

# SUSTAINABILITY REPORT 2024



**KUYICHI**  
PURE GOODS



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**



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## Pure goods since 2001

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 transformation, Kuyichi's founders took matters into their own hands. They initiated fair trade and organic collaborations with local cotton farmers, recognising 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.



# Kuyichi timeline

1998

## 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.

2001

## 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.

2004

## First organic denim

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

2006

## Made-By blue 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.

2008

## Climate Neutral Group CO2 compensation

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

2013

## Deposit denim & Fair Wear

First take-back pilot where they collect the legs of denim to recycle them into new denim. Kuyichi also becomes a member of the Fair Wear Foundation in July 2013, a non-profit organisation dedicated to improving labour conditions in the garment industry.

2016

## Acquisition of Kuyichi & Vegan jeans

In January 2016, Kuyichi is acquired by Peter Schuitema, Guido Keff, and Floortje Dessing, who have been running the sustainable store Nukuhiva in Utrecht and Amsterdam. All Kuyichi jeans go vegan, by eliminating the leather patch.

2019

## GOTS certified & Dutch agreement

Kuyichi obtains GOTS certification in 2019 to certify their organic garments and signs the 'Dutch Agreement on Garments and Textiles' that focuses on supply chain risk management.

2020

## Fair Wear & 100% recycled jeans

Kuyichi renews its membership with the Fair Wear Foundation in March 2020. Besides, the first jeans made from 100% recycled pre-consumer cotton are released.

2021

## GRS certified

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

2023

## Cotton in conversion & give-back service

We used cotton in conversion from the farm of Cengiz, which we support in the transition to organic farming. We also launched a give-back service to return your worn Kuyichi.

# 2024 in review

2024 was again a year of firsts. We launched some exciting new things, but also built on what was already there. We improved our contracting, calculated the impact of our jeans and made sure that repairing your Kuyichi items is just a few clicks away. We're excited about the progress we keep making and hope to explain it nice and easy to you throughout this report.

## – MENDED repair service

We've partnered with MENDED to launch our Kuyichi repair service. This service makes it easy for customers to book repairs online, send in their worn items, and receive them back within ten days, looking and feeling like new. As a thank-you for choosing repair customers receive a €10 discount code for their next Kuyichi purchase. By choosing repair over replacement, we help save the water, energy, and raw materials that would otherwise go into producing something new. Let's keep clothing in play.

## – 100% Post-consumer recycled denim

In our drive to push sustainable innovation further, we worked with our fabric partner Bossa to create our first Scott Old Fashioned Blue jeans made entirely from 100% post-consumer recycled denim. By adjusting spinning techniques, our denim mill Bossa ensured that the shorter fibres from recycled denim could still produce a durable, high-quality 12.75-ounce fabric. This project turns old jeans into new ones without compromising on quality, showing what's possible when we combine responsible design with technical innovation.

## – Life Cycle Assessments by BCome

We calculated the impact of our CORE denim collection. A Life Cycle Assessment (LCA) is a method to quantify potential environmental impacts from a product's lifecycle. It takes a look at where a product is made, from which materials and what kind of processes are used. This gives us insights into our environmental impact and where we can still progress. Our partner BCome used our data and secondary data to calculate water scarcity, global warming potential, eutrophication and abiotic depletion.

## – Responsible Contracting Project

We partnered with the Responsible Contracting Project to strengthen our contracts and policies. This project was supported by the "Innovatiemakelaar" subsidy via Modint. We made our Code of Conduct a two-way agreement that sets expectations for suppliers while recognising our own responsibilities as a brand. This included adding commitments on purchasing practices and reviewing our Human Rights & Environmental Due Diligence, Responsible Sourcing, and Responsible Exit Policies to align with legislation, best practices, and gender inclusivity, ensuring our policies reflect our values. Find out more in our Social Report 2024.

## – 'For Fair Fashion' research results

Fair Wear, RVO, and three member brands, including Kuyichi, initiated the project 'For fair fashion; Improving due diligence, wages, and equity for women in the Turkish garment sector' to address living wages and gender-based violence in Türkiye's garment industry. The project aims to test out policies and actions for brands to improve on these two topics. Project A finished in 2024 and concluded in a research report about these issues in the Turkish garment industry. In Project B we're now testing solutions to improve conditions, reflecting the need for urgent action. The project seeks to empower women and share insights with other brands through peer-to-peer learning. Read more about it on our blog. More details can be found in our Social Report 2024.

# Letter of the CEO

Looking back at 2024, I'm reminded why we started Kuyichi twenty-six years ago. Our founders witnessed the devastating impact of conventional cotton farming in Peru. Polluted waterways, struggling farmers and a system that prioritised profit over everything else. That experience drove us to prove fashion could work differently.

This year reinforced our belief in transparency. We believe that only an informed consumer can make a truly conscious choice, which is why we continue sharing detailed reports about our supply chain, material choices, and environmental impact. Every challenge, every improvement, we share it because real change requires honest conversation.

Our *Unfashion* philosophy gained real momentum in 2024. We strengthened partnerships with organic cotton farmers, expanded our recycled materials, and deepened our work with Fair Wear Foundation through a joined project in Türkiye. But we also faced a hard truth: even sustainable fashion creates impact. Every piece of clothing is the result of time, effort, and a lot of resources.

The answer isn't perfection; it's honest progress. This year brought two milestones that exemplify our commitment to circularity. We launched our 100% post-consumer recycled denim jeans, proving that discarded clothing can be transformed into premium quality pieces without compromising style or durability. These jeans represent more than innovation—they're a statement that waste can become something beautiful and lasting again. They're also a showcase of all the effort our suppliers put in to keep improving. As a couple of years ago a 100% post-consumer recycled jeans was unimaginable.

Equally important was the launch of our MENDED repair service. Too often, a small tear or worn knee means the end of a garment's life. MENDED changes that narrative, offering professional repairs that extend the lifespan of your favorite pieces. It's about honoring the resources, craftsmanship, and stories of our clothing.

We improved our circularity programs beyond these launches, refined our sourcing practices, and kept asking difficult questions about our industry. We continue to skip seasonal sales, as huge discounts contribute to the devaluation of products a lot of people put their hearts and hard work into. This philosophy guides everything we do, from pricing to production.

Looking ahead, we know the journey is far from complete. We know that we're not perfect and there is still a lot of things to do. But 2024 showed us that solutions exist when we commit to genuine change over quick fixes. Our recycled denim proves circularity works. MENDED demonstrates that repair culture can thrive. And every organic and regenerative cotton purchase supports farmers building healthier soil and communities.

Thank you for joining us in reshaping what fashion can be.

**Peter Schuitema**  
CEO Kuyichi



# 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. *Unfashion* is 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.

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 instead of the current focus of the industry on speed, growth and newness. Also known as (ultra) fast fashion.

1

## 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.

2

## 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 in 2016.

3

## Full transparency

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

4

## 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 our actions and the people we impact in our supply chain.



# Conscious consumerism

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, to *Unfashion*.

## CORE collection

Every season we drop a new 'innovation 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. It allows us to focus our production on items that have a consistent demand, avoiding overproduction.

## Made to last

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 hope that the customer is less likely to make an unconsidered choice when buying from our brand as we take away the urgency to decide now, by eliminating sale or time pressure. 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.

## Knowledge is power

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. Only an informed consumer can make a conscious choice.

## Take care

Conscious aftercare is essential to extend the life span of our clothes. Therefore we have a clear 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.

## Give it back

When you are not wearing them anymore, give your clothes a good end-of-life by donating them for recycling or sending them back to us through our 'Trends are Circular' give-back program. We will give your old Kuyichi item a new life. You can also 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. But that part is all up to you! We can only nudge you in the right direction.



# Rules for clothing care

1

## Turn it down

Turning down the washing temperature from 60 to 30 degrees already takes 60% less energy. Your clothing 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 it out

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.



