OUR:TOMORROW
Sustainability Report 2024



AXEL ARIGATO

Axel Arigato was founded in Gothenburg, Sweden in 2014, when Max Svärdh and Albin Johansson shared a vision for a new kind of digitally native brand. Co-creating with their audience, they quickly developed a large social following, and within two years, opened their first store in London.

Axel Arigato rapidly grew into a global fashion brand, hosting community-driven, experiential events and cultural initiatives, with emerging music always playing an inherent role. With an entrepreneurial spirit and an ear to the ground, Max and Albin were instinctively attuned to what people wanted. They had no formal fashion training or experience, giving them a freedom of creativity and openness.

They disrupted the rulebook and carved out their own path; built on a mentality that nothing is impossible. To think big, and act bigger. This approach allowed them to build the independent footwear and fashion brand that reflects the emerging culture of now.



2024 HIGHLIGHTS

22% reduction in our absolute Co2 emissions in 2024, from our 2023 base year

See OUR:CLIMATE chapter for further details and essential context

100% of offices and 88% of stores sourcing renewable energy

On track to meet goal of 100% renewable energy in stores by the end of 2025

Conducted 766 product lifecycle assessments since 2023

On track to meet goal of 100% of new season products to have an LCA conducted on them by end of 2025

>95% of our leather sourced from Gold or Silver Leather Working Group Tanneries

On track to meet goal of 100% leather to be Gold or Silver LWG by end of 2025

Launch of new footwear recycling program in partnership with ReNew Shoe (licensed partner of Fast Feet Grinded)

75 Sneaker Cleaning Churches across 6 cities helping to extend the life of our shoes

Delivered two company-wide DE&I trainings, plus a specialist Women in Leadership course

Continued active member of STICA (Scandinavian Textile Initiative for Climate Action) and newly formed STICA+, for topics wider than climate change

“2024 marked ten years of Axel Arigato, a brand we have shaped through creativity, community, and culture. And whilst we embraced this milestone with gratitude and joy, it unfolded against a complex global backdrop, defined by conflict, uncertainty, and an accelerating climate crisis.

We don’t shy away from these realities. We acknowledge them as the context in which our brand, and our world, must evolve. In moments like these, the importance of resilience, purpose, and responsibility becomes even more clear.

This anniversary was more than a celebration; it was a reaffirmation. Of our values, our community, and our commitment to shaping a better future - not in silo, but together.

Throughout the year, we focused on creating meaningful connections - bringing people together, sparking creativity, and offering moments of optimism. These experiences reflect the spirit of Axel Arigato and the role we aim to play in the lives of those around us.

We’re proud to be moving in the right direction. Across everything from sustainability to community impact, we’re embedding long-term thinking into our daily actions. And while there’s more work ahead, our momentum is real - and our dedication remains steadfast.

As we look forward, we remain guided by the belief that our brand can and should be a force for change, challenging the structures of the industry as it did when we launched in 2014. With a reminder of this revolutionary spirit after a decade of dreaming, we continue our efforts so that the choices we make today shape the world we’ll share tomorrow.”



Albin Johansson
CEO- Axel Arigato

REFLECTING ON THE YEAR

Our 10 year milestone was both a moment of reflection and a bold step forward, reaffirming our ever-evolving vision for the future. True to this dynamic spirit, Axel Arigato commemorated the occasion with our Decade of Dreaming event series—a creative and cultural showcase hosted in its newly opened Covent Garden store in London.

In the same year, Jens Werner was appointed as new Creative Director, succeeding co-founder Max Svärdh, who remains on the board. This transition ushered in a new era of design, one that amplifies the brand's signature contrast—blending Scandinavian simplicity with unexpected, expressive details. This refined yet distinctive approach has become a defining element of our aesthetic.

A decade since its launch in 2014, we remain committed to our core inspiration: celebrating the intersection of design, music, and art. The brand continues to craft footwear and ready-to-wear that speaks to this creative cultural landscape. With ten flagship stores across six countries and partnerships with over 250 international retailers, Axel Arigato embraces a global creative perspective. Constantly evolving with contemporary culture, the brand fosters human connection through cultural initiatives, curated experiences, and thoughtfully designed pieces—igniting inspiration and encouraging discovery.



