

In January 2024, before its dissolution, the French National Assembly submitted a new bill aimed mainly at fast fashion companies, which produce fast-changing collections of clothing and accessories. The bill outlines the environmental, social, economic and health consequences of this type of mass production. The purpose is to increase the liability of these companies and to raise consumer awareness of their purchasing behaviour. According to the bill, three articles would amend the French Environment Code to introduce the following requirements:

- consumer information obligations: online retailers must display messages next to the price encouraging the re-use and repair of fast-fashion clothing and accessories, while raising awareness of their environmental impact
- reinforcement of the extended producer liability: producers' financial contributions will take into account not only the environmental impact and carbon emissions of their products, but also whether or not they are involved in a commercial approach to fast fashion sales
- *advertising ban: advertising for fast fashion companies and their products will be prohibited in order to limit its influence on consumer purchasing behaviour. This prohibition is in line with France's environmental commitments and existing restrictions on fossil fuels and greenwashing, as set out in the 2021 Climate and Resilience Law. (emphasis ours)*

This will be in force on 1 January 2025. These measures should be effective on 1 January 2025, but it remains an open question whether the French Senate will support the adoption of this new law and carry on with efforts to control ultra fast fashion practices, while maintaining environmental protection goals.

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