



# SUSTAINABILITY REPORT 2022

**KUYICHI**  
PURE GOODS



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We create meaningful pieces.

Essentials made to last.

Designs made with tenderness, love and care.

We're in pursuit of harmony.

A radical harmony between quality, style and sustainability.

And that's how we leave the ephemeral behind us.

Because let's remember.

We are nature.

**KUYICHI**





# OUR HERITAGE

## PURE GOODS SINCE 2000

Our journey began in the year 1998, amidst the picturesque cotton fields of Peru. It was during this visit that one of our founders, Solidaridad, a renowned Dutch NGO, came face-to-face with the harsh realities of the conventional cotton industry's impact on local farmers and the environment.

At that time, only a small group of dedicated organic cotton farmers existed, but unfortunately, there was little interest in purchasing fair and organic fabrics. The sad truth was that no one in the supply chain seemed to care – from the suppliers to the retailers, even the end consumers. Producing ethically was deemed too costly.

Driven by a deep commitment to bring about transformation, Kuyichi's founders took matters into their own hands. They initiated fair-trade and organic collaborations with local cotton farmers, recognizing and rewarding their contributions to the supply chain. By doing so, not only did they empower the farmers with their rightful share, but they also uplifted the communities and restored the health of the soil.

With every garment we craft, we embrace the legacy of our founders, fostering transparency, environmental stewardship, circularity and social responsibility. Each piece embodies the story of collaboration between our brand and all our partners in the supply chain, resulting in garments that not only look good but also feel good to wear.

As we look back on our remarkable journey, we are grateful for the progress we've made, and we look forward to a future where conscious consumer choices and sustainable practices shape the fashion industry for the better. Let's unfashion the industry together. Fight for fashion that not only shows your identity but represents your values.





# TIMELINE

## THE HISTORY OF KUYICHI

### Founding of Kuyichi

Kuyichi was founded as the world's first fully sustainable denim brand to create a market for fair trade cotton. The brand was established by Solidaridad, a Dutch development cooperation organization, with the aim of making the fashion industry more sustainable.



### Made-By button

Kuyichi integrates the blue MadeBy button into its clothing. This is accompanied by a 'track & trace' code embedded in the garment, which directs you to a website where you can see the origin of your clothing item. Kuyichi became a member of Made-By in 2004.

### Re-used denim collection

Kuyichi introduces a re-used denim line made from leftover denim fabrics. Kuyichi introduces a new denim collection made from recycled denim fabrics, called "Re-used".



### Acquisition of Kuyichi

In January 2016, Kuyichi is acquired by P. Schuitema, Guido Keff, and Floortje Dessing, who have been running the sustainable store Nukuhiva in Utrecht and Amsterdam for nearly 10 years.

### Vegan Jeans

Following the take over all Kuyichi jeans go vegan, by eliminating the leather patch on the back and other animal ingredients.

### Fair Wear membership

After the take-over Kuyichi renews its membership with the Fair Wear Foundation in March 2020.

### First 100% pre-consumer recycled denim

The first jeans made from 100% recycled pre-consumer cotton are released.



Certified by Control Union  
CU 1002797

### GOTS certification

Kuyichi obtains GOTS certification in 2019 to certify their organic garments.

### Dutch Agreement on Sustainable Garments & Textiles

Kuyichi signs the 'Convenant Duurzame Kleding en Textiel' that focuses on supply chain mapping and risk management.



Certified by Control Union  
CU 1002797

### GRS certification

Kuyichi obtains its GRS certification in 2021, enabling them to certify recycled products with over 20% recycled fibres.

### Deposit denim campaign

First take-back pilot where they collect the legs of denim to recycle them into new denim.

### Fair Wear member

Kuyichi becomes a member of the Fair Wear Foundation in July 2013, a non-profit organisation dedicated to improving labour conditions in the garment industry.

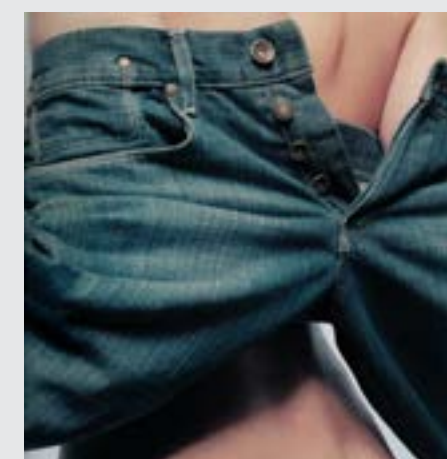
### Climate Neutral Group CO2 compensation

Kuyichi initiates a partnership with the Climate Neutral group to calculate our own carbon footprint, reduce carbon emissions and offset the residue through the CO2 credit system.

Climate Neutral Group®  
for better business

### First organic denim

Kuyichi launches its first organic cotton denim on the market. A lot of development time was put into this achievement.



### Solidaridad in Peru

Solidaridad, a Dutch NGO, witnesses the negative impacts of conventional cotton farming in Peru and starts collaborating with farmers to promote fair trade cotton.



1998

2001

2004

2006

2008

2013

2016

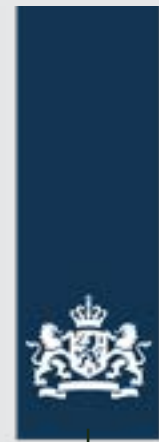
2019

2020

2021



# 2022 YEAR IN REVIEW



Netherlands Enterprise Agency

## RVO project

Through a collaborate submission with Fair Wear foundation, King Louie and Schijvens we got a subsidy from the Netherlands Enterprise Agency (RVO) for a project on living wages and gender in Türkiye, called: For fair fashion: improving due diligence, wages, and equity for women in the Turkish garment sector. The project started in 2022 and will continue until the end of 2025.

In 2021 we scored  
**71 points**  
in the



# 2022

March

April

August

November

## CERTIFICATES RENEWED

Kuyichi's certification was succesfully renewed by Control Union.

We are double certified:

- **Global Organic Textile Standard (GOTS)** organic products
- **Global Recycling Standard (GRS)** recycled fibres products.

Both certification standards have social, environmental and chemical restrictions in place on top of the fibre rules. Our scope certification number is: **CU 1009727**



Certified by Control Union  
CU 1002797



Certified by Control Union  
CU 1002797

# 100%

of our denim products are washed with a low impact according to the Environmental Impact Measuring system (EIM) of Jeanologia

# 98%

of our materials were either organic, recycled or low-impact fibres

It was the 6th year in a row we had above 97% sustainable fibre use in our collection

# 91%

of our Tier1 suppliers had a valid audit in 2022. 5,3% was audited beginning of 2023, bringing the total to over 96%

## POLICIES

We updated all of our policies and shared them with our suppliers. You can find our policies on our website via [kuyichi.com/reports-and-policies](https://kuyichi.com/reports-and-policies)



## Corporate Fibres and Materials Benchmark

We were put in the **Leading category** in the Textile Exchange Material Change Index for the third time in a row! The CFMB is an independent benchmark for sustainable material use and policies.





# LETTER OF THE CEO

Kuyichi has been pushing to change the industry from day one. In 2022 we launched our new 'Unfashion' statement that wants to continue this journey towards a future-proof fashion industry that is fair for all. I am thrilled to open the Kuyichi Sustainability Report for 2022.

At Kuyichi, we firmly believe that sustainability is not just a buzzword. It is a guiding principle that shapes every aspect of our business, starting with transparency. Showing what, how and where you do business and taking responsibility for what happens down the chain. This sustainability report is our testament to this. We are proud to share our progress, challenges, and learnings of our sustainability journey.

Material choices are one of the most impactful decisions a fashion company makes. We commit to pursuing better materials that are more environmentally friendly and ethically sourced. Our focus is on using organic, biodegradable and recycled materials. We are also working on more direct relationships with raw material producers, extending our reach into our supply chain. By prioritising material use that aligns with our values, we aim to positively impact both the environment and the lives of those connected to our products.

Kuyichi is committed to transitioning to a circular business model, where we design products for longevity and recyclability. Our commitment to circularity goes beyond our own operations. We actively collaborate with partners and industry stakeholders to promote circular practices across the whole fashion industry. We're also excited to extend the responsibility for our products beyond selling them to the customer. After our local pilot program with Indigo Ravens, we will launch a give-back program that is more widely accessible.

In this report, you find detailed information about our supply chain, social and environmental, and the measures we are taking to improve our sustainability performance. We will not shy away from acknowledging our shortcomings, as we recognise that addressing them is crucial to making meaningful progress.

Peter Schuitema / Kuyichi CEO



UNFASHION



# UNFASHION INDUSTRIES

We think fast fashion is not future-proof, therefore we promote 'unfashion': a new standard of consciously making, buying, wearing and re-using clothes to positively contribute to the planet. We unfashion as a statement against the current fashion industry. It's time for a new fashion system in which everyone is involved and no one is left behind. You can read our brand commitment on this page.

## SUSTAINABILITY BEYOND ECO-FRIENDLY MATERIALS

Sustainable fashion has gained massive popularity over the last decade. With high-street brands now selling clothes made of organic cotton and recycled materials, it seems that eco-fashion is becoming mainstream. However, truly sustainable fashion goes far beyond using eco-friendly materials. It requires a complete reversal of the fashion system, prioritising waste reduction, ethical production, long-term supplier relationships and full transparency over speed, growth and newness.

### TIMELESS HIGH-QUALITY PURE GOODS

Kuyichi focuses on timeless collections and essentials that are made to last. A beautiful pair of jeans only increases in value and starts telling a story the longer you wear them.

We work with a big offer of Never Out Of Stock styles (NOOS) made of high-quality fibres like organic cotton, linen, hemp, Tencel Lyocell and recycled cotton. Every season we introduce new styles and based on consumer preference decide which styles will be added to this CORE collection. Some styles have been in the collection for over 5 years.

### NO SEASONAL SALES

As Kuyichi clothes are made to last for many years, their value doesn't diminish over time or at the end of the season. That's why we stopped practising seasonal sales six years ago.

We advocate for a revaluation of clothing. The belief that garments are disposable products that lose their value has to be reshaped if we want to make fashion circular. When we revalue the product and the way the product is made, we nourish a new future-proof consumer mindset.

### FULL TRANSPARENCY

Clear, accessible information on how and where textiles are made empowers consumers and producers to make better choices. Transparency comes with true accountability for your actions.

Kuyichi prioritises full transparency and clear communication about its materials, manufacturing processes and partners. On our website, you can find detailed info about our full supply chain. From our materials, production processes and practices, to a complete list of all our suppliers and this sustainability report.

### FAIR SUPPLIER RELATIONSHIPS

It's time for everyone to see that we're all codependent. We have to treat our suppliers as equal partners and take responsibility for the people in the supply chain and our actions.

Kuyichi commits to long-term supplier relationships with clear price and planning agreements. As we don't have seasonal collections, the workload for our suppliers is more evenly spread over the year. We support our suppliers in their transition to sustainable materials, clean chemicals and the improvement of working conditions.



## RULES TO TAKE CARE OF YOUR PURE GOODS

### 1. TURN IT DOWN

Turning down the washing temperature from 60 to 30 degrees already takes 60% less energy. Your jeans will last longer, too.

### 2. INSIDE OUT

Cherish the colour of your jeans by washing them inside out. Also, close the zipper and buttons to prevent unnecessary damage on your jeans.

### 3. KEEP IT TOUGH

Avoid fabric softener. A good denim doesn't need it and it's bad for the environment.

### 4. HANG YOUR JEANS

Jeans and your tumble dryer are a no-go together. Hang them outside and let the wind blow them dry. Take care, the sun will fade your jeans unless you flip them inside out!

### 5. SKIP IT

Don't wash too often. Keep in mind, real denim lovers never wash their jeans.

FIND OUT MORE IN OUR NEW  
KUYICHI CARE GUIDE

## BUY CONSCIOUSLY & TAKE CARE OF YOUR CLOTHES

The fashion industry is a fast-paced system. Through new collections, marketing tricks and the bi-annual sale, people are constantly manipulated to buy more than they need. As a brand, we feel responsible for how we approach our customers.

Therefore, we choose to inspire people to buy consciously and educate them about how to take care of their clothes. Our main message at all times: buy with a big heart, buy only what you love, buy only what you need and take care of it to enjoy it to the fullest. It's the only way to go if you want to live truly sustainably, after all.

Conscious aftercare is essential to extend the life span of our clothes. Therefore we launched a new care guide, where you can find the care your pure goods need. Treat your garments as your friends: give them a little respect and take care of them well. By washing and storing them right and considering to repair them before you throw them away.

When you are not wearing them anymore, give your clothes a good end-of-life by donating them for recycling. Or give them a happy second life by swapping or giving them to someone who could use it. There are so many ways to deal with our clothes. We want to help people to do the right thing.



# BLACK FRIDAY

## GIVE SOMETHING BACK

Black Friday is annually ‘celebrated’ as the day after Thanksgiving and the biggest starting signal for sale each year. Where the day before we all counted our blessings, we now excitedly count our achieved Black Friday discount. Where the day before we claimed to be grateful for all wealth, we suddenly seem to not have enough. It might not surprise you that Black Friday is not our thing.

### DISCOUNT FOR A GOOD CAUSE

For a couple of years now we do not offer sale on Black Friday, instead, we donate a % of the sales to a good cause. In 2022 we donated 20% of the Black Friday Weekend’s revenue to our local Voedselbank in Utrecht. After so many challenging years, the demand for the Voedselbank was expected to rise by 40%. Let’s be grateful for what we have and give to those in need.

### VOEDSELBANK

The Voedselbank is a local voluntary organisation dedicated to supporting people in need. Every day, they provide food free of charge to people in the Netherlands who temporarily cannot manage on their own. To provide their customers with enough food, they work with businesses, institutions, municipalities, and individuals. This way, they make sure poverty is combated, while preventing food waste.

We donated to Voedselbank before in 2020, at the peak of Covid’s crisis. In this period Dutch Voedselbank organisations had a significant shortage of food.



# BLACK FRIDAY

UNFASHION INDUSTRIES



A young man and woman are standing in a lush green forest. The woman, on the left, has long brown hair and is smiling broadly, wearing a white ribbed zip-up sweater and dark blue jeans. The man, on the right, is also smiling and looking down, wearing a dark blue button-down shirt over a white turtleneck sweater. Large, bold text is overlaid on the image. The top line reads 'NO SEASONS' in white, and the bottom line reads 'NO SALES' in orange. The background is a soft-focus forest scene with tall trees and green foliage.

# NO SEASONS NO SALES

Denim never goes out of style. We started wearing denim back in the 19th century and have not stopped ever since. The same works for good basics. If you love your clothes you can wear them over the seasons and give them the life they deserve. This is how we look at our pure goods. We do not participate in sales, since a product does not lose its value when the seasons change. It's worth the value you give it. In season or out of season, you can buy our products all year long and if many people love them we'll just restock. We hope our pure goods become your favourite timeless essentials.



# CORE COLLECTION

## NEVER OUT OF STOCK STYLES

At our company, every collection we create is more than just a fashion line. It serves as a laboratory where we experiment with new sustainable concepts and techniques. With each new collection, we explore these alternatives, aiming to set a new standard in sustainable fashion, which we call Unfashion. Our CORE Collection, in particular, holds a special place in our hearts and embodies our commitment to sustainability and longevity.

### THE KUYICHI CORE COLLECTION

A key aspect of the CORE Collection is our focus on creating durable and long-lasting pieces. We want our designs to stand the test of time, both in terms of style and quality. This approach not only reduces the need for frequent replacements but also promotes a more sustainable consumption pattern. We believe fashion should be about investing in timeless pieces that can be cherished for years, rather than contributing to a culture of disposable clothing.

Every season we drop a new 'laboratory collection' that serves as a measuring stick for the next collections. The designs that resonate well with our customers, in terms of both sustainability and style, have the opportunity to become CORE styles within the CORE Collection. These CORE styles exemplify the best of our Unfashion philosophy and become timeless staples that customers can rely on season after season.

### NEVER OUT OF STOCK

The items in the CORE collection are a permanent collection of items that are always in stock. It has several environmental and consumer benefits. We can minimise the use of raw materials and energy consumption, reduce waste generation, and eliminate the need for distribution centres filled with unsold products. It allows us to focus our production on items that have a consistent demand, avoiding overproduction.

On the other hand, the customer is less likely to make an unconsidered choice when buying from our brand. We take away the urgency to decide now, by eliminating sale or time pressure. Our customers also engage with the brand in the styles they want and should stay in the CORE collection and the ones there is lower demand for. In the future, we want to extend and deepen this dialogue.



# SUSTAINABLE DEVELOPMENT GOALS

## PRIORITISED SDG'S

The United Nations adopted the Sustainable Development Goals (SDGs) in 2015, as a worldwide call to action to end poverty, to safeguard the environment, and ensure that everyone lives in peace and prosperity by 2030.

The 17 SDGs can be categorized under biosphere, social and economic goals. They are all interlinked and together they show the way towards a better world. To realize the SDGs in all contexts, all of society's creativity, knowledge, technology, and financial resources are required. This means, we as a brand can also use our resources to work on these global goals. Below you'll find our prioritised SDGs, on the next page, you'll find an overview of all SDGs and how we relate to them. We've linked the SDGs to our risks and goals as well.



GOOD HEALTH  
& WELLBEING

It is of great importance for us to know that our operations encourage good health and well-being of workers in our supply chain. We do this through the framework of our Fair Wear Foundation membership. Safe working conditions include access to essential healthcare and a safe working environment, checked and free from hazardous chemicals.



CLEAN WATER  
& SANITATION

We want to keep our chemical impact as low as possible, so that no hazardous chemicals can pollute or contaminate the air, water and soil in the community our facilities are based in. Our dyeing facilities all have good wastewater treatment plants in place. Through improved laundry processes like laser, ozone and E-Flow techniques we increase our water-use efficiency.



RESPONSIBLE  
PRODUCTION  
&  
CONSUMPTION

By choosing lower-impact and recycled materials, we aim to increase the sustainable management and efficient use of natural resources. Next to the sustainable practices that are already in place, we encourage our suppliers to constantly improve their practices. We also see customer education on sustainability as an important part of our responsibility.



PARTNERSHIPS  
FOR THE  
GOALS

When moving towards a more sustainable future within the industry, it's important to share knowledge and innovate together. Through multi-stakeholder partnerships, we are able to share and receive this knowledge and expertise. Some of our most important partners and memberships are with Fair Wear Foundation, Modint, Textile Exchange and the Denim Deal.





## NO POVERTY

1.1

- FWF membership



## ZERO HUNGER

2.5

- All our cotton is from non-GMO certified organic cotton seeds



## GOOD HEALTH

3.8 & 3.9

- FWF Membership
- GOTS & GRS
- Good wastewater treatment plants at dyeing facilities
- Low impact EIM washes
- (M)RSL list (ZDHC & GOTS)



## QUALITY EDUCATION

No actions are taken on this goal



## GENDER EQUALITY

5.1, 5.2 & 5.5

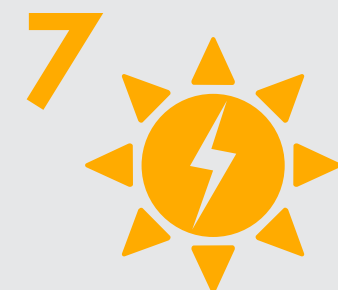
- FWF Membership
- FVO subsidy project 2022-2025



## CLEAN WATER

6.3, 6.4, 6.5 & 6.6

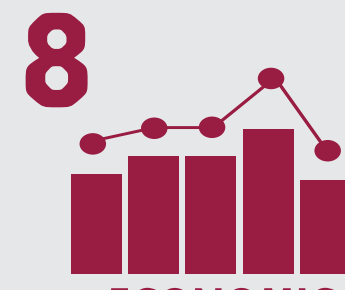
- GOTS & GRS
- Good wastewater treatment plants at dyeing facilities
- Low impact EIM washes
- (M)RSL list (ZDHC & GOTS)



## CLEAN ENERGY

7.2

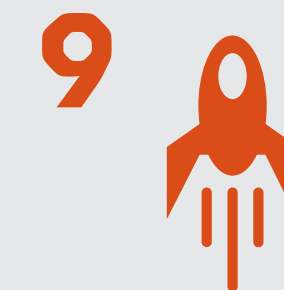
- All own operations are powered by renewable energy
- Part of our suppliers use renewable energy for their facilities



## ECONOMIC GROWTH

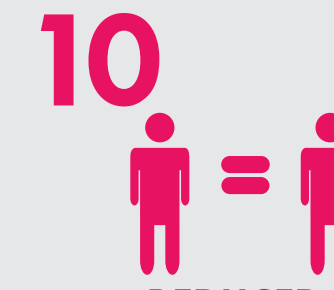
8.5, 8.7 & 8.8

- FWF Membership



## INNOVATION

No actions are taken on this goal



## REDUCED INEQUALITIES

10.4

- FWF Membership



## SUSTAINABLE CITIES

No actions are taken on this goal



## RESPONSIBLE CONSUMPTION

12.2 till 12.6 & 12.8

- GOTS & OCS
- (M)RSL list (ZDHC & GOTS)
- Good wastewater treatment in dyeing facilities
- Lower impact materials
- Low impact EIM washes
- Supplier improvements progress
- Customer education



## CLIMATE ACTION

13.3

- Customer education, like:
  - Water Report
  - Fashion Revolution Day
  - Kuyichi blog
  - Podcast participation



## LIFE BELOW WATER

14.1

- Good wastewater treatment plants at dyeing facilities
- (M)RSL list (ZDHC & GOTS)



## LIFE ON LAND

15.2

- Materials sourced from sustainably managed forests, FSC or PEFC certified (Lenzing)



## PEACE AND JUSTICE

16.2

- FWF Membership



## PARTNERSHIPS

17.16 & 7.17

- FWF Membership
- Modint
- Textile Exchange
- Denim Deal



# RISKS

## IN THE KUYICHI SUPPLY CHAIN

We believe that the power is in the chain. We would be nowhere without our suppliers. As much as we love our suppliers, we also know there are always risks in the supply chain that must be addressed. Sustainability is not a goal. It's a constant process of improvement. Therefore, we commit to following the UN Guiding Principles and OECD guidelines in doing our due diligence as we have to take responsibility for what happens down the chain.

