# Nature loss is now a business risk for fashion

Nature is increasingly shaping the availability, cost and quality of the materials fashion relies on. Here's what leadership teams need to know, and where to start.

**30%+**
forecast hit to apparel brands' profit margins by 2030 on the current trajectory (Apparel Impact Institute)

**73%**
of cotton is already grown with full or partial irrigation, as drought and water stress grow

**115m ha**
of extra land needed for fibre production by 2030

## THREE BUSINESS RISKS

### Cost and margins

Material price volatility is not just a commodities issue. It is a nature and climate risk with a tangible impact on margins now.

### Supply continuity

Supplier concentration in ecologically stressed regions is a direct risk to continuity, quality and sourcing flexibility.

### Regulation and reputation

Regulation is moving faster than many sourcing systems can keep up with, and credible nature strategies are becoming central to brand trust.

## THREE DECISIONS FOR LEADERSHIP

1. **Start with one priority material**
   Focus on a commodity where risk is already visible, such as cotton or the water it relies on, and set a baseline.

2. **Speak the language of the business**
   Frame nature as supply continuity, input cost and resilience, so it lands with every function.

3. **Make it everyone's job**
   Build champions across procurement, finance and risk, so nature is part of everyday decisions, not a siloed project.

Read the full piece: Making the business case for nature in fashion

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