

Sustainability Report 2025



TODAY
V
TOMORROW

What we do today, for a better tomorrow

JOSH V

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Moving forward with clarity



When I joined JOSH V as CEO, I stepped into a brand with strong foundations and real potential for the next phase of its sustainability journey. What stood out to me immediately was the team's willingness to reflect, question, and improve. That mindset is essential. Because genuine progress only happens when you're willing to look critically at your own organization.

My focus has always been on building strong organizations: the right people in the right roles, clear structures, and the discipline to make better decisions over time. Sustainability is central to that. Not as a separate workstream, but as a way of operating. One that demands consistency, clarity, and accountability across the whole business.

In 2025, we have taken important steps in that direction. We improved transparency in our supply chain, strengthened our material strategy, and began building the systems that allow us to work in a more structured, data-driven way. These are foundational changes. They're not always visible from the outside, but they're necessary to professionalise the organisation and prepare it for what's next.

Going forward, we'll continue embedding sustainability deeper into our processes, our data, and our teams. This includes working towards brand certifications, improving traceability across our supply chain, and taking concrete steps to measure and reduce our footprint.

I'm proud to be part of this journey, and grateful to everyone who contributes to it: our team, our partners, and our suppliers.

We will continue to move forward with clarity, discipline, and the ambition to do better every day.

Marie-José Vermin
CEO JOSH V

This is who we are

At JOSH V, we create pieces that last, in quality, style, and relevance. From the very beginning, our vision has been to design collections that transcend trends and become a lasting part of a woman’s wardrobe. We want women to feel confident, strong, and effortlessly stylish, every day.

Our signature touch lies in the balance between timeless elegance and modern femininity. With versatile designs, attention to detail, and a focus on longevity, we create pieces that can be worn across seasons and cherished over time.

Designing for longevity also means taking responsibility. We continuously work to reduce our environmental and social impact through conscious material choices and improved processes.

Sustainability is a continuous commitment and part of everything we do.

Love,
Josh



JOSH V global market 2025

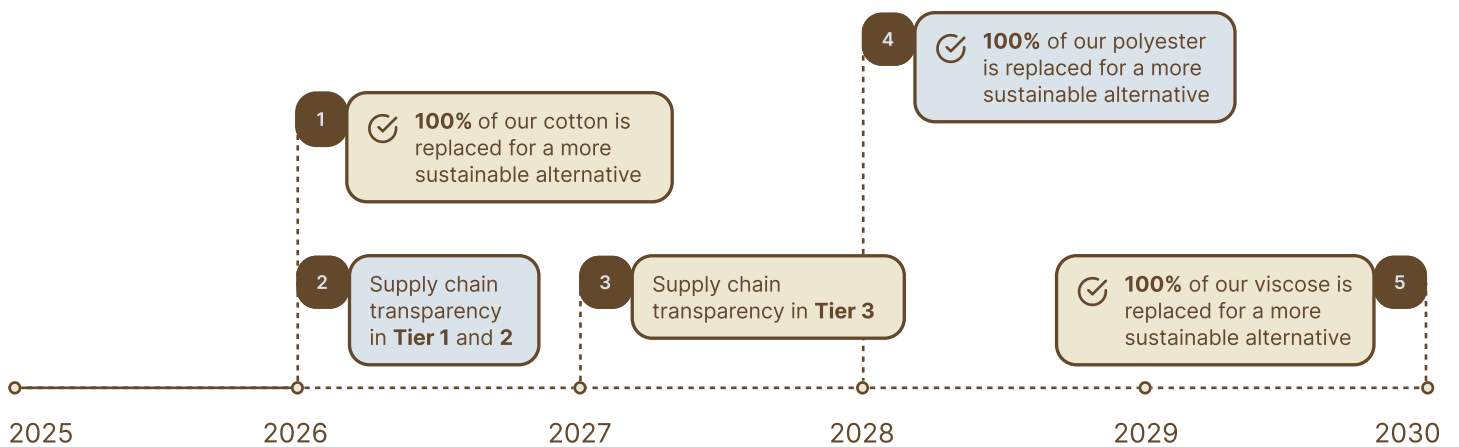


This is who we are

JOSH V in a Nutshell

| | | | | |
|----------------------|---|-----------------------|--------------------------------|------------------------|
| Since 2011 | Stores 450 | Headquarter Amsterdam | Brand stores Laren + Den Bosch | JOSH V team members 69 |
| Products in 2025 652 | Lifestyle products Clothing, bags, shoes, jewelry, sunglasses, accessories, swimwear and home. | | | |

Our goals for more sustainable clothing collections.