We have to look at risks at multiple levels of our supply chain. These risk analyses help us to get to know the country better and how a country's culture works. It gives us the context for perceiving the company data we gather. The country risk analyses are based on different sources from NGO organisations, open-source scientific publications, different global index reports and Fair Wear resources.

### RISK ASSESSMENT

We assess risks not only on a country level but also on a supplier level. This is a continuously ongoing cycle. We do this based on audit and CAP reports but also through visit observations and other information we gather, such as survey outcomes. We also analyse product-specific risks, like chemical risks in the denim laundry.

The risks we find are scored on different indicators, with green (1), yellow (2), orange (3) or red (4). Red is, as you would expect, the highest risk. In the risk assessment, the main indicators we score on are:

- **SEVERITY** – If a risk is highly severe, it must be addressed with higher priority. Some risks or problems are nice-to-haves, while others are, for instance, basic human rights. The more severe the risk is, the higher we prioritise it.
- **LIKELIHOOD** – If a risk is likely to occur or already found to be happening it must also be addressed with higher priority. There are risks that are very severe, but if all information leads to the conclusion that it is unlikely to occur, it is not a priority.
- **INFLUENCE** – Kuyichi is an SME, which means that in some areas, it is difficult to spark change due to a lack of influence.

The results of the risk assessment help us to prioritise risks to take action on. If a risk is both likely and severe, it is definitely a prioritised risk. If we only have low influence, we need to find creative ways to work on them. We must focus our efforts and 'pick our battles' to ensure we can change something. That is why we focus most of our efforts on our denim supply chain, as over 60% of our products are jeans. No matter how they score in the risk assessment, we always remediate breaches of our Responsible Business Conduct when they come up.

### RISKS & GOALS IN THIS REPORT

Throughout this report, each topic will close with the related risks and goals. You can recognise these pages by the orange sidebar they have, like this page. The risks are explained for you to get a better understanding of our viewpoint. The SDGs are also linked to the goals. More about that on the next page.



PURE  
DESIGN





# CONSCIOUS CHOICES

## WE MAKE OUR PURE GOODS LAST

Before a product starts the journey through the supply chain it starts as a design, as an idea. Creating the perfect sweat or the perfect straight denim fit sounds easier than it is. Each choice we make in the designing and production process can have an impact on both the end product and the people throughout the chain. So the process of design is about making conscious choices, keeping both the end product, the consumer and our suppliers in mind.

### QUALITY GOODS AND THE PERFECT FIT

We never compromise on quality and style. To ensure our pure goods have a long life and stay your favourite pieces, they have to fit your body perfectly. Nobody is the same, everybody is unique. We give you styles that complement different body types without compromising on comfort. The perfect fit for every body type.

### DESIGNED TO DETAIL

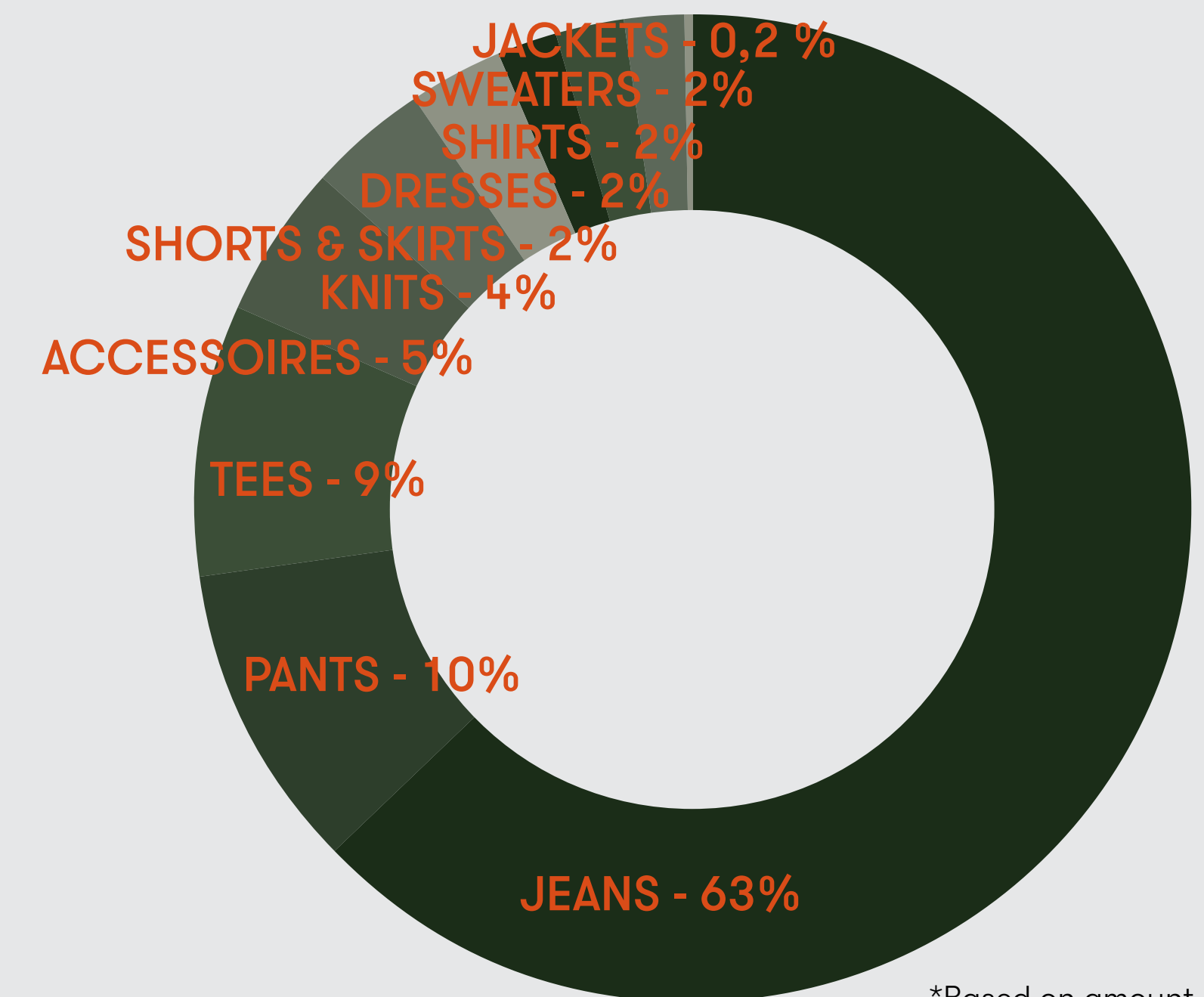
We design our products to the very last detail. The colour of the thread inside the buttonhole stitch, the branding on the inside of our buttons, the label on your sleeve. We love to think about all the small details, to give you the most refined and thought-through product possible. Sometimes they may look basic but do not forget the amount of thought and effort that is put into it.

### DENIM FOCUSED

As Kuyichi is a denim brand, our main product group is jeans. The jeans supply chain comes with its own risks, like indigo dyeing and denim washes that we pay special attention to. We put the biggest environmental efforts into our denim as it will give the biggest positive effect in quantities.

As our company and offer grows, we intensify our environmental focus on other product groups as well. The biggest change in 2022 was the % growth of accessories by adding knitted beanies and scarves to the collection.

## PRODUCT GROUPS\*



\*Based on amount



# FABRICS STRATEGY

## HOW WE REDUCE FABRIC WASTE

A quality garment needs quality fabric. Therefore, we choose our fabrics with care. As a general rule at Kuyichi, we do not like overstock. This rule is the core of our fabrics strategy. We use our fabrics to the fullest, let's explain to you how.

### QUALITY FABRICS

Our fabrics need to meet our quality standards to make sure that you will get a product that meets your expectation. These quality standards are focused on, amongst others, strength, non-pilling, colour fastness and how it reacts to washing, like shrinkage. We choose quality fabrics to make sure you can enjoy your pure goods as long as possible. The longer you can wear your product, the more the environmental impact per wear decreases.

### NO LEFTOVER FABRICS

We always clean our fabric stock, and let no meter go to waste. We rather raise the quantities of production if it's a low amount of meters. If not, we find a new purpose for the leftover fabric. For instance by using it for a new style. The bottom line is that we clean our stocks and let no resources go to waste. It's the foundation of sustainable production.

## CORE FABRICS

If you love a fabric, you have to cherish it. That's exactly what we do. Some fabrics are multi-versatile, which can result in a lot of different beautiful washes. A good example of this is one of our core fabrics with 20% Post-Consumer Recycled Denim from Bossa. We started to use this fabric in the first half of 2018 and we continue to integrate it in new styles even now in 2022.

The benefit of this is that we can book the fabrics upfront, we know it will be used for one or more of the styles eventually. This shortens the production time of (re-)orders, without pressuring our suppliers, by taking out the time that is needed to produce a fabric and directly start with planning the CMT production.

In 2022 we worked on implementing this practice in our tops collection. We will work with core fabrics and experiment with other fabrics with the possibility to add them to the core. It helps us reduce fabric overstock and waste.



# CERTIFICATION

## HOW DO WE USE CERTIFICATES?

We use certifications on different levels. The certification standards that we use, are mainly built around a chain of custody system. A chain of custody is a system in which each transaction is confirmed with a transaction certificate. The transaction certificates prove that criteria are met throughout the chain. A new transaction certificate is only possible if one is available from the transaction before. For a certified product, we need to be certified and in possession of a product transaction certificate.



Certified by Control Union  
CU 1002797

### GLOBAL ORGANIC TEXTILE STANDARD – GOTS

GOTS is the worldwide leading textile processing standard for organic fibres, including chemical, ecological and social criteria, backed up by independent certification of the entire textile supply chain. The production facility is checked yearly through a GOTS audit. At least 70% of fibres need to be organic and there are restrictions on other fibres used, like non-organic natural fibres, recycled fibres and virgin polyester. Kuyichi is GOTS certified by Control Union under the number CU 1002797.

### GLOBAL RECYCLE STANDARD – GRS

GRS is a voluntary product standard for tracking and verifying the content of recycled materials in a final product. The standard applies to the full supply chain and addresses traceability, environmental principles, social requirements, chemical content and labeling. With GRS, the origin of recycled material is also confirmed as pre- or post-consumer. At least 20% of the fibres in a product need to be of recycled origin to apply for a GRS certificate and at least 50% to be able to label a product as GRS certified. Kuyichi is GRS certified by Control Union under the number CU 1002797.



Certified by Control Union  
CU 1002797

### CONTROL UNION

Certificate standards need to be checked by independent certification bodies, one of the biggest out there is Control Union. Control Union offers different services, among which independent certification and verification services for a range of industries, including agriculture, forestry and textiles. Most of our suppliers use Control Union as their certification body and Kuyichi is audited and certified by them as well.



### OEKO-TEX® 100

OEKO-TEX 100 is a certification standard that focuses on quality and chemical safety. The standard has a criteria catalogue to which the full product needs to comply. Independent parties perform tests to check on, for instance, substances that are harmful to our health. This is not a chain of custody certificate.



### ORGANIC CONTENT STANDARD

OCS certification is a standard to claim 5-100% organic content in products throughout the supply chain. We often use OCS certification if GOTS is not possible, in our recycled cotton fabrics or linen blends for example. We do not label products with OCS, as we are not certified.



### RECYCLED CLAIM STANDARD

RCS certification is a standard to claim 5-100% recycled content in products throughout the supply chain. We often use RCS if GRS is not possible, if the recycled content is below 20% for instance. We do not label with RCS, as we are not certified.



# TRIMS

## DEVIL IS IN THE DETAILS

Trims are all the extra parts that are needed to put a garment together, such as zippers & buttons. Most of our trims are produced in Türkiye, where the majority of our production is as well. This creates local supply chains and reduces carbon emissions. Improving on this micro-level seems small, but every small step leads to a positive change.



### METAL BUTTONS / YKK TURKEY

All of our metal buttons and rivets are made by YKK. Rivets are the small nails you see on the corners of seams that strengthen your jeans. They use eco finishes on these buttons, eliminating electroplating. This minimises the energy use and therefore the environmental impact of the buttons. The OEKO-TEX 100 certification of the buttons ensures, amongst other things, that all our buttons are heavy metal free.

### ZIPPERS / YKK TURKEY

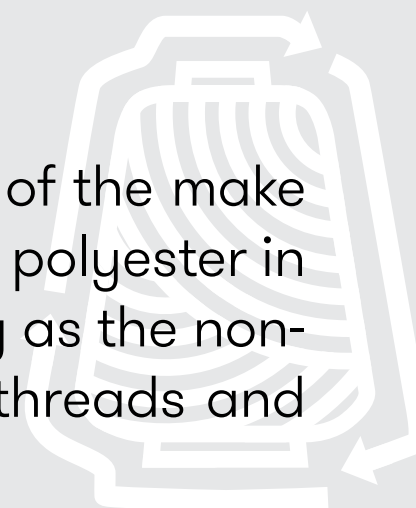
In 2020 we changed to zippers with recycled polyester tape instead of virgin polyester, made from recycled PET bottles and recycled post-consumer polyester yarn. For garment-dyed items, we use organic cotton tape zippers. The benefit of this is that you don't need to dye the tape beforehand, it will dye together in the right colour with the rest of the garment. The metal from the organic cotton zippers is also made with non-finished brass. Making the metal parts more sustainable as well.

### NON-METAL BUTTONS / RED BUTTON

We produce more than denim and need non-metal buttons too. In 2022 we've had several other buttons, such as buttons made from recycled polyester. A nice natural touch we added to our women's summer styles is the buttons made from coconut. They give the styles just the right closure.

### SEWING THREAD / COATS

COATS is the global leader in high-quality sewing threads. This way we ensure the quality of the make of our garments. In 2019 we started testing their new Ecoverde threads made from recycled polyester in some of our styles. The recycled threads have exactly the same performance and durability as the non-recycled threads that are conventionally used. We've increased the use of these sewing threads and now the majority of Turkish production is sewed with it.



## VIRIDIS PATCH

### PANAMA TRIMMINGS

Since 2016 we've replaced the leather patches with jacron patches, turning our jeans vegan. From 2020 on we gradually change to the Viridis patch from Panama trimmings. These green PU patches are made from 48% corn polyols, 26% cotton and 26% normal PU. The corn polyols are from corn that is not used for food and therefore has no impact on the food chain. The environmental impact of this patch is at least 1/3 better than conventional leather patches.



# TRIMS

## LABELLING

You will find some different ways we communicate with you on our clothing. We always try to keep the balance between the visual image and functionality. Therefore we add things only if they've passed the question: 'Is it necessary, does it serve the purpose or does it add worth to the garment or end consumer'. We design our garments to detail and in every step of the process consider the possible adverse or positive impact.

### TEXTILE LABELS / VINTAGE TRIMMINGS

To brand our garments we use labels. You can find these on the sleeve of your linen Tee or in the back of some of our shirts for instance. These labels are made from recycled polyester, made in Türkiye by APxpress. In 2021 we switched the branding of our denim to embroidery, eliminating extra labels on our denim. We keep questioning our own design choices.

### PAPER LABELS / APXPRESS

All our paper labels are made from recycled paper. In 2021 we reduced the amount of paper used for our labels and changed them to undyed, white labels. This way we try to limit the environmental impact of these 'throw-away' articles on our jeans. The paper labels are made by Vintage Trimmings in Türkiye.

### POCKET PRINT / CNS TEKSTIL

To make sure that you remember that you're wearing pure denim that contributes to a better fashion industry, we print a little message on the inside of our front pocket. The print is GOTS certified and therefore complies with high chemical standards, ensuring a low environmental impact as well. So every time you go for a #1 or #2, you'll get a reminder that you're making a positive change!

### POCKET LINING / BOSSA DENIM

When we say we go organic, we go all-in. Some cotton fabrics often go unnoticed, but we pay attention to every detail. That is why our pocket lining fabric is certified organic as well! This fabric is also touching your skin directly, so for us it was a no-brainer that they should be organic, just like the rest of the jeans.





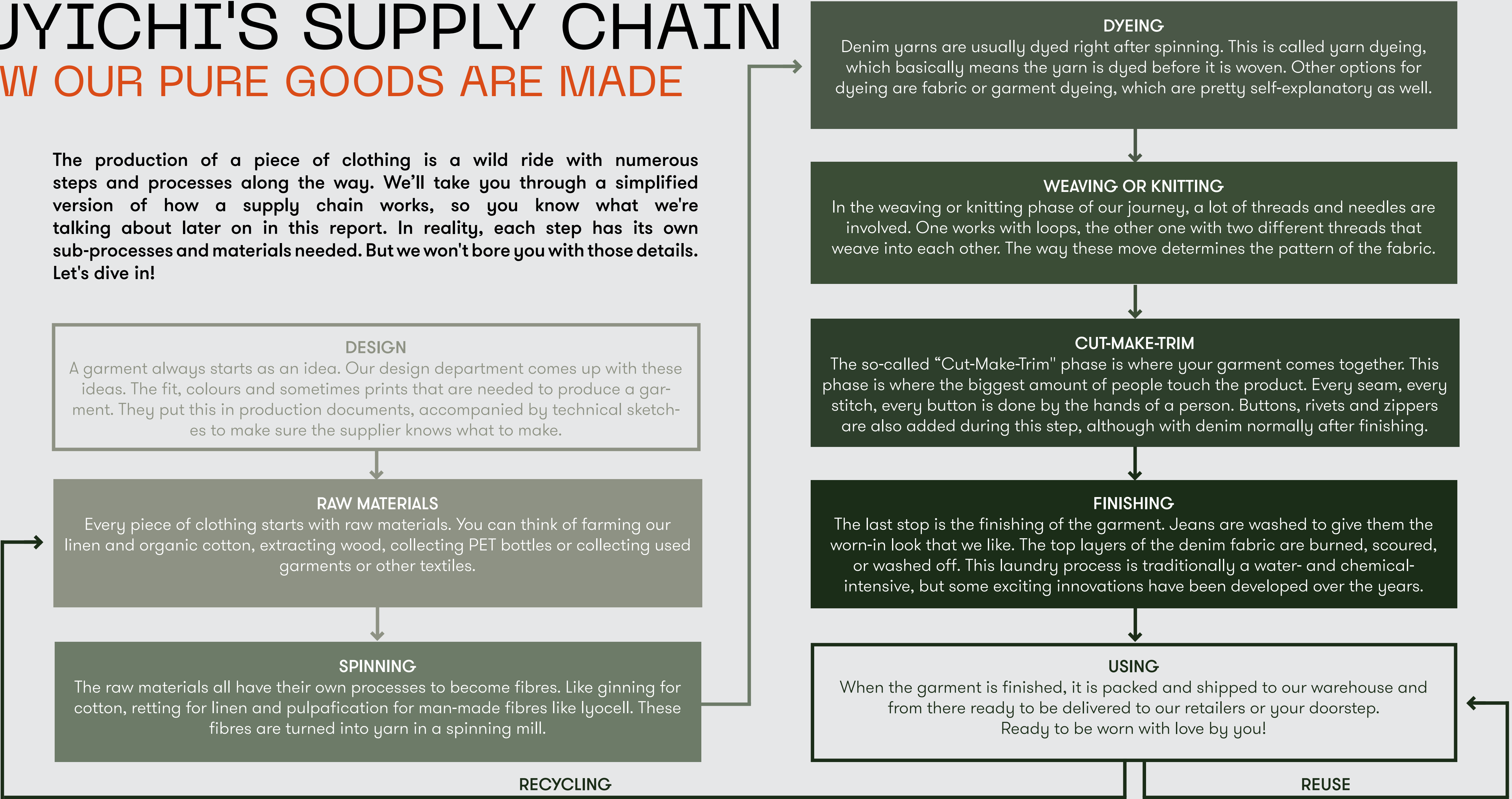
# PURE PRODUCTION



# KUYICHI'S SUPPLY CHAIN

## HOW OUR PURE GOODS ARE MADE

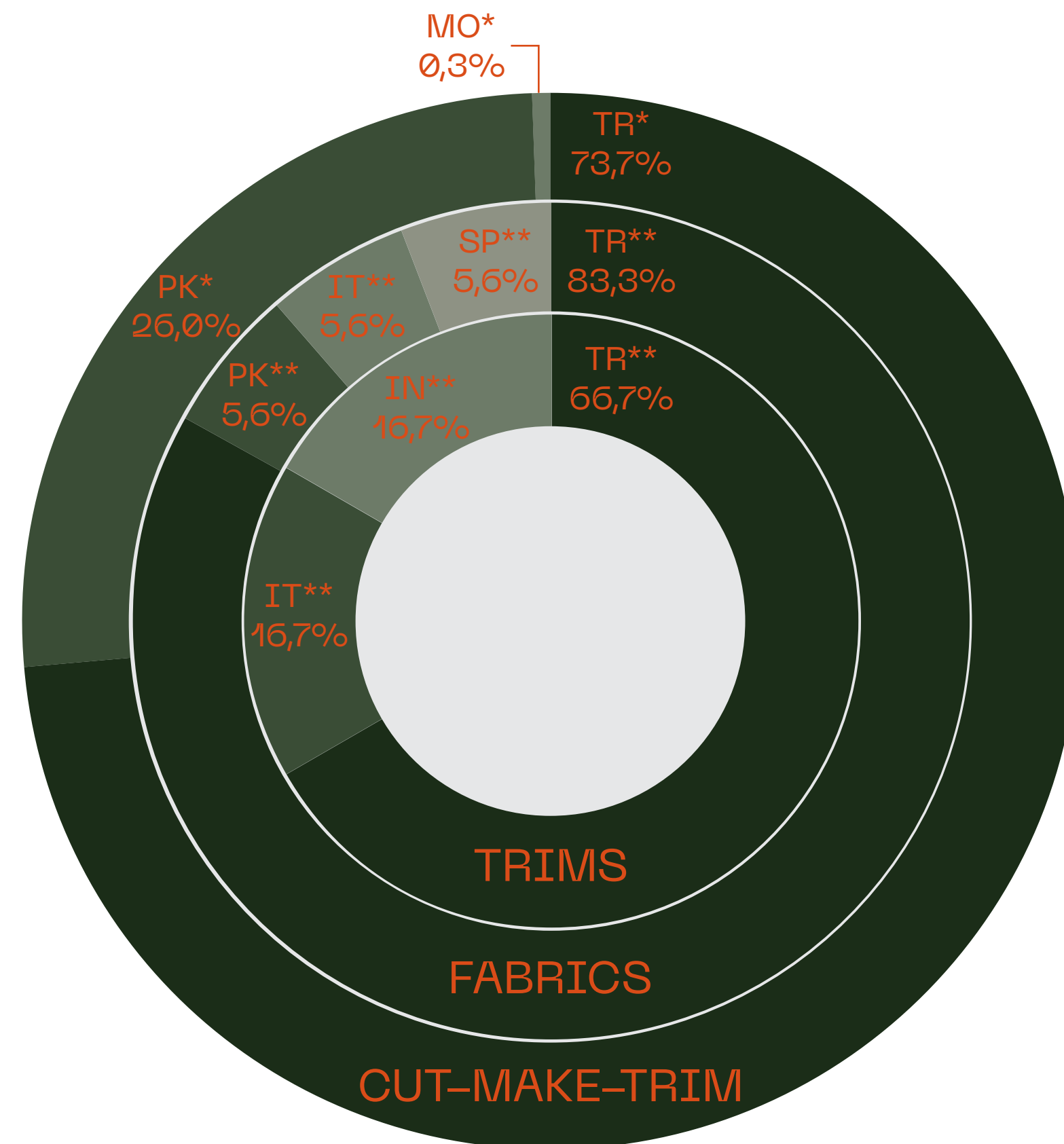
The production of a piece of clothing is a wild ride with numerous steps and processes along the way. We'll take you through a simplified version of how a supply chain works, so you know what we're talking about later on in this report. In reality, each step has its own sub-processes and materials needed. But we won't bore you with those details. Let's dive in!





