

Message 001

Communication from the Commission - TRIS/(2025) 1695

Directive (EU) 2015/1535

Notification: 2025/0336/FR

Notification of a draft text from a Member State

Notification – Notification – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Ne zahajuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késéseket - Non fa decorrere la mora - Atidėjimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20251695.EN

1. MSG 001 IND 2025 0336 FR EN 27-06-2025 FR NOTIF

2. France

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Commissariat général au développement durable

Tour Séquoia 92055 LA DÉFENSE CEDEX

4. 2025/0336/FR - X30M - Textiles and furnishings

5. Draft Law aimed at reducing the environmental impact of the textile industry

6. Textile products within the extended sector of producers

7.

8. It defines the industrial and commercial practices categorised as ultra-express fashion (Article 1), in line with the definitions contained in the recently adopted Waste Framework Directive. The two criteria adopted are the placing on the market of a high number of products and the weakness of the incentive to repair. The applicable thresholds will be defined by decree.

For the application of these criteria, products are accounted for at the scale of the brand's main sales channel. There is a specific provision for platform providers. For these platforms, all product references on the platform are accounted for (except those of brands – not owned by the platform provider – with another main sales channel). This provision makes it possible: (i) on the one hand, not to penalise multi-brand sales platforms, which are useful relays between brands and consumers and act in compliance with European regulations; (ii) on the other hand, to target textile product marketplaces well. The platforms must keep the corresponding supporting documents available.

Platforms whose practices are categorised as ultra-express fashion will have to display awareness-raising messages on the web pages offering their products for sale (encouraging restraint and product re-use, repair and recycling and providing information about the social and environmental impact). The messages will be defined by decree.

For all producers whose practices are categorised as ultra-express fashion, the use of the term 'free' as a marketing and promotional tool is prohibited. The aim of this measure is to provide consumers with the most fair, complete and transparent information possible. Although a service (delivery for example) may be 'offered' to the consumer, it is nevertheless not without cost.

The draft Law also provides for display of the geographical origin of textile products sold online, close to the price (Article 1a AA), in order to improve consumer information on the traceability of these products.

The draft Law also amends the Extended Producer Responsibility (EPR) scheme for the textiles, household linen and footwear sector (known as 'TLC' in France – Textiles, Linge de maison, Chaussures) (Article 2): requirement for the producer to appoint an authorised representative if it is not established in France; adjustment of financial contributions according to the durability coefficient determined in the environmental cost methodology; definition of a lower limit amount for applicable penalties. These measures are particularly intended to simplify the scheme and enhance its impact by capitalising on what has been set up under the extended producer responsibility scheme in accordance with Articles 8 and 8a of the Waste Framework Directive.

The draft prohibits advertising relating to ultra-express fashion products or brands (Article 3), including by persons engaged in the business of commercial influence (Article 3a). The entry into force of these two measures is scheduled for 01/01/2026.

In France, 7 out of 10 people say they are ready to change their clothing shopping habits (or have already done so) to limit their environmental impact. Despite this awareness, 1 in 2 French people feel that they have made a purchase as a result of an advertisement online or on the networks or the recommendation of an influencer. Advertising pressure therefore plays a strong role in the spread of these 'ultra-express' fashion production and consumption practices. Seeking to regulate advertising in a targeted and proportionate way means preventing the promotion of such an excessive fashion culture.

Finally, the draft Law introduces a tax on small parcels of extra-European provenance (Article 8).

9. This draft Law aims to reduce the environmental impact of ultra-express fashion.

As the parliamentarians behind this draft Law point out, never have so many new clothes have been placed on the market. Each year, more than 100 billion items of clothing are sold worldwide. In France, in the space of a decade, the number of items of clothing sold annually has increased by one billion, and now reached 3.3 billion products, or more than 48 items of clothing per capita per year.

This build-up coincides with the rise of industrial and commercial ultra-express fashion practices, which are characterised by the placing on the market of a very large number of new product references and a lack of incentive for consumers to maintain and retain their clothing.

The textile and garment industry is responsible for around 10 % of global greenhouse gas emissions, more than all international flights and shipping combined.

The aim of this text is therefore to limit the phenomenon of express fashion and thus limit the increase in volumes placed on the market and the negative externalities of these modes of production and consumption, in line with France's commitments to combat climate change and preserve biodiversity.

10. References to basic texts: There are no reference texts

11. No

12.

13. No

14. No

15. No

16.

TBT aspects:

The draft has significant impact on international trade

SPS aspects: No

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