A photograph of two women standing in front of a brick building. The woman on the left is wearing a black leather jacket over a blue and white patterned shirt. The woman on the right is wearing a grey sweater and a gold chain necklace. They are both holding a large red sign with white text. The sign has a white globe icon at the top and the text 'Jaarlijks WORDEN WERELDWIJD 80-150 MILJARD NIEUWE KLEDINGSTUKKEN GEPRODUCEERD.' Below this, in a white oval, it says 'HOEVEEL PRECIES? NIEMAND WEET HET.' At the bottom right of the sign, it says 'FASHION Statement NOW' and 'fashionstatementnow.org'.

## Black friday

# Sustainable Fashion Circle

In 2024, again, we did not participate in the Black Friday discount madness. Instead, we celebrated Give Back Friday and donated 20% of our Give Back Friday revenue to support the fashion activists of the Dutch Sustainable Fashion Circle.

The Dutch Sustainable Fashion Circle is a group of Dutch sustainable fashion activists who fight independently for a fair and more sustainable fashion industry. With different backgrounds (think human rights, communication and climate), they work on important themes, such as greenwashing, transparency and better working conditions. You may know them from the anti-greenwashing cases against Primark and Zalando or the Greenwashing Reporting Tool that they launched.

Their newest campaign is 'Fashion Statement Now - Speaking volumes', in which they ask brands to share their production numbers. Current data on production numbers is based on estimates, it's time the industry opens up about this. We've also opened up! In 2023 we produced 89.133 garments in 2024 we decreased a bit to 83.908 items.



# Making pure goods

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, we strive for it in every item.

## 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, which we pay special attention to. We put the biggest environmental efforts into our denim as it will give the biggest positive effect in volume, but we do not leave out the rest of our collection. As our company and offer grows, we intensify our environmental focus on other product groups as well.

## 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.

## Limit leftover fabrics

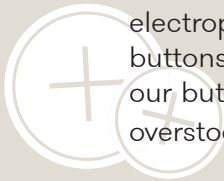
We always try to clean our fabric stock, and let no meter go to waste. We would rather raise the production quantities if there are some leftover meters. If not, we find a new purpose for the leftover fabric. For instance by using it for a new style. The bottom line is that we clean our stocks and don't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



# Kuyichi's trims

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. We have a small selection of buttons to reduce waste and overstock.

## 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 the tape will be dyed in the right colour with the whole garment. The metal from the organic cotton zippers is also made from non-finished brass.

## 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 back patch | Panama Trimmings

Since 2016 we've replaced the leather patches with jacron patches, turning our jeans vegan. From 2020 on we gradually shifted 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.



# Kuyichi's 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 | Ekolteks

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. Our pocket lining always comes with an extra message about Kuyichi or the product. It can show the material that it is made of or show our manifesto.

# Kuyichi's supply chain

## DESIGN

A garment always starts as an idea. Our production department comes up with these ideas. They decide the fit, colours and prints that are needed to produce a garment. They put this in production documents including technical sketches to ensure the supplier knows what to make.

## RAW MATERIALS

Every piece of clothing starts with raw materials. You can think of farming linen and organic cotton, extracting wood, collecting PET bottles or collecting used garments or other textiles.

## SPINNING

The raw materials all have their own processes to become fibres. Like ginning for cotton, retting for linen and pulpafication for man-made fibres like lyocell. These fibres are turned into yarn in a spinning mill.

## DYEING

Denim yarns are usually dyed right after spinning. This is called yarn dyeing, which basically means the yarn is dyed before it is woven. Other options for dyeing are fabric or garment dyeing, which are pretty self-explanatory as well.

## WEAVING OR KNITTING

In the weaving or knitting phase of our journey, a lot of threads and needles are involved. One works with loops, the other one with two different threads that weave into each other. The way these move determines the pattern of the fabric.

## CUT-MAKE-TRIM

The so-called "Cut-Make-Trim" phase is where your garment comes together. This phase is where the biggest amount of people touch the product. Every seam, every stitch, every button is done by the hands of a person. Buttons, rivets and zippers are also added during this step, although with denim normally after finishing.

## FINISHING

The last stop is the finishing of the garment. Jeans are washed to give them the worn-in look that we like. The top layers of the denim fabric are burned, scoured, or washed off. This laundry process is traditionally a water- and chemical-intensive, but some exciting innovations have been developed over the years.

## USING

When the garment is finished, it is packed and shipped to our warehouse and from there ready to be delivered to our retailers or your doorstep. Ready to be worn with love by you!

REMAKE

REUSE

\* This is a simplified version of the supply chain. In reality each step has its own sub-processes and materials needed



# Transparency

## tracing our products

The first step towards a better fashion industry is transparency. Transparency is, unfortunately, still not a common good in the fashion industry. Brands don't share partners as they might get 'stolen' by competitors or, even worse, they are unaware of where they are actually producing. On the contrary, we think transparency fosters good partnerships, collaboration between brands, pushes us to trace our products and comes with accountability. We are proud of our partners and share them openly.

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 our website under 'Pure Production'.

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.

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 lot 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. We deliberately produce mostly close to Europe to keep transport emissions low.

More in-depth information on our suppliers and their performance can be found in our Social Report 2024.



# Risks in the 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. We always try to do what we can, but are sometimes limited.

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. More information on how we do our Due Diligence can be found in our Social Report.

## Sustainable development goals

The United Nations adopted the Sustainable Development Goals (SDG's) 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 SDG's are all interlinked and together they show the way towards a better world. To realize the SDG's 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. On the next page we show our prioritised SDG's and we've linked the SDG's to our risks and goals as well throughout the report.



# Prioritised SDG's

We prioritise worker health and well-being through our Fair Wear Foundation membership. Safe working conditions include access to essential healthcare, a safe and hazard-free working environment. We check and improve the working conditions in our supply chain through monitoring.

- Fair Wear Foundation membership
- GOTS & GRS certification
- Chemical management with (M)RSL list
- Low impact denim washes



We take steps that support clean and safe water access by preventing hazardous substances from polluting air, water, and soil. Our facilities use wastewater treatment and improve water efficiency through better laundry process.

- GOTS & GRS certification
- Checked wastewater treatment plants at dyeing & washing facilities
- Chemical management with (M)RSL list
- Low impact denim washes



Through lower-impact and recycled materials, we promote sustainable resource management. We encourage suppliers to continuously improve their practices while educating customers on sustainable consumption as we see it as our responsibility. We have a blog that shows what goes on behind your clothes.

- Over 95% preferred materials
- Certified materials and products
- Environmental & social supplier improvement support
- Customer education - Blog & socials



Advancing industry sustainability requires shared knowledge and innovation. Through partnerships with Fair Wear Foundation, Modint and Textile Exchange, we exchange expertise and drive collective progress. In 2024 we've been part of several webinars about topics like responsible contracting and gender equality to share our best practices with the industry.

- Modint membership
- Fair Wear Foundation membership
- Textile Exchange - Material Change Index

# 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

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've managed to implement open costing with some of our suppliers. This increases the accuracy of excluding the cost of wages in price negotiations. To begin with, we want to start living wage premiums at one of our jeans suppliers. Jeans are our main product category and, therefore, the ones with the most significant volume. With the learnings from these factory, we can continue to start paying 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 collaboratively.

### GOAL FOR 2025

Payment of our part of living wages for at least one Tier 1 facility

### GOAL FOR 2030

Payment of our part of living wages at all our Tier 1 facilities

## Gender discrimination and violence

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.

Learn more about our social compliance in our Social Report





# Kuyichi's material rules

We have set ourselves a couple of ground rules to follow. You can see them as the solid foundation for building our products. We pride ourselves on the high percentage of sustainable materials we have in our pure goods. These rules have got us there:

1

## 'No conventional cotton'-policy

We do not use conventional virgin cotton. We have a strict 100% sustainable cotton policy. All cotton we use has a proof certificate for organic.

2

## Increase the use of recycled fibres

We challenge ourselves to increase the amount of recycled fibres in our jeans, mainly recycled cotton, pre- and post-consumer.

3

## Use responsibly managed wood

We almost only use lyocell and other man-made fibres from responsibly managed woods or recycled resources.

