED. OUR
DPPS ARE A COLLABORATION
BETWEEN SOLUTIONS PROVIDERS
AND DATA REPOSITORIES.**

Since piloting in 2023, we started rolling out DPPs across clothing in AW25. It's been a journey and we've learned a lot along the way. From redesigning labels to reshaping supplier comms, here are our top tips and lessons learnt.

09 OUR JOURNEY SO FAR

From small-scale pilots to rolling out across over 1,000 clothing options

10 DPP EVOLUTION

Elevation of DPP design and functionality

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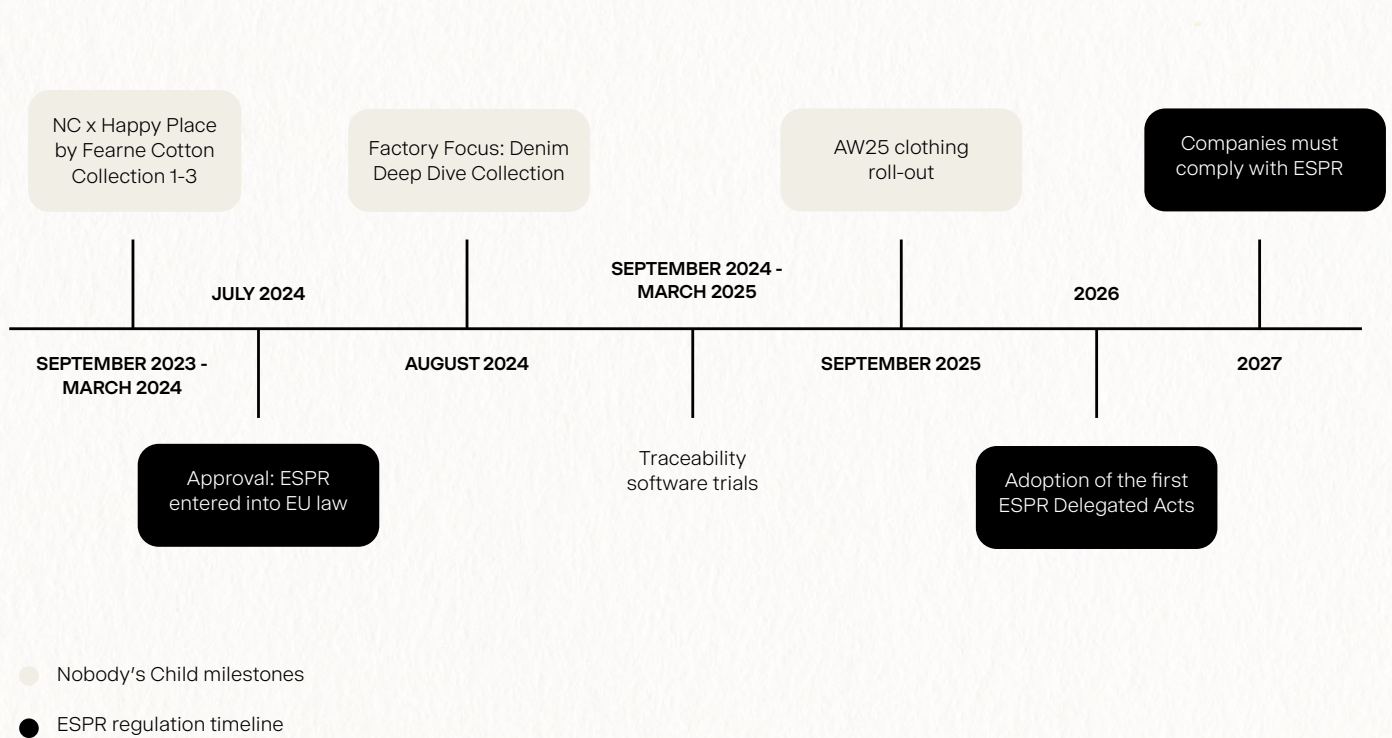
Setting up new ways of working for roll-out

13 ENGAGING SUPPLIER PARTNERS

Setting our network up for success

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Elevated data repositories that can talk to each other



THE JOURNEY SO FAR

**SINCE 2023, NOBODY'S CHILD AND FABACUS
HAVE BEEN ON A JOURNEY TO CREATE AND REFINE
A SERIES OF TRAIL-BLAZING DPPS.**

Our DPP journey began with three pilot NC x Happy Place by Fearne Cotton collections from September 2023 to March 2024, in partnership with Fabacus. In August 2024, we launched a Denim Deep Dive pilot with supplier partner, Chottani, focusing on refining data collection methodology ahead of scaling DPPs across all clothing ahead of upcoming regulation.

