

Fashion Cloud Guide

Supply Chain Data in Wholesale



 **FASHION
CLOUD**



Transparency vs. Traceability

Transparency: openly sharing information across the value chain.

Traceability: Tracking a product's journey along the supply chain.

Navigating Supply Chain Transparency in Fashion

In times of economic pressure, shifting consumer expectations and regulatory uncertainty, the pressure on fashion brands to manage risk increases. While emerging regulations and directives are complex, transparency and traceability are consistent objectives across most frameworks, making them key areas of focus. However, achieving them remains a major challenge in supply chains.

At Fashion Cloud, we provide the digital infrastructure for standardized and automated data exchange between more than 700 brands and 30,000 retailers, and sustainability data plays a key role in this regard.

With traceability becoming more critical than ever, collecting and managing supply chain data is not an easy task. Fortunately, brands don't have to tackle this alone. A growing ecosystem of specialized platforms has emerged to help businesses create visibility into their supply chains and carbon footprints.

We've gathered insights from leading platforms such as Retraced, Carbonfact, and Fairly Made, focused on supply chain. Our goal, as experts in data and wholesale, is to help fashion brands identify the right partners, extend their sustainability efforts beyond internal operations, and make the industry more transparent together.

Meet the solution providers.

We are pleased to introduce the partners of this white paper. We partnered up with a selection of digital solution providers who are specializing in supply chain transparency and carbon accounting.



Fashion Cloud is the B2B platform connecting over 30,000 retailers (50,000 POS) with more than 700 brands across 126 countries. We empower brands and retailers to work seamlessly together, to make wholesale easier, data-driven and transparent. With our innovative and community-driven approach to wholesale, we are facilitating efficient data exchange and smarter order decisions - all in one place.



Retraced is a sustainability management platform that enables brands to manage supply chain traceability, ESG performance, and Digital Product Passports (DPPs). With real-time data and collaborative tools, it strengthens supplier relationships, reduces risk, and helps brands stay ahead - turning transparency into a competitive advantage.



tex.tracer is a supply chain transparency platform that uses blockchain technology to collect and authenticate product data directly from suppliers. It enables brands to assess verified supply chain information, supporting ESG and risk analysis while reducing CSR workload. By powering DPP's, tex.tracer not only ensures compliance and operational efficiency but also enhances consumer engagement and strengthens brand reputation.



Aware™ is a traceability platform which tracks materials from fiber to product using tradeable digital tokens, combining physical and digital tracing to verify data and material exchange. It enables automated DPPs and compliance reporting with primary data from each supplier, secured by public blockchain. Aware™ also offers Crypto TC®, the first blockchain-based transaction certificate.



TrusTrace is a scalable, AI-powered data hub for supply chain traceability and compliance, enabling brands to collect, verify, and act on primary data across all tiers. With deep regulatory expertise and alignment, enterprise-grade integration, and real-time insights, TrusTrace empowers global brands to manage ESG risks, meet compliance, and drive impact—at speed, scale, and with confidence.



Fairly Made® is a mission-driven SaaS company helping fashion brands improve the social and environmental impact of their textile and leather products through technology and AI. The platform combines supply chain traceability, LCA, eco-design, and expert industry knowledge to support data-driven decisions, regulatory compliance, and a robust ESG strategy.



Carbonfact is a carbon footprint management platform that consolidates and cleans product and supply chain data. It automatically fills data gaps using AI and primary data sets, and calculates real-time product-level and corporate carbon footprints. The platform highlights emissions hotspots, generates GHG Protocol compliant reports, and simulates decarbonization scenarios.

Find your perfect match.

For both brands and suppliers typically these teams are involved: Sustainability, Compliance, Sourcing/Buying, IT, Supply Chain Management and/or Product Management.

WHICH SOLUTION FITS MY COMPANY BEST?

All solution providers featured above serve brands and suppliers up the value chain and across multiple countries. They report experience in supporting brands of all sizes, specializing in various categories with complex supply chains worldwide. While the best solution fit may differ by company, the key criteria for your selection process are highlighted below, because choosing one is the most important step.