4

## Limit virgin synthetic fibres

We reduce the use of virgin synthetic fibres, such as elastane, and always keep it under 3% of our total material use.

5

## 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 page 29.

6

## Over 95% preferred materials

We commit to using over 95% preferred materials in our material portfolio, calculated per calendar year with the amount, weight and composition of products produced. Since 2017, we had over 97% preferred fibres in our collection, something we are definitely proud of.



# Pure material choices

Material choice is the biggest impact on the environmental footprint of garments. We make products with mostly organic & biodegradable, recycled or otherwise low-impact fibres, as seen in the first three rows on the next page. We call these: 'Preferred fibres'. Let's dive in

## Organic cotton

Kuyichi has advocated for organic cotton since 2001. Since 2016 we have ceased the use of conventional cotton and with that the use of pesticides, synthetic fertilisers and GMO seeds. Our organic cotton is always certified under either GOTS or OCS.

## Cotton in conversion

We use cotton that is farmed by Cengiz in Türkiye. He has transitioned from conventional towards organic farming. The cotton in conversion is the cotton farmed during the three year transition period. This is a collaborate project with our denim mill Bossa.

## Pre-consumer recycled cotton

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

## Post-consumer recycled cotton

Our post-consumer recycled cotton is made from post-consumer textile waste, like worn clothes, denim and used bed sheets. We only use GRS or RCS- certified post-consumer recycled cotton.

## Regenerative cotton

In 2024 we integrated regenerative cotton into our collection. This cotton is grown with regenerative farming practices, improving soil health and the capture of carbon in the soil.

## Linen

Linen is made from the stems of the flax plant. Our linen is farmed on French flax farms. European flax production has well-regulated pesticide use, farming practices and social circumstances.

## TENCEL™ Lyocell

TENCEL™ Lyocell is produced by Lenzing in Austria. The process of production is a closed-loop process, which transforms wood pulp from controlled and certified wood into cellulosic fibres

## TENCEL™ Modal

The TENCEL™ Modal we use is primarily made from beech wood, sourced from sustainably managed forests in Europe. TENCEL™ Modal is produced by Lenzing in Austria.

## Recycled elastane

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 virgin synthetics use.

## T400 Ecomade

T400 Ecomade is an innovative fibre from Lycra that gives stretch that lasts. No saggy jeans guaranteed! The yarn is composed of one part recycled PET polyester, one part plant-based polymers and one part virgin polyester.



# Preferred fibres **matrix**

|                         | Natural fibres                                                                                                                                                               | Man-made fibres                                                                                                                             | Synthetic fibres                                                                                                                                                        | Animal-derived materials                                                                                                                                       |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organic & Biodegradable | <ul style="list-style-type: none"> <li>- In-conversion cotton</li> <li>- Organic cotton (GOTS/OCS certified)</li> <li>- Regenerative cotton (Regenagri certified)</li> </ul> | <ul style="list-style-type: none"> <li>- Ecocell Lyocell</li> <li>- ECOVERO™</li> <li>- TENCEL™ Lyocell</li> <li>- TENCEL™ Modal</li> </ul> | <ul style="list-style-type: none"> <li>- Biobased elastane</li> <li>- Polylactic acid / PLA</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>- Responsible wool (RWS certified)</li> <li>- Organic wool &amp; silk (GOTS certified)</li> </ul>                       |
| Recycled                | <ul style="list-style-type: none"> <li>- Post-consumer recycled cotton</li> <li>- Pre-consumer recycled cotton</li> </ul> (GRS/RCS certified)                                | <ul style="list-style-type: none"> <li>- Cupro</li> <li>- REFIBRA™</li> <li>- Saxcell</li> </ul>                                            | <ul style="list-style-type: none"> <li>- Econyl</li> <li>- Recycled elastane</li> <li>- Recycled polyester</li> <li>- Recycled polyamide</li> </ul> (GRS/RCS certified) | <ul style="list-style-type: none"> <li>- Recycled wool (GRS/RCS certified)</li> <li>- Recycled down/feathers (RDS/TDS certified)</li> </ul>                    |
| Low impact              | <ul style="list-style-type: none"> <li>- Linen</li> <li>- Hemp</li> <li>- Nettle</li> </ul>                                                                                  | <ul style="list-style-type: none"> <li>- Bamboo Lyocell</li> </ul>                                                                          | <ul style="list-style-type: none"> <li>- T400 Ecomade</li> </ul>                                                                                                        | <ul style="list-style-type: none"> <li>- Vegetable tanned leather</li> <li>- Wild (peace) silk</li> </ul>                                                      |
| Minimise & try to avoid |                                                                                                                                                                              | <ul style="list-style-type: none"> <li>- (Bamboo) viscose</li> </ul>                                                                        | <ul style="list-style-type: none"> <li>- Virgin elastane</li> <li>- Virgin polyester</li> </ul>                                                                         | <ul style="list-style-type: none"> <li>- Silk</li> <li>- Wool</li> <li>- Conventional leather</li> </ul>                                                       |
| Banned                  | <ul style="list-style-type: none"> <li>- Virgin cotton</li> </ul>                                                                                                            |                                                                                                                                             | <ul style="list-style-type: none"> <li>- Virgin polyamide</li> <li>- Acrylic</li> <li>- Polymerising Vinyl / PVC</li> </ul>                                             | <ul style="list-style-type: none"> <li>- Fur &amp; exotic skins</li> <li>- Horn &amp; bone</li> <li>- Virgin down, angora, mohair, cashmere, alpaca</li> </ul> |

\* Based on benchmarks, such as the Sustainable Material Guide from Modint, Higg Material Sustainability Index and the Made-By Environmental Benchmark for Fibres as well as material risks and Kuyichi preferences.

# Certifications and how we use them

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 (TC) prove that criteria are met throughout the chain. A new TC 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.

## 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.

## 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 Recycled 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.

## Other textile certificates

There are many different textile certificates. For each kind of fibre you have other standards. Like the Responsible Wool Standard (RWS), Responsible Down Standard (RDS), Good Cashmere Standard, Cotton Made in Africa and Better Cotton Initiative. Or certificates that claim quality or chemical safety like OEKO-TEX 100. They all have their own specific requirements and vision. We've chosen GOTS & GRS as they best match our values and collection.

On fabric level we also often use the Organic Content Standard (OCS) and Recycled Content Standard (RCS). These certificates are set up to claim 5-100% of organic or recycled content in products throughout the supply chain. They do not have extra criteria besides the proof of organic or recycled content and we therefore prefer GOTS and GRS. Due to their requirements not all fabrics can obtain one of these, we then use OCS and RCS instead. We do not label products with OCS or RCS as we are not certified, but we plan to certify under OCS in 2025. We're also planning to certify under Regenagri, for regenerative cotton, as we've integrated regenerative cotton in our collection in 2024.



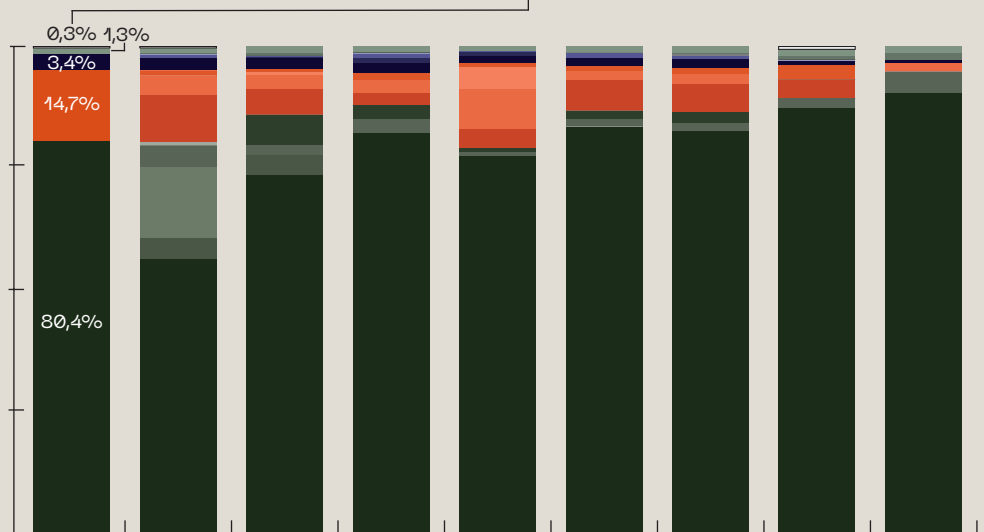
# Materials in numbers

Numbers can give you clarity in what you're doing and whether you're achieving your goals. We've been tracking our material use with the same method since 2017. Every year our material portfolio changes. Sometimes due to a focus on certain fibres, but also due to collection changes.