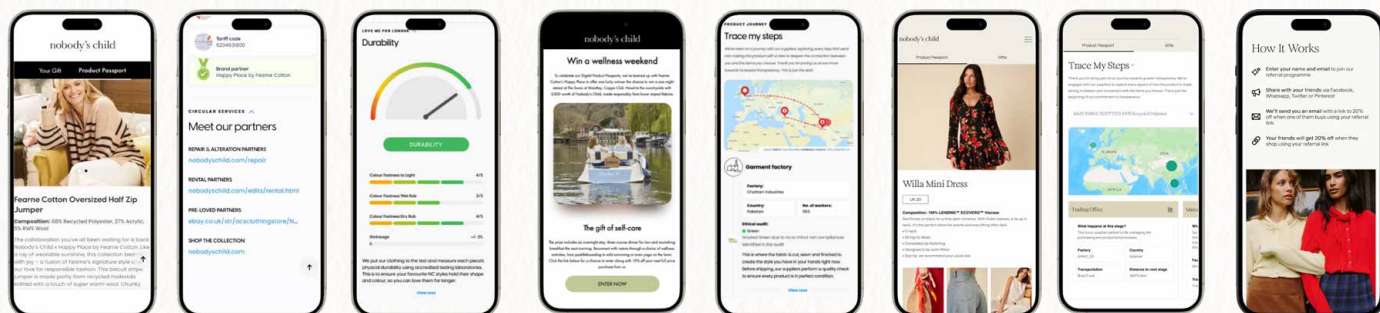
From September 2024 to February 2025, we trialled traceability software with suppliers using the Fairly Made platform. These trials laid the foundation for a major milestone: rolling out DPPs across all AW25 clothing. A first for us and our partners.

DPP EVOLUTION

IN PARTNERSHIP WITH FABACUS, OUR DPP METHODOLOGY HAS REFINED AND ELEVATED WITH EVERY PILOT.

We started small with a series of pilots between 18-50 clothing styles. This was key for paving the way to roll-out. It enabled us and our supplier partners to get used to new ways of working with increased data requirements across our products and the supply chain. To future-proof our DPPs, we conducted early testing on blockchain technology in partnership with Coinbase. In these early stages, data was collected through online forms and spreadsheets. While this is very different to the way we gather data now, this comparatively basic method was instrumental in easing everyone into what would become business as usual, for us and the industry.

Our DPP design and data points have also developed over time. We've launched new customer experiences, levelled up design and functionality, and expanded our suite of circular business models. Since we first launched, we have introduced multi-fibre traceability, interactive maps, product durability scores, environmental impact across carbon, water scarcity, fossil fuel use and freshwater eutrophication. Fabacus has also set up API (Application Programming Interface) integration across a range of data repositories. Thanks to these, we now have automation across our DPPs, crucial for moving from pilot to roll-out.



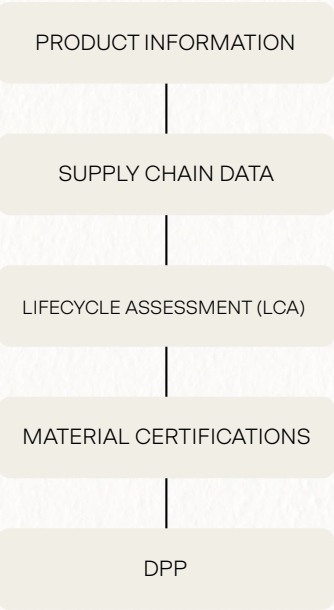
INTEGRATING INTO BAU

FROM PILOT TO ROLL-OUT: BAKING DPP INTO BUSINESS AS USUAL.

From redesigning wash care labels and enhancing product data, to integrating cross-functional processes and engaging supplier partners, rolling out DPPs across our clothing has not been without its challenges. We don't claim to be perfect, but as an early adopter, we're keen to share our learnings with the wider industry to accelerate DPP readiness across fashion.

QR CODE INTEGRATION.