# TRANSPARENCY

## TRACING BACK OUR PRODUCTS



IN - INDIA  
 IT - ITALY  
 MO - MOROCCO  
 PK - PAKISTAN  
 PT - PORTUGAL  
 SP - SPAIN  
 TR - TÜRKIYE

\* Based on payment volume  
 \*\*Based on amount of suppliers

## TRANSPARENCY PLEDGE

The first step towards a better fashion industry is transparency since it comes with accountability.

That's why we signed the Transparency Pledge in 2019. We pledged to at least bi-annually publish an updated supplier list, stating the supplier's full name, address, parent company, type of products and worker numbers. You can find this list on the '[Pure Production](#)' page on our website.

### OPEN SUPPLY HUB

We upload this list to the Open Supply Hub as well, which is a site that displays all publicly available supplier lists of brands. This initiative makes it easier for NGOs to get into contact with the brands producing at a factory or in a region. In 2022 Open Apparel Registry graded up to Open Supply Hub, adding other industries like food, electronics, furniture and more. Check our suppliers on [Open Supply Hub](#).

More in-depth information on our suppliers and their performance can be found in our [Social Report 2022](#)







# PRODUCTION COUNTRIES 2022

At Kuyichi we try to map out our entire supply chain. This shows us what we are accountable for and helps us to understand the extent of our influence. Since 2022 we use the Product Sustainability Checklist for this. This tool we developed checks the supply chain on product level and keeps track of certification and processes.

The majority of our suppliers are based in Türkiye. This way it is easier to visit a majority of suppliers in one trip, limiting our travel footprint and making it easier to visit regularly. Most of our trim suppliers are also Türkiye based.



# SUPPLIER CERTIFICATION

## HOW OUR SUPPLIERS ARE CERTIFIED

We work extensively with third-party audits and certificates to reduce environmental and social risks. The only way a product or part of a product can get a certificate is to work with suppliers that have obtained these certificates. They form the foundation for our sustainability practices. It shows that the supplier has enough knowledge to meet the standards of the certificate and keeps pushing to improve. Read more about product certification standards on page 19.

### SUPPLIER CERTIFICATION STANDARDS

Some certification standards are not product-related or go beyond the product. For instance, GOTS & GRS include environmental, chemical and social management criteria, and ISO14001 is an environmental management certification focusing on continuously improving (water) waste, pollution and climate change mitigation. Some suppliers are member or work with ZDHC (Zero Discharge of Hazardous Chemicals) guidelines for good chemical management and strive to reduce chemical impact.

### AUDITS

96% of our supply chain has a valid audit, by Fair Wear or via another third party. We accept both, as we want to shy away from audit fatigue. Audit standards vary a little in their approach, but they all cover human rights topics like child & forced labour, working hours, wages, discrimination and violence & harassment. They set up an audit report and Corrective Action Plan based on their audit visit. We work together with the supplier to improve the non-compliances found and prevent future findings.

FACTORY	COUNTRY	RELATION	PROCESS	PRODUCTS	AUDITS	GOTS	GRS	OTHER CERTIFICATES
Adel	Türkiye	Direct	Cut-make-trim	Tees & Sweats	BSCI 2022	✓		OCS
Akcakaya (subcontractor)	Türkiye	Indirect	Embroidery	Jeans	Intertek (SMETA) 2020	✓		OCS
Busra Triko Ltd	Türkiye	Direct	Cut-Make-Trim, Washing, Knitting	Knitwear	FWF 2023	✓		ISO 9001, OEKO-TEX 100
CNS Tekstil San. Tic. Ltd. Sti. (subcontractor)	Türkiye	Indirect	Printing	Jeans	-	✓		
Demirisik Tekstil ve Konfeksiyon Ticaret A.S. (SARP jeans)	Türkiye	Direct	Cut-Make-Trim	Jeans	FWF 2021	✓	✓	OCS, RCS
Egemen Yikema ve Tekstil Urunleri Sanayi Tic. Ltd. Sti. (subcontractor)	Türkiye	Indirect	Laundry	Jeans	FWF 2021	✓		EIM
Merger Tekstil San. Ic. ve Dis. Tic. Ltd. Sti.	Türkiye	Direct	Cut-Make-Trim	Shirts	FWF 2023	✓		OCS, RCS
Parboy Tekstil San. ve. Tic. A.S.	Türkiye	Indirect	Dyeing, Laundry	Shirts	-	✓		
Soorty Enterprises PVT LTD	Pakistan	Direct	Cut -Make-Trim, Laundry, Printing, Embroidery	Jeans	SGS (SMETA) 2021	✓	✓	Higg Index, EIM, ISO 9001 &14001, OCS, OEKO-TEX 100, OHSAS 18001, RCS, SA 8000, ZDHC
Sun Belts Europe S.A.R.L.	Morocco	Direct	Cut-Make-Trim, Printing	Belts	SGS (BSCI) 2022			Higg Index
Tayra Tekstil San. Tic. Ltd. Sti.	Türkiye	Direct	Cut-Make-Trim,	Tees & Sweats	SGS (SMETA) 2020	✓		



# FAIR WEAR FOUNDATION

## WHAT DOES IT MEAN?

The Fair Wear Foundation is an independent international organisation that fights for better labour conditions in the fashion industry, by working together with its members to improve their supply chains.

### CODE OF LABOUR PRACTICES

Fair Wear works on the principles of their 'Code of Labour Practice', based on 8 internationally agreed labour standards. These are basic rights for the workers that all Fair Wear members work to achieve. Fair Wear focuses on factories on the cut-make-trim level, which includes all factories that are involved in garment making after fabric manufacturing. This is the most human-intensive part of the supply chain. Besides, it's also the part of the chain where brands have the most direct influence.

### BRANDS REQUIREMENTS

Fair Wear has high standards for its brand members. Each year members have to report their social practices and improvements in a public social report. Members need to show they do their due diligence, beyond auditing.

Members are also scored on their performances in an annual 'brand performance check' by Fair Wear. Depending on this, their brands will be categorised as Leader, Good, Needs Improvement or Suspended. In 2020 Kuyichi was scored Good with a score of 63. We increased that score to 71 in 2021. The score is a percentage of the total points you could have gained. It is our goal to become a Fair Wear Leader.

In 2021 we scored  
**71 points**  
in the **FAIR WEAR** Brand  
Performance  
Check



**1** Employment is freely chosen



**3** No discrimination in employment



**2** Freedom of association and the right to collective bargaining



**4** No exploitation of child labour



**6** Reasonable hours of work



**5** Payment of a living wage



**7** Safe and healthy working conditions



**8** A legally binding employment relationship



# COMPLAINT MECHANISM

## HOW WORKERS CAN REACH OUT TO US

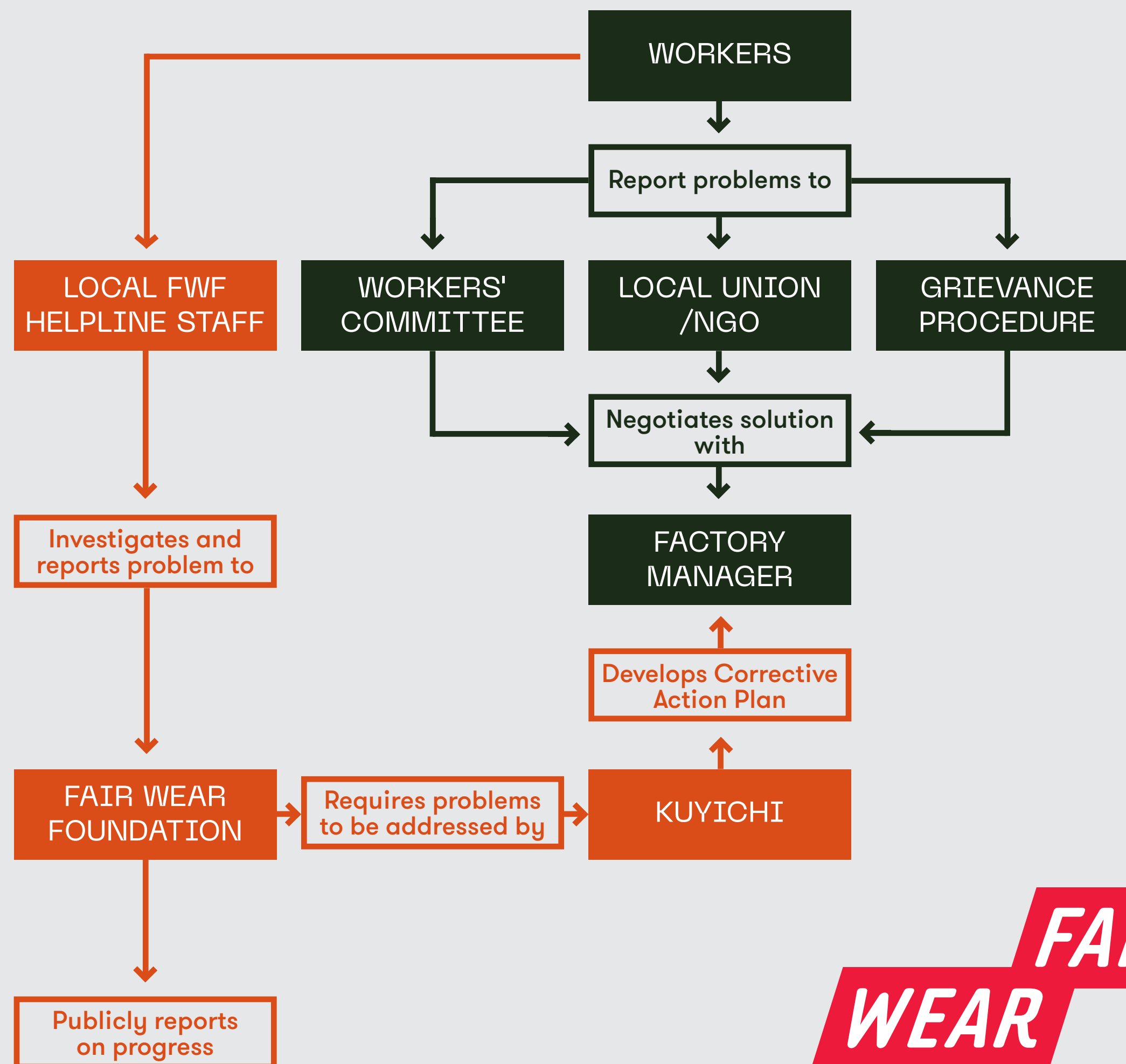
To make sure the 8 Fair Wear labour standards are met in our factories, a complaint mechanism has been put into place as a safety net. This Fair Wear complaint mechanism is on top of internal complaint mechanisms in the factories. Systems like complaint boxes, worker representatives and worker committees. The Fair Wear complaint mechanism gives workers a way to express their complaints if internal systems fail.

### FAIR WEAR COMPLAINT HOTLINE

All workers are informed of the 8 labour standards through clear posters in their local language which explain the labour standards. If any of the labour standards are violated, the workers can reach out through the phone number or email address available on the poster, connecting them with the local complaint's handler. Once a complaint has been documented, a corrective action plan will be developed. Both the brand and the factory will work collaboratively to resolve the complaint.

### FAIR WEAR TRAINING

Since the complaint mechanism has been put into place, which was in 2020, we have not received any complaints yet. Although this might sound great, it can also mean the workers still do not fully understand their right of complaining when their rights are violated. Therefore, we need to make sure the workers at our factory facilities are informed about the complaint mechanism. Complaints and training are connected! We trained our shirts supplier in 2022 and found out that workers at one of our denim factories reached out with a question to Fair Wear which was not a valid complaint. Fair Wear training was not possible before 2022 due to Covid-19 restrictions.







# FASHION REVOLUTION

## #WHOMADEMYCLOTHES

We are taking part in a revolution! A revolution in which we transparently show you the people behind the making of our garments. During Fashion Revolution Week we take a moment to appreciate the people that are part of our supply chain.

### #WHOMADEMYCLOTHES

The Fashion Revolution initiative was launched after the collapse of the Rana Plaza building in Bangladesh in 2013, where a significant number of people lost their lives. This devastating event shed light on the human rights of garment workers that are often disregarded or blatantly ignored. Fashion Revolution started the 'Who Made My Clothes?' movement, to amplify the voices of those who are being exploited in the fashion supply chain and to demand transparency. Transparency is one of the first steps in changing our fashion industry.

### MEET THE MAKER

The first time we showed you who were behind your clothes was in 2010, with our Meet the Maker campaign. We've been transparent about our supply chain ever since. In 2022, we shared photos of several workers that are part of the production process at our suppliers SARP Jeans, SOORTY Enterprises, Merger and BOSSA Denim. We hope the introduction to our partners and their employees can give you a clearer idea of what happens behind the scenes. After all, a lot of hands touch your garment before it arrives in your closet!



# SOCIAL

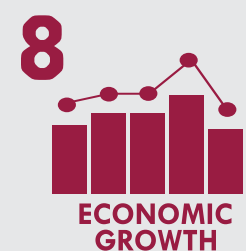
## RISKS & GOALS

Over the last couple of years, we've already set and achieved some of our goals in terms of social compliance. For instance, we've improved internal systems and planning to reduce our influence on excessive overtime, which was confirmed by recent audits. We've implemented our Product Sustainability Checklist with our suppliers which streamlines social and environmental compliance and has given us insights in our supply chain and reduced the risk of unauthorised subcontracting substantially. But based on our risk analysis there are some risks that we want to put extra effort in.



### PAYMENT BELOW LIVING WAGES / SOCIAL RISK

We know all our suppliers pay at least minimum wages to their workers. In most production countries, minimum wages are not enough to cover the cost of living. Therefore the term living wage was set up, which can be defined as 'A wage for a regular workweek of a maximum of 48 hours that covers the cost of living.' The living wage excludes overtime premiums and covers basic needs like housing, groceries, energy, children's education and healthcare. Living wages are a cornerstone in better working conditions and positively impact multiple other risks. As worker satisfaction increases, efficiency goes up, and other risks go down, like overtime and occupational health & safety risks, but also the risk of child labour in the family.



We're in the process of changing all pricing calculations with our supplier to open costing. Even though we already have insight into the fabric and trim prices, this will give us deeper insight into the wage cost of products and will increase the accuracy of excluding the cost of wages in price negotiations. To begin with, we want to start living wage premiums at our jeans suppliers. Jeans are our main product category and, therefore, the ones with the most significant volume. With the learnings from these factories, we can continue to pay living wage premiums in the rest of our supply chain, as we have low leverage at most of our top suppliers. We aim to collaborate with other brands at our suppliers to increase the wage levels significantly.

**GOAL FOR 2023:** Open costing with all our suppliers

**GOAL FOR 2025:** Payment of our part of living wages at our Tier 1 jeans facilities, effectively raising wage levels.

**GOAL FOR 2030:** Payment of our part of living wages at all our Tier 1 facilities, effectively raising wage levels.



### GENDER DISCRIMINATION AND VIOLENCE / SOCIAL RISK

In our audits, we've never encountered gender-related discrimination or violence yet. However, we know that audits are not always the best way to find gender-related issues. Gender violence is incredibly personal and often paired with shame or even not knowing the behaviour is inappropriate.

We are part of an RVO-funded project led by Fair Wear; '**For fair fashion; Improving due diligence, wages, and equity for women in the Turkish garment sector**'. It's a collaborative project with Fair Wear member brands King Louie and Schijvens. In this project, Fair Wear researches gender and wages at our Turkish suppliers. Based on this research, we will test improvement plans in our policies and processes and at our suppliers.

**GOAL FOR 2025:** Improving the position of women in our Turkish supply chain.



# NON-PRIORITISED RISKS

## SOCIAL

### CHILD LABOUR / SOCIAL RISK

Child labour is embedded in our Responsible Business Conduct and the Fair Wear Code of Labour Practices. Fortunately, we have not yet encountered child labour in our supply chain; therefore, the likelihood in our chain is seen as lower, supported by audit data. The highest risks are at the subcontractor level and further down the chain. That is why we've focused on visiting and monitoring subcontractors over the last few years. The deeper insights into our chain have not resulted in finding child labour issues. If we encounter child labour at (one of) our suppliers or subcontractors, we will remediate as needed with the guidance of Fair Wear.

### FREEDOM OF ASSOCIATION / SOCIAL RISK

This issue is so big and political in our main production countries that we are not big enough to change this system. However, our suppliers have worker representative systems and grievance mechanisms, including the Fair Wear complaint hotline. No Tier1 suppliers are covered by a CBA or unionised, but our Turkish denim mill is. We started training suppliers on their rights, including freedom of association rights and possibilities. We will reevaluate this risk in the future, but for now, we will focus on other risks with more direct influence.

### UNDOCUMENTED SYRIAN REFUGEE WORKERS IN TURKEY / SOCIAL RISK

We are aware of the risks involved with undocumented Syrian refugee workers, especially at the subcontractor level. Therefore, we have set up a policy that all our Turkish suppliers and subcontractors sign. One of our Turkish suppliers has employed a migrant worker. She is treated like any other worker at the facility and has all the needed legal paperwork. If we should encounter other migrant workers at (one of) our suppliers or subcontractors that are not treated equally to other workers, we will remediate if needed.

### FORCED LABOUR / SOCIAL RISK

Fortunately, we have not yet encountered forced labour in our supply chain; therefore, the likelihood in our chain is seen as lower. The highest risks are at the subcontractor level and further down the chain. That is why we've focused on visiting and monitoring subcontractors over the last few years. If we encounter forced labour at (one of) our subcontractors, we will remediate as needed. We moved our production away from China in 2020 due to the increased risks of forced labour and oppression of the Uyghurs and other minorities. Our production, raw materials and yarns were not from the Xinjiang area and no forced labour has been observed in our past Chinese production.

### OTHER SOCIAL RISKS

Beside these risks, other risks were found through our risk assessment, in areas such as employment relations and health & safety. As these risks are easily detectable through auditing, no extra measures will be taken until found necessary through new findings. Over 96% of our Tier 1 suppliers are audited.





# PURE MATERIALS



# MATERIALS STRATEGY

## HOW DO WE CHOOSE OUR MATERIALS

We strive for low environmental impact products based on organic, recycled or otherwise low-impact or preferred fibres. Kuyichi products ideally contain only preferred fibres, therefore we made a preferred fibres list based on their environmental impact. We based this on different benchmarks, such as the Sustainable Material Guide from Modint, Higg Material Sustainability Index and the Made-By Environmental Benchmark for Fibres. Risks and some own desires are considered in the preferred materials matrix as well.

	NATURAL	MAN-MADE	SYNTHETIC	ANIMAL
ORGANIC & BIODEGRADABLE FIBRES	- Organic cotton	- TENCEL™ Lyocell - TENCEL™ Modal - ECOVERO™	- Polylactic acid (PLA) - Biobased elastane	- Responsible wool (RWS certified) - Organic wool & silk (GOTS certified)
RECYCLED FIBRES	- Post-consumer recycled cotton - Pre-consumer recycled cotton	- REFIBRA™	- Recycled Polyester - Recycled Polyamide - Econyl	- Recycled wool (GRS certified) - Recycled down / feathers (RDS/TDS certified)
LOW IMPACT FIBRES	- Linen - Hemp - Nettle - In-conversion cotton	- Bamboo lyocell	- T400 Ecomade	- Vegetable tanned leather - Wild (peace) silk
MINIMISE OR TRY TO AVOID FIBRES		- (Bamboo) viscose - Cellulose acetate / polyamide	- Elastane - Virgin polyester	- Silk - Wool - Conventional leather
BANNED FIBRES	- Virgin cotton	- Rayon - Cupro	- Virgin polyamide - Acrylic - Polymerizing Vinyl Chloride (PVC)	- Fur, exotic skins - Horn & bone - Virgin down, angora, mohair, cashmere, alpaca



# MATERIALS

## GROUND RULES

Material choice is the biggest impact on the environmental footprint of garments. Therefore we have set ourselves a couple of rules to follow. You can see them as the solid foundation from which we build our products. We pride ourselves on the high percentage of sustainable materials we have in our pure goods. This is due to some clear ground rules we've set ourselves.

### 1. 'ONLY CERTIFIED ORGANIC COTTON'-POLICY

The rules we've set ourselves are:

- We do not use conventional virgin cotton. We have a strict '100% Organic Cotton Only'-policy for virgin cotton. All cotton we use has a proof certificate document.

### 2. MAN-MADE FIBRES FROM RESPONSIBLY SOURCED WOOD

- Keep using at least 90% of man-made fibres made from sustainably managed forest or recycled resources.

### 3. LIMIT VIRGIN SYNTHETIC FIBRES

- We do not use conventional synthetic fibres, with the exception of elastane.