Our growing responsibility

As JOSH V grows, our responsibility grows with it. That's not a burden, it's a choice we make every single day.

From design and production to logistics, sales and the way we show up in the world. Our sustainability strategy runs through all of our business. We're not claiming perfection. But we are keen to show that fashion and responsibility can go hand in hand.

Our 2030 roadmap sets the direction towards a more sustainable JOSH V. We expand our approach to sustainability across the entire organisation, with a stronger focus on data and measurable impact. 2026 is the year that progress turns to proof with measurable impact, by achieving our first key milestone, reaching our cotton target.

These are the five pillars that define what responsible growth looks like for us.

- P1 Sustainable collections**
Designing more sustainable products with certified materials
- P2 Responsible supply chain**
Knowing where our garments come from and how they are made
- P3 Operations**
Understanding the impact of our operations
- P4 Circularity**
Keeping items and materials in motion
- P5 Communication & culture**
Creating awareness from the inside out

Our choices in *Materials*

In 2025, we continued building on the foundation we set in 2024. By now, 74% of our three key materials: cotton, polyester and viscose are replaced by more sustainable alternatives. And the line keeps moving up.

Key 3 materials in 2024



Learn more about our development in material consumption in our [roadmap to 2030](#) ↗

Cotton, polyester and viscose

Cotton is where we've made the most ground. In 2025, 90% of our cotton was improved, with 75% sourced through Better Cotton and 15% replaced by organic or recycled cotton, or linen. It's the result of deep partnership collaboration and conscious sourcing decisions.



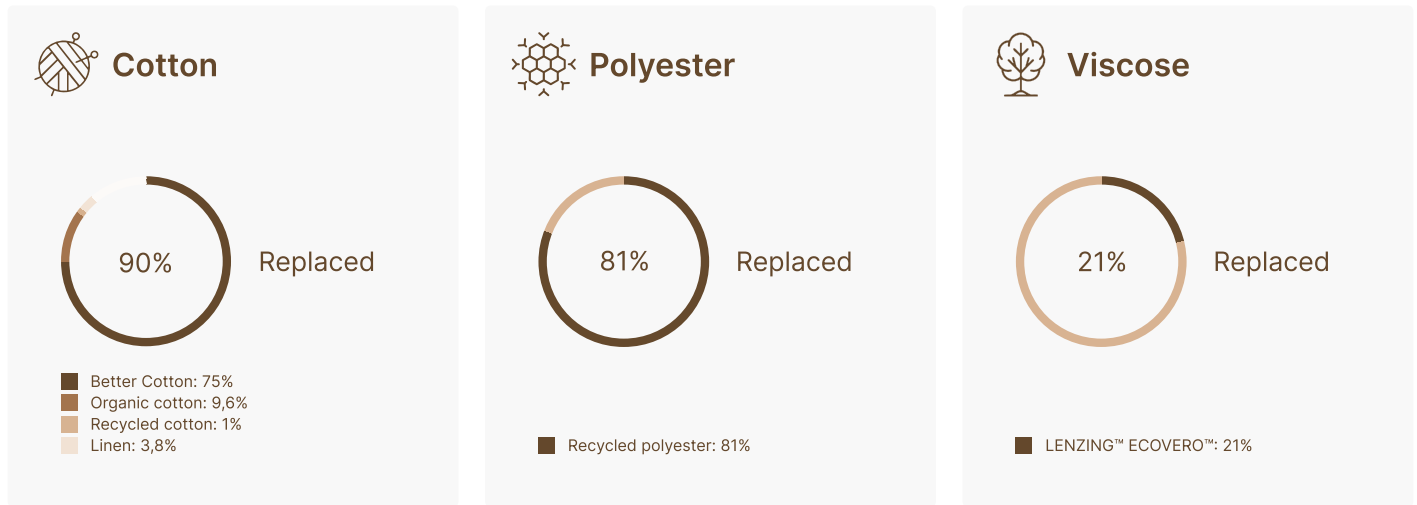
Our 2026 target is to reach 100% making all cotton in our clothing collection sourced through Better Cotton or better options. A big milestone in our roadmap to more sustainable clothing collections.

