

HOUSE OF DAGMAR SUSTAINABILITY REPORT

Updated with 2020 measurements

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HOUSE OF DAGMAR OVERALL SUSTAINABILITY STRATEGY

OUR WAY OF SUSTAINABILITY

For us, sustainability is to be a responsible company that create products that last with the least environmental footprint possible

GOAL

Be climate neutral by 2025

PILLARS:

PRODUCT

PARTNERS

HOUSE

Ambition statement:

Design products of high quality that are made for long term use.

Collaborate with responsible suppliers that promote environmentally friendly practices and good working conditions.

Run a responsible company that considers ethical and environmental aspects in our role as an employer and in our operational activities.

Focus areas:

Fabrics	Code of conduct	Employer values
Trims	Garment production process	Operations inhouse
Certifications	Localization of production	Operations stores
Traceability		
Labels and Hangtags		
Packaging from suppliers		
Transparency (company)		

PLAN FOR 2022 (main points)

1. Traceability on product level

Make all sustainability information available per product: material composition, where material comes from, which factory

Measure fiber footprint down to product level (as started with Zalando collection) – 10 garments/season starting with SS22

2. Transparency on company level

Continue measure our fiber footprint including scope 1, 2 and 3

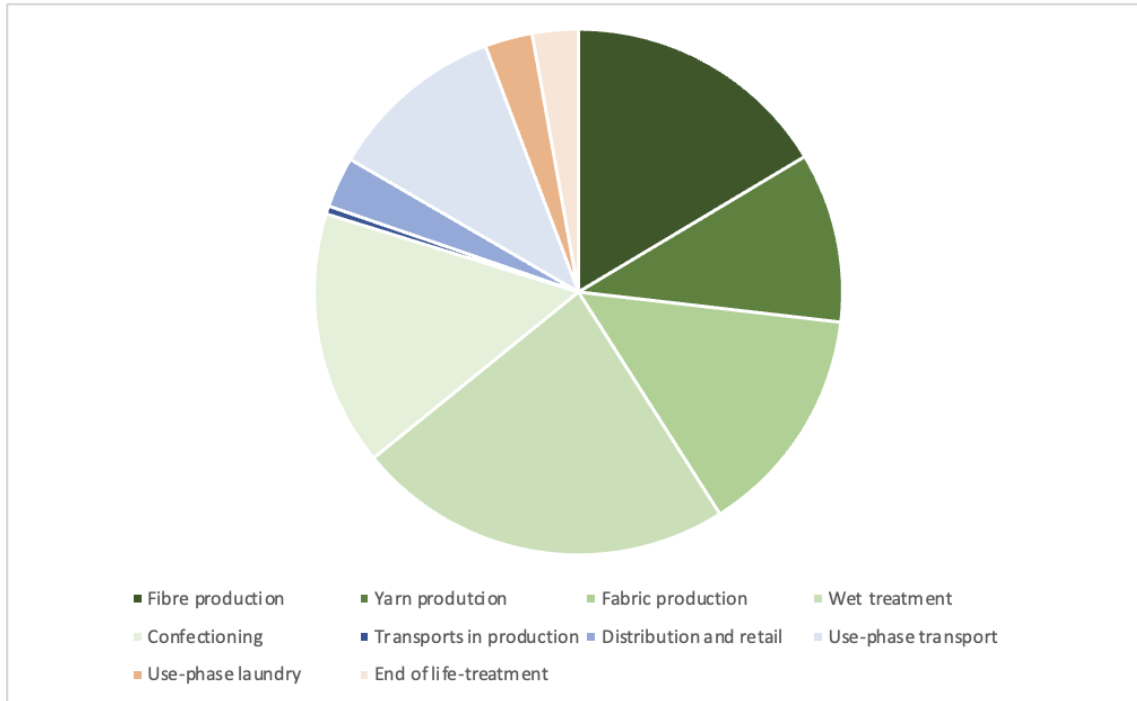
3. Certifications

Start certification process for GOTS (materials)

Start overall Bcorp certification process (companywide)