‘We are always delighting in the small details that make our world beautiful’

Jens Werner, Creative Director

OUR STRUCTURE

The Axel Arigato HQ is in Gothenburg, Sweden, and we have offices both in London and Portugal.

For the first time ever, in 2024 we hopped across the Atlantic and opened our doors in New York. This brought our total number of stores up to 10 plus 6 concessions, serving customers across 6 countries – Sweden, UK, France, Germany, Denmark and the USA.

The Sustainability team moved to the financial department of Axel Arigato in early 2025, now reporting directly to the Chief Financial Officer. We still approach the OUR:TOMORROW strategy collaboratively - working together across our whole organization to help drive forward the mission.

Sustainability remains to be a regular topic at both the internal Executive Committee meetings and at the Board Level. Our Board of Directors oversees all matters of ESG, including our reporting, ensuring a transparent and accurate overview of commitments and progress on Sustainability matters.

Total employees as of December 31st 2024	206
% of employees who identify as female	53%
% of employees who identify as male	47%
Total new employees in 2024 (permanent and fixed term)	81
Executive Team gender split	2 female, 5 male



OUR:TOMORROW

At Axel Arigato, we aim to create the present, shape the future and inspire generations. Committed to building a positive platform for all, we are laying down the blueprint for a more sustainable tomorrow.

The OUR:TOMORROW mission is business-wide, and we separate the work into three main areas:

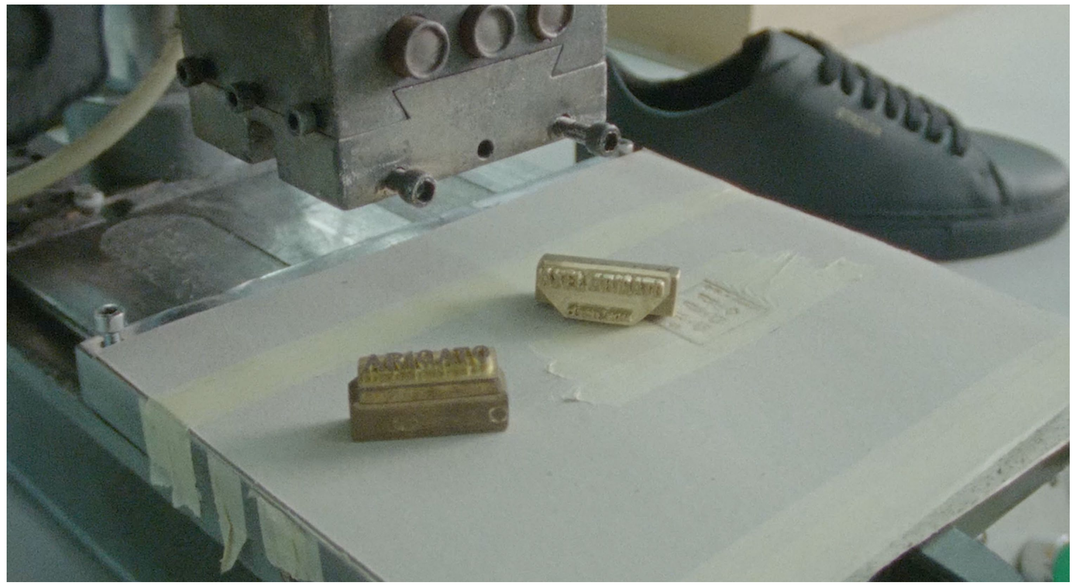
OUR:CLIMATE
OUR:CREATIONS
OUR:COMMUNITY

These pillars are underpinned by the ever-changing OUR:COMPLIANCE, which focusses on legislation in the ESG space.

Through this work, we aim to measure and minimize our impact on the environment, the people, the animals and the future, while ensuring that we are always serving our diverse, creative community. This is core to the ethos of Axel Arigato's Sustainability mission.

MATERIAL TOPICS

In 2024/2025, we completed our Double Materiality Assessment in partnership with 2050 consultancy. We did this in accordance with the CSRD legislation, exploring a number of key metrics from both a physical and financial perspective. Our findings have helped us direct our time and resources to our most pressing ESG issues, identified by both internal stakeholders and the wider community.



