DigitX

Innovation Hub

introducing new Strategy Co-Creation Sessions

to produce a Strategic Roadmap for the Digital Transformation of the European Textile and Apparel Industry

ETP Fibres Textiles Clothing
EUROPEAN TECHNOLOGY PLATFORM

LECTRA SMARTEX.AI

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About the Strategy Co-Creation Sessions

The primary purpose of this strategic roadmap is to guide the European textile and clothing **industry through a radical structural overhaul between 2025 and 2035.**

The initiative aims to bridge the widening Digital Divide that currently separates a vanguard of high-tech Tier 1 fashion or luxury brands from the fragmented ecosystem of Small-to-Medium Enterprises (SMEs), which make up 99% of the European textile and apparel sector.

By **leveraging AI, digital twins, automation and Digital Product Passports,** the roadmap enables Europe's "squeezed middle" textile manufacturers to achieve the digital maturity and interoperability needed to remain competitive in a global digital market.

Why now??

The urgency of this transformation is driven by a triad of mutually reinforcing pressures, that have shifted digitalisation from a voluntary corporate strategy to an existential imperative.

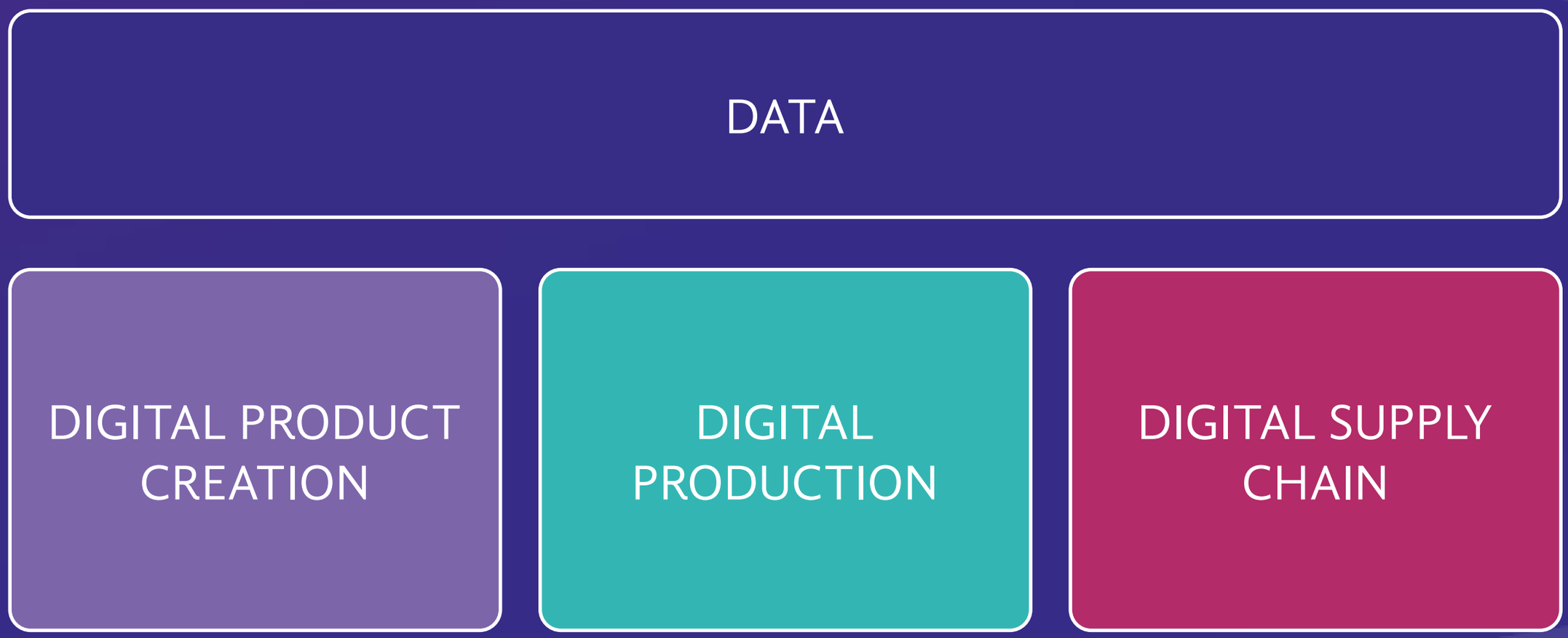
The EU Strategy for Sustainable and Circular Textiles, specifically the Ecodesign for Sustainable Products Regulation (ESPR), mandates that by 2030, every product must possess a digital record (DPP) verifying a broad range of technical, performance and sustainability attributes.

Simultaneously, the industry faces an **Economic Necessity** to adopt to a new agility over low-cost paradigm. **The traditional, long-lead fashion calendar is no longer sustainable against fluctuating raw material costs** and the competitive onslaught of algorithmic ultra-fast fashion.

The **Circularity Requirement also dictates new ways of product development and data exchange** along the full product life cycle.

Digitising 3 key business functions

The Strategy will focus on a building a harmonised industrial data infrastructure which can connect and support three key business functions.



Objectives & Expected Outcomes

Work towards a full digital transformation and supply chain integration by 2035

creating a fully digitised textile and fashion ecosystem in Europe and beyond where every fibre, yarn, and garment has a corresponding Digital Twin.

Automate compliance through agentic AI

enabling complex carbon and social due-diligence reporting while drastically reducing the administrative burden on SMEs.

Shift from a “push” model of overproduction to a “pull” model of precise, data-driven manufacturing

Aim for a European textile sector that leads globally in sustainable, data-driven operations

successfully decoupling growth from environmental impact.

Expected

2026 Timeline

February

First co-creation session webinar

April

Second co-creation session webinar

May

Presentation of the Strategy at Textile ETP Annual Conference on 26-27 May in Amsterdam, Netherlands

DigitX Innovation Hub

How to join & collaborate

EU-based companies, technology and research organisations can directly sign up to the DigitX Innovation Hub, where 3 annual subscription levels are offered, depending on number of company experts involved.

Expert

✔ 1 person

€500/year

Free
for ETP Associate members

Team

✔ 3 persons

€750/year

€500/year
for ETP Associate members

Corporate

✔ Unlimited

€1000/year

€750/year
for ETP Associate members

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