Suppliers

Asia
Europe
Africa
America

Brand Size

Big
Medium
Small

Categories

Clothing
Shoes
Accessories
Outerwear
Home textiles

WHAT IS THE ONBOARDING PROCESS LIKE?

Brands must first identify and engage key stakeholders, internally and across the supply chain. Most platforms begin with a kickoff to define scope, roles, and responsibilities, and may also train brands to onboard suppliers effectively. Timelines vary depending on provider, supply chain complexity, and data availability. While data collection may start in the first week, initial results may be available within three months or align with production lead times. Users receive continuous assistance throughout the whole onboarding and execution process.

HOW MUCH DO I NEED TO INVEST?

Fees can be annual or monthly and are structured based on multiple variables such as the number of purchase orders or SKUs, supplier network size, selected modules, level of support, and contract length.

WILL I RECEIVE A DIGITAL PRODUCT PASSPORT?

Most platforms have developed their own version of a Digital Product Passport (DPP) for brands to use for communication purposes. However, these are not yet aligned with upcoming EU requirements, as the European Commission will define the official EU DPP for textile products through a Delegated Act in 2027, based on specific ecodesign requirements.¹

Curious on how current DPPs look like?
Check these examples: [Fairly made](#); [AWARE](#); [Trustrace](#); [Retraced](#); [tex.tracer](#)

¹ European Commission, Communication from the Commission: Ecodesign for Sustainable Products and Energy Labelling Working Plan 2025–2030, COM(2025) 187 final (Brussels, April 16, 2025)

Solutions.

WHAT DATA POINTS CAN BE COLLECTED?

Sustainability data is available mostly on article level, but also on GTIN or batch level. The data points collected are diverse and vary in granularity but can be grouped in three main categories.

Suppliers & Transactions:

Data collected at the different stages of a product's supply chain, from raw materials to the final product. These include supplier details such as names, locations, number of workers, etc., production sites across tiers², certifications, transportation methods, and packaging information.

Product & Material:

Data points about a product's manufacturing and material composition, such as weight distribution, certifications or share of recycled content.

These might also cover microplastic presence, substances of concern and more.

Climate & Circularity: These provide insights into a product's environmental footprint and end-of-life management, such as water consumption, land use, as well as recyclability, durability, and recommended disposal or reuse processes. Additional data points might cover repair or washing instructions.

HOW IS DATA MADE AVAILABLE?

Data is made available through various ways and integrations:

- Manual platform download
- Customer reports
- API connection to ERP, PLM, PIM, BI or third parties like Fashion Cloud

WHAT SERVICES ARE OFFERED?

Most commonly, solutions focus on three big areas:

Supply Chain Traceability

Covers mapping and verification of the supply chain from raw materials to final product (or vice versa), across multiple tiers and with varying levels of granularity.

Compliance & Risk Management

Supports brands in managing certifications, offers various reports, risk and opportunity analysis, as well as compliance management.

Product Transparency Solutions

Focuses on turning supply chain data into consumer-facing insights and visualizations through digital tools.

² Tiers refer to supply chain levels: Tier 1 — finished product assembly, Tier 2 — material production, Tier 3 — raw material processing, Tier 4 — raw material extraction.



How do platforms verify product data?

These platforms employ different verification methods to ensure data integrity throughout the supply chain such as:

- **Document and Certificate Verification:** Platforms often cross-check documents uploaded against certification bodies or external databases.
- **Automated and System-Level Checks:** Built-in logic flags inconsistencies such as duplicate entries, incorrect material volumes, or mismatched product details.
- **Blockchain and Timestamping:** Data entries are timestamped, geotagged, and in some cases, notarised on a blockchain to ensure authenticity.
- **Peer-to-Peer and Expert Validation:** Data is verified by other supply chain actors (peer review) or internal analyst teams to cross-check accuracy.
- **Technology-Enhanced Cross-Referencing:** Advanced tools such as OCR (Optical Character Recognition) and international identifiers (e.g. DUNS numbers) are used to automate the reading and verification of certificates and supplier data.