## Material changes

Over the years we diversified our material portfolio and decreased the % use of organic cotton. This may sound weird, but other fibres and for instance regenerative cotton have other impacts and benefits. We were too dependent on organic cotton and are happy that we are finding a better balance. In 2024 we have integrated regenerative cotton in our collection, used cotton in conversion again and added Ecocell Lyocell for the first time. In 2024 we did use in two styles conventional cotton in a deadstock fabric, even though this normally is a banned fibre.

The first column shows the four categories. Still around 80% of our materials are organic or biodegradable fibres. We increased recycled fibres from 9,4% to 14,7%. A trend we want to continue the coming years. We only used synthetic fibres in the 'minimise or try to avoid'-category.



|                                           | 2024  | 2023  | 2022  | 2021  | 2020  | 2019  | 2018  | 2017  |
|-------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>Organic &amp; biodegradable fibres</b> |       |       |       |       |       |       |       |       |
| Organic cotton                            | 56,8% | 73,2% | 82,2% | 79,8% | 83,4% | 82,5% | 87,2% | 90,3% |
| Cotton in conversion                      | 4,3%  | 4,2%  | -     | -     | -     | -     | -     | -     |
| Regenerative cotton                       | 14,1% | -     | -     | -     | -     | -     | -     | -     |
| TENCEL™ Lyocell                           | 4,2%  | 2,2%  | 2,9%  | 0,9%  | 1,5%  | 1,7%  | 2,1%  | 4,5%  |
| TENCEL™ Modal                             | 0,05% | 6,2%  | 2,8%  | 0,8%  | 1,8%  | 2,1%  | -     | -     |
| Ecocell Lyocell                           | 0,3%  | -     | -     | -     | -     | -     | -     | -     |
| Organic wool                              | 0,6%  | -     | -     | -     | -     | -     | -     | -     |
| <b>Recycled fibres</b>                    |       |       |       |       |       |       |       |       |
| Post-consumer recycled cotton             | 9,6%  | 5,3%  | 2,6%  | 3,8%  | 6,4%  | 5,8%  | 3,8%  | -     |
| Pre-consumer recycled cotton              | 4,1%  | 3,0%  | 2,6%  | 8,4%  | 1,7%  | 2,2%  | -     | 1,7%  |
| REFIBRA™                                  | -     | 0,5%  | -     | 1,4%  | -     | -     | -     | -     |
| Recycled polyester                        | 1,0%  | 0,6%  | 1,5%  | 0,9%  | 1,1%  | 1,2%  | 3,0%  | -     |
| Recycled elastane                         | 0,04% | 0,05% | 0,01% | -     | -     | -     | -     | -     |
| <b>Low impact fibres</b>                  |       |       |       |       |       |       |       |       |
| Linen                                     | 2,5%  | 2,3%  | 1,9%  | 1,6%  | 1,7%  | 1,9%  | 0,8%  | 0,7%  |
| Hemp                                      | -     | 0,1%  | 1,1%  | 0,8%  | -     | -     | -     | -     |
| T400 Ecomade                              | 0,7%  | 0,4%  | 0,9%  | 0,3%  | 0,9%  | 0,6%  | -     | -     |
| Vegetable tanned leather                  | 0,2%  | -     | 0,2%  | -     | 0,2%  | 0,3%  | 0,4%  | -     |
| <b>Minimise or trying to avoid fibres</b> |       |       |       |       |       |       |       |       |
| Viscose                                   | -     | 0,1%  | 0,2%  | -     | -     | -     | -     | -     |
| Polyester                                 | 0,2%  | 0,4%  | -     | -     | -     | 0,4%  | 0,8%  | 1,4%  |
| Elastane                                  | 1,1%  | 1,4%  | 1,2%  | 1,0%  | 1,3%  | 1,3%  | 1,3%  | 1,4%  |
| <b>Banned fibres</b>                      |       |       |       |       |       |       |       |       |
| Virgin cotton / Acryl / "Other fibres"    | 0,3%  | -     | -     | -     | -     | -     | 0,6%  | -     |

\* Based on weights and quantities

\*\* Due to rounding of number it may not be exactly 100%

# Materials' origin 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. The placement of icons is indicative, not factual.

As cotton is our majority fibre, we want to elaborate it a little more. Most of the organic cotton used in Turkish pure goods is locally sourced from Türkiye. From Aydin and Izmir to Diyarbakir and Mardin. A small part of the cotton of our Turkish garments 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.

We get our in-conversion cotton from farmer Cengiz in the Aydin area. In 2024 we've also integrated regenerative cotton in our collection. All our regenerative cotton is from Türkiye, Aydin area. Our pre-consumer recycled cotton is from the denim mill in Adana, while post-consumer recycled cotton is also from local Turkish waste streams.

More in-depth information on our materials can be found on our website under blog and the Pure Materials page.





# COTTON STORIES

## our main material



### "NO CONVENTIONAL COTTON"-POLICY

All our cotton is either certified organic, regenerative or recycled cotton. Even our cotton pocket lining is organic!



### INCREASING RECYCLED COTTON

We are increasing the use of recycled cotton, both pre- and post-consumer cotton, to at least 25% of our full material portfolio in 2030.



### SUPPORTING ORGANIC FARMING TRANSITION

In 2023 we released our first cotton in conversion styles. We will expand these styles and aim to support more farmers to make the transition.



### SUPPORTING REGENERATIVE COTTON PRACTICES

In 2024 we will launch our first regenerative cotton styles. Regenerative farming looks at the full ecosystem and tries to rebalance the soil.

# Vegan jeans & animal welfare

**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!**

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 a small part of our current products are not vegan.

Kuyichi is not a fully vegan brand, but we do want to offer vegan products for every kind of customer. 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. When we do use animal fibres, we choose certified materials and strive for transparency until the slaughterhouse and farm or farm area, This helps us control risks. Our leather comes from French farms which uphold EU standards for animal welfare and our organic wool is certified under GOTS which also has animal welfare standards integrated.

## The five freedoms for animal welfare

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 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.



# Materials risks & goals

We've been working hard to create better jeans from better materials. Since 2016, we've made all our jeans vegan by removing leather patches, we've increased the amount of recycled materials in our denim, and in 2020, launched jeans made from 100% recycled fibers - giving new life to materials that would otherwise go to waste. We've also traced most of our materials back to their source region to better understand their origin. While we're proud of this progress, we've identified specific areas where we want to do even better

## Availability of organic cotton

We see a clear increase in demand for organic cotton, but still the transition is going slow. 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. In 2022 we started supporting a farmer in the transition towards organic cotton. In 2023 we launched our first items with cotton in conversion fibres from farmer Çengiz. In 2024 the first certified organic cotton was harvested from this farm. We also introduced regenerative cotton in our material portfolio in 2024. We want to diversify our material portfolio, support future-proof farming techniques, water efficiency and biodiversity.

### REACHED GOAL 2023

Introduce cotton in conversion to our material portfolio through a farmer project

### REACHED GOAL 2024

Introduce regenerative cotton fibres to our material portfolio

## Dependency on virgin and non-renewable materials

In 2024, around 85% of our fibres were virgin or non-renewable. Fortunately, virgin non-renewable fibre use has consistently stayed below 2%. We keep focusing on the uptake of post-consumer recycled cotton. In 2024 we even introduced our first 100% post-consumer recycled jeans. We want to increase the recycled part of our collection to at least 25% in 2030.