### 4. ANIMAL CRUELTY FREE

- We commit ourselves to use animal-friendly fibres that respect the Five Freedoms for Animal Welfare. We source our leather from European farmed animals. More about this on pages 40 & 41.

### 5. OVER 95% 'SUSTAINABLE' FIBRES

- We commit to using over 95% sustainable materials in our material portfolio. This is calculated over a calendar year with the amount, the weight and the composition of products produced. We define sustainable fibres as the first three categories of our material strategy:

- Organic & Biodegradable fibres
- Recycled fibres
- Low-impact fibres

Over the last 6 years, we had over 97% sustainable fibres in our material portfolio, something we are definitely proud of.







# TEXTILE EXCHANGE

## BENCHMARK OUR MATERIAL POLICY

We've been participating in the Textile Exchange Corporate Fiber & Material Benchmark (CFMB) since 2017. Even though we are not a Textile Exchange member, we're happy to have been a benchmark participant for 4 years now. Over 200 brands participate in the CFMB benchmark for sustainable material use and policies.

Textile Exchange is a nonprofit organisation working on material change since 2002 and benchmarking material use since 2015. Textile Exchange's Corporate Fiber & Material Benchmark (CFMB) program is a transparency benchmark program where companies can voluntarily reveal their material sourcing strategies. The program provides participating companies with valuable insights and learning opportunities using the Material Change Index (MCI). This index tracks participating companies' progress in sustainable materials sourcing and rates them according to alignment with the Sustainable Development Goals and their transition to a circular economy.

Over the years we've improved our benchmark score and moved up from 'Maturing' to the 'Leading' category since 2020. The benchmark scores also show us where there is room for improvement.

Results of the CFMB since 2019 can be found on the Material Change page of Textile Exchange: [mci.textileexchange.org](https://mci.textileexchange.org)



We are a company  
creating material change.

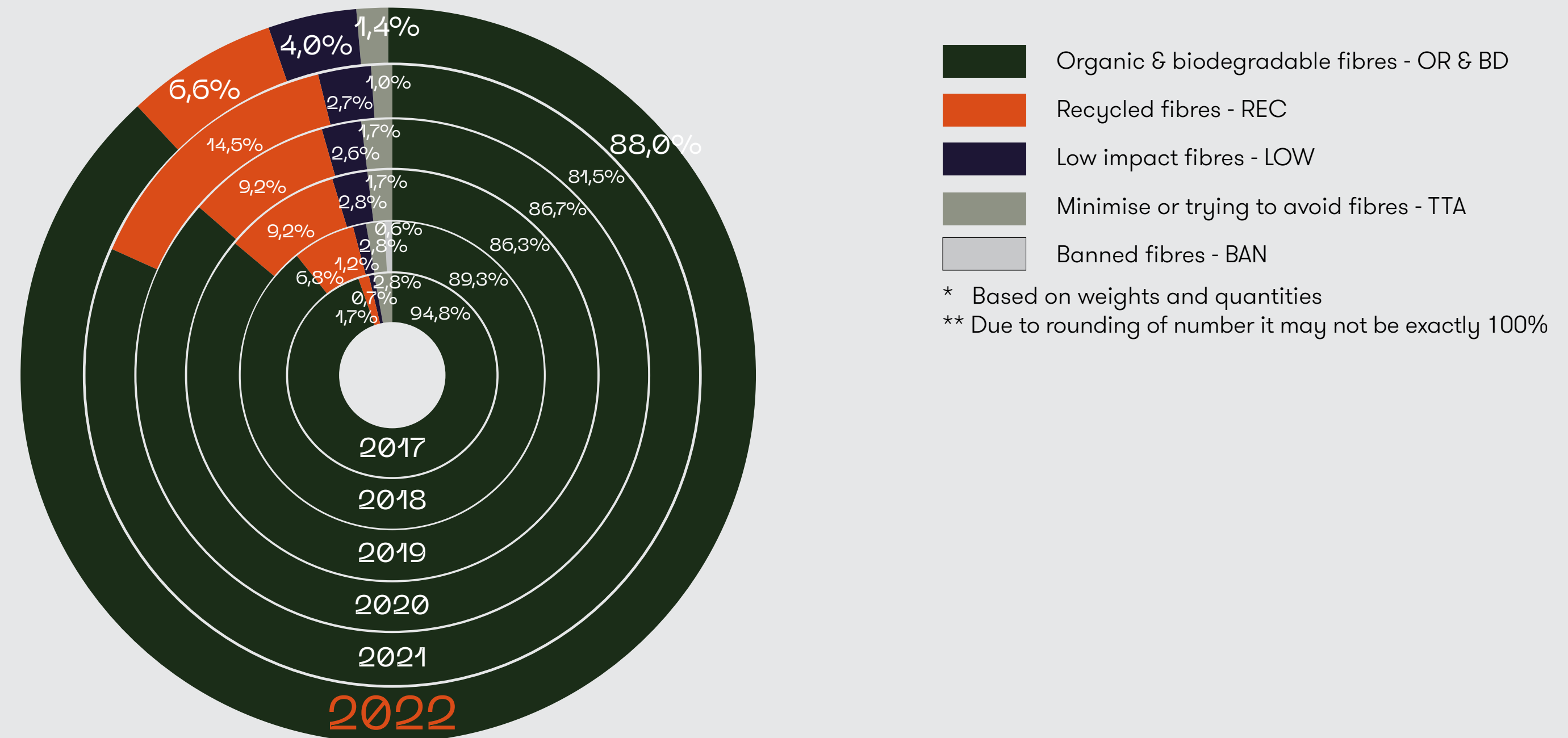


Textile  
Exchange

Material Change Index



# MATERIALS IN NUMBERS



Numbers can give you clarity in what you're doing and whether you're achieving your goals. In 2022 the amount of recycled fibre use decreased due to a high volume of bestselling styles in denim that did not contain recycled fibres. In 2023 we hope to increase this number again. We focused on integrating man-made fibres and low-impact fibres. This mostly resulted in a decreased percentage of organic cotton use. Don't get us wrong, we do love organic cotton. But we also recognise that it still has a big environmental impact. Therefore, we focus on other solutions, such as linen, sustainable man-made fibres which are biodegradable and recycled fibres to decrease the impact of our garments.



# NATURAL FIBRES

**ORGANIC COTTON** / ORIGIN: TÜRKIYE/INDIA/TANZANIA/PAKISTAN/KYRGYZSTAN  
**% of total use:** 82,2 %

Organic cotton is our main material, 82% of total use. Kuyichi has advocated for organic cotton since its founding. Since 2016 we have only used certified organic cotton in our pure goods, ceasing the use of conventional cotton and with that the use of pesticides, synthetic fertilisers and GMO seeds.

**PRE-CONSUMER RECYCLED COTTON** / ORIGIN: TÜRKIYE  
**% of total use:** 2,6 %

Our pre-consumer recycled cotton is all made from pre-production waste, which can be waste from all production waste streams: unused fibres from spinning and dyeing, defective fabric or scraps from cutting. Our recycled cotton is always GRS or RCS certified and mechanically recycled.

**POST-CONSUMER RECYCLED COTTON** / ORIGIN: TÜRKIYE  
**% of total use:** 2,6 %

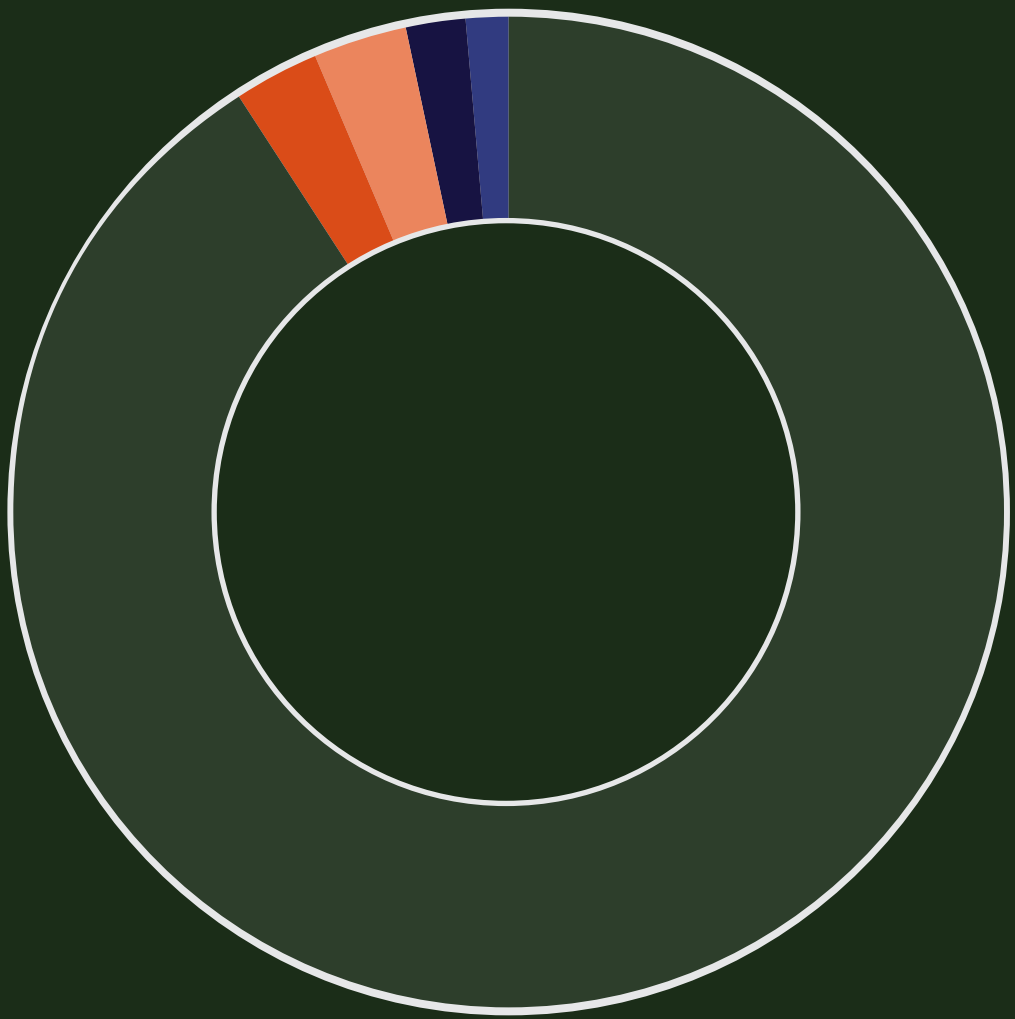
Our post-consumer recycled cotton is made from post-consumer textile waste, like worn clothes that were at the end of their lives. The post-consumer recycled cotton we use in our garments is always GRS or RCS certified and mechanically recycled.

**LINEN** / ORIGIN: FRANCE  
**% of total use:** 1,9 %

Linen is made from flax, which also produces flax seed oil. Our linen comes from the EU, it is farmed on French flax farms. That climate is ideal for the flax plant. European production also brings the benefit of good regulations around pesticide use, farming practices and social circumstances.

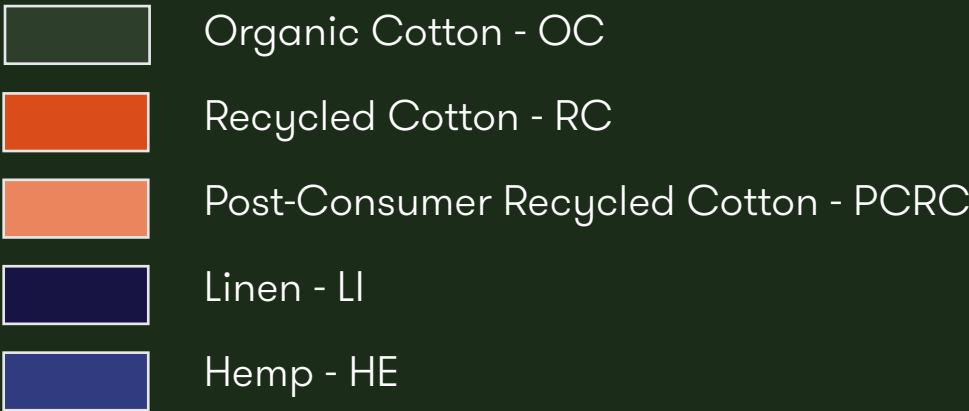
**HEMP** / ORIGIN: FRANCE  
**% of total use:** 1,1 %

Hemp is a fast grower and therefore it uses less land and water compared to other crops like cotton or trees, creating a smaller environmental impact. Hemp is a very strong fibre that adds strength and durability to our garments.



## NATURAL FIBRE USE

In 2022 natural fibres were 90,3% of total use. The vast majority was organic cotton. We've almost doubled the use of hemp fibre in our collection.



\* Based on weights and quantities



# MAN-MADE FIBRES

## TENCEL™ LYOCELL / ORIGIN: AUSTRIA & INDIA

**% of total use:** 2,9 %

TENCEL™ Lyocell, the sustainable sister of viscose, is produced by Lenzing in Austria. It is sourced from controlled and certified wood. The process of production is a closed-loop process, which transforms wood pulp into cellulosic fibres with a low environmental impact. The TENCEL™ Lyocell we use always has the OEKO-TEX® STANDARD 100 certification.

## TENCEL™ MODAL / ORIGIN: AUSTRIA

**% of total use:** 2,8 %

The TENCEL™ Modal we use is primarily made from beech wood, sourced from sustainably managed forests in Austria and other European countries. TENCEL™ Modal is produced in an eco-responsible way at the Lenzing sites in Austria. This modal always has the OEKO-TEX® STANDARD 100 certification.

## REFIBRA™ / ORIGIN: AUSTRIA

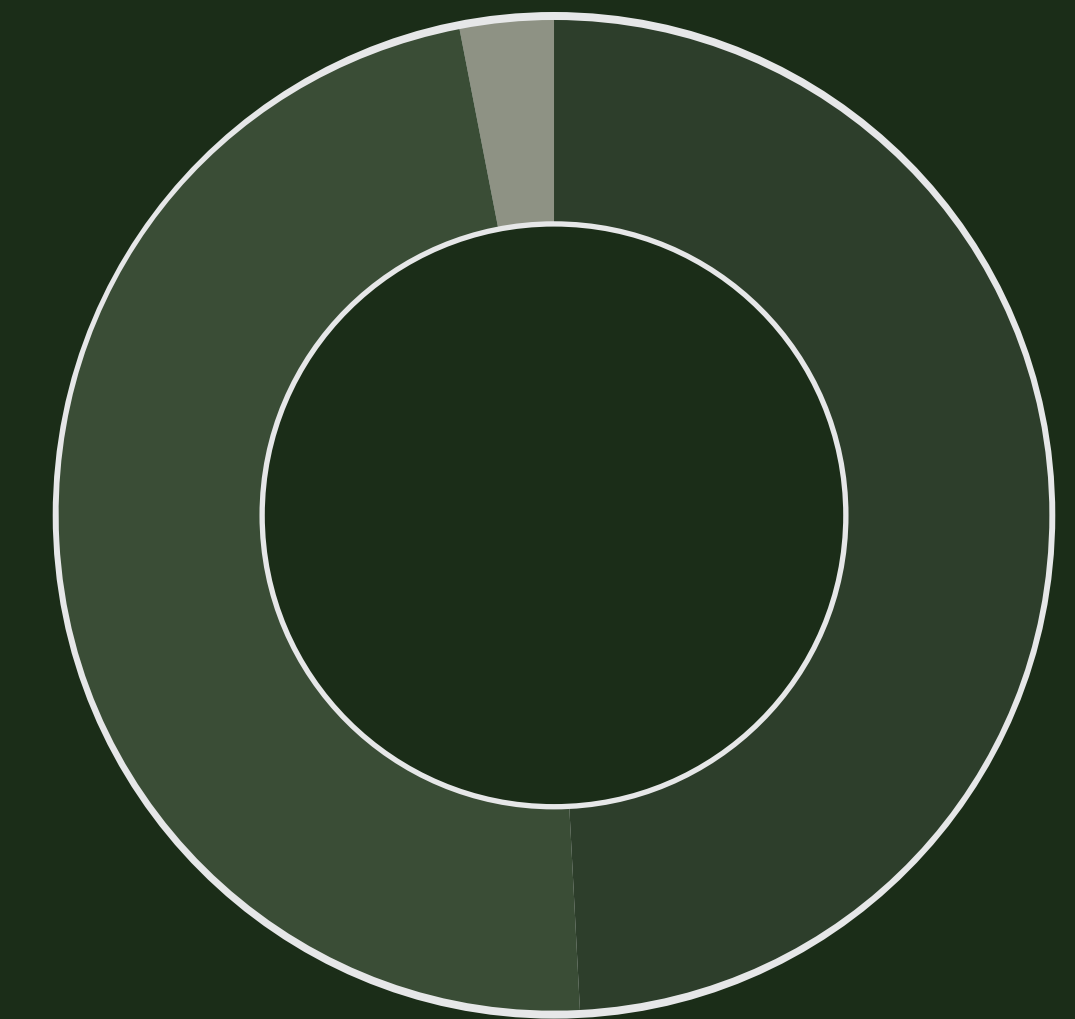
**% of total use:** 0 %

We did not use REFIBRA™ in our 2022 collection but had garments with this material in our offer. The REFIBRA™ technology upcycles cotton scraps from garment production into renewed fibres. The recycled cotton pulp is added to certified wood pulp. This fibre is therefore chemically recycled.

## VISCOSE / ORIGIN: CHINA

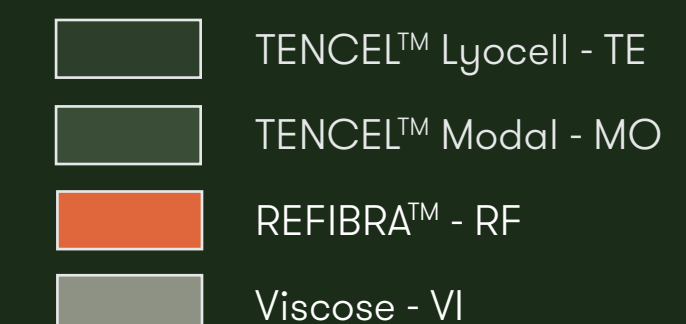
**% of total use:** 0,2 %

Viscose is a man-made fibre made from cellulose. The viscose we used is OEKO-TEX Standard 100 certified and therefore meets strict chemical limitations. This material is on the 'try to avoid'-list, as there can be a high environmental impact from both the cellulose source (wood) and the chemical process viscose is made in. We chose certified viscose in this case because we could not meet the minimal order quantity of the preferred fabric.



## MAN-MADE FIBRE USE

In 2022 man-made fibres were 5,9% of total use. We've more than tripled the use of both TENCEL™ Lyocell and TENCEL™ Modal. Three styles used viscose which we could not avoid.



\* Based on weights and quantities



# SYNTHETIC FIBRES

## POLYLACTIC ACID (PLA) / ORIGIN: PORTUGAL

**% of total use:** 0 %

We did not produce new socks in 2022 with Polylactic Acid (PLA), but did have them in our offer. PLA is a biodegradable and biobased form of polymer and a promising alternative to petroleum-based polyester. It is made in a fermentation process from natural resources, like corn starch or sugarcane.



## RECYCLED POLYESTER / ORIGIN: CHINA

**% of total use:** 1,5 %

The recycled polyester we use is made from plastic bottles that are collected, shredded and respun. Our recycled polyester fabrics always have a GRS or RCS certification, to guarantee that only post-consumer PET bottles are used.

## RECYCLED ELASTANE / ORIGIN: CHINA

**% of total use:** 0,01 %

In 2022 we used recycled elastane for the first time in our collection. By trying out recycled elastane we hope to have found a solution to further decrease our reliance on virgin synthetic fibres. We want to test recycled and biobased elastane more before we set a target to decrease the use of virgin elastane.

## T400 ECOMADE / ORIGIN: UNITED KINGDOM & SINGAPORE

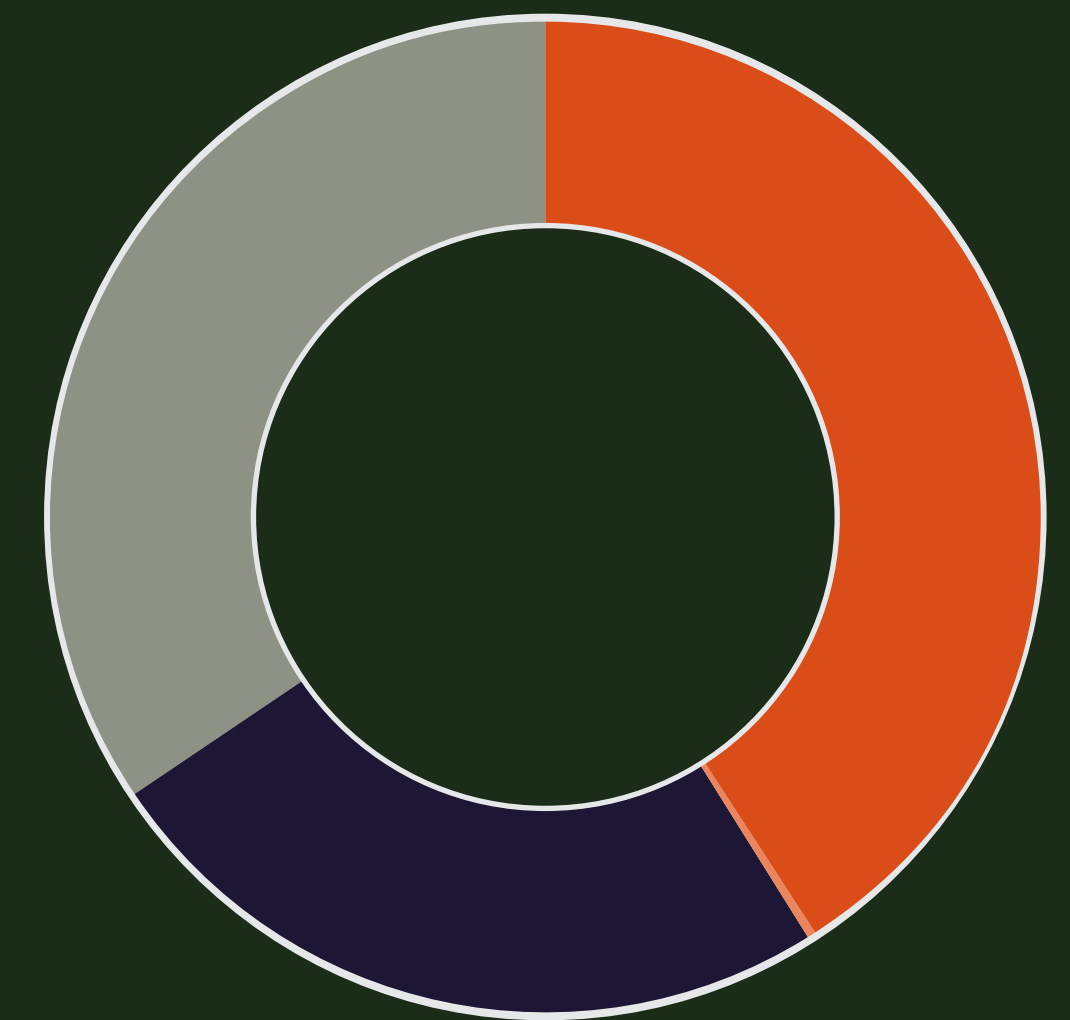
**% of total use:** 0,9 %

T400 Ecomade is an innovative fibre from the renowned company Lycra that gives stretch that lasts. No saggy jeans guaranteed! The T400 we use is produced in the UK and Singapore. It is composed of one part recycled PET polyester, one part plant-based polymers and one part virgin polyester.