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BACKGROUND AND GOOD CHOICE LABEL DEVELOPMENT



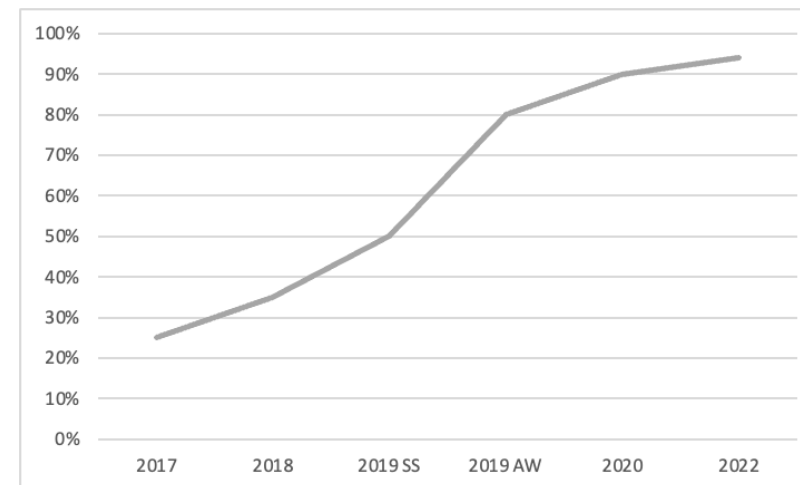
Climate impact in Swedish clothing consumption

Source: Sandin et al. 2019. Mistra Future Fashion

- Swedish clothing consumption's climate impact is heavily affected by the production of material (fibres, yarn and fabric production), as shown in the green shares of the pie chart to the left.
- As a result, House of Dagmar's current focus is our material sourcing and replacing fibres, yarns and fabrics to alternatives with less environmental impact in terms of carbon emissions, water usage and waste.

GOOD CHOICE LABEL

- Initiated in 2019, our GOOD CHOICE tag helps our customers to identify products with the least environmental impact. Items tagged GOOD CHOICE consist of a minimum of 50% more sustainable materials, such as GOTS-certified organic cotton, mulesing-free merino wool, chrome-free leather, regenerated fibres and FSC-certified viscose.



Share of GOOD CHOICE products in House of Dagmar collections

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STICA – SWEDISH TEXTILE INITIATIVE FOR CLIMATE ACTION

- We are members of the Swedish Textile Initiative for Climate Action (STICA).
- STICA publishes a yearly progress report for the Swedish fashion industry to encourage the industry and provide insights and reports for individual brands to align with the 1.5°C pathway in order to strengthen the global response to reduce the threat of climate change.
- STICA measures the environmental footprint in three scopes. House of Dagmar total scope is shown in Fig 1.
- House of Dagmar will continue to measure our company wide footprint including scope 1, 2 and 3 coming years.