We anticipated that compared to our small pilot runs, we'd face into challenges getting all our wash care labels DPP-ready. Although we'd successfully completed six DPP drops, these were pilots across a small selection of products and supplier partners. Setting up a system to put unique QR codes on over 1,000 clothing options across a wider global supplier partner base was much more complex. We decided to keep things as simple as possible by asking all our supplier partners to order from a single wash care label provider. Our nominated supplier was Hallmark. We set up a new process between our merchandising team, Fabacus and Hallmark to ensure products were captured regularly and given a unique QR code during the garment production process. We also included a stipulation for successful DPP labelling into our supplier partner terms to ensure our new requirements were embedded into the process at a contractual level.



ENHANCING PRODUCT DATA.

Efficient and streamlined data collection requires product information to be set up for success. To ensure our product information was DPP-ready, we set up a range of additional data fields within our Product Lifecycle Management (PLM) system to capture everything required to kick start data collection across supply chain traceability, lifecycle environmental impact and fabric sustainability information. We quickly realised that good habits and proactive upstream maintenance were the only way to keep things moving productively. We worked closely with our internal product teams to ensure product information was complete and treated with the same attention to detail as the physical product.

FINDING OUR RHYTHM IN BUSINESS AS USUAL.

Moving from pilot stage to business as usual required new ways of working across many of the functions at NC head office. Our pilots were project-based and could easily be fast-tracked and prioritised if needed. In order to seamlessly introduce clothing DPPs as part of our daily operations, we had to set up new touch points in the journey of our products to ensure we were integrating data collection timelines and repository readiness with existing critical paths, range plans and trading lines. This part of the DPP puzzle had many moving parts and launching across all new clothing in AW25 began flushing out opportunities to increase efficiency and harmonisation. We realised the importance of a cross-functional DPP task force and regular meetings to ensure the clear definition of roles and a routine flow of data.

Another thing that has been flushed out is data collection timelines for trading lines. These products tend to have shorter critical paths and therefore can't always be captured by the seasonal bulk data collection waves. While we continue to figure out the best solution for this, some of our trading lines do have a short delay while the data collection catches up. On occasion, we've concluded that a reduced DPP is better than no DPP, and have launched a small number of products with reduced supplier traceability to best keep to timelines. With each DPP drop and every traceability data collection wave, we flush out more learnings and figure out new fixes. While we'll never claim to have all the answers, we're thankful to be on this journey now, ahead of the regulation and with opportunity to test and learn before EU enforcement.

MAJORITY OF DPPS	MINORITY OF DPPS
Product image & description	Product image & description
Supplier level multi-fibre traceability	Country level Tier 1 and Tier 2 traceability
Environmental impact	Environmental impact
Packaging	Packaging
Care instructions	Care instructions
My finer details	My finer details
Repair & reuse	Repair & reuse

ENGAGING SUPPLIER PARTNERS

OUR SUPPLIER NETWORK PLAYS AN INTEGRAL ROLE IN DPP. THEY'RE EARLY ADOPTERS ALONGSIDE US.

We want to be clear that none of this would be possible without our network of trusted supplier partners. Our supplier partners are essential for two key areas of our DPPs: supply chain traceability and product lifecycle impact data. Before taking part in our NC DPP initiative, the majority of our supply network had never traced their supply chains, nor worked on a DPP for another brand. Setting our suppliers up for success and positioning them as early adopters alongside us was paramount.

In a traditionally opaque and unregulated industry, sharing full supply chain data may feel daunting to manufacturers. In the early days of supplier onboarding, common concerns cited were around intellectual property theft and disintermediation. Supporting our supplier network to become DPP-ready required a mindset shift from them, reassurance from us and engagement strategies that focused on full visibility of the project and its aims. Here's what we've learned:

SETTING UP FOR SUCCESS.

This one is an investment of time, but it's so worth it. We've seen the value of upfront preparation, especially when it comes to supply chain traceability data collection. To ensure our supplier network always feels ready for DPP and comfortable with its requirements, we host one-to-one meetings to immerse every live or prospective supplier into the world of DPP, explaining the what, the why and the how. Through these sessions, we outline EPR legislation and the DPP timeline, and explain how getting ahead with us is beneficial in the long run. These meetings are a safe space to go over any questions or concerns from their side and an opportunity for us to demonstrate the functionality of our DPP and data collection platforms. We always make it clear that data will only ever be used for DPP and compliance purposes and reassure them that we don't expect immediate perfection. It's important to acknowledge this is a learning curve for them as much as it is for us.