## ELASTANE / ORIGIN: TÜRKIYE & CHINA

**% of total use:** 1,2 %

Elastane is essential when it comes to comfortable stretch. We try to limit the % of elastane, but can not fully avoid it yet. New alternatives like recycled elastane are promising though.



## SYNTHETIC FIBRE USE

In 2022 synthetic fibres were 3,6% of total use. Only our elastane is made from virgin synthetic fibre We've tested recycled elastane in a denim for the first time in 2022.



\* Based on weights and quantities



# ANIMAL FIBRES

## VEGETABLE TANNED LEATHER / ORIGIN: ITALY

**% of total use:** 0,2 %

Kuyichi commits to only source European leather from European-farmed animals. The leather used for our belts comes from Tuscany, Italy. Our tanner is a member of the Leather Working Group and is therefore audited on social and environmental criteria. They are also part of the 'Consorzio Vera Pelle Italiana Conciata al Vegetale', committed to genuine Italian leather, named Vachetta, produced following the traditional methods of vegetable tanning. The cows were farmed and slaughtered in France.

## BANNED FIBRES

In 2022 we used 0% of banned fibres. Since we set up the new material guide beginning of 2019, we have not used any banned fibres in our collection.

We've banned virgin cotton since we implemented our 'Organic Cotton Only'-policy in 2016. We also banned some man-made fibres with a high environmental impact like rayon and cupro. We always try to minimise the use of virgin synthetic fibres but have banned virgin polyamide, acrylic and Polymerizing Vinyl Chloride (PVC).

The list of banned animal fibres is substantially longer, as animal fibre comes with animal welfare risks. We've banned from our collection:

- caged or wild animals, such as angora, rabbit or vicuña
- endangered and vulnerable species as defined by the IUCN Red list of endangered and vulnerable species and CITES.
- fur, exotic skins, horn & bone
- virgin down, mohair, cashmere or alpaca



## ANIMAL FIBRE USE

**In 2022 animal fibres were 0,2% of total use. We only used animal fibres in our vegetable-tanned leather belts from Morocco. In 2023 we reignited the search for a good alternative for this leather belt.**

 Leather (vegetable tanned) - LE

\* Based on weights and quantities



## VEGAN PURE GOODS

We're very proud that almost all of our Pure Goods are currently vegan! Many denim brands use a leather patch on their jeans. We decided to switch to Jacron patches in 2016 and are currently using a Viridis patch made from corn. This made our jeans vegan!

### HOW DO WE KEEP IT VEGAN?

To ensure our suppliers do not use any animal substances in the vegan products, we supply them with an elaborate list of possible animal contents which they use to identify and avoid. This list is provided by PETA (People for the Ethical Treatment of Animals). To be sure your product is vegan, do check the sustainability info on the product page before you buy. As under 1% of our current products are not vegan.

# ANIMAL WELFARE & OUR COMMITMENT

Kuyichi is known for vegan products, but we do have some animal-based products. Kuyichi is not a vegan brand, but we do want to offer vegan products for every kind of customer. When we do use animal fibres, we strive for transparency until the slaughterhouse and farm and certified materials.

### PURE GOODS WITH ANIMAL MATERIALS

Animal materials can be more durable and environmentally friendly than their vegan alternative. Therefore, we do sometimes choose animal materials in our pure goods, but it is always in good consideration. To give some examples: Synthetic alternatives for leather are often less durable and non-biodegradable, and wool is known for its durability and low need to be washed.

### FIVE FREEDOMS

We strive to only use animal-derived materials from animals that are decently treated and farmed conform the Five Freedoms for Animal Welfare. For this, we check sourcing regions but also use certification where needed. The Five Freedoms for Animal Welfare are:

1. **Freedom from Hunger and Thirst**

By ready access to fresh water and a diet to maintain full health and vigour.

2. **Freedom from Discomfort**

By providing an appropriate environment including shelter and a comfortable resting area.

3. **Freedom from Pain, Injury or Disease**

By prevention or rapid diagnosis and treatment.

4. **Freedom to Express Normal Behaviour**












By providing sufficient space, proper facilities and company of the animal's own kind.

5. **Freedom from Fear and Distress**

By ensuring conditions and treatment which avoid mental suffering.



# MATERIAL SOURCES

-  ORGANIC COTTON
-  RECYCLED COTTON
-  LINEN
-  HEMP
-  TENCEL™ LYOCCELL
-  TENCEL™ MODAL
-  VI VISCOSE
-  RECYCLED POLYESTER
-  T400 ECOMADE
-  EA ELASTANE
-  VEGETABLE TANNED LEATHER

## SOURCE COUNTRIES

We've committed to better insights into the sources of our materials. You can see the source countries and regions laid out on this map. Some materials come from the same facilities and overlap on the map.

As organic cotton is our majority fibre, we want to elaborate a little more. Most of the organic cotton used in Turkish pure goods is locally sourced from Türkiye. From Aydın and İzmir to Diyarbakir and Mardin. A small part of Turkish garments cotton comes from Kyrgyzstan, Jalal-Abad and Osh area. For our Pakistani denim, the organic cotton is sourced from Madhya Pradesh & Gujarat in India, Rawalpindi in Pakistan and Tanzania.





# COTTON IN CONVERSION

Cotton production has a big impact on the environment. That is why Kuyichi only uses 100% certified organic cotton. Organic cotton is better for the soil, the people who work with it, and your own skin. The interest in organic cotton has grown over the years, but only 1,4% of all cotton is produced organically. One of the challenges is converting a conventional cotton farm to an organic one. Kuyichi wants to help farmers in this transition.

It takes up to 3 years before a conventional farm can become certified organic. During the conversion period, the farmer follows organic farming practices. Due to this change, farmers may experience lower yields. The cotton is also not yet certified organic, which means they cannot claim organic premium payments yet. Instead, the cotton harvested from the field during the transition period can be certified as cotton in conversion.

The demand for organic cotton is growing rapidly. To meet those demands, we need more incentives for farmers. That is why we started a cotton in conversion project together with our denim mill Bossa in 2022. In September, the first cotton was harvested, and in August/September 2023, we will launch the first cotton in conversion products. We should take accountability and incorporate in-conversion cotton in our supply chains so that future supply meets the demand.





# MATERIAL RISKS & GOALS

Over the years, Kuyichi has already set and achieved many of our goals in material use. For instance, we've switched to vegan products by changing the leather patch on our denim in 2016, increased the use of recycled fibres, and launched our first 100% pre-consumer recycled jeans in 2020. We've also dived into our supply chain and mapped out where our materials are coming from. But based on our risk analysis, there are some risks that we want to put extra effort into.



ZERO HUNGER



LIFE ON LAND

## AVAILABILITY OF CERTIFIED ORGANIC COTTON / ENVIRONMENTAL RISK

We see a clear increase in demand for organic cotton. Still, as it takes time to move from conventional to organic farming, the offer does not meet the demand. Kuyichi's origin story is embedded in supporting farmers to move towards organic and fair trade practices. More than 20 years later, still, only 1,4% of cotton is certified organic (source: Textile Exchange, Organic Cotton Market Report 2022). We see the need to help farmers be part of the transition towards better and future-proof farming practices. Together with our denim mill and partner Bossa Denim, we will support farmers to make the switch. The first cotton in conversion project started in 2022, and the first garments made from the first harvest will launch in 2023.

GOAL FOR 2023: Introduce cotton in conversion fibres to our material portfolio by supporting a direct farmer project

GOAL FOR 2024: Introduce regenerative cotton fibres to our material portfolio by supporting a direct farmer project



RESPONSIBLE CONSUMPTION

## DEPENDENCY ON VIRGIN AND NON-RENEWABLE MATERIALS / ENVIRONMENTAL RISK

Still, 93% of our fibres are virgin and/or non-renewable in 2022. Fortunately, we use under 2,5% virgin non-renewable fibres. In the last years, we have focused on the uptake of post-consumer recycled cotton fibres and will continue to do so.

GOAL FOR 2024: Release our first 100% post-consumer recycled cotton jeans

GOAL FOR 2030: Recycled materials are 25% of our total material portfolio

The industry average of cutting waste is 17%. Cutting waste is often disposed of or downcycled. We keep these fibres in the loop by setting up a system that collects our offcuts and reintegrates them into new denim fabrics. If the pilot works well, we can consider extending this project to multiple suppliers.

GOAL FOR 2025: Set up a pilot project to recycle our denim offcuts from CMT production into new fabrics



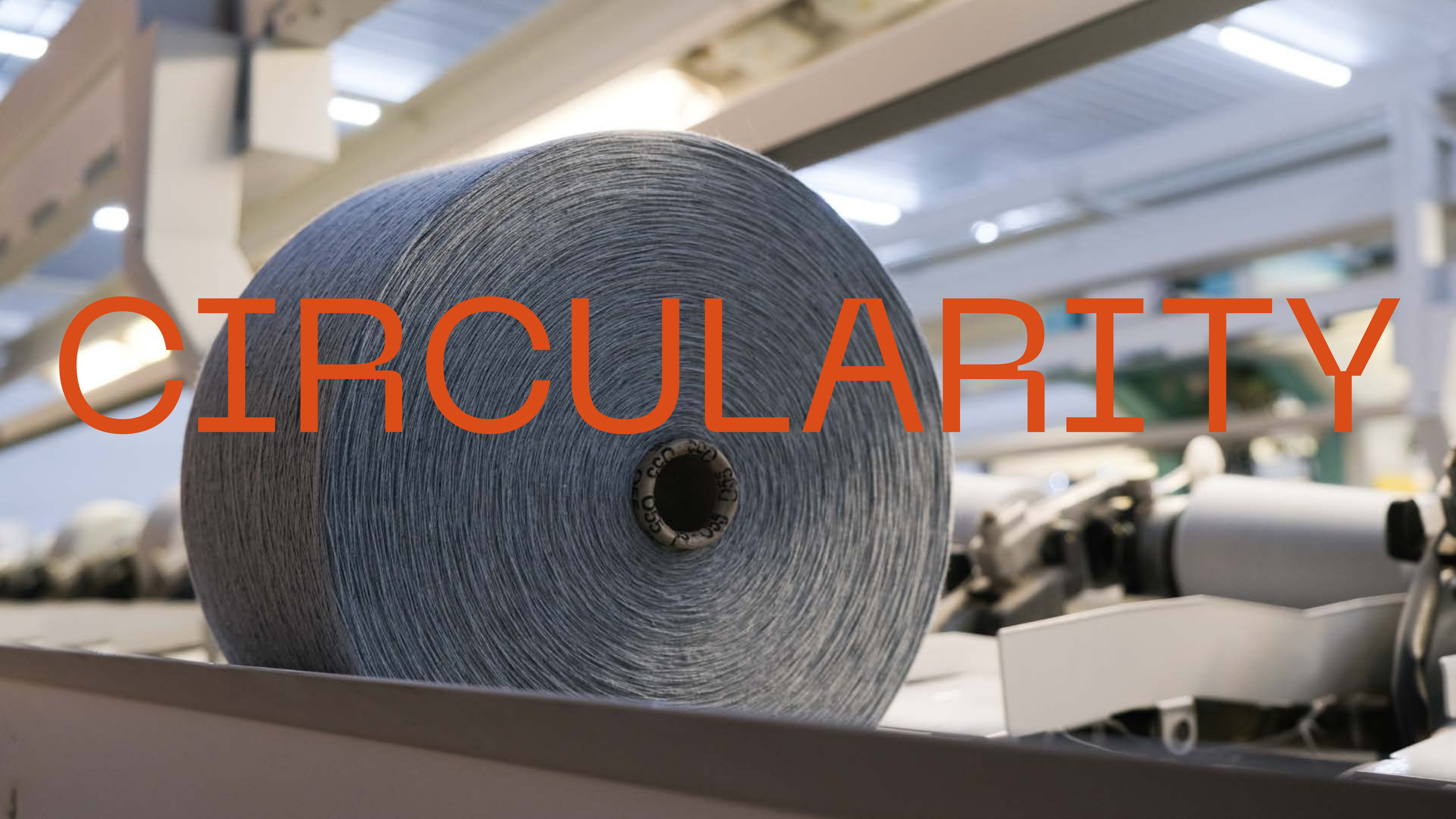
RESPONSIBLE CONSUMPTION

## ENVIRONMENTAL PRESSURE OF GARMENT PRODUCTION / ENVIRONMENTAL RISK

As an industry, we have to look for new alternatives for standard fibres, as the current industry material choices can not be sustained on this planet. Therefore, Kuyichi wants to integrate three innovative materials into our material portfolio. By implementing these innovative materials, we both help create demand and wish to increase consumers' knowledge of the alternatives. Some suggested innovative materials could be recycled man-made cellulose fibres, biobased synthetics, biobased leather alternatives or natural fibres from nettle, banana leaves or waste streams.

GOAL FOR 2025: Include three innovative materials into our portfolio





CIRCULARITY



# CIRCULARITY

## THE R-STRATEGIES

The fashion industry is based on a linear produce-use-dispose mindset. Over the years, we devaluated clothing until the point where we treat it as disposable. If we want to make this industry future-proof, we must move towards a fully circular system. There is not one quick fix, we must work from multiple angles. True circularity asks for system change.

### R-LADDER

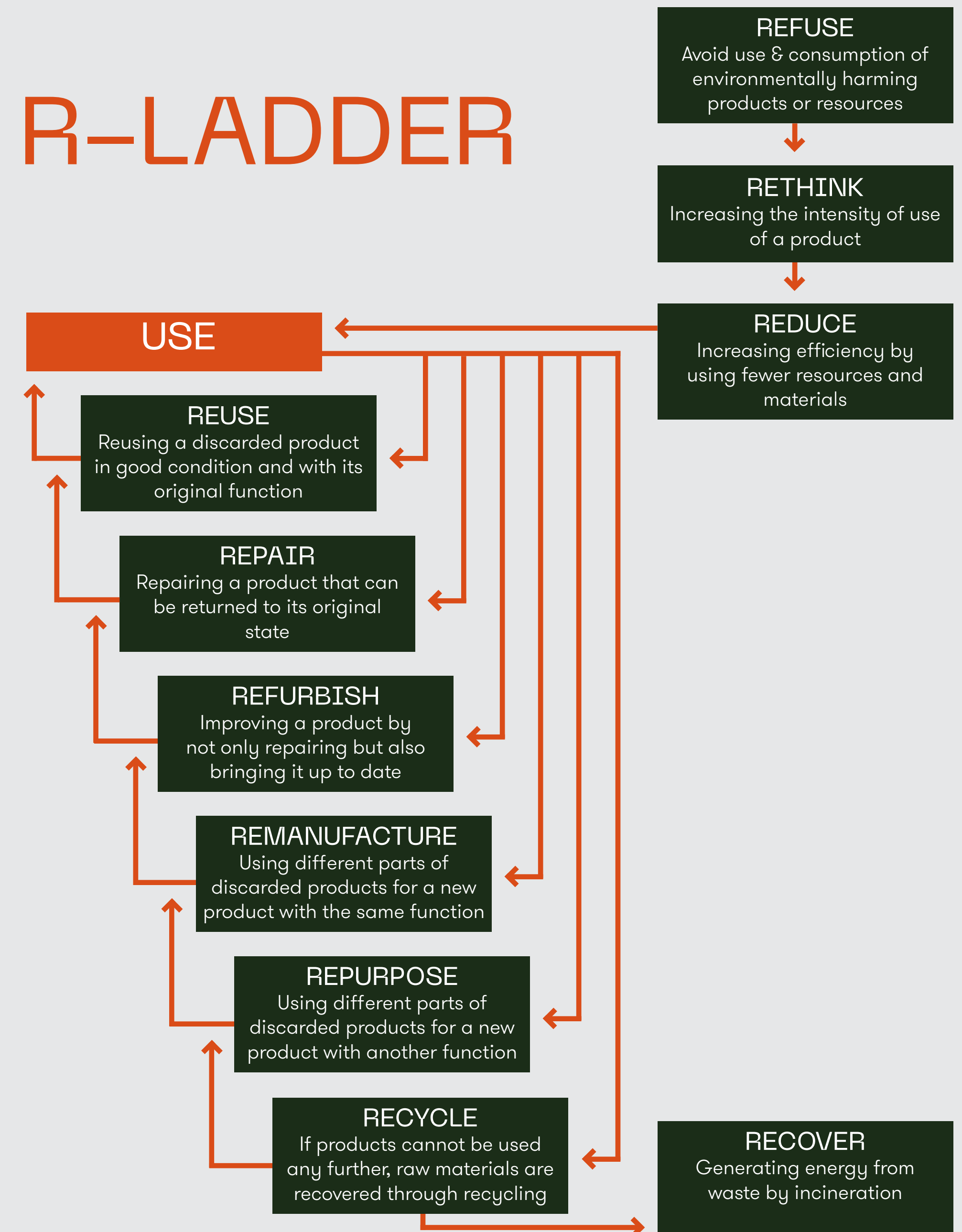
R-strategies, proposed by the Ellen MacArthur Foundation, are of great importance in moving from a linear economy toward a circular economy. These R-strategies are constructed as a ladder: an order of preference in which the top principles have a clear priority over the bottom. They are ranked regarding their level of circularity, with higher-ranking strategies being more resource-saving and putting less pressure on the environment.

### REFUSE, REDUCE, REUSE, REPAIR, RECYCLE, ...

There are a lot of frameworks around the R-strategies or 'R-ladder'. Some only have 4 R-strategies, and others have 10, depending on the sector. Overall, they argue the same and can be perceived as a checklist.

In the fashion industry, R-strategies can go from reusing clothing to recycling fibres. We want to explain these R-strategies to you and show how we incorporate these R-strategies into our business practices. At Kuyichi we see it as our responsibility to not let our products go to waste. One of the most environmental acts we can do is keep our products in rotation as long as possible. We do this through different R-strategies

## R-LADDER





## REFUSE

Avoid the use & consumption of environmentally harming products or resources

We strive for low environmental impact products based on organic, recycled, or otherwise low-impact or preferred fibres. We made a preferred fibres list but also a banned fibres list based on their environmental impact and other risk factors. You can read more about this under Pure Materials.

## RETHINK

Increasing the intensity of use of a product

To increase the intensity of use of our products we design both for longevity and circularity. To produce your favourite timeless product we take great care in the design of our pure goods. Not only do they have to withstand the continuous change of trends, but they should also be worn until they tear. The longer you can wear it, the lower the environmental impact will be per wear. We choose high-quality options and work on longevity constantly to achieve this.

Together with the knowledge of our suppliers and the feedback of our customers, we keep improving our products. Not only to make them last longer but also to make sure that if you've eventually worn them out, they can go for another cycle through reuse, repair, remanufacture or recycling.

## REDUCE

Increasing efficiency by using fewer resources and materials

At Kuyichi, we work hard to perfect our pure goods and make them as timeless and durable as possible. This is why we don't follow seasonal trends and the majority of our items are part of our CORE collection. With our seasonal Spring/Summer or Autumn/Winter collections, we want to gain insights into which styles our customers love the most. We can then decide whether these styles will become part of our CORE collection. As we do not practice sale, we don't have to dispose of our products at the end of the season. We keep them on offer until the style is sold out. This way, we don't overproduce and try to stay close to what our customers want and need.

Besides, we reduce overstock in trims and fabrics and make sure we utilise everything to the best of our ability. To read more about this, go to pages 18 & 20.

## RENTAL

This R is not included in the R-ladder, but is part of RETHINK and increases product use

To give an alternative to linear consumption of clothing we partnered with two rental services. They offer you a way to change your style or try out new clothing and brands without linear consuming and disposal.

### LENA FASHION LIBRARY

LENA Fashion Library is the first fashion rental for women in the Netherlands, based in Amsterdam. They have their own shop where you can drop by, but you can also rent via their site. If you really like the item you can buy and keep it. They work with a point system. The more expensive the item the more rental points you need or the higher the daily fee is. You can rent for a full month or just for a couple of days.

LENA  
THE FASHION LIBRARY

### UNOWN

Unown is a German partner where you can both have a rental membership or rent an item one time. You can find both Kuyichi jeans and tops for women here. They are an online service only which also offers the option to buy if you fell in love with your new item. Unfortunately, in 2023 we received the message that Unown will stop their rental service.

unown



## DENIM DEAL

On the 29th of October 2020, Kuyichi signed the Denim Deal. The Denim Deal is a multi-stakeholder initiative that focuses on the uptake of post-consumer recycled fibres in denim garments. Over 30 parties are part of the deal including multiple brands, denim suppliers, textile collectors, the city of Amsterdam and the Ministry of Infrastructure and Water Management. All signatories committed to push for an increase of post-consumer recycled cotton fibres in denim.