### REACHED GOAL 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. In 2024 we've kept these fibres in the loop by setting up a system that collects our offcuts and reintegrates them into a new denim fabric. We managed to do a pilot in 2024 and use the fabric in our AW24 collection. This did work well and we consider extending this project.

### REACHED GOAL 2024 (was set for 2025)

Set up pilot project to recycle our denim offcuts from production into new fabrics

## Environmental pressure of garment production

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 new recycled fibres, biobased synthetics or alternative natural fibres. In 2023 we introduced recycled elastane, in 2024 Ecocell Lyocell by Karafiber and we will integrate recycled linen into our 2025 collection.

### GOAL FOR 2025

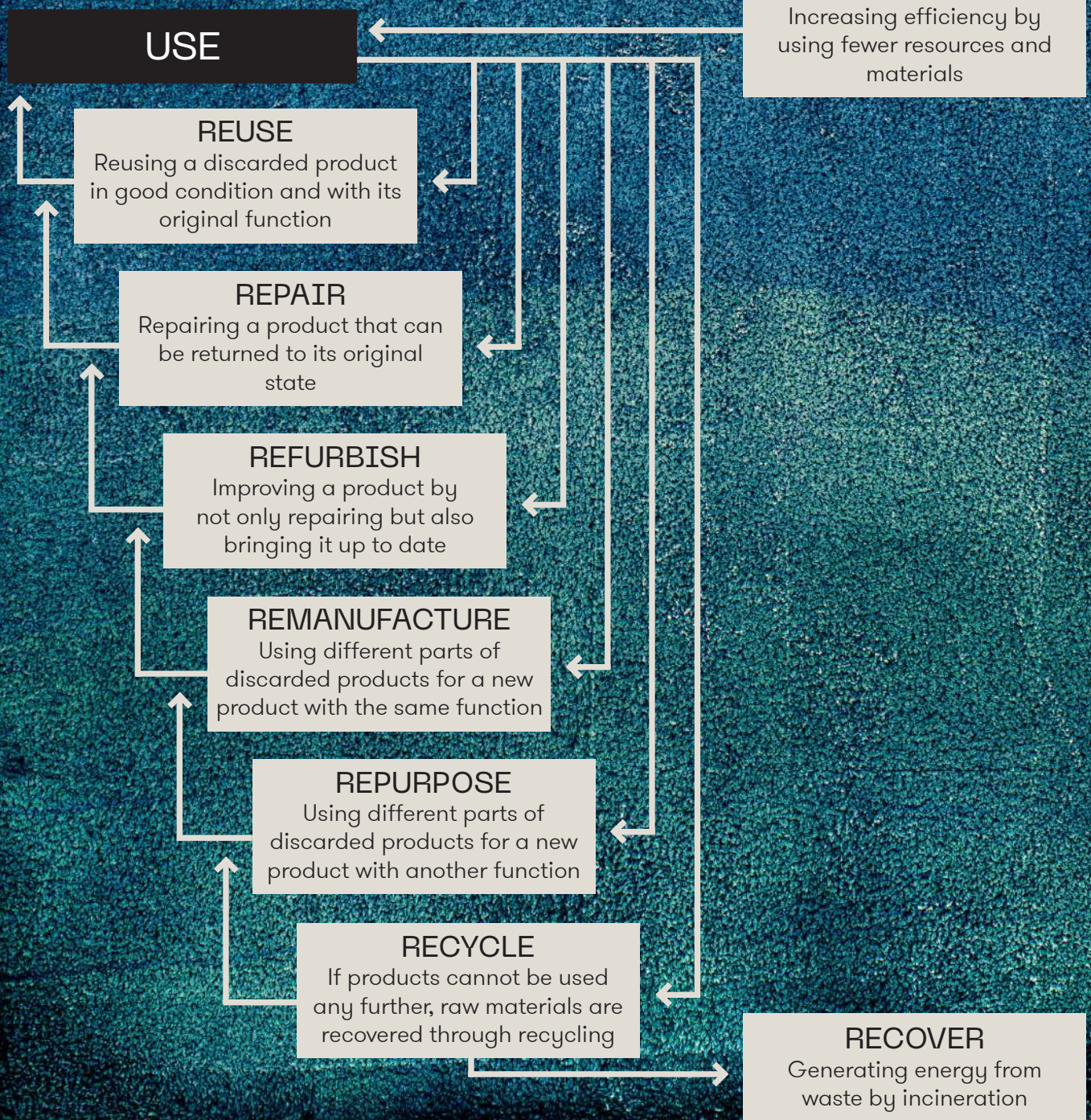
Include three innovative materials into our portfolio





# Circularity: the R-ladder

R-strategies, by the Ellen MacArthur Foundation, are crucial in moving from a linear towards a circular economy. The R-ladder works as a ranking regarding their level of circularity, with higher-ranking strategies being more resource-saving and putting less pressure on the environment. 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 them into our business practices.





# Circularity

## R-strategies

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

### **REFUSE** / Avoid the use & consumption of harmful 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. We also have strict chemical guidelines that meet or surpass national laws. You can read more about this under Pure Materials & Chemical Impact.

### **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 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.

### **– RENTAL**

This R is not included in the R-ladder, but is part of RETHINK. Rental offers a way to change your style or try out new clothing and brands without linear consuming and disposal. You can rent our clothes at LENA Fashion Library. They are 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 points 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.

### **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. 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. We also make consideration in the amount of different trims, labelling and fabrics we use, this to reduce overstock and to ensure we utilise everything to the best of our ability.

### **REUSE** / Reusing a good condition discarded product in original function & **REFURBISH** / Improving a product by repairing & bringing it up to date

In 2023 we launched our take-back program 'Trends are Circular' where you can return your worn Kuyichi items while receiving a reward for your effort. We have used these items for our IN PLAY collection, launched in 2025. Giving them a new life with a new owner.

## **REPAIR** / Repairing a product that can be returned to its original state

In 2024 we launched our collaboration with MENDED. They are a mail-in repair service that fights to 'keep clothing in play'. By offering their mail-in repair service we facilitate easy repairs for our customers, making repairing just as easy as buying a new item.

On top of this we also have a holistic and circular approach when it comes to our customer after sales. 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. This way we support repair and hope to push customers to see repair as an interesting alternative to buying new.

## **REMANUFACTURE** / Using parts for a new product with the same function

Since a couple years we have teamed up with Petra from Indigo Ravens. Petra repairs worn or B-choice Kuyichi denim and uses collected Kuyichi denim to make new patchwork items, like jackets. Until the end of 2023 we had a space in the E&Co green warehouse in Utrecht where her items were also on display. But since E&Co moved to a new location and scaled down she sells these items at markets and pop-up stores.

## **RECYCLE** / Raw materials are recovered through recycling

Of course, Kuyichi also uses the recycling strategy. But, 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. Last year we launched our first 100% recycled post-consumer denim. Followed by more jeans that use 100% post-consumer recycled denim after. 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. Therefore we want 25% of our fibres to be recycled by 2030.

### **– 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.

## **R-Strategies we do not use**

**REPURPOSE** / Using different parts 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. Besides, we oppose the last R strategy, as clothing is not meant to be incinerated. It is a waste of valuable resources and not something we directly participate in. Some clothes remain unsold, like production samples, unsellable returns, B-choice and occasional last sizes of styles. We sell most of these clothes through our sample sale at the office or reuse them in remanufacture projects. In 2024 approximately 3967 items were left unsold after this, which is around 4% of our total production volume. They went to a buyer who sells them in foreign markets we don't operate in.





## Repair your Kuyichi with MENDED

In 2024, we didn't join the fast-fashion frenzy or push for seasonal drops. Instead, we help extend the lifetime of Kuyichi clothing. Together with MENDED we offer our Kuyichi community a meaningful way to care for what they already own. Through our collaboration with MENDED, we offer you easy mail-in repairs.

Repairing your Kuyichi pieces is simple and rewarding. First, you book your repair on the MENDED platform, pay, and receive a shipping label. Then, you send it off, and within 10 days it gets repaired by experts and it is sent back looking as good as new. Every repair comes with a little treat: a €10 voucher for your next Kuyichi purchase, valid whether you use it directly or in five years.

