



mumumelon's energy strategy

Obviously, mumumelon is not a real brand. It's a deliberate shameless dupe of lululemon, designed to push the multibillion dollar activewear giant to take meaningful climate action.

However, we actually took a lot of care sourcing a small number of products that were manufactured with 100% real renewable electricity, unlike lululemon, who reported just **15%** in 2024, and has a target to reach 25% by 2025. To find out more about how mumumelon's products were made, [click here](#).

But even with the best of intentions, there's a missing piece.

Even when garments are manufactured with 100% renewable *electricity*, this does not mean they are made with 100% renewable *energy*. This is because the majority of energy consumption in the textile supply chain comes from heat, not electricity, in the form of fuels burned to make hot water and steam for processes like dyeing. In order to power these thermal processes with renewables, they must first be *electrified*.

According to [Global Efficiency Intelligence and Apparel Impact Institute](#), fashion brands have a clear roadmap to power textile production across various geographies with electrification and 100% renewable energy by 2040. We agree.

**So here's our plan for what we'd do
if mumumelon *was* a real brand..**

Q1 2026

Make a public commitment to electrify thermal processes in the supply chain by 2040, paired with 100% renewable electricity.

Q2 2026

Conduct energy audits across the supply chain and support thermal load reduction and energy efficiency upgrades.

Q3 2026

Co-develop facility-specific electrification strategies with suppliers. Advocate for RE policies in sourcing countries, such as PPAs in Pakistan.

Q4 2026

Pool financing with other brands sourcing from the same factories to develop funding mechanisms to support heat pumps.*

2027-28

Support a pilot project with a supplier to install an industrial heat pump and share a case study detailing the results.

2028-34

Roll out heat pumps at other suppliers, supported with high-impact renewable electricity procurement.

2034-40

Electrify remaining thermal processes, sharing industry best practices along the way.

*Obviously, we don't make any money, but if we made as much as Lululemon, we'd dedicate 1-2% of our revenue to investing in the transition away from fossil fuels.

The good news is, **lululemon could do all of this even sooner**. Yes, they have a much larger and more geographically complex supply chain than us, but they also have approximately \$11.1 billion more than us.

Here's what lululemon can - and should - do to finally phase out fossil fuels from their supply chain, and cut their ever-increasing carbon emissions.

	WHAT LULULEMON DOES NOW (source)	WHAT LULULEMON COULD DO THIS YEAR
ENERGY EFFICIENCY	Provides guidance and technical support for energy efficiency through industry programmes.	Directly support suppliers in reducing thermal load to prepare for electrification, such as wastewater heat recovery, low liquor ratio dyeing and steam pipeline insulation.
FOSSIL FUEL PHASEOUT	Promises to phase out coal at Tier 1 and 2 by 2030, but doesn't provide progress updates. Currently considers fossil gas and biomass as coal alternatives.	Disclose progress against coal phaseout target and detailed strategy for coal alternatives, prioritising electrification, and ruling out fossil gas and unsustainable biomass.
RENEWABLE ELECTRICITY PROCUREMENT	Promises to reach 25% renewable electricity by 2025 and 50% by 2030 across Tier 1 and 2, using onsite solar, Power Purchase Agreements (PPAs) and Energy Attribute Certificates (EACs).	Disclose details on supply chain energy consumption to measure progress against stated targets. Engage in targeted policy advocacy to increase procurement options in sourcing countries, and plan to transition away from low quality EACs.
ELECTRIFICATION OF THERMAL PROCESSES	Recognises electrification as a climate solution, and considers electrification as a possible alternative during coal phaseout feasibility studies.	Make a time-bound public commitment to supply chain electrification with a clear plan to support the installation of heat pumps and other fossil fuel-free thermal technologies, starting with pilot projects.
FINANCING FOR SUPPLIER DECARBONISATION	Contributes to Apparel Impact Institute's Fashion Climate Fund for collaborative decarbonisation solutions. Plans to explore opportunities for a renewable energy investment fund.	Announce details about the renewable energy investment fund, and develop a financing mechanism that enables suppliers to directly access funding for renewable energy and electrification.
CLIMATE RISKS AND RESILIENCE	Promises to develop a climate scenario analysis and explore just transition principles, to identify risks, impacts, and opportunities to support affected communities	Publish a just transition plan that addresses climate issues led by the needs of suppliers, workers and communities. Integrate climate adaptation into decarbonisation plans, such as cooling for extreme heat.

DISCLAIMER

This is an energy strategy, not a sustainability strategy. Using the right kind of energy is one of the most important elements of reducing fashion's impacts on people and the planet, but it's not the only one. If mumumelon were a real brand, we'd also be developing credible strategies for sustainably sourced materials, zero emissions transportation, addressing hazardous chemicals, and putting an end to overproduction and waste.

Beyond environmental issues, of course every brand needs strong policies and practices for labour and human rights, covering wages, safety, gender, forced labour, freedom of association and much more.

You can check out organisations like [Fashion Revolution](#), [Stand.earth](#), [Changing Markets Foundation](#), [Clean Clothes Campaign](#), [Labour Behind the Label](#), [Transformers Foundation](#), [The OR Foundation](#), [Collective Fashion Justice](#), [Slow Fashion Movement](#) and [Remake](#) for more information about these issues.