Our material topics have been woven into the three main pillars of our strategy – OUR:CLIMATE, OUR:CREATIONS, OUR:COMMUNITY - and will continue to be worked upon in the years to come. These include, but are not limited to, approaches to climate change adaptation and mitigation, resources inflow/ outflow & circularity, our internal workforce, upholding the rights of workers in the value chain, as well as governance topics such as bribery and corruption.

OUR:CLIMATE



OUR:CLIMATE

The **OUR:CLIMATE** pillar of our strategy aims to minimize the negative impact Axel Arigato has on the natural world. Carbon remains our current focus, and our work in this pillar centers largely around measuring and reducing our GHG emissions in alignment with the GHG protocol. Since 2023, we have partnered with Vaayu who supports us in our mission to decarbonize tomorrow.

OUR CARBON FOOTPRINT

Overall, we are pleased to report a 22% reduction in our absolute carbon emissions in 2024 compared to our baseline year of 2023. This represents a meaningful advancement toward our goal of a more sustainable tomorrow. However, it is important to consider the context behind this reduction. This chapter will provide more detailed analysis of the underlying factors contributing to this year's outcome.

We are in the final stages of setting our Scope 1, 2 and 3 reduction targets, which will be developed in line with the SBTi methodology. We will aim to publish this with an accompanying climate transition plan in due course.

OUR CARBON FOOTPRINT	2023 BASE YEAR tCO2e	2024 RESULTS tCO2e
Scope 1	139	109
Scope 2 Location Based	52.	56
Scope 2 Market Based	96	42
Scope 3	29,671	22,981
TOTAL	29,862	23,145

As part of our ongoing commitment to transparency and accuracy in our reporting, we have revised our previously published emissions data for 2023. During a thorough review process, we identified certain omissions in the original dataset, which resulted in an underreporting of emissions. We have since rectified this by incorporating the missing data which is comparable YoY with 2024 onwards. We remain dedicated to continuously improving our data collection and reporting processes to ensure the integrity and reliability of our sustainability disclosures.

SCOPE 1 & 2

We have been working towards reducing our Scope 1 and 2 emissions and are pleased to report a 36% reduction in our Co2 emissions generated from Scope 1 and 2 (market based), from our 2023 base year. This positive result is largely due to the sourcing of more renewable energy in our stores, and better data about our heating facilities.

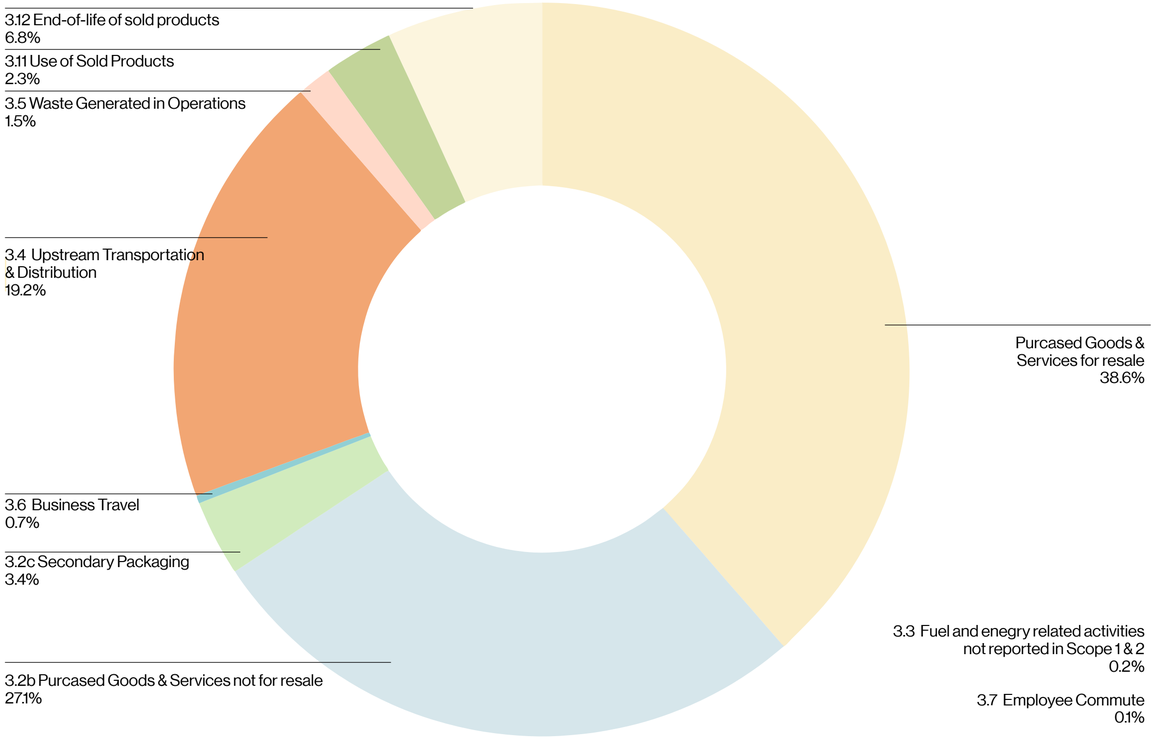
We remain committed to our goal of sourcing 100% renewable energy in our own operations by the end of 2025. We currently have 100% of our offices sourcing renewable energy, and 85% of stores, up from 44% last year.



