

## SUSTAINABILITY VISION

To become a carbon neutral & circular company inspiring and campaigning for others to make more sustainable choices. To show customers the real value of their clothes.

## PRIORITY BUSINESS AREAS

AREA 1  
SOURCING

AREA 2  
DESIGN

AREA 3  
MARKETING & COMMS

## RESOURCES

- \*40,700 unique blog readers & social media presence across 4+ channels
- \* 155+ blog posts on ethical & sustainable fashion & green issues
- \*Extensive fashion design education, training & CPD
- \*Sustainable & ethical fashion contacts, suppliers & producers
- \*Self funded & crowdfunded capital investment

STAKEHOLDER 1  
SUPPLIER

STAKEHOLDER 1  
DIRECT SUPPLIER

STAKEHOLDER 1  
PRODUCER

STAKEHOLDER 1  
CUSTOMER

STRATEGY 1  
CIRCULARITY

STRATEGY 2  
CARBON  
NEUTRALITY

STRATEGY 3  
GARMENT  
VALUE

## SUSTAINABILITY ACTIVITIES

- \* Design for longevity, durability & recyclability.
- \* Provide repair kits, patches and garment care products to prolong life.
- \* Provide garment care info
- \* Use natural fibres and no mixed-blend fibres
- \* Create re-sale section on e-commerce site for pre-loved clothes
- \* Consider partnering with a textile recycling company to source used cloth
- \* 50% SALES OF USED CLOTHING ALONG WITH NEW

- \* Use recycled & bio-degradable stock for packaging, office supplies etc.
- \* Get an electric car
- \* Switch to ethical providers for divestment from fossil fuel
- \* Use green logistics
- \* Encourage suppliers & producers to reduce eco impact.
- \* Work with and donate to tree planting charity.

- \* Campaign to educate audience on real cost of a garment
- \* Hold event where customers can make their own soft toy from waste fabrics
- \* Hold Sew & repair evenings
- \* Create story-telling piece about the tale of a t-shirt
- \* Challenge ideals of cheap fashion
- \* Explain why fast fashion is cheap and who pays

## MEASURING YOUR SUSTAINABILITY IMPACT

- \* Conduct carbon footprint of the business
- \* Conduct lifecycle analysis on all products
- \* Conduct annual reassessment to redefine activities where necessary
- \* Gain certification for carbon neutrality and circularity.