

Press Release, London, 24th September, 2024

DIRT Charity together with the Biodynamic Federation Demeter International launches the most comprehensive Regenerative Textile Standard

DIRT charity and the Biodynamic Federation Demeter International announce the completion of their first official standard for certifying dyes. The two organisations, dedicated to verified regenerative biodynamic agriculture have joined forces to create ten new standards for the **production, processing and disposal of textiles in a regenerative way**.

Through this collaboration, DIRT Charity and the BFDI aim to address the pollution challenges present in the fashion industry. Suppliers and brands who follow the Demeter Standard will positively impact water purity, soil fertility and air quality.

The ten new Demeter Textile Standards for fashion's raw materials - **dyes, cotton, silk, wool, leather, tree fibre, basts (linen, flax, hemp), feathers, cashmere, mushroom leather** - seek to elevate sustainability practices by setting guidelines that prioritise environmental and social responsibility, holistic certification practices, and the restoration of our planet. Demeter, known for its stringent certification practices in food and wine, is bringing its expertise to the textile industry through this partnership with DIRT Charity.

This initiative marks a significant step towards a future in which the fashion supply chain begins to restore health to our planet, thus helping DIRT Charity achieve its purpose of garnering fashion's sourcing power to support soil regeneration and thereby **turning fashion into a climate solution**.

What's more, the Demeter Textile Standards will mandate that the **entirety of the garment must be either compostable**, or that those parts which are not compostable must be easy to disassemble by the consumer so that they can be removed and recycled. The Demeter Textile Standard is thereby addressing the textile waste problem that plagues our planet. Imagine a future where piles of fashion waste can be composted, eaten by worms and microorganisms, transformed into fertility for the soil as they nurture plant life, instead of the raw toxic waste that we see in mega-piles of garment waste today. **"From soil to soil - the real circular economy in fashion, at last."** – Arizona Muse, founder of DIRT charity.

DOES THE WORLD NEED ONE MORE STANDARD?

Yes, is the short answer. While there are a number of wonderful certifiers already in existence, DIRT - Demeter's Textile Standards will be the only one that will offer a full spectrum verification of all elements of the garment's production, from the soil it was grown in, the dye it was coloured with, the thread it was sewn with and the buttons that fastened it. All these components and more will each be having a positive impact on our planet and people. Please find a table comparing the ten most common certification standards via [this link](#).

"Finally, customers can buy with confidence knowing that the DIRT - Demeter label means the highest environmental standards, no toxic chemicals, and respect for the Earth's soil is at the core of the garment. Farmers—the true guardians of the land—are treated right, factory workers are protected and wasteful packaging is ditched. And best of all, it goes back to the Earth and is fully compostable at the end of such a garment's life." – Arizona Muse, founder of DIRT Charity.

THE SOLUTION

DIRT Charity is now raising funds for the creation of the remaining nine textile standards. These standards are designed to encourage brands and suppliers to adopt sustainable production practices that align with exceptional environmental stewardship. Think **top-tier environmental impact and biodiversity, net zero, water input, chemical input, energy use, waste management, packaging, transportation, product safety, worker safety and ethics, animal welfare, compostability at the end of life and so much more.**

"We recognize the urgent need for more sustainable practices in the fashion industry," says Arizona Muse, the founder of DIRT Charity. "By collaborating with Demeter, we are paving the way for a more environmentally conscious and responsible approach to textile production. Now all we need from you, the consumers, is to demand the Demeter label on your clothes."

For more information on DIRT Charity's collaboration with Demeter and the new textile standards, please visit www.dirt.charity/demeter-standards.

DIRT CHARITY IS AWARDED A CLIMATE ACTION AWARD 2024

DIRT charity won the Camera di Moda Italiana Sustainable Fashion *Climate Action Award* 2024 during Italian Fashion week in Milan for the creation of ten new Demeter Textile Standards for the fashion industry. “We are overjoyed to be recognized globally by this world-renowned fashion council, Camera Nazionale della Moda Italiana, for our work to raise the standard within the fashion industry”, says DIRT charity’s founder Arizona Muse.

We want to express our gratitude to the esteemed panel of jurors who recognized our efforts, including Simone Cipriani, the Chair of the Jury CNMI Sustainable Fashion Awards, Kerry Kennedy, President of Robert F. Kennedy Human Rights, Claire Bergkamp, CEO of Textile Exchange and Lindita Xhaferi-Salih, Business Engagement Lead at UN Climate Change.

Other Sustainable Fashion Award 2024 winners are:

Escvdo - The Bicester Collection Award for Emerging Designers

Moncler - The SFA Education of Excellence Award

Zazi Vintage - The SFA Diversity and Inclusion Award

Diesel - The Ellen MacArthur Foundation Award for Circular Economy

Gucci - The SFA Human Capital and Social Impact Award

The Lenzing Group - The SFA Biodiversity and Water Award

Brunello Cucinelli - The SFA Visionary Award

Golden Goose and Yatay - The SFA Groundbreaker Award

Brioni - The SFA Craft and Artisanhip Award

WHO IS THE BIODYNAMIC FEDERATION DEMETER INTERNATIONAL

Demeter is the community owned trademark for biodynamics and currently has certifying standards for food and wine cultivation and processing, but does not yet have the certifying standards for fibres and leathers grown for the textile industry. The Biodynamic Federation coordinates this certification world-wide.

By facilitating this project, DIRT is creating a significant solution for the garment industry: to grow its raw materials using truly regenerative farming methods and process them to the highest environmental health standard, leaving no toxic chemicals as residue on garments nor land. Garments made with these standards will be fully compostable for consumers or have recyclable components that are easily removable to allow the garment to be composted. The uptake of this certification by the fashion sector could mean that in fashion's footprint all agricultural chemicals are avoided and all harmful toxins along the fashion processing supply chain could be avoided too.

DIRT is fundraising to have the new Demeter Textile standards realised. As the Demeter Textile Standard will be the highest standard to obtain in the sustainability sector, it will be the most impactful advancement for brands to have and customers to look for.

WHO IS DIRT CHARITY

DIRT is a UK charity working globally to turn fashion into a climate solution, starting with the soil on which our fibres and leather are grown.

Fashion is grown in soil, and the way we currently grow our raw materials causes tremendous harm to soil, and is a catalyst for climate change. We could grow fashion crops in a way that heals soil and restores nature to full health and thriving biodiversity. Regenerating soil is a long term solution and the fastest answer we have to climate change.

Our goal is to bring fashion's sourcing power behind soil regeneration globally. Our mission is to grow and process all fashion's raw materials such as cotton, silk, wool, leather, tree fibres and dyestuff in ways that contribute to nature restoration rather than nature's degradation.

With the Earth in Mind,

DIRT Charity

TAGS

[@demeterinternational](#)

[@dirt.charity](#)

[@arizona_muse](#)

[@cameramoda](#)

[@milanfashionweek](#)

[@teatroallascala](#)

[@veronicayoko](#)