To ensure our supplier network understands that DPPs are our new normal and here to stay, we've built data collection stipulations into our supplier terms and included a DPP section in all purchase order documents. We've also developed dedicated DPP guides and introduction sessions for all suppliers and sites. We ensure that everyone is clear that before long, many of their clients will need to comply with ESPR and develop DPPs, so it's good to get set up with us before the regulatory pressure ramps up.

"I REALLY ENJOY BEING PART OF THE DPP INITIATIVE – IT'S BEEN CLEAR, HELPFUL, AND WELL-ORGANISED. THE REGULAR CHECK-INS AND RESOURCES HELPED SMOOTH THINGS OVER, AND IT ENDED UP BEING A PRODUCTIVE EXPERIENCE.

I FEEL 80% PREPARED FOR THE UPCOMING EU ECODESIGN REGULATION AS A RESULT OF THE INITIATIVE. MORE BRANDS WILL LIKELY HAVE SIMILAR REQUIREMENTS DOWN THE LINE,

**AND NOW WE CAN
CONFIDENTLY TELL
THEM WE'RE FULLY
PREPARED"**

WAYNE

SIGN FASHIONS, CHINA

PARTNERSHIP OVER PRESCRIPTION.

Between us and our supplier network, we're always going to come up against bumps in the road. We stay close during data collection waves and put in dedicated calls to troubleshoot any issues they experience with their data collection. To foster continual improvement and position our supplier partners as early adopters, we've committed to providing bespoke reports for each supplier partner at the end of each season. These reports will detail their DPP journey, insights and any improvement actions from the season. We intend suppliers to use elements of these reports as a case study to demonstrate DPP readiness to their other brands and clients. For us, it's always been important that our supplier network has something usable and beneficial at the end of each DPP wave. The success of our DPPs depends on their participation and hard work. Our DPP project will always be a partnership, not a prescription.

"WE'VE BEEN ON THE
NOBODY'S CHILD DPP
JOURNEY SINCE THE
VERY BEGINNING.

**DURING THIS TIME, WE'VE GAINED MORE UNDERSTANDING OF THE
PROVENANCE OF THE PRODUCTS WE MANUFACTURE. THE RESULTS ARE
REALLY INTERESTING, ESPECIALLY THE ENERGY AND ENVIRONMENTAL
FOOTPRINT DATA. I RECOMMEND SUPPLIERS START GETTING PREPARED
NOW AND SET UP WAYS TO COLLECT DATA FOR COMPLIANCE."**

PK

CHOICE CLOTHING, INDIA

**"AS AN EARLY ADOPTER OF DPPS, WE
RECOGNISED THE IMPORTANCE OF
DETAILED TECHNICAL INFORMATION
AT EACH STAGE, AS WELL AS CLOSE
COLLABORATION AMONG PARTNERS
FROM RAW MATERIALS TO FINISHED
PRODUCTS. THIS HELPS ENSURE THAT
ALL STAKEHOLDERS CONSISTENTLY
MAINTAIN PRODUCT QUALITY AND FULL
TRACEABILITY OF ORIGIN.**

**FOR OTHER SUPPLIERS, IT'S
ESSENTIAL TO PLAN EARLY, IDENTIFY
COMPLIANT RAW MATERIAL SOURCES
AND QUALIFIED FACTORIES, AND
ESTABLISH STRONG, COLLABORATIVE
RELATIONSHIPS BEFORE STARTING DPP
IMPLEMENTATION WITH BRANDS."**

NGOC

SPIRIT CLOTHING, VIETNAM

**"OUR EARLY ADOPTION OF DPPS HAS BEEN A VERY POSITIVE
EXPERIENCE, OFFERING CLARITY, EFFICIENCY AND STRONGER
COLLABORATION WITH BRANDS. FOR SUPPLIERS STARTING THEIR DPP
JOURNEY, OUR KEY ADVICE IS TO ENGAGE EARLY, ALIGN INTERNALLY,
AND FOCUS ON**

**HIGH-QUALITY,
STRUCTURED DATA."** **IA**
ATHOS PALLAS, GREECE

OUR DATA POINTS



PRODUCT INFORMATION

With the help of Fabacus, we've set up an API with Shopify to automatically pull product data from our website. This info includes product name, image and description, fabric composition and other product categories.



SUPPLY CHAIN TRACEABILITY

With our traceability partners at Fairly Made, we trace our products as far back in the value chain as possible. With every data collection wave, more and more of our products are getting traced back to Tier 5. This data is also pulled via an API.