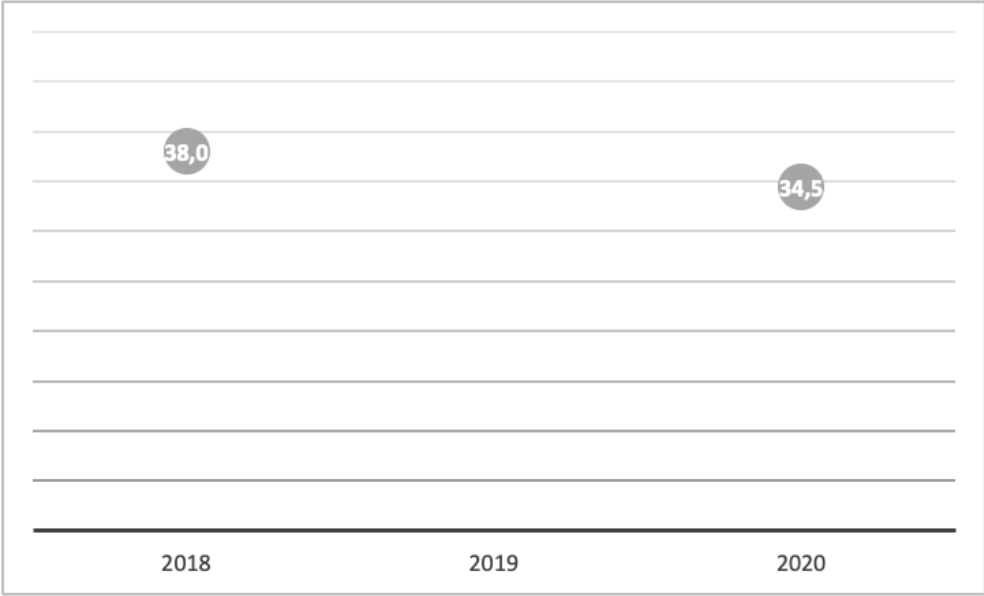
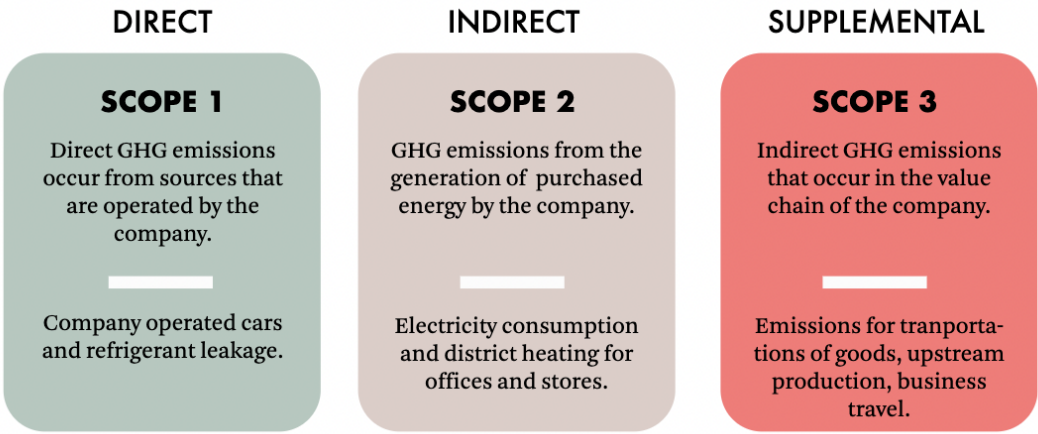
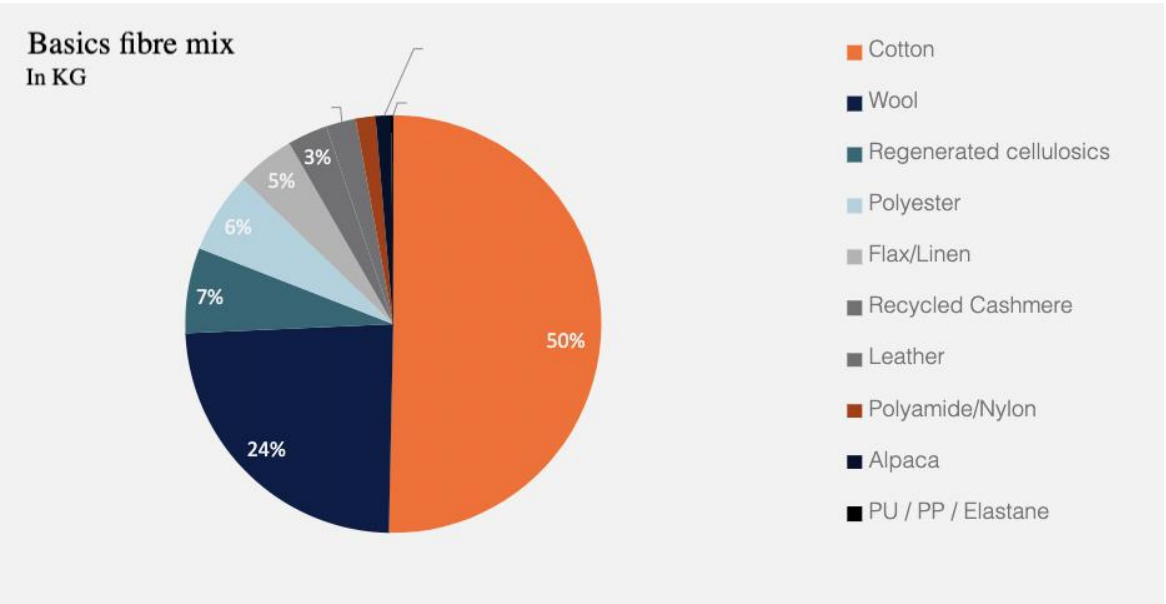
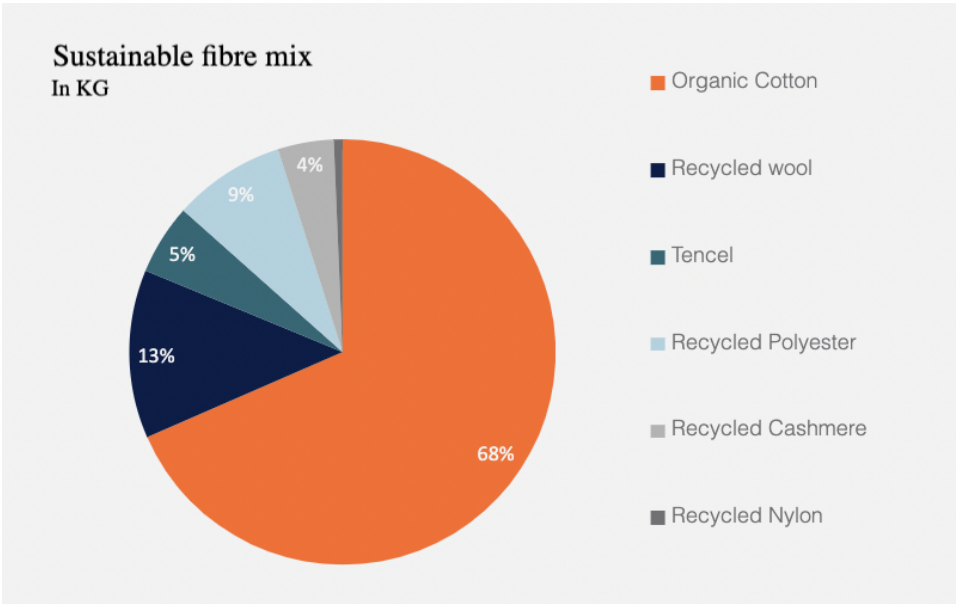