For polyester, we are on track to replace it with preferred alternatives by 2028. In 2025, 81% of our polyester was recycled. Over the next three years, we will continue to research and implement alternative materials. This work is already underway.

With 21% progress, viscose remains our biggest challenge. It's a more complex material to replace given that we prefer to use it in blends. At the same time, viscose is what gives JOSH V its signature look and feel, and that's not something we take lightly. We've set 2030 as our target to fully replace it with more sustainable alternatives, giving us the time to do this properly, rather than fast.

Our choices in *Materials*

2025 figures



Wool

Wool is a new chapter in our sustainability journey. In 2025, we have explored the options together with our suppliers. The conclusion is clear: we see a lot of room for improvement here. We are currently laying the groundwork in close collaboration with our suppliers. Replacing wool with more sustainable alternatives is planned for 2026 and beyond.

*To learn more about what we consider more sustainable, please refer to [+ Materials](#)



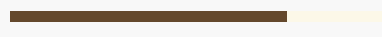
“JOSH V reports here on purchasing data in 2025, of all clothing collections: Seasonal and Essentials. Certification for organic and recycled content applies to fabrics, not to individual products or JOSH V as a brand.”

Our choices in Materials

2025 progress of our clothing collections

2025

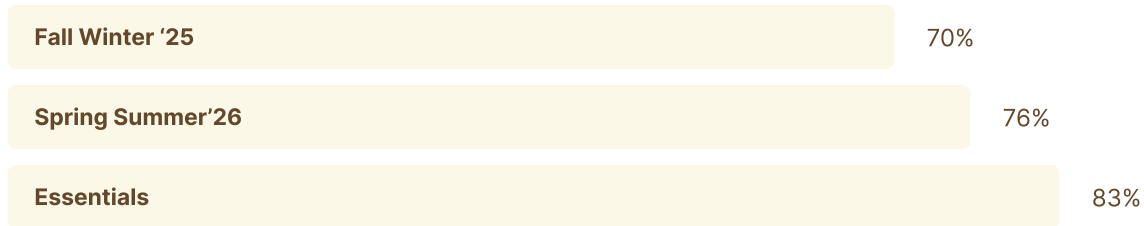
74%



of our three key materials were replaced with more sustainable alternatives

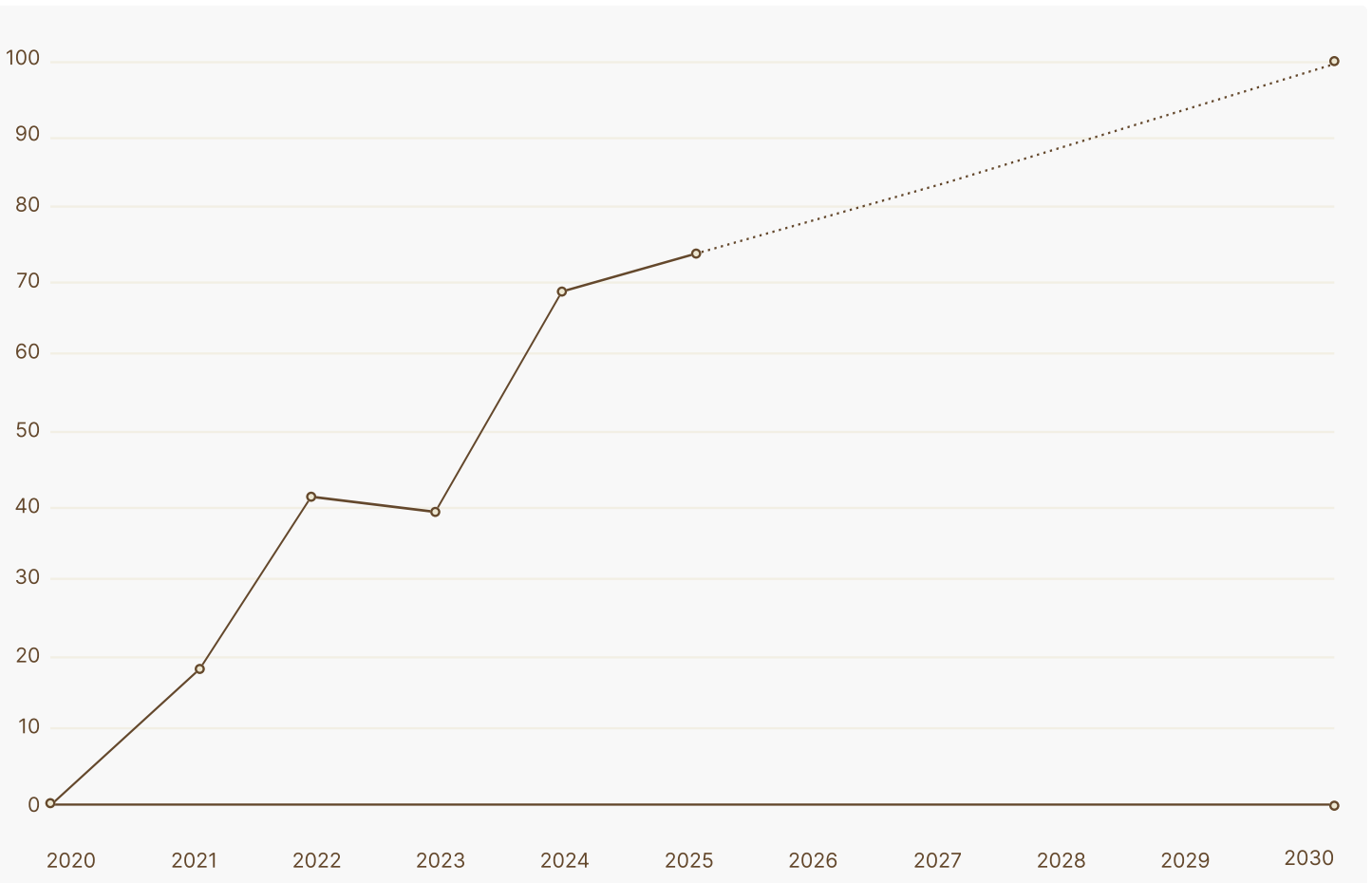
2025 in collections

Percentage of our three key materials replaced:



Our progress through the years

Building on the positive trend of 2024, we made strong progress in 2025 in sourcing preferred alternatives for our key materials: cotton, polyester and viscose.



"JOSH V reports here on purchasing data in 2025, of all clothing collections: Seasonal and Essentials. Certification for organic and recycled content applies to fabrics, not to individual products or JOSH V as a brand."

Our choices in *Products*



At JOSH V, craftsmanship, high quality materials and timelessness have always been the starting point. We design pieces that are made to last. But we know that circularity is the next step.

The quality of a JOSH V piece