ENVIRONMENTAL IMPACT

We also calculate our products' environmental impact on the Fairly Made platform. We currently publish climate impact, water impact, fossil fuel impact, and freshwater eutrophication impact.



TECHNICAL PERFORMANCE

The physical attributes of our products, including care instructions and durability are held by Hallmark and our garment tech department.



CIRCULAR BUSINESS MODELS

Product recyclability, reusability, and repairability is supported through our circular business model partners, including Reskinned. Reskinned oversee our product takeback scheme for garment resale and responsible recycling.

FABACUS

The data maestro. Fabacus is the convener of our datasets and creator of our DPPs. Fabacus has been with us from the beginning and has set up an API integration that enables the automation of QR codes and compliant data catalogues.

FAIRLY MADE

Our traceability and impact measurement tech partners. With its support, we have unprecedented supply chain traceability and impact data.

RESKINNED

Our resale partners. With Reskinned, we've set up garment takeback and pre-loved resale, generating post-consumer insights.

PLM

Our PLM holds product data that feeds into public-facing product-level data, populating collection for our DPPs and data catalogue.

TRACEABILITY & IMPACT INSIGHTS

HOW TO KNOW AND SHOW SUPPLY CHAIN VISIBILITY AND IMPACT.

ESTABLISHING A STRONG DATA FOUNDATION FOR DPPS.

For Nobody's Child, DPP readiness began with building a robust and scalable data foundation. With more than 1,500 SKUs in scope, the project required the structuring and verification of over 100 data points per product, covering materials, manufacturing, and environmental indicators. While relevant information was already available across existing systems, the focus was on harmonising data from PLM and Enterprise Resource Planning (ERP) into a single, reliable source of truth. This step was essential to ensure consistency, improve data quality, and support both internal use cases and upcoming regulatory requirements.

STRENGTHENING SUPPLIER COLLABORATION ACROSS TIERS.

Nobody's Child entered its DPP journey with a well-established understanding of its supplier network. As transparency requirements expanded, the focus shifted toward supporting more consistent and complete data collection across all tiers, with the ambition of reaching Tier 5 traceability across collections. Given the brand's dynamic product calendar and regular drops and collaborations, continuity and responsiveness were important to ensure data remained accurate and up to date. By progressively structuring and enriching supplier information, Nobody's Child was able to expand and connect its existing knowledge, with the number of known suppliers multiplied by 17, growing from 39 to 686, supporting a more holistic view of its sourcing activities.

EMBEDDING TRANSPARENCY INTO OPERATIONAL READINESS.

With traceability and data structures in place, the focus shifted toward operational readiness and long-term value creation. Product-level impact data now supports more informed internal decision-making, while the DPP infrastructure delivered by Fabacus forms a strong foundation for ESR and CSRD compliance. At the same time, the DPP creates a direct engagement point with consumers, allowing customers to access verified product information and circularity options through a simple scan.

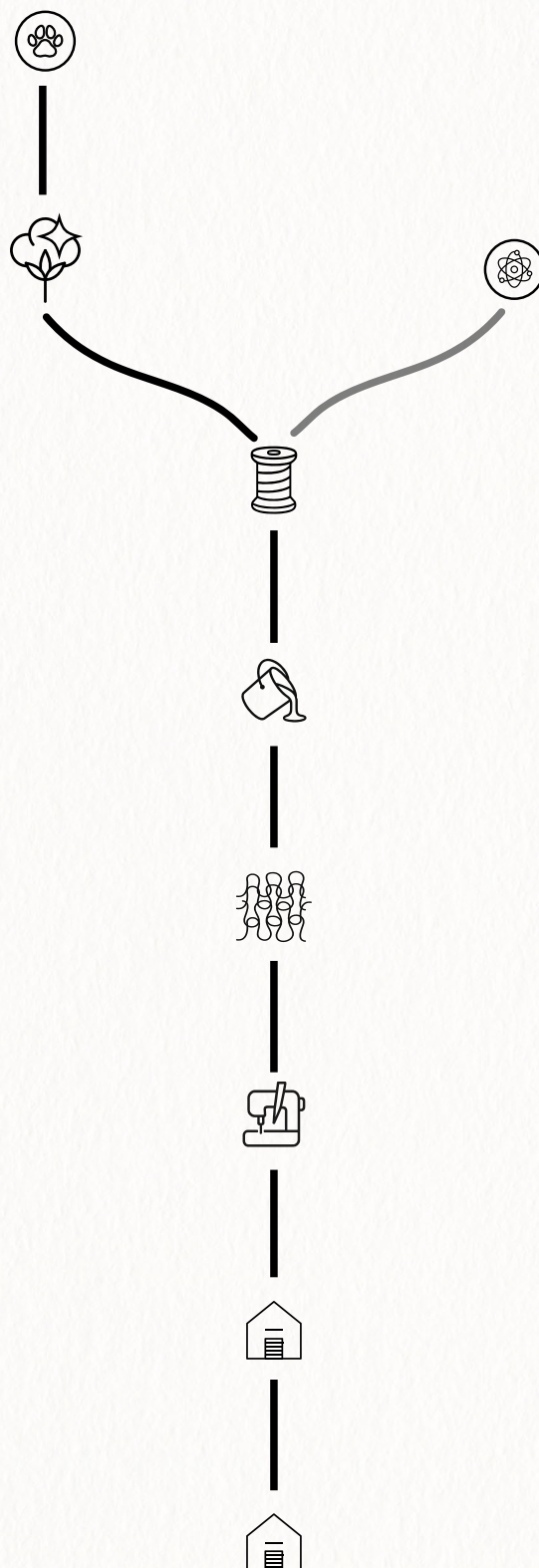
As an early adopter, Nobody's Child's DPP journey shows that starting early allows brands to learn progressively, engage partners meaningfully and build readiness at their own pace, well before transparency becomes mandatory.



