Boden bans non-sustainable sequins, glitter

By Nigel Taylor - December 14, 2021

Party season may be all about sequins, but not for UK fashion brand Boden. The mid-market retailer has said it’s removing all sequins and glitter from its collections as part of its drive to keep as much plastic as possible out of the oceans.

The retailer is the first big name to take this step, although it’s something that has been talked about in the industry for some time. Earlier this year at the BFC’s Institute of Positive Fashion Forum, Stella McCartney detailed how difficult it is to find eco-friendly version of embellishments like sequins.
The Times report that first revealed Boden’s move also claimed “other brands are said to be considering following suit”.

The company said it’s stopping its use of sequins and glitter “to keep our oceans happy” as the petroleum-based plastics used to create sparkle on garments can enter waterways both at the manufacturing stage and when items are washed.

The company is now seeking more eco-friendly alternatives to add embellishment to its garments.

Given the issues with sourcing such items, it could mean that some brands choose to avoid glitter altogether, but others could turn to plant-based materials to get their shimmer fix in future.

Some campaigners have been calling for sequins to be banned in the same way microbeads in cosmetics were, given their environmental impact and that the party-focused clothes they adorn are often worn very few times.

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