A JOSH V piece that lasts longer needs to be replaced less often. That is a straightforward sustainability win. One that is embedded in our design principles. A piece that holds its shape after years of wear is a strong foundation for a more sustainable wardrobe.

That thinking runs through our collection development process. We continuously refine fit and fabric to improve how they look on day one, until years later. Better construction, materials, and finishing. Every improvement that extends product life is a step in the right direction.

In 2025, we continued to implement RSL (Restricted Substances List) compliance standards in our supply chain. This makes sure that what goes into our products is safe, responsible, and regulated

Click on the button to find our RSL and other policy documents [+ Downloads](#)

Our choices in *Products*

Circular Design Workshop

In 2025, our team completed a Circular Design Workshop with The Circle Club. We gained practical tools and frameworks to design products that are repairable, reusable and recyclable. All without compromising on quality or the JOSH V look & feel.

But circular design isn't a one-time exercise; it's a way of thinking that we're embedding into how we develop collections. The goal: products designed with end-of-life in mind from the very beginning. This is an important step in preparing for the EU Eco-Design Regulation, which will make these practices a requirement instead of a choice.

Brand certification: our next step

In 2026, we will begin our journey towards certification under the Textile Exchange Content Claim Standard (CCS). This standard provides a robust chain of custody system, ensuring that certified materials are accurately tracked throughout the supply chain.

CCS certification enables us to work with and sell products certified to recognised Textile Exchange standards such as the Global Recycled Standard (GRS), Organic Content Standard (OCS) and Responsible Wool Standard (RWS).

These standards verify the origin of preferred materials and ensure traceability from raw material to final product. For example, OCS verifies organically grown inputs, while RWS includes requirements on animal welfare, land management and supply chain traceability. GRS goes further by also incorporating criteria on environmental impact, chemical use and social conditions during processing.

By adopting these standards, we strengthen our ability to source more responsibly, improve transparency in our supply chain, and offer products with credible, third-party verified sustainability claims.