We love that the denim deal brings together not only brands but also textile collectors, fibre producers and fabric mills. By collaborating throughout the chain, change is accelerated. Together we've set up two goals:

### GOALS

- Go to an industry standard of at least 5% post-consumer recycled cotton fibres in denim garments
- Put 3 million denim garments on the Dutch market with at least 20% post-consumer recycled cotton fibre

Yearly the progress of the denim deal is reported. In 2020 a baseline report was released and from then we've made significant improvements in numbers and knowledge sharing.



## RECYCLE

If products cannot be used any further, the raw materials are recovered through recycling

Of course, Kuyichi also uses the recycling strategy. But our vision is, in line with the R-ladder, that garments should first be reused or repaired before they're going to recycling. Recycling is for non-wearable items only. As the strategies above have a lower environmental impact.

## USING RECYCLED FIBRES

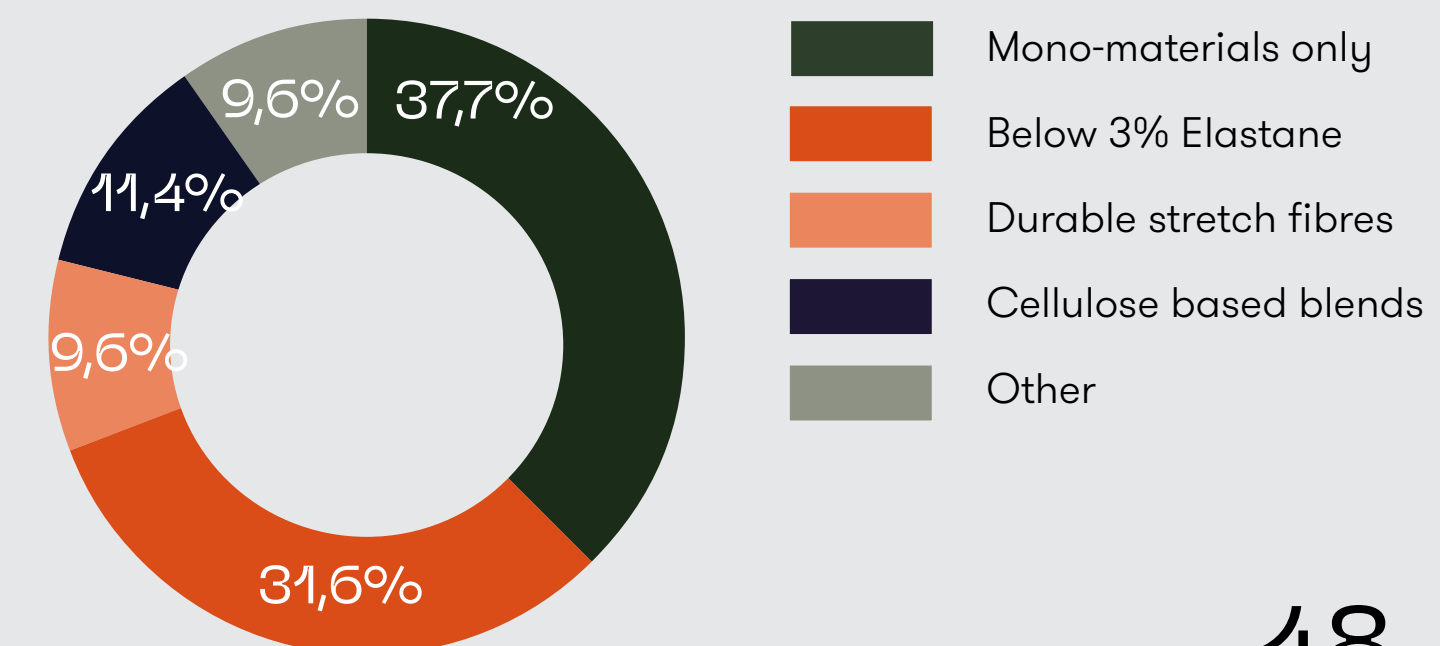
We use post-consumer recycled cotton, pre-consumer recycled cotton, and recycled polyester in our products. By integrating these fibres into our garments we're supporting the recycling revolution. In 2020 we launched our first 100% recycled denim, made from pre-consumer recycled fibres and we're working on a 100% recycled post-consumer denim to be launched soon. Which sounds easy, but is more complicated than you think. We believe the fashion industry has to become less reliant on virgin fibres to become truly sustainable. Learn more about recycled fibres under Pure Materials.

## PREVIOUS PROJECTS

We started this journey a long time ago and have had multiple successful projects since. In the first project, Deposit Denim, we recycled only jeans legs. People would cut off their jeans in-store and would walk away with denim shorts. We created closed-loop denim with our 'By Sympany By Kuyichi' denim, where a part of the profit went to women's empowerment in Malawi. The last honourable mention is a local project with our denim retailer 'De Rode Winkel'. Together, we collected and cut denim in their store and made partly recycled jeans for men and women that were: 'Van Utrechtters, Voor Utrechtters'. The jeans came with nice details, like a patch with the famous Utrecht Dom tower and red buttons.

## DESIGNING FOR RECYCLABILITY

If you want garments to be recycled, one key thing you have to think about is material composition. Therefore, we focus on producing mono-material items or items with less than 3% elastane. For the jeans that need more stretch, we include high-quality stretch fibres like T400 Ecomade, which create a stretch that lasts. In blended fabrics, we choose cellulose-based fibres in most garments as they are suitable for chemical recycling.





## REUSE

Reusing a discarded product in good condition and with its original function

## & REFURBISH

Improving a product by not only repairing but also bringing it up to date

In 2023 we will launch a take-back program where you can pass your Kuyichi items forward while receiving a reward for your effort. The Kuyichi items are washed, repaired, refurbished, and sold again by us. Giving it a new life for a new owner. Due to complications the launch of this take-back has been postponed, as it was scheduled to launch in 2022, but stay tuned!

## REPAIR

Repairing a product that can be returned to its original state

When it comes to our customer care we try to have a holistic and circular approach here as well. We always try to find a solution that makes the customer happy but also keeps the garment in use. Therefore we always offer the service of repair when small complaints come in. People can bring the garment to their local tailor and we will reimburse the cost to them. Besides, Petra from Indigo Ravens repairs Kuyichi jeans as well in Utrecht.

## R-STRATEGIES WE DO NOT USE

REPURPOSE / Using different parts of discarded products for a new product with another function

RECOVER / Generating energy from waste by incineration

As we keep our garments solely within the purpose they were produced for, namely clothing. We do not repurpose clothing into other types of products.

We oppose the last R strategy, as we do not want to incinerate any clothing. It is a waste of valuable resources and not something we directly participate in. We do have clothing that remains unsold through our regular channels. These items are samples used for production checks, returns from customers, B-choice from production and occasional last sizes of styles that are close to sold out. We sell most of these clothes through our sample sale at the office or via the Indigo Ravens collaboration. In 2022 approximately 3500 items were left unsold after this, which is less than 3% of our total 2022 production. They went to a buyer who sells them in foreign markets we don't operate in.

## REMANUFACTURE

Using different parts of discarded products for a new product with the same function

We teamed up with Petra from Indigo Ravens. Petra can repair your jeans or remake them into a new item. You can find remade items to buy of the rack or discuss your own preferences for a custom made item. She repairs worn or B-choice Kuyichi denim and uses collected Kuyichi denim to make new patchwork items, like jackets.



In 2021 a new warehouse opened up in Utrecht, called Green UP. All brands and products sold here have their own sustainable story. In the basement you can find Petra live at work if you're lucky. Drop by and check out the collection if you're in the neighbourhood.







## TRENDS ARE CIRCULAR GIVE-BACK PROGRAM

Fashion trends may change over the seasons, but they always return. From the preppy look in the '60s, the flower power from the '70s, to denim-on-denim in the '80s, and the grunge look from the '90s. With our 'Trends are Circular' campaign, we show you that all these trends are worn again nowadays. To unfashion the industry, we must make clothes last longer and wear them more. If you've stopped wearing your Kuyichi items, someone else can still enjoy them. As garments that remain unworn are one of the bigger challenges of circularity.

That is why we want to give 'unsellable' and previously worn Kuyichi items a second chance. Kuyichi wearers can return the Kuyichi items they've stopped wearing to us in return for a store credit. We will repair and resale the items to give them a second life, for a new wearer to enjoy. We plan to launch this give-back program in fall 2023. Stay tuned!



# CIRCULARITY

## RISKS & GOALS

Circularity is a topic that touches upon every part of your business. We've previously set up different circularity projects, such as our collaboration with De Rode Winkel for the 'Utrechtse jeans'. We collected worn denim in-store, recycled them and used it in truly Utrechtse jeans for the people of Utrecht, our shared hometown. We've looked into our own practices and responsibilities. But based on our risk analysis, there are some remaining risks that we want to put extra effort into.



### THE UNSUSTAINABILITY OF THE LINEAR SYSTEM / ENVIRONMENTAL RISK

If we want to future-proof our fashion industry, we must move away from the linear system and move towards a circular economy. We want to take responsibility for where our products end up, and therefore we will launch a mail-in give-back program in 2023. This target has been revised from 2022. We have a running pilot of physical give-back in the city centre of Utrecht and want to move onto the next phase now by offering give-back through mail-in.

**GOAL FOR 2023:** Launch our Trends are Circular give-back program for consumers

**GOAL FOR 2025:** Expand our Trends are Circular give-back program with physical drop-off points at our retailers



### DEPENDENCY ON VIRGIN AND NON-RENEWABLE MATERIALS / ENVIRONMENTAL RISK

Still, 93% of our fibres are virgin and/or non-renewable in 2022. Fortunately, we use under 2,5% virgin non-renewable fibres. In the last few years, we have focused on the uptake of post-consumer recycled cotton fibres and will continue to do so. This is partly due to Kuyichi joining the Denim Deal. In this Multi-Stakeholder Initiative, we discuss opportunities and face challenges collaboratively (see page 46). We want to build upon this and increase our goals.

#### DENIM DEAL GOALS FOR 2023:

- Increase the use of post-consumer recycled cotton fibres in our denim collection to 10%
- Increase the number of styles with post-consumer recycled cotton fibres to 50%
- Increase yearly production of jeans with post-consumer recycled cotton fibres to 25000 pairs

**GOAL FOR 2024:** Release our first 100% post-consumer recycled cotton jeans

**GOAL FOR 2030:** 25% of our total material portfolio is composed of recycled materials

The industry average of cutting waste is 17%. Cutting waste is often disposed of or downcycled. By setting up a system that collects our offcuts and reintegrates them into new denim fabrics, we keep these fibres in the loop. If the pilot works well, we can look into the possibility of extending this project to multiple suppliers.

**GOAL FOR 2025:** Set up a pilot project to recycle our own denim offcuts from CMT production into new fabrics





# WATER & CHEMICALS



# WATER IMPACT

## REDUCE OUR WATER USE AND CONTAMINATION

Water is one of the most important resources we have. It's a known fact that textile production, and denim production in particular, uses a lot of water. You can see a lot of numbers passing in the media on the water consumption of fashion. A lot of those numbers have been re-evaluated and debunked, but they keep showing up in the media. Better industry averages are out there and we're working on comparing our own practices to these. We'll launch this over the course of 2024. Stay tuned!

### WATER FOOTPRINT OF MATERIALS

Reducing our water footprint starts with the material choices we make. The amount of water consumption for a product is highly dependent on the materials that you use. Cotton is a water-demanding plant for instance. Although water management is generally better at organic farms, it still consumes a lot. That's why we try to increase our use of recycled materials and use other low water impact materials, such as certain man-made fibres, linen and hemp.

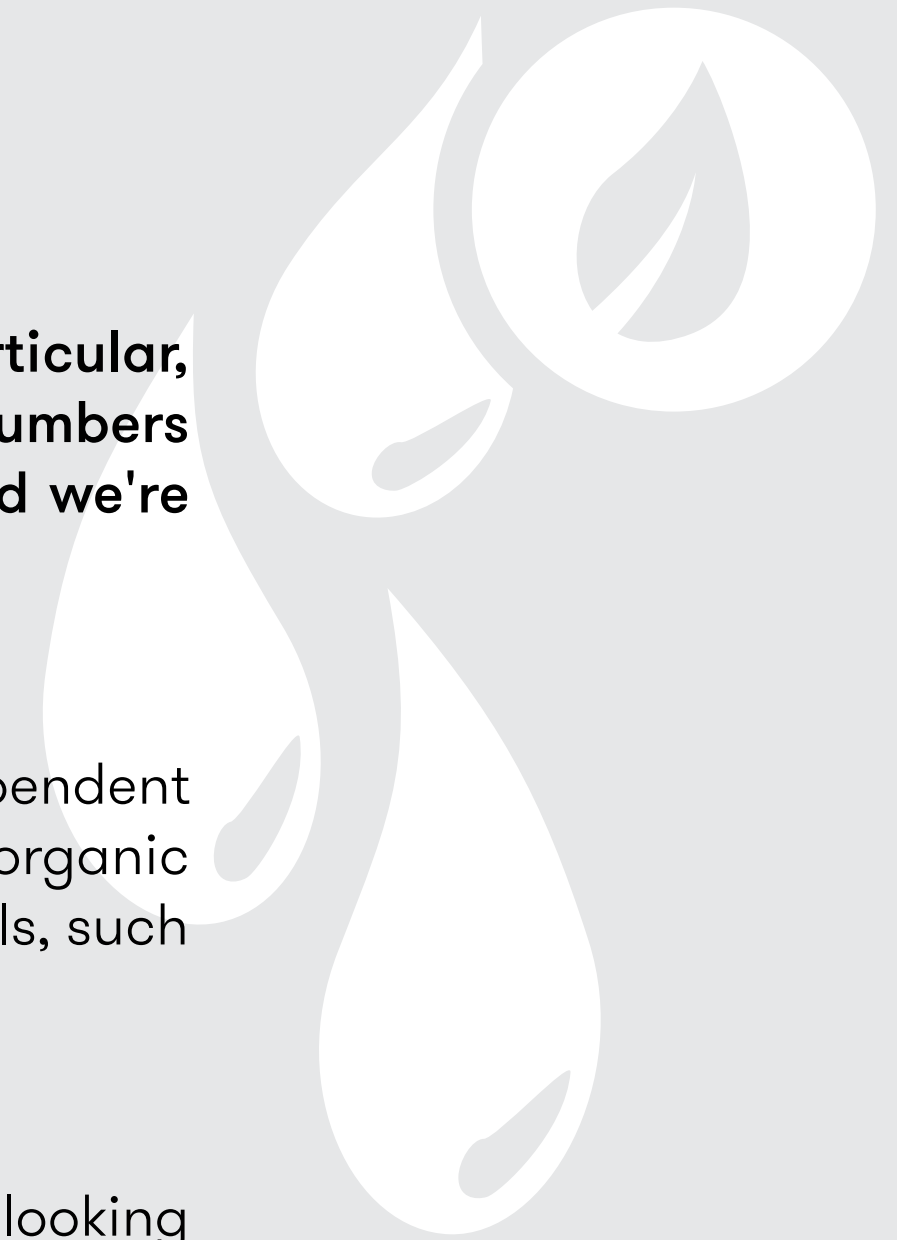
### WATER IMPACT OF PROCESSING

We're happy that we work with suppliers that are also acknowledging the big water footprint of our industry and are therefore looking into techniques and solutions to limit consumption and take care of water neutralisation. Lower water consumption in the dyeing of the fabrics for instance, or using other machines to give denim the preferred worn-in look, like laser and ozone.

### WATER CONTAMINATION

A lot of chemicals can be harmful to the environment and wildlife if water is not treated well. That is why we check all our wet processing suppliers on their wastewater management. To check the water that comes out of the facility complies with legal and industry standards.

It's one of the reasons why we use the ZDHC (M)RSL in our KUYICHI (M)RSL list. We also use certificates that have strict chemical restrictions, such as GOTS, GRS and OEKO-TEX 100. And we work on improving our wash recipes with the EIM score.





# WATER FOOTPRINT CALCULATION

Water footprints (developed by Arjen Hoekstra in 2002) can be calculated for different things, from a person to a product's entire value chain or nation. Water Footprint Implementation provides powerful insights for businesses to understand their water-related business risk. These insights help drive strategic action toward sustainable and efficient water use.

Together with Water Footprint Implementation, we calculated the water footprint of three of our jeans in 2021. Not just a general number, but divided into groundwater (blue), rainwater (green) and wastewater (grey). This project gave us insights into the biggest water risks in our denim supply chain and provided recommendations for reducing these.

We discovered that material choice has the biggest impact on the water footprint. All the processing that comes afterwards is only about 1-3% of the total water footprint. Another eye-opener for us was that synthetic fibres have an exceptionally high grey water footprint, and recycled and Lenzing man-made fibres reduce the water impact substantially. To substantially impact the water footprint, we should work together with fibre producers, like cotton farmers, to reduce their water consumption.

Based on this, we've started to look at water use on the farm level and setting up direct relations with farmers. To get better data on water use on the farm level. Our denim mill Bossa has been a key partner in this. We support farmers to switch towards organic farming practices and better water irrigation with them. Decreasing water consumption on the farm level.

Learn more about the water footprint in the 2021 water report on [kuyichi.com/blog/why-you-should-care-about-water-footprints](https://kuyichi.com/blog/why-you-should-care-about-water-footprints)





# CHEMICAL IMPACT

## WE KEEP OUR PURE GOODS SAFE AND CLEAN

Together with our suppliers, we work with our KUYICHI (M)RSL, a document in which we set chemical restrictions. Certifications prevail in our (M)RSL since they set stricter chemical restrictions. The KUYICHI (M)RSL is for cases in which a product is not fully certified. It is updated, at least every 2 years, to keep up with recent regulations. The document consisting out of two parts:

### RESTRICTED SUBSTANCES LIST (RSL)

The RSL is a list of limits of the substances that can stay behind on the garment.

Our list is based on the following standards:

- **REACH** (Registration, Evaluation, Authorisation and Restriction of Chemicals) a regulation of the European Union, adopted to improve the protection of human health and the environment from chemical risks.
- **OEKO-TEX 100** an independent testing and certification system for textiles and accessories at all processing levels.

The following chemical groups are, amongst others, covered: Absorbable halogenic compounds, alkylphenols, alkylphenol ethoxylates, azo dyes, biocides, chlorobenzenes, chlorinated paraffin, chlorinated solvents, chlorophenols, disperse dyes, flame retardants, formaldehyde, glyoxal, heavy metals, organotin compounds, perfluorinated chemicals, pesticides, phthalates, polycyclic aromatic hydrocarbons, PVC's and UV stabilizers.

### MANUFACTURING RESTRICTED SUBSTANCES LIST (MRSL)

The MRSL is a list of limits for contents in chemicals that can be used in the production process.

This way you tackle the chemical contamination problem at the core. What will not be used in the process, will also not end up in wastewater or end product. It is seen as the next step in chemical management.

We use the latest version of the **Zero Discharge of Hazardous Chemicals** (ZDHC) Manufacturing Restricted Substances List. ZDHC has set up guidelines and tools to work on chemical management and wastewater treatment and works together with brands to eliminate hazardous substances throughout the industry. The open-source MRSL is one of their tools.

All chemicals used in the production process need to meet the MRSL standard of ZDHC or the, sometimes higher, chemical restrictions of the certification that the product has.







# DYEING PROCESSES

Indigo dyeing does not dye to the core of the yarn, which gives denim the feature that you can create washes by burning or scraping away the top layers. Indigo pigments appear green in water, only if exposed to oxygen it oxidises into the deep blue indigo colour. That is why the yarn needs several baths of water, getting exposed to oxygen in between. This process has a high water and chemical impact, but improved processes are constantly in development or already implemented.

## BETTER DYEING TECHNIQUES

We always aim to lower the environmental impact of our products. That's why we use advanced dyeing techniques and innovations from our suppliers. Pre-reduced indigo, aniline-free dyeing and low sulfide salts techniques result in lower water impact and cleaner wastewater.

## WASTEWATER TREATMENT

All our dyeing facilities have good wastewater treatment plants in place to make sure no hazardous compounds are released into the environment. Some also work with the testing and reporting methods of Zero Discharge of Hazardous Chemicals (ZDHC), an organisation focused on lowering negative chemical impacts in the fashion industry. On top of that the majority of our denim and tops fabrics are GOTS or GRS certified, standards that also have chemical restrictions that meet or surpass our (M)RSL.



# DENIM WASHES

## IMPACT MEASURING

Back in the day you could only buy untreated denim garments and had to work hard for your worn-in look. Wear it till the colour fades. Nowadays we deliver jeans with this worn-in look ready for you to wear. In the laundry process, the jeans are treated so the fabric's top (micro)layers are burned, scoured or washed off. Every style has its unique wash recipe to get to the ideal 'worn-in' look. We explain the techniques and how we work on decreasing the impact.

### ENVIRONMENTAL IMPACT MEASURING

The Environmental Impact Measuring software (EIM) is a tool developed by Jeanologia, a company that develops sustainable garment finishing technologies. EIM calculates the exact water, energy, chemicals and worker impact of the laundry process of our denim garments. There are three different score levels: high, medium and low-impact based on the wash recipe of the style. We use EIM to improve washes together with our suppliers. We strive for low-impact washes, which is the biggest challenge for lighter and heavy worn-in look washes.

