

NEXT Group Policy Document

Man-Made Cellulosic Fibre (MMCF) Policy

Date: 17th June 2026

Brand/ Product Scope

This Policy applies to all products (including products made under licence) by the following NEXT Group Brands;

- NEXT
- All Wholly-Owned Brands (WOB); including but not limited to; Lipsy, Love & Roses, The Set, MADE, Cath Kidston, Friends Like These, Seraphine, Bhoem, Cerene, Russel & Bromley etc.
- Total Platform Brands; The following Brands; Joules

From here on referred to collectively as NEXT Group.

Fibre Scope

Viscose, Lyocell, Modal and Cupro. NEXT Group recognises that Acetate, although currently excluded, is an MMCF, and therefore will be considered for future updates to this Policy as necessary. Specific separate requirements for Cupro are included in this policy.

Sharing Permissions

Public

Aims

The aim of this policy is to support the NEXT Group Responsible Sourcing approach. This approach sets out to offer products made from raw materials and through supply chains that deliver improvements across the following environmental and social focus areas:

- Managing climate risks, i.e. CO2 emissions
- Reducing waste & resource use
- Preserving and restoring water
- Conserving nature & biodiversity
- Respecting people & empowering communities
- Increasing traceability, visibility and verification

The policy lays out the minimum mandatory requirements and also includes future requirements (preferred and aspirational) that build over time to continuously reduce the risks identified and drive towards increased NEXT Group standards and overall industry improvements.

Background

Manmade Cellulosic Fibres (MMCFs), such as Viscose, Lyocell, Modal and Cupro, are a group of fibres derived from cellulose and are made by dissolving wood pulp in a chemically intensive manufacturing process. Current concerns from MMCF production include deforestation, degradation and biodiversity loss from the use of wood pulp derived from non-sustainable forests or sources¹, and social and environmental concerns from hazardous chemical pollution from production plants producing MMCFs². As NEXT Group encourages its MMCF producers to make improvements in the production of fibres, including integrating alternative non-forest feedstocks (e.g. from textile to textile recycling, or Agricultural residues), it is equally important for NEXT Group to trace the fibres to verify their production source.

MMCF Producer Requirements

1. Management of Deforestation, Forest Degradation and Biodiversity Loss

- **Canopy Green Shirt:** NEXT Group supports Canopy's Hot Button Report³, which assesses Viscose, Lyocell and Modal producers' risk of sourcing from Ancient and Endangered Forests. NEXT Group will only source Viscose, Lyocell and Modal from fibre producers with a "Green shirt" rating, in Canopy's Hot Button Report, indicating a low risk or no known risk of sourcing wood pulp from Ancient and Endangered Forests.
- Viscose, Lyocell and Modal fibre producers must be actively working to use alternative, non-forest feedstocks, that meet Canopy's definition of Next Generation Solutions⁴.

2. Management of Air and Water Pollution

- **Closed Loop Production:** NEXT Group requires all MMCF Production Sites to operate using Closed Loop manufacturing systems. Viscose and Modal producers must commit to production in line with EU Best Available Techniques (BAT)⁵ thresholds.
- **ZDHC Foundation:** The Zero Discharge of Hazardous Chemicals (ZDHC) MMCF Guidelines were developed by industry experts to promote sustainable chemical management in MMCF production. NEXT Group requires all MMCF producers to adopt and implement the ZDHC MMCF Guidelines, develop a ZDHC roadmap for continuous improvement, and achieve ZDHC MMCF Aspirational Level certification through the ZDHC MMCF Module, demonstrating industry leadership through advanced chemical recovery and emission control practices.

3. Verification

- **Traceability:** To ensure NEXT Group only buys from approved MMCF Fibre Producers, these Producers must provide fibres that have either a traceable molecular marker or use traceability platforms recognised by NEXT Group as providing verified Chain of Custody from Fibre Producer through to the NEXT Group Brand.