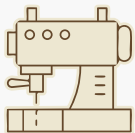
Our choices in *Traceability and responsibility*

Knowing where your product comes from is the foundation of responsible production. 2025 marked a significant step forward: we started mapping our supply chain partners with traceable data with tex.tracer.

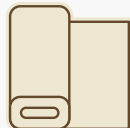
How we look at our supply chain

We use a tiered methodology to map transparency across the chain:

Tier 1 is about mapping where the final product is manufactured.



Tier 2 covers suppliers of materials like fabrics, trims, and dyes.



Tier 3 means knowing where raw materials (fiber production & spinning) are processed.



Tier 4 is about the cultivation and extraction of raw materials from the earth, plants or animals.



Tier 1 with tex.tracer

Since 2021, we've maintained a clear overview of our Tier 1 production locations. Since 2025, we do this through tex.tracer. We know where every finished JOSH V piece is made. What tex.tracer gives us is real visibility: not just a list of names, but a structured, verifiable picture of who is involved in making our products. That insight is what allows us to make better decisions.

tex.tracer

Tier 2 and beyond

Going beyond Tier 1 required a structured system. In 2025, that system became operational. With tex.tracer and our suppliers, we mapped our Tier 2 production locations, and in some cases, already traced further down the supply chain. In total, 204 production locations were identified. Of these, 62 have been onboarded and registered on the tex.tracer platform.

This number will increase, but partners deeper in the chain are less familiar with JOSH V, and building those relationships takes time. We are deliberately pacing this process. 2025, was about improving our Tier 1 data. In 2026, we mapped our Tier 2 supply chain, and from 2027, we will expand into Tier 3, increasing visibility towards the origin of our materials.

Our choices in *Traceability and responsibility*

JOSH V global supply chain

Our Tier 1



Supplier Code of Conduct: raising the bar across the chain

In 2025, JOSH V introduced a renewed Supplier Code of Conduct. It's a clear, concrete document that sets out expectations and responsibilities for all partners in our supply chain. It's built on the amfori BSCI framework, an internationally recognised standard for social responsibility, which we continue to be a member of.

As part of this update, we included the Female Empowerment Fundamental, developed in collaboration with amfori BSCI. It sets out new principles for strengthening the position of women in the workplace. As a brand built on empowering women, and with fashion predominantly made by women, we want to actively strengthen their position in our supply chain. Asking our suppliers to sign this fundamental is an important first step.

Click on the button to find our Code of Conduct and other policy documents

[+ Downloads](#)

Our choices in *Traceability and responsibility*

Digital Product Passports: launch in 2026

A Digital Product Passport (DPP) is a digital record attached to a product that contains information about its materials, origin, production process and sustainability credentials. It gives both consumers and regulators access to verified product data, and is set to become a requirement under EU legislation.

Well ahead of EU regulations, we are launching our first DPPs in 2026. It's a meaningful step in making our transparency efforts tangible and accessible at product level. We're launching our first DPPs in 2026. It's a meaningful step in making our transparency efforts tangible and accessible at product level.



Our choices in Packaging

As we continue to grow, so does our responsibility to get the small stuff right: hangtags, labels, poly bags. Because at JOSH V, we know that every detail counts.



Our decade-long partnership with Trimco

Together with our long-term trim and packaging partner Trimco Group, 2025 was all about developing a completely renewed hangtag package and new brand labels. Each element was carefully reconsidered in terms of materials, print, and necessity. The result is a package that better reflects JOSH V today.

Our partnership with Trimco Group, which now spans a full decade, has been central to making this kind of evolution possible. They advise on better material choices and keep us compliant while packaging regulations rapidly change.

[Read more about JOSH V x Trimco](#)

TRIMCO GROUP

Keeping plastic in check

We already made the switch to recycled and fully recyclable polybags. It was a meaningful step we completed in early 2024. The next challenge is reducing the volume of plastic used in shipping altogether. We are currently exploring our options to reduce our plastic usage from 2027 onwards.

Our packaging roadmap is clear: less material, better material.

Our choices in *Footprint HQ*

Until now, our sustainability focus has been largely directed at our product and supply chain. But what about our impact closer to home?