### IMPROVEMENTS MADE

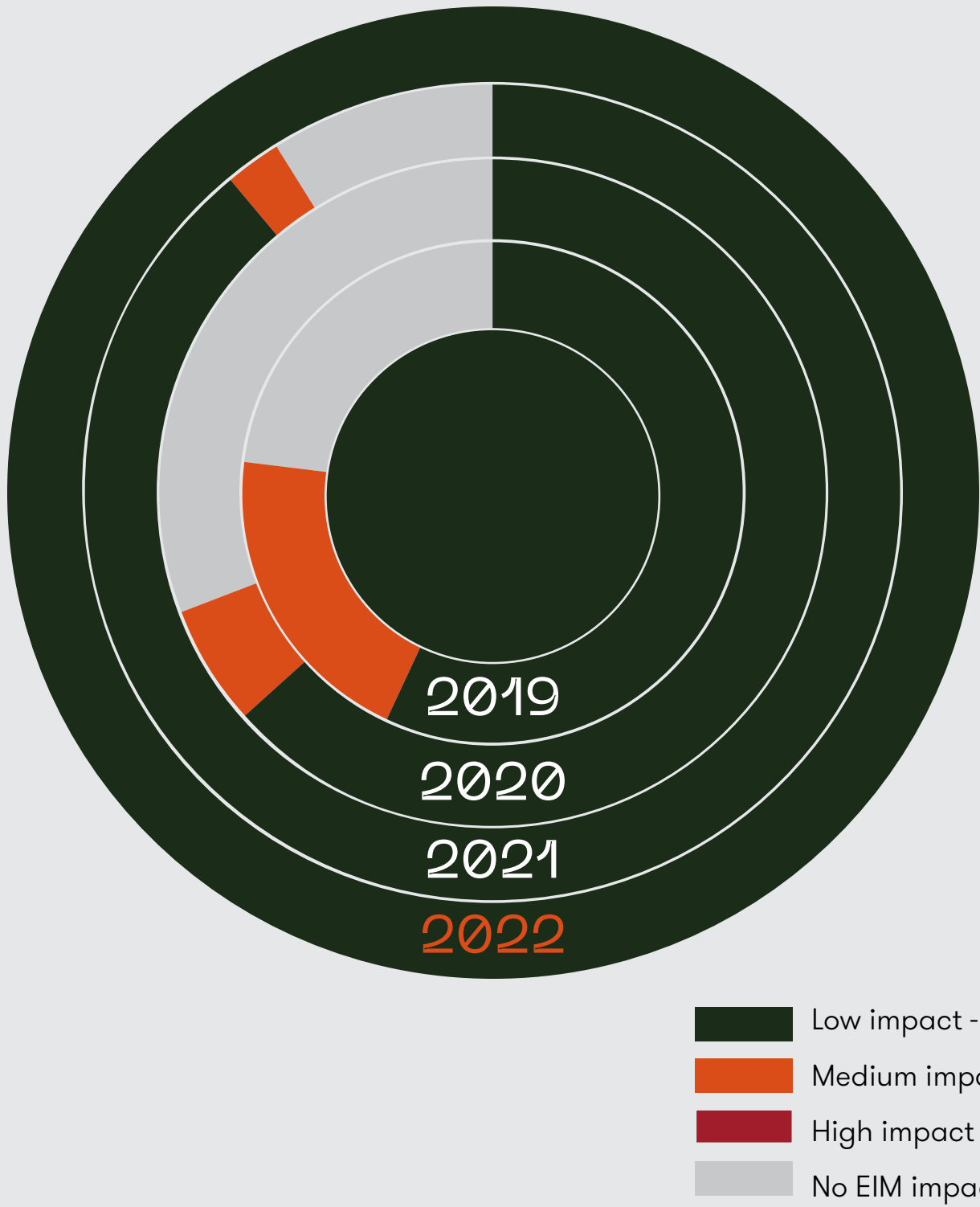
In 2022 we reached our goal to have all denim washed with low impact washes! Something we're very proud of. It shows the commitment and efforts that our suppliers made to improve their laundry processes. Not only did all washes have a low impact, but we also reduced the average impact over all our washes to a 21.2 score. In the results you can clearly see we focused on worker impact and water impact last year as these have both been reduced by more than 50% compared to 2021. For next year we want to give extra focus on chemical use, to see what impact that will have on the EIM score. We do notice that if we focus to reduce in 1 part, this can lead to increases in other parts. Water reduction can lead to higher energy impact for instance. The EIM has proved to be a very valuable tool for us in our denim laundries and has increased our knowledge substantially.

### AVERAGE SCORES

	TOTAL EIM	WATER EIM	ENERGY EIM	CHEMICAL EIM	WORKER EIM
2019	27.2	15.7	1.0	25.1	23.9
2020	25.0	16.5	1.2	22.3	21.4
2021	29.6	23.2	1.6	25.1	20.8
2022	21.2	12.7	1.2	22.2	9.1



## TOTAL SCORE

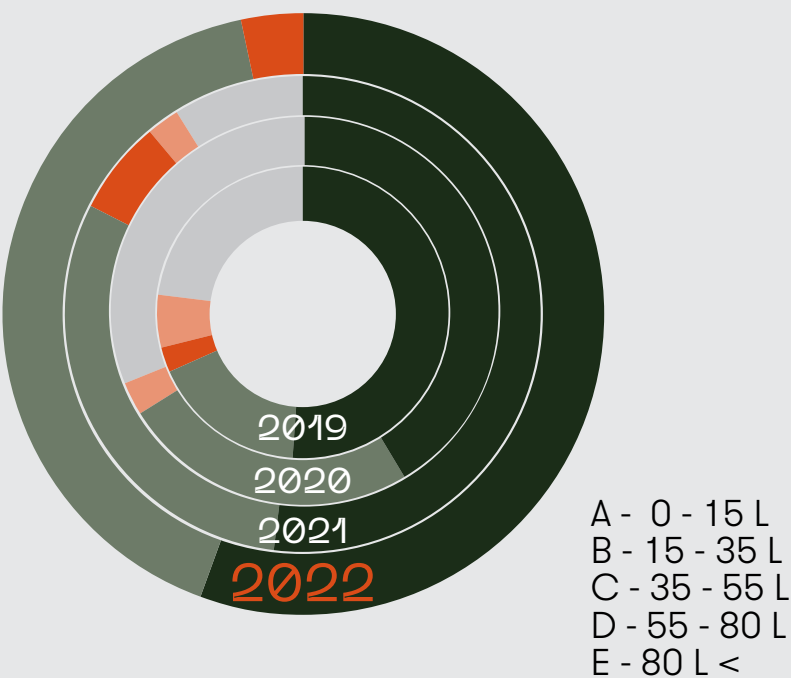




# EIM SCORE

## ENVIRONMENTAL IMPACT MEASURING EXPLAINED

We use the EIM score to see what processes are used for our denim washes and work with our suppliers to improve these processes. Based on the wash recipe that the supplier uses the EIM score is calculated. We can decide to substitute and eliminate processes or choose different chemicals to improve.

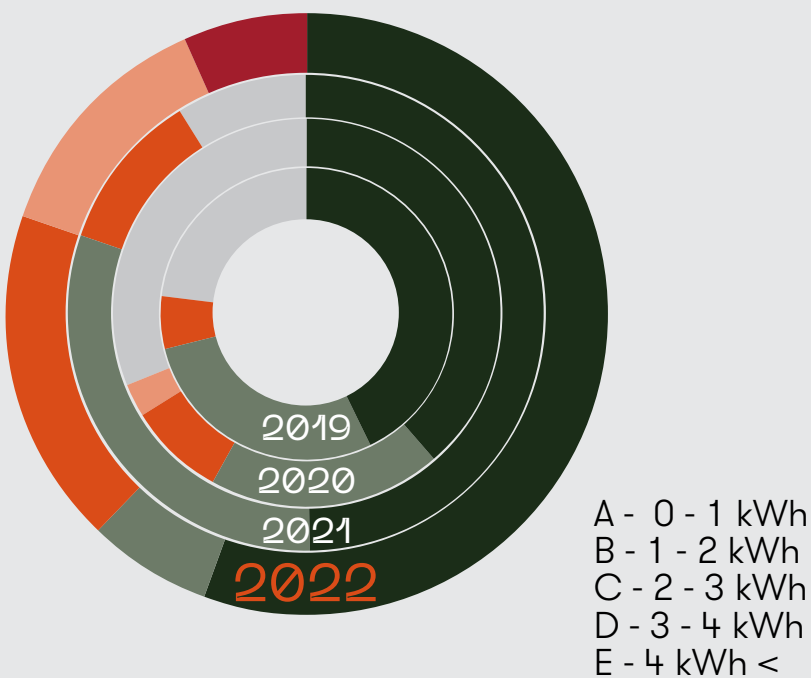


### WATER IMPACT

AVERAGE SCORE – 12,5 L

The laundry process is a water-intensive phase of production with an average of 70 litres per garment. Water impact is expressed in litres per garment.

Our 2022 denim use between 0 and 36,4 liters, but over 50% of washes use less than 15 litres. By using new techniques we reduced the water use drastically, only two washes have a medium impact and use 36,4 litres.

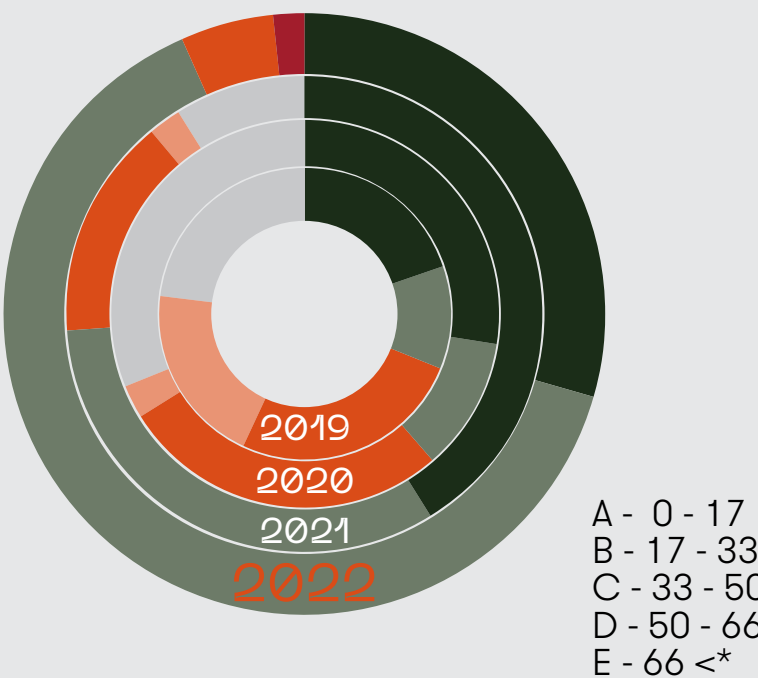


### ENERGY IMPACT

AVERAGE SCORE – 1,1 kWh

The machines also need energy to run, around 1,5 kWh per garment conventionally. The energy use is expressed in kWh per garment.

Our 2022 jeans use between 0 kWh to almost 5,35 kWh, depending on the machines and steps needed. The higher energy impacts are the result of lasers and other improved methods. They are energy-intensive but decrease all other scores.

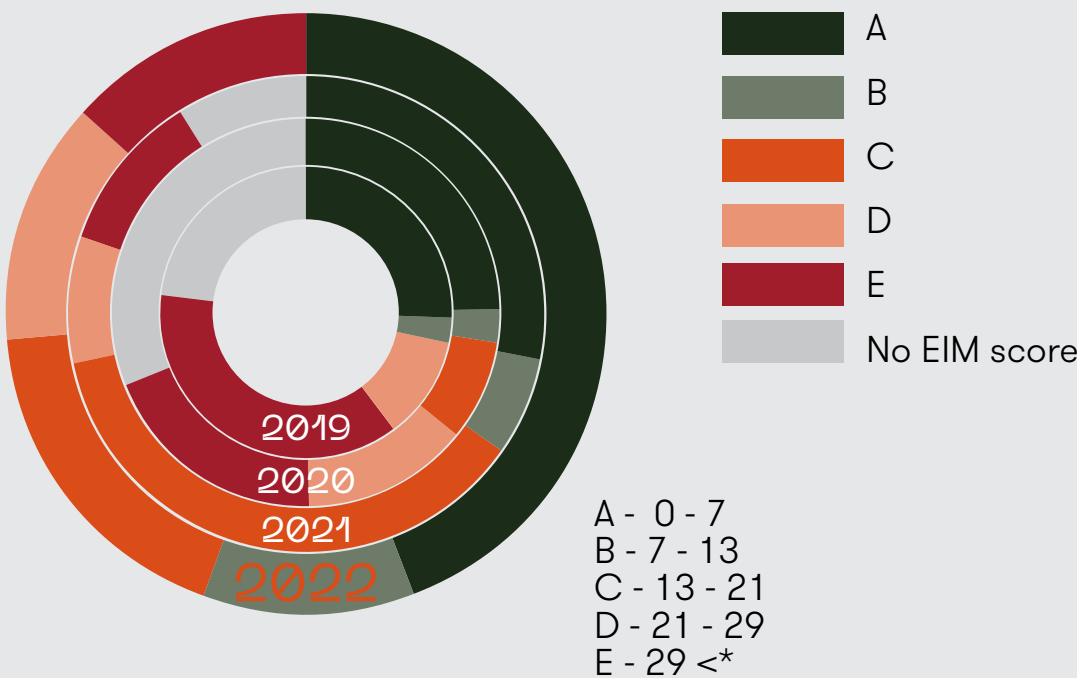


### CHEMICAL IMPACT

AVERAGE SCORE – 22,2

Every chemical is rated on the ZDHC MRSI conformance level & hazards and amount, resulting in a chemical impact score.

Our suppliers experiment with new and better chemicals, which takes time. The look will be different or the quality is not sufficient. Less than 5% of styles had an orange or red chemical impact score



### WORKER IMPACT

AVERAGE SCORE – 9,1

Worker health is categorised on the number and gravity of illnesses that can derive from the operations performed.

If a worker does not wear proper protective wear it can be exposed to harm like dust from distressing jeans with sandpaper or spraying chemicals. We always check if facilities provide proper protective wear to the workers.

\* In 2022 Jenaolgia changed the parameters of the chemical and worker impact. We left old years to the previous parameters and altered them for 2022.



# WATER & CHEMICALS

## RISKS & GOALS

Water has been a highlight topic for us for some years now. In 2020 we started a project with Water Footprint Implementation to calculate the water footprint of three of our denim styles. Based on their recommendations we set out to improve our water footprint further. Before we were focussing more on the processes in our production, which is only a small part of the full water footprint. After the project, we focused on setting up direct relationships with farmers and looking extra critically at our material choices. But there are some risks that we want to put extra effort into.



### HIGH WATER CONSUMPTION OF ORGANIC COTTON PRODUCTION / ENVIRONMENTAL RISK

After the collaborative water footprinting project with Water Footprint Implementation, we knew that one of the biggest water challenges we're facing is our high percentage of organic cotton use and the water impact it generates. As we still use over 80% organic cotton in our products, we want to decrease this by substituting this with other lower water footprint fibres to decrease our product's water footprint.

**GOAL FOR 2030:** Decrease the use of organic cotton to 50% of our material portfolio



### CHEMICAL IMPACT OF INDIGO DYEING / ENVIRONMENTAL RISK

Our blue denim is dyed with indigo, a specific dyeing technique with high chemical pressure. Our denim mills, known for being industry leaders in this field, continuously strive to innovate and develop improved dyeing methods. We want to embrace these advancements and apply them to all our denim fabrics by the year 2025. This can result in adopting water-, chemical-, or energy-saving dyeing techniques and processes like natural indigo dyeing. Specifically, we aim to implement techniques that lead to lower salts in wastewater, further promoting eco-friendly practices throughout our production process.

**GOAL FOR 2025:** Use only low-impact dyeing techniques for all our denim fabrics



### ENVIRONMENTAL IMPACT OF DENIM WASHING / ENVIRONMENTAL RISK

We put great effort into giving our denim the worn-in look everybody loves. Together with our suppliers, we work on reducing the impact of these washes on water, energy, chemical and worker health. In 2022 we reached our low-impact only goal for denim washes, the next step for us is to eliminate Potassium Permanganate spray as this process can be hazardous for workers if they do not wear the right protection.

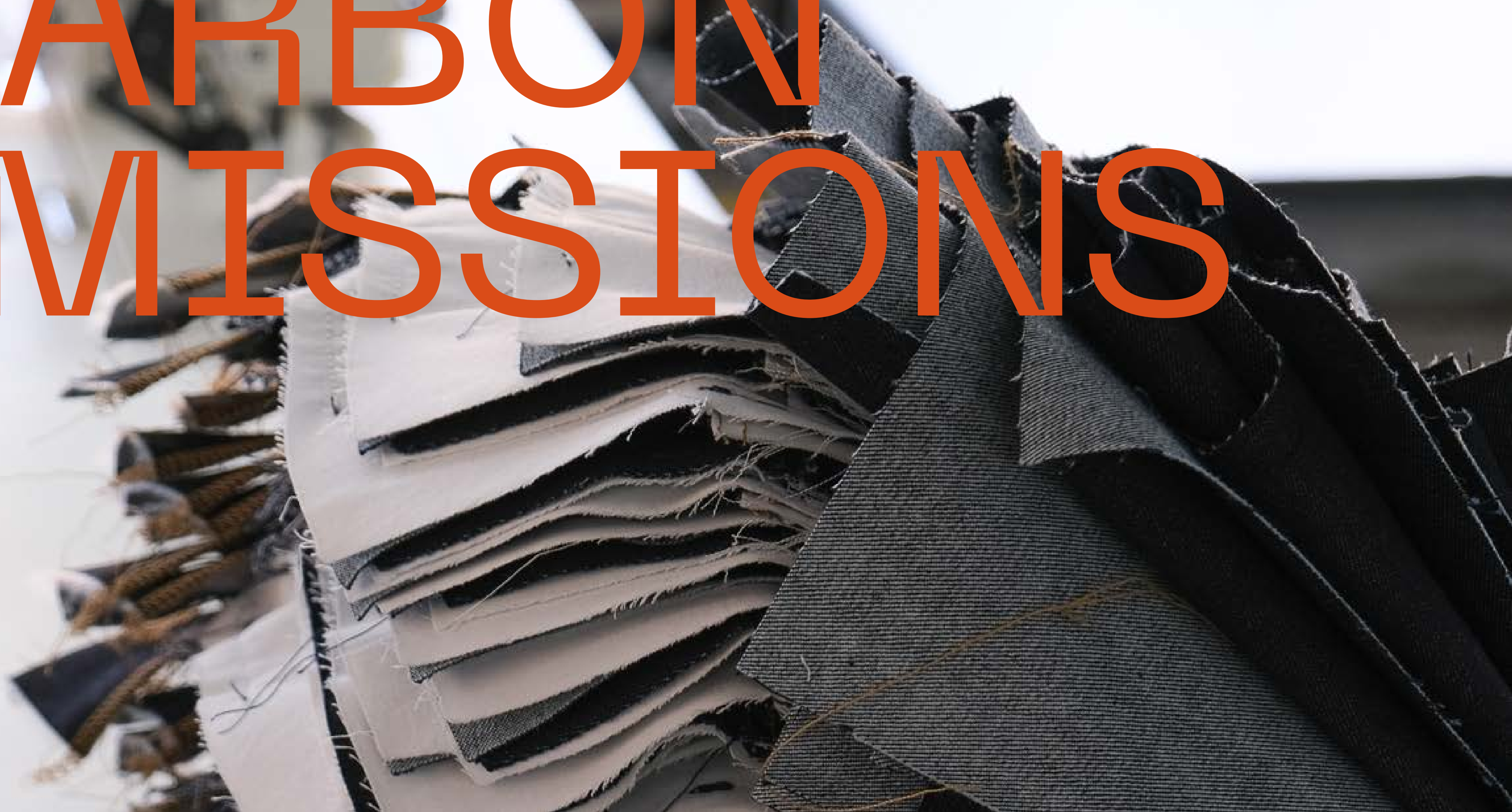
**GOAL FOR 2022:** All denim styles have a low impact green Environmental Impact Measuring (EIM) score

**GOAL FOR 2025:** Phase out Potassium Permanganate spray for all our denim washes





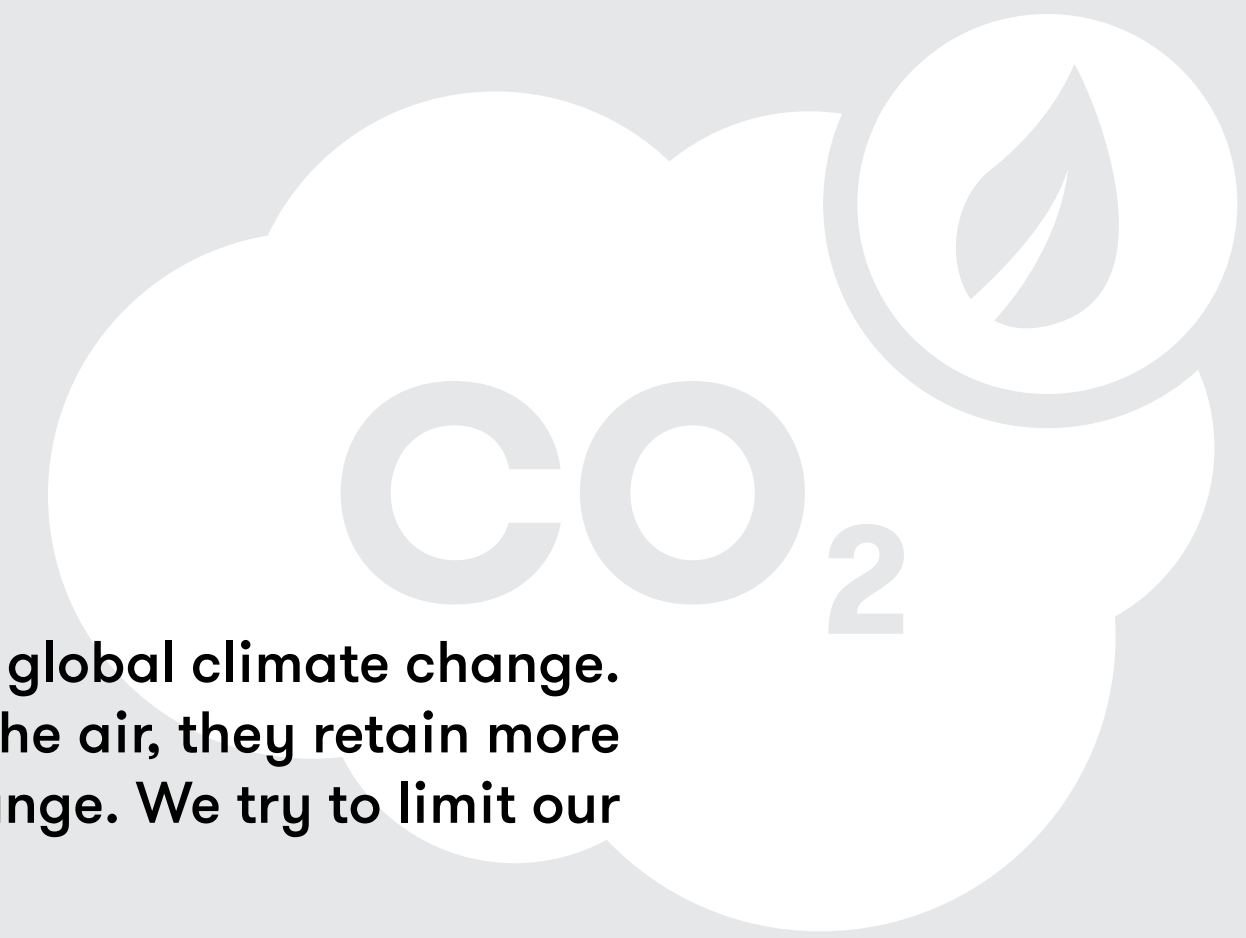
# CARBON EMISSIONS





# ENERGY IMPACT

## GREENHOUSE GAS EMISSIONS



Carbon, CO<sub>2</sub> and greenhouse gases. It's only a small step from these words to the big problem we're facing; global climate change. Greenhouse gases are gases that contribute to global warming. When too many greenhouse gasses are in the air, they retain more heat than needed. Fashion is highly dependent on fossil fuels and therefore a big contributor to climate change. We try to limit our contribution in different ways and different parts of our supply chain.