GREEN CROCHET TRIM CARDIGAN

MADE BY:
ZHEJIANG SIGN FASHIONS CO., LTD.

MAIN FABRIC (KNITTED): 50% MERINO WOOL: TRACED TO BREEDING
MAIN FABRIC (KNITTED): 50% RECYCLED NYLON: TRACED TO RECYCLING



CIRCULAR BUSINESS MODELS IN ACTION

RECOVERY, RESALE, AND RECYCLING IN THE REAL WORLD. THE ROLE OF DPPS IN KEEPING MATERIALS IN USE AND OUT OF WASTE STREAMS.

Reskinned envisions a world that offers full lifecycle traceability for garments from cradle to grave. Within this ecosystem, our role is to manage everything a brand needs to operate in the post-sale customer journey, maximising garment reuse wherever possible. Inevitably when an item reaches the end of its useful life, we've developed a recycling hierarchy to ensure it's valorised based on its material composition.

Reskinned's takeback solutions are designed to be friction-free, offering customers more responsible routes to a wardrobe refresh. Items can be returned online via a local drop point or taken in-store, where customers scan a QR code to receive an immediate reward to redeem with the brand they love. Throughout this process, valuable insight is captured around customer behaviour and reasons for return, such as fit, product durability or changes in size. These insights can feed into brand strategies to inform future decision-making.

DPP insights can unlock knowledge after garment recovery and resale. When a garment with a DPP enters the system through our takeback programme, we're able to track its lifecycle with far greater accuracy, such as how often it's been traded in and found a new home through Reskinned. We're also looking at how we can append data, such as carbon offset calculations for every ownership cycle.

We pull from the data catalogues of brands we work with, creating resale listings that use original data and product imagery. This has significantly decreased processing overheads, reducing our break-even price point and in turn, allowing us to list lower price point items. This has supported us in getting a higher percentage of garments back into circulation, increasing wear rates and helping to limit waste.

We're proud to say that today we can account for what happens to every item we process, whether it's resold or has taken a recycling path at the end of its life. We've aggregated textile feedstock across all our brand partners, creating systems that enable them to repurchase the fibre content they've contributed to our feedstock pools. We're also about to implement another data depth layer which will enable us to track when a garment is physically recycled through the fibre-to-fibre process.

At Reskinned, we believe the implementation of DPPs offers the ability to unlock complete traceability, offering significant insight and value to the brands who use the data wisely. Working with partners such as Fabacus and Fairly Made creates an easy-to-implement single solution to deliver end-to-end reporting. That's circularity Nirvana.

REGULATION TO REVENUE

UNLOCKING THE COMMERCIAL VALUE OF DPPS TO SCALE CIRCULAR BUSINESS MODELS.

SCALING CIRCULAR BUSINESS MODELS WITH DPPS.

Circular products and services are growing twice as fast as traditional revenue streams[1]. Brand-led resale, rental, repair, and upcycling are poised to replicate the growth seen in peer-to-peer resale. DPPs can unlock this opportunity, not only for brands but also retailers, circular service providers and customers.

