

Media Release

H&M Group, Arvind Ltd. and Indian start-up Deven Supercriticals to enter a groundbreaking partnership for more sustainable production processes

February 22, 2024: H&M Group is planning to test Deven Supercriticals' new technology SUPRAUNO® at Arvind Ltd., one of the group's long-standing partner's factories. This disruptive technology uses Supercritical CO2 instead of water and other chemicals to dye fabrics and the prototype has shown promising results in energy, water and chemical use reduction.

"We are very excited about this partnership that we are about to begin. Supporting and investing in new technologies like this play a key part in finding scalable solutions to help us in our goals to reduce by 56% our greenhouse gas emissions and to reduce by 30% the freshwater extraction and consumption in our supply chain by 2030. This partnership is a great example of how we can move the needle thanks to our long-term relationships with suppliers and innovators who share our values and climate ambitions," says Omang Narang, Country Manager H&M Group Production in India.

"The collaboration between Arvind Ltd., H&M Group, and Deven Supercriticals marks a pioneering initiative in sustainable textile production. By introducing SUPRAUNO®, an innovative technology leveraging Supercritical CO2 for fabric dyeing, this partnership signifies a bold commitment to reducing energy, water and chemical footprint of textiles. By joining forces with brands and innovators, we exemplify the collective effort needed to tackle the climate crisis. Together, we weave a future where fashion and sustainability coexist seamlessly, setting a new standard for the industry," says Mr. Punit Lalbhai, Vice-Chairman & Executive Director, Arvind Ltd.

"We are very grateful to H&M Group and Arvind Ltd., for this path breaking collaboration towards the implementation of our innovative, waterless dyeing and finishing technology SUPRAUNO®, on commercial scale. SUPRAUNO® is an internationally patented technology that, for the first time in the world, allows waterless dyeing of various natural and man-made textiles as well as their blends, using conventional dyes and their tri-chrome recipes. This results in saving not only water and energy but also hazardous chemicals, thus effectively preserving the environment and health," says Dr. Swapneshu Baser, Founder & Managing Director, Deven Supercriticals Pvt. Ltd.

Most of the industry's greenhouse gas emissions take place when making fibres, processing materials and dyeing fabrics. That is why H&M Group is focusing its support for disruptive technology in these stages of the fabric and garment manufacturing processes.

The H&M group has been sourcing from India for three decades and building long-term relationships with its' suppliers with the commitment to achieve a more sustainable fashion future. This includes dedicating green investments to speed up the decarbonization of its' business.