We hoped to nudge our customers to discover and embrace repair as a valid option over buying new. And in 2024, they already repaired 66 items. Saving precious resources like water, energy, and raw materials, while reducing demand for new production. We're happy we now facilitate the option of repair with MENDED.

# 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 limits of the linear system

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 launched a mail-in give-back program in 2023. Till end of 2024 we've collected 77 old Kuyichi items, mostly denim. In 2025 we will repurpose these. In 2024 we also started our partnership with MENED to offer a mail-in repair service to our customers. 66 Kuyichi items have been repaired in 2024. We love the way MENED gives you an 'as new' experience when repairing your clothing.

### REACHED GOAL 2023

Launch our Trends are Circular give-back program for consumers

### REACHED GOAL 2024

Launch repair service for consumers

### GOAL FOR 2025

Expand our Trends are Circular give-back program with retailer drop-off points

## Dependency on virgin and non-renewable materials

Still, 90,6% of our fibres are virgin and/or non-renewable in 2023. Fortunately, we use under 2% virgin non-renewable (synthetic) fibres. In the last few years, we have focused on the uptake of post-consumer recycled cotton fibres and will continue to do so.

### REACHED GOAL 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. In 2024 we've kept these fibres in the loop by setting up a system that collects our offcuts and reintegrates them into a new denim fabric. We managed to do a pilot in 2024 and use the fabric in our AW24 collection. This did work well and we consider extending this project.

### REACHED GOAL 2024 (was set for 2025)

Set up pilot project to recycle our denim offcuts from production into new fabrics

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



6 CLEAN WATER  
AND SANITATION



15 LIFE  
ON LAND





# Environmental impact of Kuyichi jeans

In 2024 we calculated the impact of our CORE Collection through LCA with the help of BCome. On this page we share with you the average results of these jeans. Both the actual average impact and the average savings compared to the industry standard are shown. Keep in mind that all data are averages and are based on our data in combination with assumptions. We reached a transparency score of 93%, meaning we know over 90% of our suppliers throughout the production chain of this collection, from material processing to manufacturing.

6173 km  
travelled



680 gr.  
jeans weight



transparency  
score  
93%

\* Impact savings of comparing this product with an item of the same type and weight made in China from conventional cotton, with standard treatments and airlifted to the warehouse in conventional packaging.

# Life Cycle Analysis explained

Each product has environmental impacts. A Life Cycle Assessment (LCA) is a way to quantify these potential environmental impacts from a product's lifecycle. In 2024 we started LCA calculations with BCome. But how does it work and what does it mean?

**BCome.**

## Our LCA partner: BCome

We've partnered with BCome, who brings over 6 years of experience helping brands build responsible supply chains. As our LCA partner, BCome accurately measures our products' environmental impact from raw materials to finished goods. Their proven methodology is in line with upcoming EU legislation for Life Cycle Assessments. With BCome we get better insights into the impact of our products by measuring four different indicators:

1

### Water scarcity

Deprivation of water to humans and ecosystems due to water consumption in the product value chain.

How much water is used or polluted when making a product. This can make clean water harder to find for people and nature who need it most. It is measured in m<sup>3</sup> water eq, the amount of water used or polluted. Its characterisation model is AWARE (Available WATER REmaining).

2

### Global warming

Climate change caused by the greenhouse effect of heat-trapping pollutants released from the product value chain.

All the greenhouse gases released during production that contribute to global warming. They trap heat in our atmosphere, changing our climate and affecting life on land and in the oceans. It is measured in kg CO<sub>2</sub> eq and its characterisation model is IPCC 2013 GWP 100a method.

3

### Eutrophication

The increase of algae in an ecosystem due to the excess release of phosphates and nitrates in the product value chain.

When too many chemicals from fertilisers, pesticides, and detergents build up in waterways, causing algae to grow rapidly. These algae harms water life by using up oxygen and blocking sunlight. It is measured in g phosphates eq, and its characterisation model is CML-IA baseline.

4

### Abiotic depletion

Use of fossil fuels such as oil, natural gas and coal for the production of energy consumed in the value chain.

How much oil, gas, and coal are used up to make this product. Fossil fuels are not renewable, as they took millions of years to form. Besides, the extraction drives habitat destruction and pollution. It is measured in MegaJoules (MJ), and its characterisation model is CML-IA baseline.

## Life Cycle Assessment boundaries

We calculated our products' impact from material extraction, processing, finishing and manufacturing the product, this is called a cradle-to-gate LCA. The use and disposal phase of clothing are not included. The calculations are made with primary data from our supply chain in combination with secondary data from databases. Green energy use and water recycling at our suppliers is not taken into account. The results are always estimated environmental impacts of our jeans, as the reality is affected by so many variables.





KUYICHI  
PURE GOODS

## Packaging by Packhelp

We believe the best packaging is no packaging at all - eliminating unnecessary materials is our top priority for reducing environmental impact. We've streamlined our approach by reducing label sizes and removing extra packaging from online orders, focusing on giving every element a clear purpose. Here's what we do use.

### Paper mailers

In 2023 we switched to 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, Poland. 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.

### Polybags

Polybags are one of the industry's struggles when it comes to plastic packaging. We've reduced the use of polybags in the past, but had to reconsider as clothing was getting stained and could also discolour due to the lights in the warehouse. Therefore, we decided to choose polybags over having clothing become unsellable for us. These polybags are black for lighter denim styles to preserve colour. For other denim styles we often choose to pack bundles of jeans into one polybag to reduce the plastic consumption.

# Chemical limitations

Together with our suppliers, we work with our KUYICHI RSL and MRSL, the documents in which we set chemical restrictions. Certification is incorporated into these documents, as they set stricter chemical limitations. It is updated, at least every 2 years, to keep up with recent regulations. The document consists 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

A regulation (Registration, Evaluation, Authorisation and Restriction of Chemicals - REACH) of the European Union, adopted to protect 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.

### – GOTS chemical restrictions

Specific chemical limits of GOTS certification that often surpass legal limits. All GOTS-certified products must comply to these limits.

## 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 which we use with our suppliers.

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.



# Improved **wet processing**

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 even surpass our (M)RSL.



# Denim washes

## impact

Denim used to tell its own story through time. Years of wear would naturally fade the indigo, creating that perfect lived-in look. Today, most jeans arrive pre-washed to achieve this aesthetic instantly. The process involves burning, scouring, or washing away the fabric's top micro-layers. Every wash recipe is unique, designed to capture denim's natural aging process. We explain how we work on decreasing the impact of these washes.

### 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.

### Changing variables

In 2023 the new version of EIM was fully introduced, EIM 2.0, this has implications for the scores we achieved. Therefore note that the changes in the score are partly due to that. In 2024 we also started with a new denim supplier which has increased our overall impact scores.

Together with System Denim's new denim laundry, we have to start building know-how again on sustainable washes, with a focus on substituting Potassium Permanganate(PP) spray and stones, which are still a common practice in the industry. PP spray can be harmful for workers if they don't wear the proper protective wear and stones have a high environmental impact as they are made from non-renewable pumice. EIM has chosen to give high 100 scores for either chemical or worker impact when either of the two is used. With our long-time denim partner, SARP Jeans, we've already phased both out, but with System Denim this takes some time. Therefore we've scored some high chemical and worker impacts in 2024.

### Wash improvements

We see the improvements that our long-time denim partner SARP Jeans has made, through the low impact scores on all their washes. We see that lighter washes are still a challenge for System Denim, we're looking for new alternatives to improve their practices. We do see a decrease in energy impact compared to 2023, while water and chemical impact have risen. This is partly due to the new EIM 2.0 and the fact that we've started up with a new supplier. Working with denim washes has proven to be very valuable for us in our denim laundries and has increased the knowledge of our suppliers and our own team substantially.