### KUYICHI OFFICE EMISSIONS

The office is fully powered by Dutch green energy through Vandebron. Our energy is produced by the four (!) windmills of Jacques and Anny Vrolijk in Lelystad (NL). Vandebron also compensates for the emissions from our natural gas use with Gold Standard projects. By financially supporting projects that limit emissions somewhere else in the world, they provide us with climate-neutral gas. Besides, all lights in our office are LED lights to reduce energy consumption.

### WAREHOUSE EMISSIONS

Our orders are shipped from our warehouse in the Netherlands - Montapacking Roosendaal BV. At this warehouse, the packaging of our suppliers is recycled and reused to send goods to our retailers. They are ISO 14001 certified and are part of the 'Blauwzaam energieconvenant II'. Our warehouse also fully runs on green energy from the local renewable energy sources of Engie.

### SUPPLIERS EMISSIONS

Our suppliers are all very conscious about their energy consumption. Most of them have targets to decrease the amount of energy or CO<sub>2</sub> emissions. Some even have up to 40% decrease targets. A lot of our partners use green energy, for their full facility or a part of their energy consumption. This is often done by installing solar panels on their roof. Our jeans factory SARP Jeans will install solar panels on their facility roof in 2023 as well. We also work on energy saving with our partners, like we work with our denim laundries on decreasing energy use in our denim washes through the EIM tool.



# GREENHOUSE GAS PROTOCOL

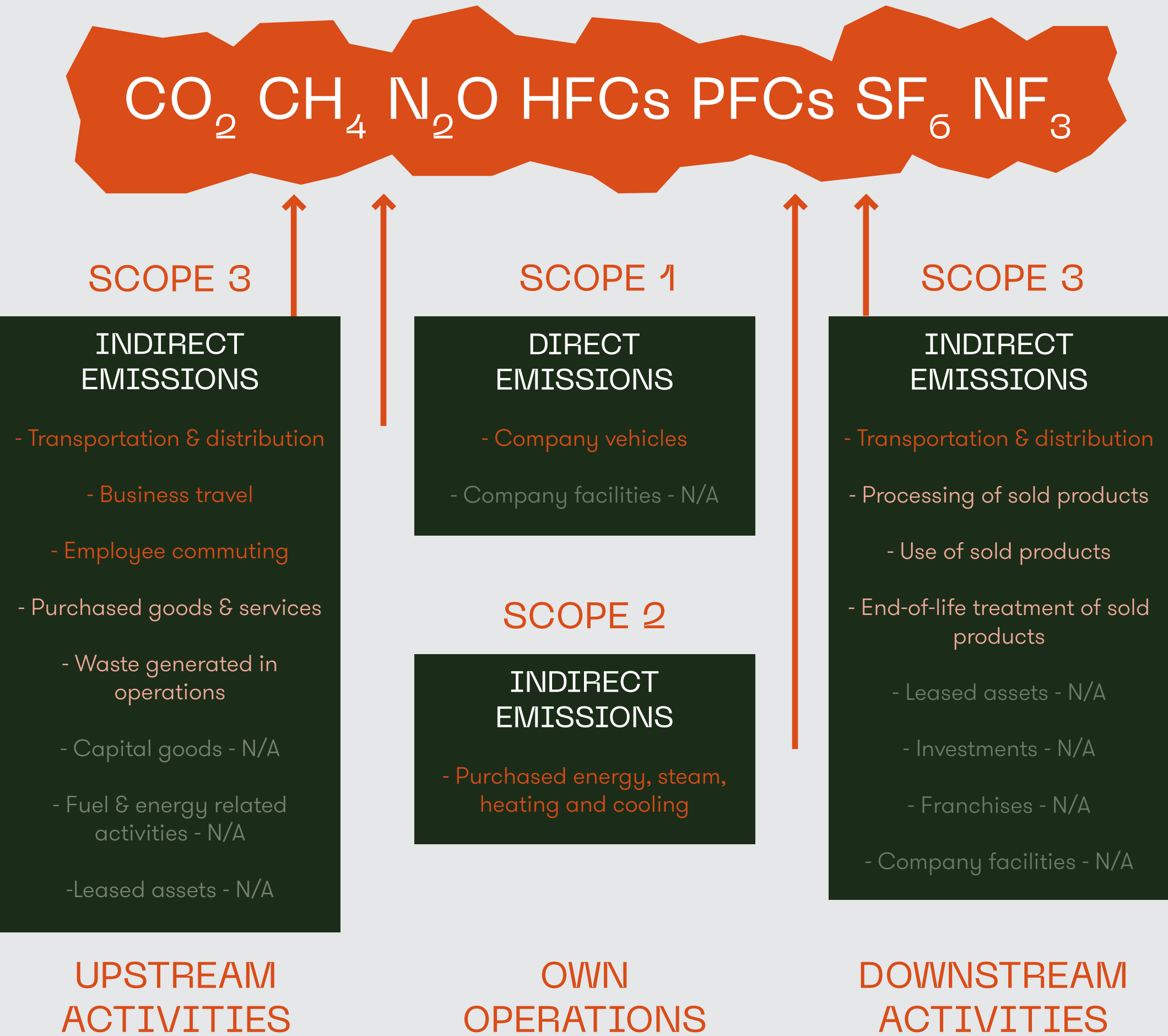
## CARBON OFFSETTING

Our carbon footprint is calculated in line with the GreenHouse Gas (GHG) protocol, a standard for measuring carbon emissions. They differentiate and explain the different categories of business operations where carbon emissions are involved and provide guidance on how to calculate those emissions. We've calculated scope 1, scope 2 and parts of scope 3 emissions.

The GHG protocol divides the business operations into upstream, own operations and downstream activities. In the image on the right, you can see an overview of our calculated categories in bright orange. The light orange categories are either partly or not calculated and the green ones do not apply to our business. On the next page, you can find our calculated impact.

We estimate and offset our transport and office emissions since 2018. Our partner in calculating our carbon footprint is the Climate Neutral Group. Climate Neutral Group provides carbon management and offsetting services to get to a net-zero carbon economy. They calculate the CO<sub>2</sub>eq impact, which includes not only CO<sub>2</sub> but all greenhouse gasses as shown in the image.

Together with them, we compensate our carbon footprint with a Gold Standard project in Türkiye. Gold Standard means that every credit you buy reduces 1 ton of CO<sub>2</sub> in the atmosphere. Climate Neutral Group also excludes wind, sun and biomass projects since they can be profitable without the additional investments of CO<sub>2</sub> compensation and focus on projects which need the extra funding.





# EMISSIONS DATA

## OUR GREENHOUSE GAS EMISSIONS

Our CO<sub>2</sub>eq emissions have changed over the years. While our business grew, our emissions decreased. This is partly due to changes in the industry. Emissions per transported km decreased for instance, but also because we've made changes in our business. Let's dive in!

### 2022 IN EMISSIONS

Over the years we added more emission categories. 2022 was the first year we calculated the emissions of transport from our warehouse to your doorstep and the shops. This led to an increase in carbon emissions. In 2022 we did not use any air freight and transported our first orders by train.

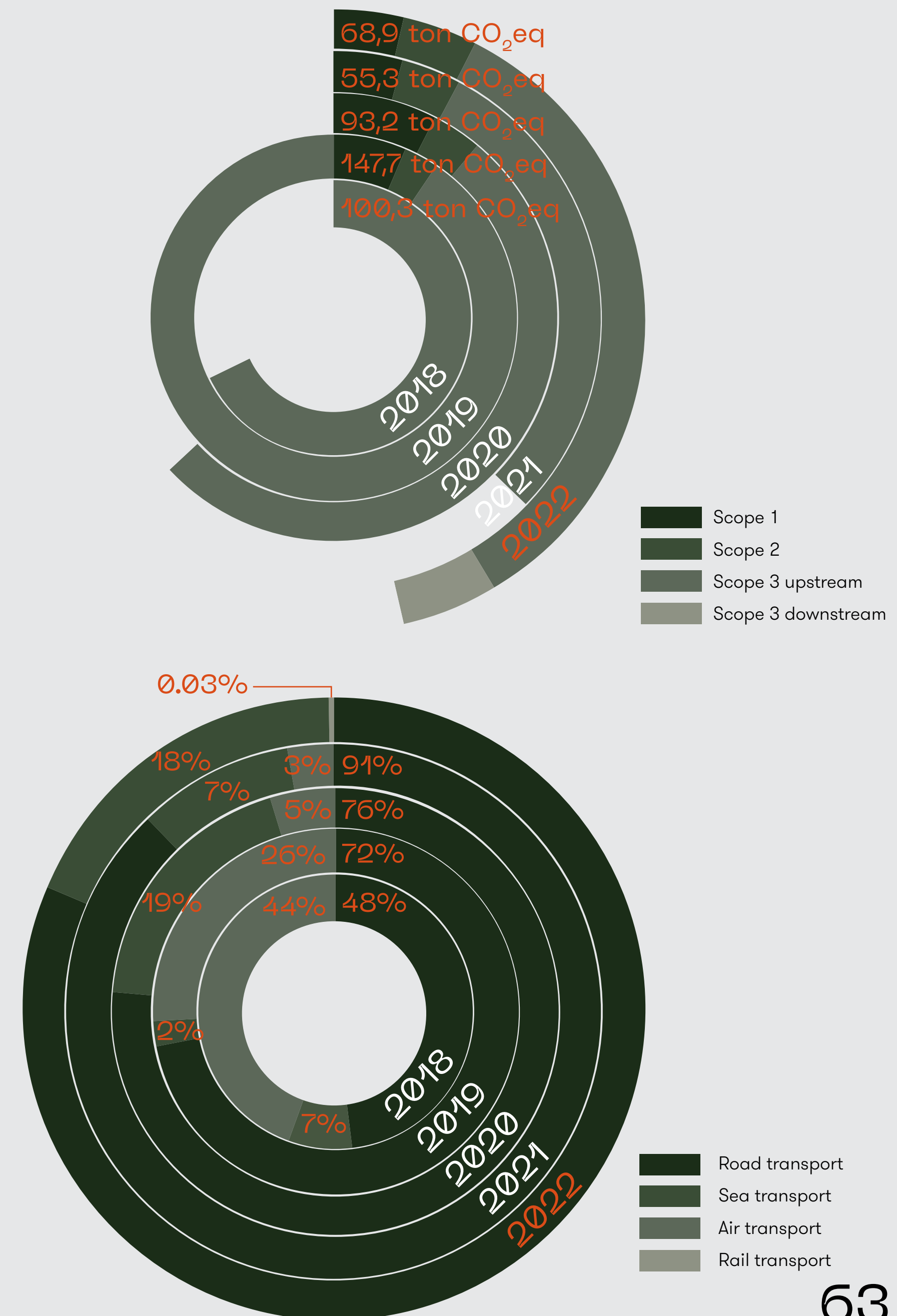
### TRANSPORT

Transport is only a part of the problem when it comes to greenhouse gas emissions, but it is a part that you have a direct influence on. We already brought down the transport kilometres between suppliers by local sourcing of both fabrics and trims. But we still need to transport the final products to our warehouse in the Netherlands.

For this, we use land, sea and air transport, depending on where the products are coming from. Air freight is only a tool for us to reduce pressure on our suppliers. It's faster and therefore gives more time to the supplier if delivery times get into trouble. This helps in avoiding unnecessary overtime in the factory. We constantly work on limiting our air transport by improving our buying practices, which led to no air transport in 2022.

### NOTES TO THE CALCULATIONS

The emissions factor changes every year a little, but the difference between 2020 and 2021 for cargo transport over land, sea and air was more extensive. New data showed that transport has become cleaner. This has led to a big reduction in carbon emissions. Our company grew a lot as well over the years. These numbers are not set in the perspective of revenue. In 2022 our calculated carbon footprint was 14.7 tons CO<sub>2</sub>eq per million € revenue, compared to 14.2 in 2021. This increase was due to growth in our team and the addition of Scope 3 downstream transport emissions. We want to calculate extra Scope 3 categories over the coming years to get a deeper insight into our impact.





# PACKAGING TO YOUR DOORSTEP

Packaging is unquestionably linked to transport. We try to give a function and purpose to everything we use as eliminating is the best strategy to decrease environmental impact. We reduced the size of our on-product labelling and didn't use unnecessary extra packaging in our e-commerce packages. Let's dive into our considerations when it comes to packaging.

## POLYBAGS

Polybags are one of the industry's struggles when it comes to plastic packaging. We only use polybags on our tops and light-coloured jeans. Other jeans are less likely to stain or become dirty. This choice has decreased our dependency on polybags drastically. On top of that, we are checking the possibility of replacing the plastic polybags with thin paper polybags in our supply chain. We keep you posted on our progress.

## PACKAGING CHOICES

In 2022 we found out that the compostable mailer bags of Noissue we were using are often disposed of incorrectly as there is no clear disposal place for them. The composting companies have yet to be ready for compostable packaging processing. Our packaging approach revolves around functionality and disposability. That is why we were searching for an alternative throughout 2022. The goal was to find high-quality paper mailers that were FSC or PEFC certified. We chose paper mailers as paper recycling is well-organised.

## PACKHELP

In 2023 we will switch to this new packaging. We found a partner in Packhelp, located in Warsaw, Poland. All of their packaging suppliers are EU-based. They collaborate with their suppliers to foster a stronger social and environmental responsibility commitment. By only working with European producers, they actively reduce carbon emissions associated with transportation while supporting local economies. Our new paper mailer is produced locally in Krakow. In 2023 we visited the factory. Packhelp invited us to talk about packaging and the denim industry in their podcast 'The Packaging Perspective'. You can find the episode and more about our factory visit on our blog.

## NO-ISSUE PACKAGING

To get our product to your doorstep, we started using eco-friendly packaging by Noissue in 2021. Noissue is a sustainable packaging company that creates our packaging from corn-based biopolymers. It is home compostable. If you do not own a compost heap we advise you to dispose of it in the normal trash. The mailer is stretchable and waterproof, to make sure your pure goods safely arrive at your doorstep.

On top of bringing sustainable packaging, Noissue plants a tree in areas of need, in order to fight global deforestation! You'll find the eco-alliance logo on our mailers, showing that with this packaging we are supporting regreening our planet.





# CARBON EMISSIONS

## RISKS & GOALS

Over the last couple of years, we've already set and achieved some of our goals in terms of carbon reduction. For instance, we have set up our fabric and trim sourcing locally to the Cut-Make-Trim suppliers, we reduced our air freight transportation, and we calculated our Scope 1, Scope 2 and part of Scope 3 company carbon footprint since 2018 and compensate the left-over footprint. But there are some risks that we want to put extra effort into.

### THE ENVIRONMENTAL FOOTPRINT OF OUR PRODUCTS / ENVIRONMENTAL RISK

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We want to get insights into the cradle-to-gate lifecycle of our products by performing Life Cycle Assessments (LCAs). Cradle-to-gate entails calculating the impact of the raw materials until it leaves the factory gates, excluding transport to the consumer. The LCAs will give us insights into all impacts our products have; water, carbon emissions, water contamination, waste, etc. We will use the data and insights we get from the LCAs to set up new data-based environmental goals for our products.

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To ensure the accuracy and credibility of our LCA outcomes, we will use a third-party tool with access to reputable databases like EcolInvent, Gabi and OpenLCA. We will make every effort to gather specific supply chain data from Kuyichi, further improving the reliability of the results. The LCA data will be communicated to the end consumer and give valuable insights into the improvements we can make to decrease our environmental impact further

**GOAL FOR 2024:** Perform a cradle-to-gate lifecycle assessment for all of our denim styles

**GOAL FOR 2026:** Perform a cradle-to-gate lifecycle assessment for all of our Kuyichi styles

### NON-RENEWABLE DEPENDENCY IN PACKAGING / ENVIRONMENTAL RISK

12



Polybags, typically made from plastic materials, have been widely used in packaging to protect products during transport from breaking and getting dirty. However, the production and disposal of polybags contribute to environmental pollution and the depletion of non-renewable resources like petroleum. To address this risk we will substitute traditional polybags with see-through paper polybags. As paper is made from the renewable resource wood and is perfectly suited for recycling.

**GOAL FOR 2025:** Switch from plastic to paper polybags



# NON-PRIORITISED ENVIRONMENTAL RISKS

## BIODIVERSITY / ENVIRONMENTAL RISK

Biodiversity is one of those risks that is interconnected to a lot of different things. From how materials are produced to how clothing is produced and cared for. A lot of the choices we make have a beneficial effect on biodiversity, like our 'Organic cotton only'-policy and other material choices. But we do not have direct goals set for biodiversity, but goals that are linked to biodiversity, like the regenerative cotton project. We have included biodiversity in our risk assessment and include it in the choices that we make, but right now it is not a prioritised risk for us.

## ANIMAL WELFARE / ENVIRONMENTAL RISK

Animal welfare is something we find really important, but as only 0,2% of our material portfolio was from animal-derived materials in 2022, it is not a prioritised risk for us. We have policies in place that give us and our suppliers clear guidance regarding the requirements when sourcing animal-derived materials. When animal fibre use increases in the future we can reconsider prioritising animal welfare risks.

## CARBON EMISSIONS IN PRODUCTION / ENVIRONMENTAL RISK

We do not directly address the carbon emissions in our supply chain. The first step we're taking is calculating the cradle-to-gate Life Cycle Assessments (LCA) of our products, starting in 2024. Based on the data and insights we gather through these LCAs we hope to get a better understanding of where to focus our efforts in carbon emissions reduction in the future. We do not have carbon emission reduction targets for our supply chain or products now.

## OTHER MATERIAL RELATED RISKS / ENVIRONMENTAL RISK

We do not take immediate action on some of our identified risks in materials, as they are either already incorporated in our policies and processes or are not the ones asking for our immediate action. For example, we identified risks for our man-made fibres like irresponsible wood sourcing and high chemical pressure and pollution risks in pulp production. As most of our man-made fibres are from Lenzing that are made from FSC or PEFC-certified materials and the pulp is made in their closed-loop system, we already decreased these risks substantially. We also do not focus our extra effort on synthetic fibres as they're such a minority in our total fibre consumption.



# NGOS & PARTNERS

The fashion industry is ever-evolving and we couldn't keep up without the relentless work of our partnerships. We rely on their research work, recommendations, initiatives and certifications to educate ourselves and improve our way of working.



## FAIR WEAR FOUNDATION

Beginning of 2020 we officially became a Fair Wear member. The Fair Wear Foundation is an international independent organisation that fights for better labour conditions in the fashion industry, by working together with its members to improve their supply chains.



## MODINT

Modint is a Dutch trade association for fashion and textile brands, manufacturers and suppliers. We're happy to be a Modint member because they've got a lot of in-depth knowledge and help us to keep up to date on the latest developments. They're also a partner in finding business and impact solutions.



## CONTROL UNION

Control Union is the certification body that audits us for our GOTS and GRS certification. Every year they check our policies and office to extend our certificate for another year. Our scope certificate number with them is CU 1002797.



## TEXTILE EXCHANGE

We've been participating in the Textile Exchange Corporate Fiber & Material Benchmark (CFMB) since 2017 together with over 200 brands. This benchmark shows us how our way of working with materials compares to the industry and shows us ways to improve our practices.



## CLIMATE NEUTRAL GROUP

Climate Neutral Group provides carbon management and offsetting services to get to a net-zero carbon economy. They've been our partner in calculating our carbon footprint and offsetting them with accredited compensation projects.



## THE NETHERLANDS ENTERPRISE AGENCY

The Netherlands Enterprise Agency (RVO) is our partner in a shared subsidiary project with Fair Wear Foundation, King Louie and Schijvens. RVO is a Dutch government organisation that answers questions about sustainable, agricultural, innovative and international business. It supports the business by providing information, advice and financing. RVO draws up regulations, implements them and ensures compliance with laws and regulations.





"WE SEE OUR  
SUPPLIERS **AS**  
**PARTNERS,**  
WE INNOVATE AND  
IMPROVE TOGETHER"

# THANK YOU TO OUR PARTNERS

We believe that to really make a change, you need all the partners throughout the chain. From farmer to consumer and from factory owner to pattern cutter. The fashion supply chain can be complicated, but we do love that it shows how we can all rely on each other as well.

## SHOUTOUT TO OUR SUPPLIERS

Kuyichi brings you pure goods, but we would be nowhere without our kick-ass suppliers. Without the knowledge of our suppliers, our products wouldn't be as good as they are. So let's not forget, the power is in the chain.

## BIG THANKS TO OUR RETAILERS

We wouldn't be here without our dedicated retailers. We're happy that over the years the number of shops that have Kuyichi in their portfolio has grown. Some of these retailers have been with Kuyichi for over a decade, and others have just joined. But without them, we couldn't do what we are doing. We want to thank them for their trust and hope that we will continue our work together for a lot of years to come!



A woman with long brown hair, wearing a black long-sleeved dress and black cowboy boots, is standing on a floral patterned armchair. She has her arms outstretched and is smiling. The background is a field with trees and a cloudy sky.

# KUYICHI

## PURE GOODS

WANT TO LEARN MORE?

You can always contact our Corporate Responsibility manager on  
[cr@kuyichi.com](mailto:cr@kuyichi.com)