A full picture of Scope 1 & 2

In 2026, we're starting to formally measure our own operational footprint. We're going to capture a full picture of our impact at our stores, office, in our cars, and on our way to work. 'Scope 1 and 2' are categories of greenhouse gas (GHG) emissions used to measure a company's carbon footprint. Scope 1 covers direct emissions from owned or controlled sources (think boilers in our buildings). Scope 2 covers indirect emissions from the energy we purchase and consume, like electricity.

Our first measurements will cover



Office buildings

(gas, water, electricity and waste)



Parcel shipments



Business travel



Commuting

Together, they give us a clear baseline of our day-to-day impact. Once we have that baseline, we'll set our reduction targets.

Our choices in *Upcycling & reuse*

Designing for a longer lifespan is one thing. We also like to think about how we can actively give materials a second life.

The Circle Club: our first official upcycling project

Our upcycling journey started with The Circle Club: a collective that turns ambitions into actual circular business. They changed how we look at our own materials, returns, and the potential hiding in what we'd previously written off. The Circle Club also introduced us to NUTT Amsterdam.



JOSH V x NUTT Amsterdam

Upcycle designer Esther Mutsaers founded NUTT Amsterdam. NUTT creates unique blazers from pre-loved clothing, promoting 100% circular fashion. For this collaboration, we handed over our Rude Returns; items that were returned damaged or stained and could not be resold. Using her signature moulage technique, Esther transformed them into a one-of-a-kind blazer that carries a bold new identity while respecting the original material.

One of our loyal followers won this blazer through a raffle, with Esther personally handing it over to her at our headquarters. A meaningful way to show our returns deserve a second life. Working with her has inspired us to continue researching and developing this approach to repurposing.



Our choices in *Upcycling & reuse*

Dutch Sustainable Fashion Week opening show



In September, we presented our blazer to stakeholders at the Circular Textile Days. And on October 7th, the blazer shined at the opening show of Dutch Sustainable Fashion Week in Haarlem. In front of 350 guests, ten brand-designer duos shared one message: fashion can be both beautiful and genuinely impactful.

“At The Circle Club we often say collaborations are like matchmaking: the strongest ones happen when values, aesthetics and mindset align. JOSH V and NUTT Amsterdam are a great example of this, naturally recognising the potential hidden in returned garments.”

Rachel Cannegieter- The Circle Club

Care guide: a long life span is a sustainable one

The longer a piece is worn and loved, the lower its footprint. That's why we launched our Care Guide in 2025, covering how to care for denim, leather, wool, viscose and more. A more detailed version is on its way.

[Take a look at our Care Guide](#)