### Average scores over the years

|      | TOTAL<br>IMPACT | WATER<br>IMPACT | ENERGY<br>IMPACT | CHEMICAL<br>IMPACT | WORKER<br>IMPACT |
|------|-----------------|-----------------|------------------|--------------------|------------------|
| 2019 | 27.2            | 15.7            | 1.0              | 25.1               | 23.9             |
| 2020 | 25              | 16.5            | 1.2              | 22.3               | 21.4             |
| 2021 | 29.6            | 23.2            | 1.6              | 25.1               | 20.8             |
| 2022 | 21.0            | 14.1            | 1.5              | 22.2               | 13.0             |
| 2023 | 23.2            | 16.1            | 1.9              | 23.6               | 9.0              |
| 2024 | 24.8            | 28.3            | 1.5              | 41.3               | 11.2             |

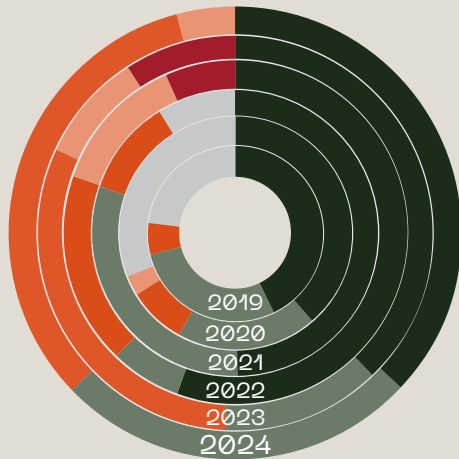
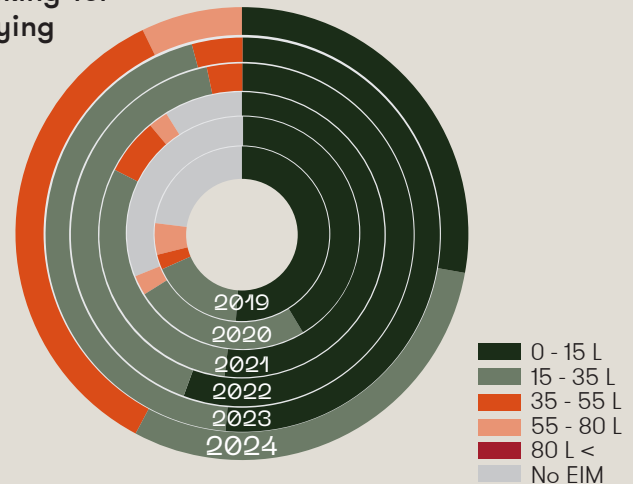


# Denim washes data deepdive

We've tracked our wash recipe results since 2019 to better understand what is going on at our laundries. By asking for more sustainable washes and paying the accompanying price, we support knowledge building at our suppliers.

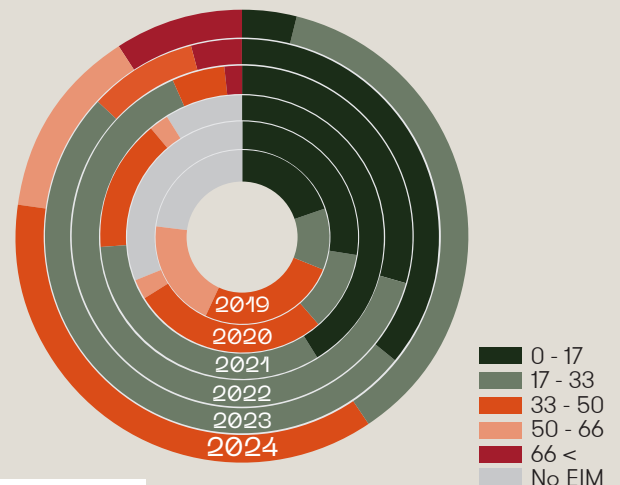
## Water impact

The laundry process is a water-intense phase of production. Water impact is expressed in litres per garment. Our 2024 denim washes use between 0 and 59 litres, but over 58% of washes use less than 35 litres, a low impact score. Water use increased in 2024, as we had less washes that used e-flow machines instead of normal washmachines.



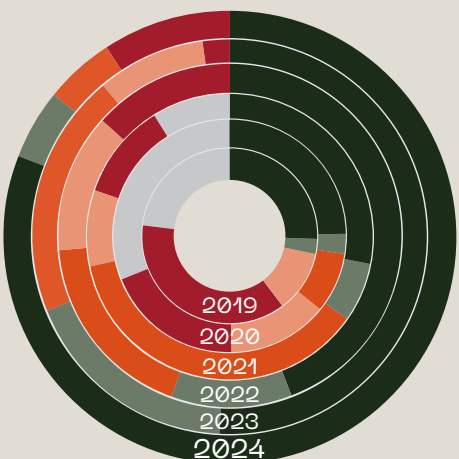
## Energy impact

The machines also need energy to run. The energy use is expressed in kWh per garment. Our 2024 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. We improved our energy use this year.



## Chemical impact

Every chemical is rated on ZDHC MRSL conformance. The chemical use is rated in a chemical impact score. Finding the right way to work with new chemicals takes time to get the look and quality right. Building that know-how is a continuous process. In 2024 we started with a new supplier that still has to build know-how. This resulted in higher chemical impact scores.



## Worker impact

Worker health is categorised on the number and gravity of illnesses that can derive from the operations. 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. The high worker impact is due to PP spray, we're working on phasing this out.

\* Based on the % of the total denim collection

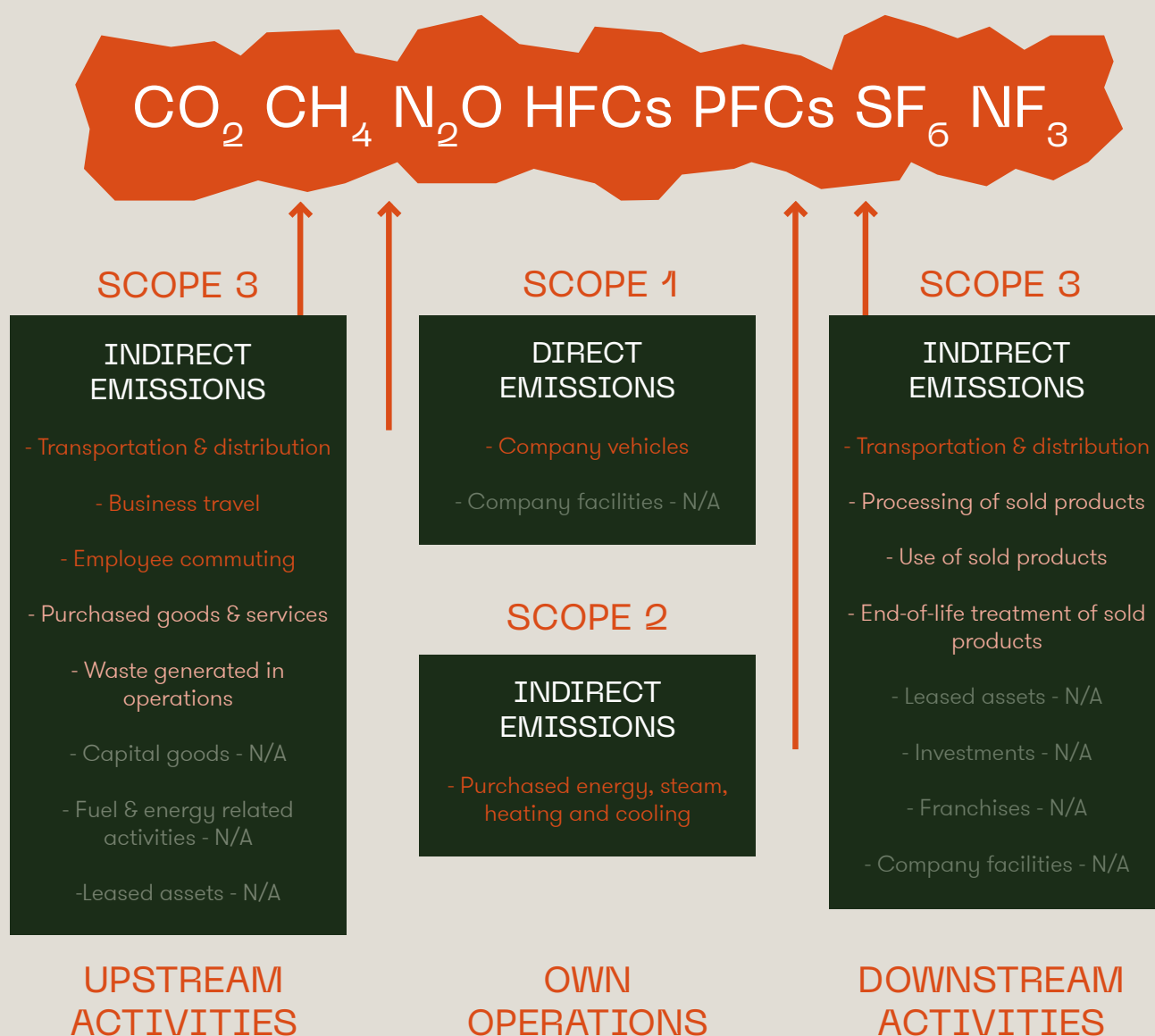
\*\* In 2023 Jenaolgia launched their renewed EIM 2.0, which changed the scoring in chemical and worker impact.

