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11/12/25
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JRN 3800

I will dive into the H&M conscious collection which has raised eyebrows in recent months for their mislead authorization of greenwashing trying to promote environmental benefits in a product to attract more consumers. In reality, these are misleading statements that seemingly have been more damaging and have sustained a potential lawsuit because of it. According to the sustainablefashionforum, they are being sued for false and misleading sustainability marketing. In their marketing campaign, claims about older clothing being malnourished into garment and clothing not ending up in a landfill was misleading to the press. As a result, Competition and Markets Authority (CMA) would take enforcement action not just against H&M but other brands such as boohooman, asos and brands regarding the true nature of their products. “Should we find these companies are using misleading eco claims, we won't hesitate to take enforcement action – through the courts if necessary,” according to CMA interim Chief Executive Sarah Cardell. In recent times, consumers have been attracted to new releases by many shopping brands but underneath the eyes of many, companies have engaged in misleading messages that deceive the public's maintainable awareness and instead are used as a tactic to convince people that the products you are buying are nature safe and many concerns surrounding the product policies shall be erased altogether.

<https://www.thesustainablefashionforum.com/pages/hm-is-being-sued-for-misleading-sustainability-marketing-what-does-this-mean-for-the-future-of-greenwashing>

https://www.researchgate.net/publication/379515021_The_Impact_Of_Green_Marketing_Campaign_Towards_HM_Indonesia_Customers'_Purchase_Decision_A_Case_Study_On_HM_Conscious_Collection