SCOPE 3

Scope 3 emissions represent approximately 99% of our total Corporate Carbon Footprint. In 2024, we achieved a 22% reduction in Scope 3 emissions compared to our baseline year. This significant decrease was primarily driven by a year-over-year decline in production volumes. In FY23, we produced more inventory than anticipated, as sales fell slightly shorter than expected against out ambitious forecasts. Nevertheless, we delivered a solid 7% revenue growth. In 2024, we addressed the excess inventory by scaling back production and focusing on selling through the stock from 2023. As a result, the sharp drop in emissions can be directly attributed to these corrective measures.

We are committed to measuring and reporting our Scope 3 carbon emissions every year, identifying the hotspots in our business and taking steps to decarbonize.



PURCHASED GOODS AND SERVICES

Purchased Goods and Services remains to be the biggest area of our Carbon Footprint. We split the category into for-resale and not-for-resale, which represents 39% and 27% of our total emission in 2024 respectively. Our current focus has been on Purchased Goods and Services for resale, as it is the area which we have more direct control over.

As part of our ongoing strategy to decarbonize our products, we continue to support our suppliers in sourcing more renewable energy in their operations and in gathering reliable data about their consumption. We also drive innovation in our designs and developments, trying to adopt less intensive materials and processes, as well as curating smaller collections with more strategic production. In 2024 we also saw industry-wide emission factor changes for some of our largest materials – for example, Leather Working Group (LWG) leather and synthetic rubber. All of these initiatives together have played a role in helping us to reduce this part of our Scope 3 footprint.

LOGISTICS AND OPERATIONS

Our logistics network is a crucial part of our business, helping us move our products all the way from our factories to the end consumer. Emissions generated from Upstream Transportation and Distribution made up 19% of our carbon emissions this year, which had increased in comparison to 2023. This was largely due to increases in international orders placed in our wholesale and e-commerce channels, many of which were fulfilled via air freight through our outbound network. This has been identified as an area of opportunity for future reduction action.

We are pleased to report that in 2024 we moved 99.8% of goods by road or sea from our factories to our warehouse (89.4% by road and 10.4% by sea). This was possible through stringent planning and the management of our production cycles. We hope to mirror the positive progress we have made decarbonizing our in-bound supply chains and find ways to improve our out-bound channels, so that we can drive down our impact in this space.

Using innovation to reduce the number of shipments for sampling and protos has been a big win for us this year. Our new 3D printer in the London HQ has enabled us to model and print some of our prototypes for footwear soles. This has really helped us not only speed up our internal development processes, but to also reduce our carbon emissions by sending fewer samples to and from our factory base.



RECYCLING AND WASTE

In 2024, we began our new partnership with ReNew Shoe, the UK licensed partner of Fast Feet Grinded. Through this collaboration, we responsibly recycle our unwearable samples and prototypes from our head office in London. These samples are often very early prototypes of new designs, developed as a single shoe (rather than a wearable pair). To date, we have been able to recycle 321.8kg worth of materials. 100% of these materials will be used again in new products such as flooring or furniture, demonstrating our commitment to responsible waste management and the circular economy.

We are also committed to proper waste management and recycling in all our stores and offices, in line with the regulations of each city they operate in. This year we were awarded a Gold Standard for recycling in our London head office from our partners First Mile. We also run a similar scheme in Gothenburg HQ, separating our waste for proper end-of-life treatment.