# Greenhouse Gas Protocol

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 below, 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 our transport and office emissions since 2018. We use a tool from Anthesis, They provide carbon management and offsetting services to get to a net-zero carbon economy. The tool calculates the CO<sub>2</sub>eq impact, which includes not only CO<sub>2</sub> but all greenhouse gasses.





# Greenhouse Gas Emissions

Climate change starts with greenhouse gases like CO<sub>2</sub> trapping extra heat in our atmosphere. The fashion industry relies heavily on fossil fuels throughout production, making it a significant contributor to global warming. That's why we're committed to reducing our climate impact at every stage of our supply chain, from raw materials to our office.

## Own operations

The office is fully powered by Dutch green energy through Eneco. We have their product 'Hollandse Wind & Zon'. This energy comes with a 'Garantie van Oorsprong' (Guarantee of Origin), that proves that the amount of energy we consumed has been generated within the Netherlands through either wind- or solar energy. Besides, all lights in our office are LED lights to reduce our energy consumption. 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.

## Emissions data

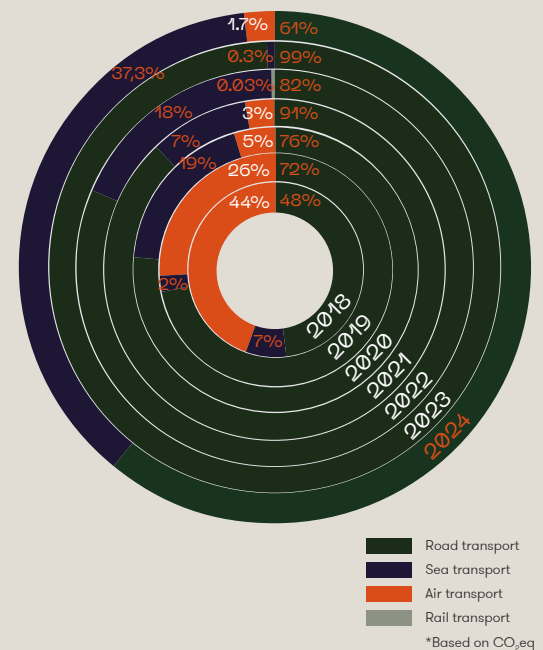
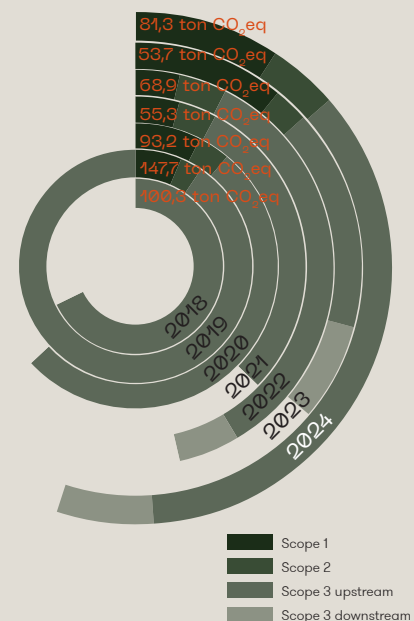
Kuyichi saw a growth again last year in production volume. In 2024 our emissions grew too. The biggest increase was in Scope 3 upstream emission. This is for the biggest part due to an increase in transport. Besides we also started to visit our suppliers more frequently and with a bigger team. And lastly, some new colleagues live further away from the office, which lead to increased public transport emissions. Scope 1, 2 and Scope 3 downstream have remained stable or have slightly decreased compared to previous year.

## Supplier emissions

A lot of our suppliers prioritise reducing their environmental impact, with many setting targets to cut energy use and improve efficiency. Many partners have adopted renewable energy solutions, such as installing solar panels to power their facilities partially or completely.

## Transport

By setting up a local supply chain in Türkiye for trims, fabrics and manufacturing we already brought down the transport kilometres between suppliers. But we still need to transport the final products to our warehouse in the Netherlands. We use land, sea and air transport, depending on where the products are coming from. Air freight is a last resort for us, only used when delivery times are surpassed due to unforeseen circumstances. We constantly work on limiting our air transport by improving our buying practices. This resulted in just 3 air transports in 2024.



\*Based on CO<sub>2</sub>eq

# Environmental Risks

We consider environmental impacts throughout the design and production process from material choices to our own office. Over the last couple of years, we've already set and achieved some of our goals. For instance, we have set up our fabric and trim sourcing close to the Cut-Make-Trim suppliers and reduced our air freight transportation. But there is always room to improve, so there are some risks that we want to put extra effort into.

## High water consumption of organic cotton

We know 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 70% virgin organic or regenerative cotton, 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 virgin organic cotton to 50% of our material portfolio

## Chemical impact of indigo dyeing

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.

### GOAL FOR 2025

Use only low-impact dyeing techniques for all our denim fabrics

## Environmental impact of denim washing

We put great effort into the worn-in denim look everybody loves. 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 goal for denim washes, the next step is to eliminate Potassium Permanganate spray as it can be hazardous for workers if they do not wear the right protection.

### GOAL 2025

Phase out Potassium Permanganate spray for all our denim washes

## The environmental footprint of our products

We wanted insights into the impact of our products by performing Life Cycle Assessments (LCAs). In 2024 we calculated LCAs for our NOOS denim only, not yet for all. We want to use the data from the LCAs to define new data-based environmental goals. In 2025 we will communicate the LCA results on product level. We've decided to stick to LCA calculations for our jeans only as they are the biggest product group and the process is time-consuming.

### PARTIALLY REACHED GOAL FOR 2024

Perform a cradle-to-gate lifecycle assessment for all of our denim styles.

## Non-renewable dependency in packaging

Polybags, have been widely used in packaging to protect products during transport from breaking and getting dirty. We wanted to substitute our polybags with paper variations, but have not found the right supplier for this. We therefore want to revisit the goal in 2025 and see what is reachable for us.

### ~~GOAL FOR 2025~~

~~Switch from plastic to paper polybags~~





# NGO's & Partners

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



## Anthesis Group

Anthesis Group provides carbon management and offsetting services to get to a net-zero carbon economy. They provide the tool we have been using to calculate our greenhouse emissions.



## BCome

BCome is our partner in product Life Cycle Assessments. They specialise in translating complex sustainability supply chain data into understandable, actionable numbers.



## 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.



## 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. Modint provides us with a lot of in-depth knowledge and helps us to keep track of developments. They're also a partner in finding business and impact solutions.



## Textile Exchange

Textile Exchange is the developer of the GRS certification. We've also been participating in their material change index since 2017. This benchmark helps us to compare and improve our material practices. In 2024 we scored in the category 'scaling', find out more here: [textileexchange.org/material-change-index/](https://textileexchange.org/material-change-index/)



Netherlands Enterprise Agency

## The Netherlands Enterprise Agency

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