Fig 1 – House of Dagmar STICA Scope 1+2+3 emissions, measured in tCO2e: Tonnes (t) of carbon dioxide (CO2) equivalent (e)

House of Dagmar Basics Collection 2022 Product Level Footprint

- 15 styles were measured on product level
- The footprint measured in carbon emission, water consumption and waste was compared to conventional fibres.
- In total, water usage was improved by 85% and carbon emissions by 27%, and no direct impact on waste – when choosing more sustainable material choices compared to conventional.

Total Footprint	2022	Improvement compared to conventional equivalent
Carbon (kg CO ₂ e)	30 292	27%
Water (m ³)	18 870	85%
Water Consumption (Kg)	417 911	85%
Waste (kg)	473	0%



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House of Dagmar Basics Collection 2022 Product Level Footprint

Style Name	Fabric Composition	Carbon (kg CO2e)	Water Scarcity (m3)	Water Consumption (Kg)	Waste (kg)	Carbon (kg CO2e) Improvement	Water Scarcity (m3) Improvement	Water Consumption (kg) Improvement	Waste (kg) Improvement
Alba black	99% Organic Cotton, 1% Elastane	5	9	213	0,2	13%	88%	87%	0%
Alba blue	100% Organic Cotton	5	9	213	0,2	14%	88%	87%	0%
Alba white	99% Organic Cotton, 1% Elastane	5	10	234	0,2	13%	88%	87%	0%
Azalea Cashmere	97% Recycled Cashmere, 3% Wool	5	2	45	0,1	80%	-1%	-5%	1%
Azalea Ecowool	100% Extrafine Recycled Wool	6	2	56	0,1	80%	-1%	-5%	1%
Bea Long	100% Mulesing Free Merino Wool (Boiled Wool)	14	1	27	0,1	0%	0%	0%	0%
Carla	55% Superfine Alpaca, 22% Recycled Polyamide, 15% Extrafine Merino, 8% Polyamide	19	1	178	0,1	3%	-3%	0%	0%
Claudia Lyocell	100% Tencel	5	2	57	0,1	16%	12%	12%	0%
Cordelia Military	70% Recycled Polyester, 30% Viscose	1	2	36	0,0	14%	88%	87%	0%
Gina	100% Organic Cotton	22	13	429	0,5	0%	0%	0%	0%
Jane leather	100% Chrome Free Leather From Animal Byproduct	2	3	80	0,1	14%	88%	87%	0%
Maggie	100% Organic Cotton	7	9	209	0,2	9%	87%	87%	0%
Mazzy Roundneck	75% Organic Cotton, 25% Nylon (Whole Garment Knit)	7	1	13	0,0	0%	0%	0%	0%
Ronnie	100% Mulesing Free Merino Wool	5	3	64	0,1	0%	0%	0%	0%
Valentina Linen	100% Linen	1	1	18	0,0	35%	52%	36%	0%
Grand Total		110	67	1 872	2	30%	82%	78%	0,1%

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