Our choices in Communication & culture

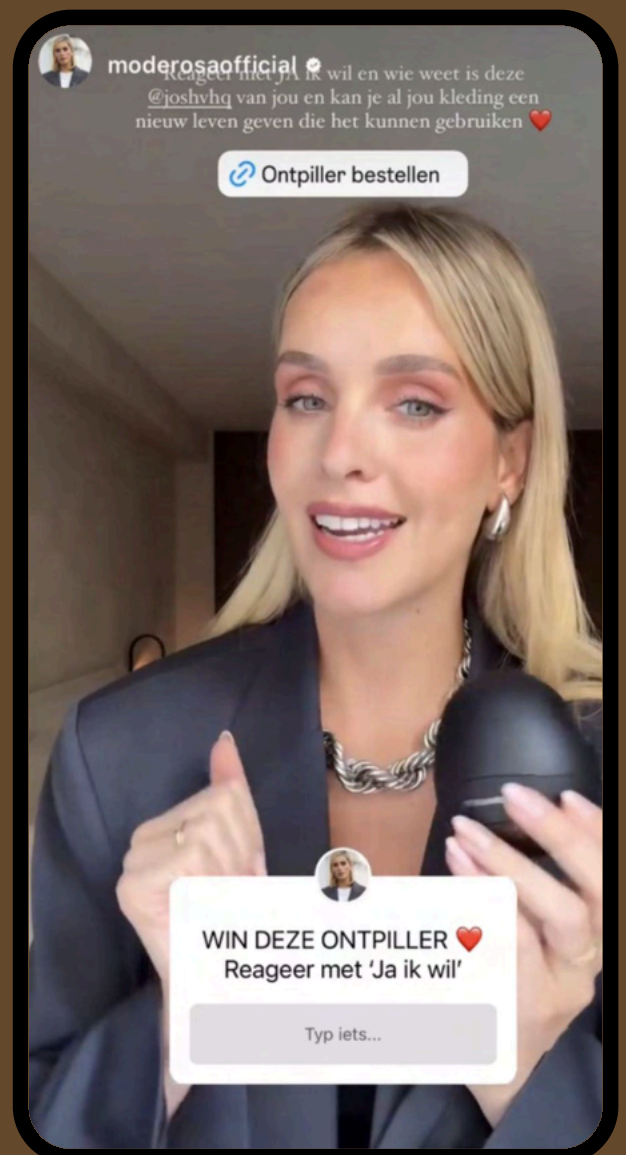
You do matter



Sustainability only lands when people actually connect with it. That's why in 2025, we made a conscious effort to bring our community into the conversation.

Moderosa talks about sustainability

In February, we teamed up with Moderosa to raise awareness around sustainability, paired with a giveaway featuring our fabric shaver. We specifically chose to collaborate with Moderosa because she is a fashion ambassador who frequently shares new fashion purchases and inspires a large audience with her style. This made her the perfect partner to highlight a different perspective. Instead of focusing on buying new items, we challenged her to think more sustainably by taking better care of the clothing she already owns. Through this collaboration, we encouraged her audience to extend the life of their garments and make more conscious fashion choices.



Our choices in *Communication & culture*

Let's ask our community



In March, we put the spotlight on our partners and turned it into a two-way conversation with a community poll: are you already contributing to a better tomorrow?

Behind the scenes at our warehouse



In December, we opened the doors of our warehouse, giving followers a behind-the-scenes look at how we handle packaging and why those choices matter.

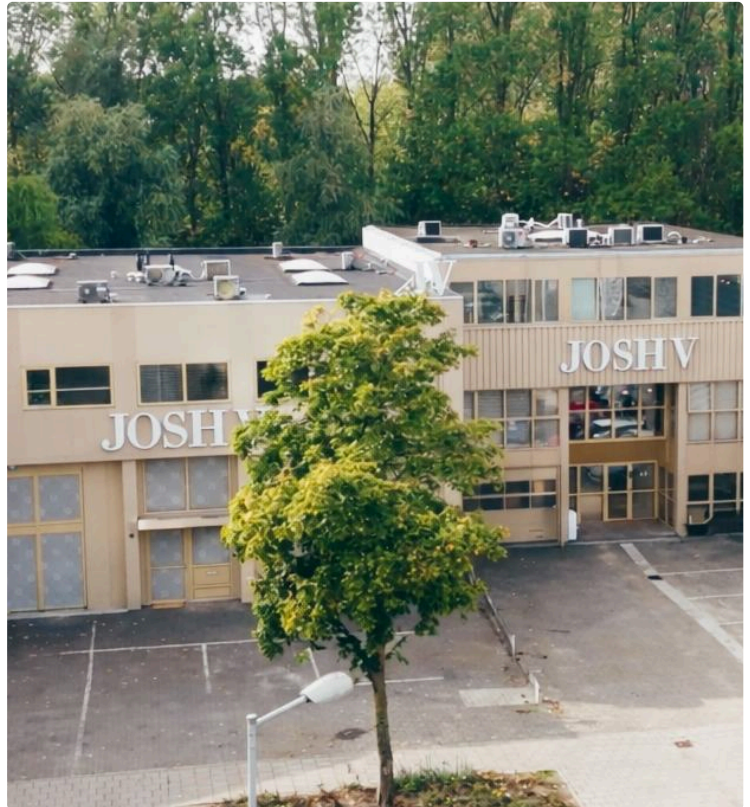
My Lima Lima x JOSH V

This collaboration is about more than clothing. My Lima Lima and JOSH V share a mission: to inspire people to rediscover pre-loved items and style their wardrobe more consciously. Storytelling connects communities online and offline, from social content to exclusive styling sessions. Together, followers and customers are invited to see fashion through a new lens. And there's something extra special: every penny of profit from the My Lima Lima store goes to carefully selected charities.



About this report

- Reporting period 01/01/2025 - 31/12/2025
- All calculations are based on purchase data within the mentioned reporting period
- Certification of organic and recycled content applies to fabrics, not to individual products or JOSH V as a brand.
- Scope of report:
- Material goals: clothing collection (shoes, bags, accessories, home are excluded)
- Supply chain transparency goals: entire JOSH V collection



Contact

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THANKS, IT'S JOSH V