



J.Crew Group Publishes 2025 Impact Report and Introduces 2030 Impact Strategy
Company's latest report reflects progress against sustainability goals first set in 2018 and outlines next phase of impact work across J.Crew, J.Crew Factory and Madewell

NEW YORK — July 13, 2025— J.Crew Group today published its 2025 Impact Report, detailing progress across the Company's J.Crew, J.Crew Factory and Madewell brands and introducing Impact at JCG, the Company's evolved impact strategy for 2030. The report marks an important milestone for J.Crew Group as it completes the sustainability goals first set in 2018 and outlines the next phase of its work to create timeless products responsibly, protect and restore the planet, care for the people who bring its brands to life and lead with integrity.

"2025 was a milestone year for J.Crew Group, and we are proud of the progress our teams made across the business," said Libby Wadle, Chief Executive Officer, J.Crew Group. "Our new 2030 Impact Strategy reflects our confidence in the road ahead and our commitment to building our brands responsibly, with clear goals for our products, our planet, our people and our communities. Our associates bring that work to life every day, and their creativity, care and commitment are what make this progress possible."

The 2025 Impact Report provides an update across the four pillars of J.Crew Group's Impact at JCG strategy: Product, Planet, People and Principles.

Notable highlights include:

- Progress in materials: 81 percent of cotton used across J.Crew Group was sustainably sourced, including 100 percent of the cotton in Madewell and J.Crew denim. Overall, 71 percent of the Company's key fibers came from sustainable sources.
- Expansion of regenerative agriculture: J.Crew Group increased its volume of cotton sourced from farms that practice regenerative agriculture by 58 percent. The Company's regenerative agriculture program connected with 52 U.S. farms across seven states, supported more than 36,000 acres of land and contributed \$480,000 in premium payments directly to farmers.
- Continued growth in circularity: Through resale and recycling initiatives, including Madewell Forever, J.Crew Always, denim takeback and Second-Life Swim, J.Crew Group helped divert 4.1 million garments from landfill.
- Reduced environmental impact: J.Crew Group reduced Scope 1 and 2 emissions by 82 percent and Scope 3 emissions by 16 percent compared to its 2019 baseline.
- Progress in packaging: 99 percent of the paper and plastic packaging used across J.Crew Group contained sustainably certified materials.
- Investment in people and communities: 86 percent of associates reported feeling a sense of belonging, exceeding national benchmarks. Associate giving and volunteering participation grew nearly eight times over the past three years, and J.Crew Group contributed more than \$5.4 million through associate, customer, corporate and brand-supported philanthropy.
- Support for supply chain workers: 100 percent of Madewell denim pants were produced in Fair Trade Certified™ factories. J.Crew Group also introduced a new 2030 goal for 100 percent of its strategic factories to be enrolled in worker empowerment programs that meet the unique needs of each facility.

Looking ahead, J.Crew Group's 2030 strategy includes goals to source 30 percent of total cotton from farms that practice regenerative agriculture, recirculate more than five million garments, continue sourcing packaging materials from certified renewable or recycled sources, reduce absolute Scope 1 and 2 greenhouse gas emissions by 85 percent, reduce absolute Scope 3 greenhouse gas emissions by 30 percent, and expand company-supported giving and service.

The report covers J.Crew Group's fiscal year 2025, which ran from February 2, 2025 to January 31, 2026, and was completed with reference to the Sustainability Accounting Standards Board, Global Reporting Initiative Standards, Task Force on Climate-related Financial Disclosures framework and United Nations Sustainable Development Goals.

To view the full report and learn more about J.Crew Group's 2025 progress and 2030 Impact Strategy, [please click here](#).

About J.Crew Group

J.Crew Group is a widely recognized and celebrated portfolio of American lifestyle brands, J.Crew, Madewell, and J.Crew Factory. Known for creating beloved, iconic brands with multi-generational appeal, J.Crew Group advances its portfolio through an innovative approach to timeless design, quality craftsmanship, and personalized customer experience. For decades, the company has defined American style and driven growth through creativity and a distinctive point of view. As of July 2026, the Company operates 114 J.Crew retail stores, 160 Madewell stores, and more than 395 J.Crew Factory stores across the United States, supported by a robust e-commerce presence. For more information, visit jcrew.com, jcrewfactory.com, and madewell.com.

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