Impact update 2026

Jaarlijkse reflectie en resultaten in opvolging van het Ghana Charter

Naam bedrijf: Rue Blanche

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1. Algemene reflectie

Geef een korte samenvatting van de prioriteiten en de algemene vooruitgang het afgelopen jaar in lijn met het charter.

At Rue Blanche, sustainability is a deep-rooted commitment, embedded in continuity. It guides our decisions, inspires our collections, and connects everyone involved in their creation. Every garment, every material, and every collaboration reflects the same standard: to move forward with precision, balance, and sincerity.

Our approach is grounded in a strong conviction: quality and integrity are the foundations of responsible fashion. They encourage us to work at a pace that allows us to create pieces designed to last, using reliable materials and timeless silhouettes, while building relationships rooted in longevity.

This commitment extends through every stage of our activity, from the development of our collections to their encounter with our clients. It is reflected in the way we conceive, craft, and share our pieces, with particular attention given to the choices that shape their journey. It expresses the coherence that guides our daily work.

At a time when expectations regarding transparency, responsibility, and traceability continue to grow, formalizing our approach has become essential.

Hence, in February 2026, Rue Blanche decided to joint the FDC Charter.
By joining this initiative, Rue Blanche becomes part of a shared movement aligned with its governance vision: acting with clarity, responsibility, and transparency, while contributing to a fairer and more sustainable supply chain for Belgian fashion.

With this report, we want to state where we are today and where we are headed for the years to come.

2. Upstream Due Diligence

Het charter voorziet acties en maatregelen om eerlijke en duurzame praktijken na te streven in de toeleveringsketen. Beschrijf hier welke stappen er het afgelopen jaar gezet zijn op vlak van transparantie en traceerbaarheid, respect voor de

mensenrechten, duurzaam grondstoffengebruik en milieubeheer, ondersteuning & samenwerking met leveranciers en consumententransparantie (upstream).

Transparency
Producing responsibly means finding the right balance between ambition, quality, and impact. At Rue Blanche, each garment is the result of precise work carried out with a carefully selected network of partner workshops. These collaborations are built to last, guided by trust, mutual respect, and shared standards of excellence.
Today, We have identified all our Tier 1 suppliers.
The next step is to clearly identify the Tier 2, especially the ones outside Europe.

Respect for Human Rights
For this aspect, our Code of Conduct plays a crucial role: it clarifies our expectations, ensures alignment between our commitments and on-the-ground practices, and strengthens long-term trust with our partners. It provides a shared framework that brings continuity and rigour to the way we produce.
In our 2026 sustainability report, the Code of Conduct clarifies how our commitments extend throughout the entire production chain, defining the standards that guide our collaboration with workshops. As both a framework for transparency and a tool for progress, it supports a production model that remains consistent with the values at the core of Rue Blanche.
Our aim is to have our COC signed by all our manufacturing partners and suppliers.

Sustainable use of raw materials and environmental management
Every Rue Blanche collection begins with a foundational choice: materials. They determine the quality, structure, and longevity of the garment. We prioritise natural resources. Behind every material lies the intention to make a considered choice: to seek the best possible balance between quality, durability, and technical constraints. In 2025, more than 80% of our materials came from natural resources.
To further strength this step, we should implement a material matrix to keep sharpening our choice with environmental (e.g. recycled) and social impacts.

Support & collaboration with suppliers
Rue Blanche works with a deliberately limited number of manufacturing partners. This controlled scale allows us to cultivate close, direct, and deeply human relationships with our suppliers. Over time, these collaborations evolve into genuine exchanges of know-how, where each partner contributes to the quality, precision, and coherence of our collections.
It is our aim to bring the discussion about environmental impact on the table.

Consumer transparency (upstream)
Rue Blanche publishes its first sustainability report in 2026, conceived as a tool for transparency and dialogue. Updated every two years, it outlines our progress, actions, and future objectives, offering our clients and stakeholders a clear, sincere, and faithful view of our evolution.
For a more recurrent approach, we send sustainability news every season throughout newsletters.