DPPs are often viewed primarily as tools for environmental transparency and regulatory compliance. Yet their real power lies in enabling circular business models (CBMs). As a shared data infrastructure across the value chain, DPPs can help the textiles sector move beyond compliance – strengthening operational feasibility, customer desirability, and the long-term economic viability of CBMs.



HOW DPPS ENABLE CIRCULAR BUSINESS MODELS TO SCALE.

1. Expand the scope beyond environmental data

To date, most DPP initiatives focus on environmental metrics. While important, a much broader dataset could support the operational efficiency and better customer engagement with CBMs. This includes product performance data (e.g. durability, number of wears, repair events), operational data (e.g. washing, care, refurbishment guidance), and commercial data (e.g. predicted resale value, number of previous users).

Capturing richer datasets delivers benefits across the entire value chain. Repair services can access detailed care instructions and fabric composition data, enabling faster and more precise maintenance. Rental providers can track ownership and usage histories, improving verification and enable more accurate assessment of inventory performance and longevity.

This data is also highly relevant to customers. Evidence shows that 51% of customers prioritise information on garment longevity and durability^[2] when making purchasing decisions, presenting an opportunity to strengthen brand engagement.

Beyond information access, DPPs also create customer-facing digital touchpoints. These touchpoints allow brands to communicate directly with customers via their products, and customers to contribute their own data entries – like styling tips or repair logs – adding to the product's evolving narrative. This two-way interaction enhances emotional connection to both the product and the brand while supporting informed purchasing, resale and disposal decisions.

2. Leverage lifecycle data for competitive advantage

DPPs enable better measurement of performance through metrics aligned with circular value creation, such as Product Lifetime Value – which captures the total economic value generated by a product across multiple use cycles, and Customer Lifetime Value – which measures the long-term value of customer relationship. By providing the data needed to calculate these metrics, DPPs encourage brands, retailers, customers, and recommerce providers to shift how garment value is measured – from units sold to value retained over time.

3. Alleviate end of pipe challenges

Recommerce providers, including online platforms and charities, benefit from DPPs by lowering operational costs through faster sorting, listing, and reselling. They can also improve commercial viability by better assessing resale value, particularly beneficial for charities with decentralised operations. Similarly, richer product data allows textile collectors and sorters to reduce costs and capture more end-of-life value through faster, more accurate sorting.

By adopting DPPs the textiles industry can scale CBMs faster, unlock commercial opportunities across product lifecycles, and build stronger, more meaningful customer engagement. Now is the moment to turn upcoming compliance into a catalyst for growth – using DPPs to future-proof operations, differentiate products, and lead the transition towards circular living.

Through initiatives like the UK Textiles Pact at WRAP, the industry has a platform to move beyond compliance and collectively explore how to apply DPPs in practice – translating regulatory change into shared progress towards circularity.



^[1] *Are UK Businesses Leaving Money on the Table? | WRAP - The Waste and Resources Action Programme*

^[2] *Digital Product Passports: Turning Compliance to Consumer Value*

SOLID FOUNDATION

"GOOD DATA, SUPPORTED BY
STRONG DATA ARCHITECTURE,
GIVES BRANDS LIKE NOBODY'S
CHILD A REAL ADVANTAGE.

It creates a solid foundation for meeting new and evolving legislation, such as EPR as it's rolled out globally, while also improving visibility across your business. When data can be easily read and connected across different datasets, brands have better intelligence, stronger analytical capability and greater confidence in the decisions they make, which is good for business and good for the planet."