¹ Canopy Planet. From forest to fashion: rethinking fibre risk in MMCF sourcing [Internet]. Canopy Planet; 2025 Oct [cited 2026 Jun 11]. Available from: canopyplanet.org/news/from-forest-to-fashion-rethinking-fibre-risk-in-mmcf-sourcing

² Changing Markets Foundation. Roadmap towards responsible viscose and modal fibre manufacturing [Internet]. Changing Markets Foundation; 2018 Feb [cited 2026 Jun 11]. Available from: changingmarkets.org/report/roadmap-towards-responsible-viscose-modal-fibre-manufacturing/

³ Canopy Planet. Hot Button Report. [Internet]. Canopy Planet; [cited 2026 Jun 11]. Available from: canopyplanet.org/tools-and-resources/hot-button-report

⁴ Canopy Planet. Next Generation Solutions [Internet]. Canopy Planet; [cited 2026 Jun 11]. Available from: <https://canopyplanet.org/next-generation-solutions>

⁵ European Commission. Reference Document on Best Available Techniques in the Production of Polymers [Internet], European Commission 2007 Aug [cited 2026 Jun 11] Available from: bureau-industrial-transformation.jrc.ec.europa.eu/sites/default/files/2019-11/pol_bref_0807.pdf

MMCF Fibre Sourcing Requirements

Minimum MMCF Sourcing Requirements

It is NEXT Group policy that all conventional Viscose, Lyocell and Modal must be sourced from MMCF production sites that meet the MMCF Producer Requirements of this policy, otherwise known as NEXT Group Approved MMCF Production Sites. At a minimum the fibre must be produced at one the MMCF Production Sites listed in Appendix I (can be made available upon request). The supplier must declare the Production Site used for every Product, to the NEXT Group Brand.

Producers of Cupro fibres must comply with the MMCF Producer Requirements outlined in this MMCF Policy. Cupro producers are also required to implement robust Cotton Sourcing Policies that enable tracing of cotton linters back to Country of Origin.

Preferred MMCF 2028 Target

Minimum MMCF Fibre requirements are mandatory for all MMCFs, in addition, all viscose, lyocell and modal must transition to meeting the Preferred MMCF Fibre Requirements by 2028. 100% of product purchased for 2028 (Season SS28/AW28) containing Viscose, Lyocell or Modal must be a branded source that moves beyond meeting current NEXT Group Minimum MMCF Sourcing Requirements by having both verification and traceability, otherwise known as Preferred. The use of 2028 Preferred fibres must be increased year on year up to meeting the 100% Target in 2028 (Season SS28/AW28).

These Preferred fibres have been selected because they offer both traceability and verification, either through a robust traceability platform recognised by NEXT Group as providing verified Chain of Custody, or through testing for Molecular Markers. Where requested by one of NEXT Group Brands, Suppliers must provide product traceability as far back as the fibre producer.

The full list of Preferred MMCF fibres are listed in Appendix I (can be made available upon request).

Any exceptions to this target will be reviewed on a case by case basis by the Sustainability Department.

Aspirational MMCF Requirements

Currently the majority of MMCFs are made from timber and wood pulp. NEXT Group aspires to transition away from the use of MMCFs made from forest-based materials to alternative non-forest feedstocks (e.g. from textile to textile recycling, or Agricultural residues) that replace virgin timber in the production of man-made cellulosic fibres (MMCFs), helping to take pressure off vital forest ecosystems, reduce reliance on virgin materials, and support more circular approaches to fibre production. These feedstocks meet Canopy's definition of Next Generation Solutions⁶. NEXT has publicly pledged to support Canopy's Next Generation Vision for Viscose which supports the investment in, creation and purchase of products made from low impact alternative fibres such as waste textiles. This move to circular alternatives such as waste textiles will support the end of sourcing from ancient and endangered forests.

Aspirational fibres are available and count towards the Preferred Fibre 2028 Target, and are marked with an asterisk(*) in Appendix I (can be made available upon request). While no aspirational targets or timescales have currently been set, Aspirational Fibre Requirements are likely to become Preferred Fibre Requirements at some point in the future (Aspirational Fibre Requirements indicate the general 'direction of travel').

⁶ Canopy Planet. Next Generation Solutions [Internet]. Canopy Planet; [cited 2026 Jun 11]. Available from: <https://canopyplanet.org/next-generation-solutions>

Governance

1. **Non-Compliance and Correction:** Should a product fail to comply with this Policy, a formal root cause analysis will be conducted, and corrective and preventive action plans shall be agreed upon and implemented with the relevant partner, Brand, or Supplier to mitigate recurrence.
2. **Costs:** Where a product fails to comply with this Policy, the NEXT Group reserves the right to implement commercial consequences, including but not limited to, financial penalties and chargebacks, in addition to requiring corrective actions.
3. **Supply chain:** Compliance with this Policy is mandatory for all suppliers within the NEXT Group supply chain. Suppliers are responsible for ensuring these requirements are communicated and implemented throughout the entire supply chain.
4. **Policy Review:** This Policy will be reviewed and updated every 12 months.

Version History

17/6/26	V2	all	Policy Updated
01/2021	V1	all	Policy Published