Is product carbon emissions calculation included?

While some supply chain transparency platforms include GHG related data or even final product impact values, other platforms, such as Carbonfact, specialise in Life Cycle Assessment (LCA) and calculation of carbon footprints at product and corporate levels.

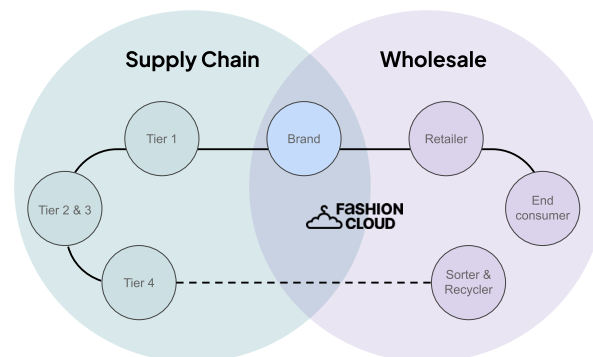
Onboarding with these platforms typically takes 13–16 weeks. Carbonfact and other platforms operate on an annual fee structure with additional costs depending on usage. Importantly, these platforms rely on supply chain data, as accurate carbon accounting requires full visibility across the entire value chain.

While most of these platforms serve companies across various industries, Carbonfact focuses specifically on the fashion and textile sector. It integrates seamlessly with PLM and ERP systems and prioritizes collecting primary data directly from customers and suppliers to deliver the most accurate and up-to-date product-level emissions information. Carbonfact has also developed its own DPP, [as shown in the example here](#).

What regulations are these platforms closely monitoring?³

- 🇪🇺 Corporate Sustainability Reporting Directive (CSRD)
- 🇪🇺 Ecodesign for Sustainable Products Regulation (ESPR)
- 🇪🇺 Corporate Sustainability Due Diligence Directive (CSDDD)
- 🇪🇺 EU Deforestation Regulation (EUDR)
- 🇪🇺 Textile Labelling Regulation
- 🇫🇷 Anti-Waste Law (AGEC)
- 🇫🇷 French Duty of Vigilance Act
- 🇩🇪 Act on Corporate Due Diligence Obligations in Supply Chains (LkSG)
- 🇬🇧 Modern Slavery Act 2015
- 🇨🇦 Forced Labour and Child Labour in Supply Chains Act
- 🇺🇸 Uyghur Forced Labor Prevention Act (UFLPA)
- 🇺🇸 California Transparency in Supply Chains Act

Connecting wholesale and supply chain.



WHAT TO DO WITH THIS DATA?

While collecting, managing, and sharing supply chain data is demanding, the resulting data offers multiple use cases and benefits:

- Enhance risk management and efficiency by identifying hotspots and optimising operations in the supply chain.
- Back up your sustainability claims, strengthen your sustainability messages and prevent greenwashing in brand communication.
- Get ready for regulatory demands and prove your sustainability efforts by sharing supply chain transparency with your stakeholders.

³ The participants have reported to partially or fully align with these laws, although some are being revised.

Find the right supply chain partner for you!

While the other platforms address the upstream supply chain, **Fashion Cloud** makes wholesale easier, more data-driven and transparent. With the Content Hub we enable brands to share product data, including sustainability data directly with retailers in a standardized way. By empowering brands to find their partner for supply chain data management and collaborate with new data sources, we're shaping a more transparent and collaborative fashion industry - [join us at sustainability@fashion.cloud](mailto:join_us_at_sustainability@fashion.cloud).

Make your products stand out with a simple extension of your existing product data feed.



contact@retraced.com



olaf@tex-tracer.com
Olaf Lohle



lidia@carbonfact.com
Lidia Lüttin



rosie.mills@fairlymade.com
Rosie Mills



feico@wearaware.co
Feico van der Veen



bruno.mattia@trustrace.com
Bruno Mattia