KRISTINA BULL,

CO-FOUNDER, WEFT

WEFT
Shaping the future of fashion

LOOKING FORWARD

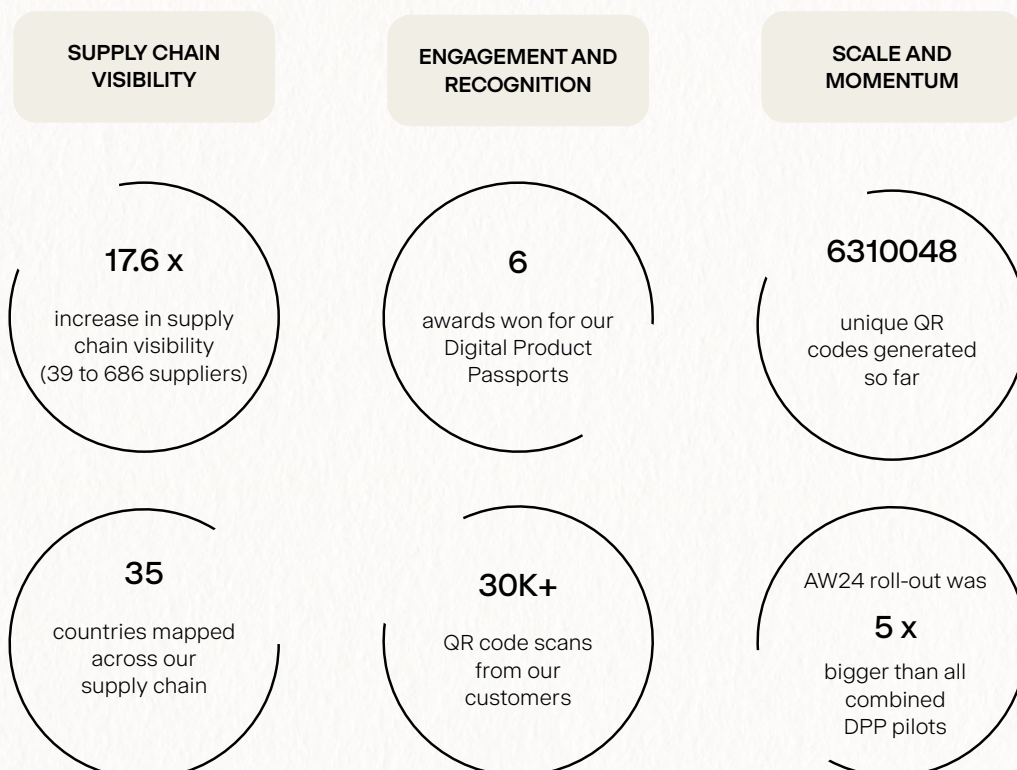
EXPANDING PRODUCT CATEGORIES, VISITING MATERIAL SUPPLIERS AND USING DPP INSIGHTS BEYOND COMPLIANCE.

As a growing brand, Nobody's Child has learned a lot since our first DPP and we're proud of the journey we've been on with our partners and supplier network. In collaboration with Fabacus, we've achieved our goal to roll-out DPP across clothing from AW25 with API automation and a compliant data catalogue. With Fairly Made, we continue to map our supply chain, currently spanning 35 countries, and have increased our named supplier visibility over 17 fold, from 39 suppliers to 686 sites across the value chain.

Our DPP insights have also supported us beyond ESPR compliance. As a relatively small brand, we've found ways to use DPP data insights across all areas of our sustainability and sourcing. Tracing our supply chain beyond Tier 1 enhances visibility into supplier operations, identifies opportunities to increase efficiency, and supports informed decision-making across our supplier network. Gathering factory environmental data supports a heightened level of primary data flowing into our product-level (LCAs) and our wider Scope 3 greenhouse gas emissions.

As an early adopter, we're enjoying a halo effect as we continue to educate ourselves and our customer base on DPPs. By offering unprecedented access to the story behind our clothing, at an individual product level, we're building customer trust and loyalty as well as obtaining first-party data and delivering an elevated and interactive brand experience.

From the start, the ambition has been to drive greater transparency and empower customers to understand the origins and environmental impact of their clothing. This white paper brings those learnings together to support others on the same journey. Now, the next step is yours.



PROGRESS OVER PERFECTION

**"NOBODY'S CHILD IS PROUD TO BE AN EARLY ADOPTER OF
DPP. WE'VE REACHED THIS MILESTONE IN PARTNERSHIP
WITH FABACUS, WITH CONTINUED SUPPORT FROM OUR
PARTNERS AND SUPPLIER NETWORK.**

Getting to where we are today hasn't always been straightforward, but along the way we've gained valuable insights that continue to strengthen our work across functions. From improving supply chain traceability and product data to accelerating DPP readiness across our supplier network, we've made significant progress since our AW23 pilot. Alongside new highs in customer-facing data, DPPs are feeding directly into our product, sustainability and marketing strategies. We've celebrated several wins and we continue to overcome new challenges, but our approach remains the same as our overarching sustainability strategy: progress over perfection."

nobody's child PHILIPPA GROGAN

SUSTAINABILITY LEAD - NOBODY'S CHILD

COLLABORATION IS KEY AS
OUR INDUSTRY NAVIGATES
THE FUTURE OF FASHION

PREPARED BY

NOBODY'S CHILD