3. Downstream Due Diligence

Ook in de keten na verkoop streven we naar positieve evoluties op sociaal en milieuvlak en het voorkomen van schadelijke gevolgen. Beschrijf hier de stappen die het afgelopen jaar zijn gezet op vlak van transparantie over eindbestemming van kleding, duurzaamheid in distributie en verkoop, levensduurverlenging, circulaire businessmodellen en einde-levensfase en consumententransparantie (downstream).

Transparency regarding the final destination of clothing
We favour a thoughtful and controlled approach to distribution. Unsold items may first be reintroduced into boutiques and then follow a structured pathway: initially directed to outlets, then to private sales, and finally to exceptional sales events. This process allows each garment to retain its value while avoiding destruction or waste. This organisation reflects our commitment to extending the commercial lifespan of each creation, in line with our overall vision.

Sustainability in distribution and sales
Our commitment to responsible distribution also extends to logistical choices. For webshop shipments, we prioritise recycled paper packaging, with double-sided printing to reduce material consumption. Attention is also given to progressively reducing the use of plastic in shipments. For internal logistics flows, the House favours reusable cardboard packaging. Boxes delivered to boutiques are notably reused for returns of goods to the office or atelier, helping to reduce single-use packaging.
Hanger management follows the same reuse logic. Garments are received from manufacturers on plastic hangers used during production and transport. At headquarters, these are replaced with wooden hangers intended for boutiques. The plastic hangers are then returned to manufacturers for reuse in future shipments. In stores, wooden hangers are reused from one season to the next. These simple yet concrete logistical optimisations contribute to a more coherent and durable distribution model, reducing material consumption and limiting short-life usage wherever possible.

Life extension
While the specific requirements for textiles will be defined progressively as the regulation is implemented, the ESPR already establishes one clear principle: design is the first lever of sustainability.
From its beginnings, Rue Blanche has aligned with this vision. The House creates pieces whose timelessness allows them to transcend seasons. Supported by a rigorous selection of materials and a controlled approach to volumes designed to avoid overproduction. This is complemented by a wardrobe built on continuity rather than disruption, shaped by a clean design language intended to preserve its elegance over time.
The ESPR does not transform our approach: it confirms its relevance. The foundations of Ecodesign are already embedded in the way the House creates, through a precise, measured, and responsible methodology that naturally aligns with European directions in sustainable design.

In this continuity, Rue Blanche positions garment use within a forward-looking perspective, encouraging practices that extend the lifespan of pieces and preserve their value.
The Responsibility page, “How we take responsibility,” forms the foundation of this support. Designed as a progressive journey, it helps to understand the House’s approach from intention to use, making visible the choices that shape the life of each garment.
At the heart of this journey, the Garment Care section brings together tools dedicated to care and longevity. It includes the Garment Care Guide, the Stain Guide, and Beauty of Repair. These resources encourage simple and accessible practices.
When pieces are no longer worn, the “What To Do With Clothes You No Longer Use?” section provides guidance for their second life, offering clear pathways such as passing them on, reselling them, or recycling them where possible.
In the same spirit, Rue Blanche values repair —visible or discreet — as a meaningful and enduring gesture. Through its Journal, the House highlights creators and artisans who are redefining the link between craftsmanship, beauty, and responsibility. Repair thus becomes a creative act in its own right, capable of transforming wear into uniqueness.

Finally, to create the loop and keep the relationship with our clients after they bought the product, since AW26, we added our Responsibility page URL link to the composition lable.

Circular business models and end-of-life phase
Since April 2026, we have started collaborating with Dressr to study the development of rental services, based on new pieces from previous collections.

Consumer transparency (downstream)
Our relationship with our customers remains an essential pillar. Through our newsletter, the Journal, garment care resources, and daily interactions, we cultivate a closeness that informs our decisions and nourishes our vision of sincere and enduring fashion.

4. Vooruitblik

Wat zijn jullie ambities of prioriteiten voor het komende jaar?

We are proud at Rue Blanche to be joining this FDC Charter to strenght our commitment to sustainability.

We should move forward on each aspect of the charter, even if it's a small step, a question, a conversation,…

We do believe though that for the coming year, having our Code of Conduct being signed by our manufactures and suppliers would be a major step. Within this request, serveral points on sustainability with be touched upon.

5. Optioneel: bijlagen of links

Indien gewenst kan je hier verwijzen naar relevante documenten, rapporten of webpagina's die de voortgang onderbouwen.