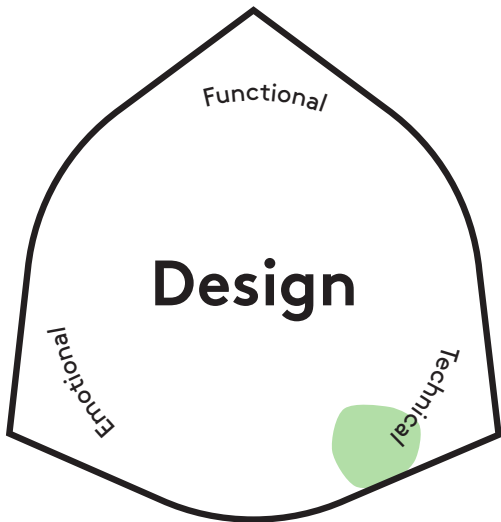


Labelling



Labelling

WHAT?

Formal information provided by labelling systems. Labelling can inform on aspects such as material composition, production and maintenance.

WHY?

Labelling can represent a guaranty from the user perspective and provide guidelines for the users.

CHALLENGES

- The current labelling 'jungle' creates information fatigue.
- Users do not always read the labels.
- Labelling can be costly – especially if the included information is standardized.

EXAMPLES

- In the European Union, there is a regulation, **Regulation 1007/2011**, on which information that should be included on labels for textiles and clothing.
- An overview on eco labels can be found in the **Eco Label Index**.

THIS CARD LINKS TO

/ Environmentally Friendly Materials / Ethical Supply Chain / Information / Maintenance

FURTHER READING

Aspers (2008). **Labelling Fashion Markets**. International Journal of Consumer Studies 32, pp. 633–638. / Hyllegard et al. (2012). **Socially Responsible Labeling: The Impact of Hang Tags on Consumers' Attitudes and Patronage Intentions Toward an Apparel Brand**. Clothing and Textiles Research Journal 30, pp. 51–66. / Krüger et al. (2013). **Guidelines II – A Handbook on Sustainability in Fashion**. Copenhagen School of Design and Technology, pp. 136-141.