We are working towards having more of our external packaging made from recycled or certified materials, making it recyclable post-consumer use, too.

WIDENING THE SCOPE

As we look to the future, we intend to expand our approach to environmental sustainability and drive impact in other key topics such as water and biodiversity. We are in the early stages of mapping our risks and opportunities in these areas and hope to report our findings in the next reporting cycle. We are committed to continuously learning and bettering our approach to environmental sustainability, so that we can truly do our part to protect our shared tomorrow.



OUR:CREATIONS



OUR:CREATIONS

OUR:CREATIONS is the pillar of our strategy focused most on product. At Axel Arigato, we pride ourselves on exceptional design and craftsmanship. Through meticulous creative refinement and premium material research we create quality items that are made to stand the test of time.

Due to the cadence of our designs and releases, this section of our 2024 report covers two collections – FW24 and SS25, including carryover styles for each season.

OUR CREATIVE PROCESS

The product side of our business largely sits in London, where we have dedicated teams of designers and developers, sitting across footwear and ready-to-wear. We also have our Footwear Sourcing Office in Portugal and key strategic partners in Vietnam. In 2024, we welcomed our new Creative Director, Jens Werner whose vision for the brand embraces the notion of expressive minimalism; fusing Scandinavian sensibility with curious and playful design elements.

The creative process for each season is always guided by a theme, influenced by our Creative Director. Once set, the teams begin creating with intention – ensuring that every single item has a purpose and a place within both that season's universe and the real world around us. We encourage our designers to think with circularity in mind, whether that be in the construction, wearability, or material choices.

UNDERSTANDING OUR PRODUCTS

We believe that the first step in reducing our impact is to truly know our products. That's why in 2024 we gathered more primary data from our supply chain than ever before. In partnership with Vaayu, we have conducted a total of 766 product lifecycle assessment since 2023, enabling us to understand the impact of our individual styles in a more granular way. These insights can then empower our teams to make better-informed decisions about our future collections.

In 2023, we set a target to have 100% of our new-season products to have an LCA conducted on them by the end of 2025, and we are on track to meet this. Check out the 'product footprint' tab on the product description pages of our website to see the carbon and water impact of our designs.












‘We blend intellect with playfulness, creating conscious, wearable styles that emphasize quality, sustainability, longevity and craftsmanship’

OUR MATERIALS

The materials we choose to make our products from play a significant role in the sustainability performance of our collections. We ensure that all our materials used across footwear go through rigorous testing, and we take pride in choosing quality options that are beautifully crafted.

Leather (including Suede and Nubuck) remains our most widely used material in footwear, used in some capacity in every single style of both FW24 and SS25. We are proud to that we have very nearly reached our goal of sourcing 100% of Leather from Gold or Silver Leather Working Group (LWG) tanneries this year, and we are excited for FW25 to be our first full collection to reach this milestone. The Leather Working Group is a third-party standard which promotes more ethical and sustainable practices along the supply chain of leather. Animal welfare is important to us at Axel Arigato, and we uphold the 5 fundamental freedoms in our animal welfare policy. We also have a firm ban on the use of fur and exotic skins. In instances where we use textile rather than leather, we aim to use the most responsible version of the material we can, such as the use of organic cotton in some of our Court styles.

Across all our styles in these collections, 100% of the sock linings are either made from recycled polyester or LWG- certified leather. For soles, we use a variety of materials including synthetic rubber, TPR and EVA. We are proud that we have continued to use 20% recycled rubber in the outsole of many of our key styles like Clean 90, Dice, Orbit. 20% is our current upper limit of recycled content we can include without it compromising the performance of the outsole. When looking from an impact perspective, our data shows that the use of at least 20% recycled content in the outsole may reduce the outsole's raw material footprint by approximately 34%. We are excited to be bringing a new, innovative material into the midsole of some upcoming styles, which we will be reporting on next year.

Our ready-to-wear collection makes up a significantly smaller proportion of our volume when compared to footwear, at roughly 20% of our business.

Cotton remains our biggest material in ready-to-wear, used across jersey, denim and outerwear. In both our FW24 and SS25 collections, cotton represented 72% of our material mix. Of the cotton used, 79% was organic or recycled in FW24 and 63% in SS25. This drop in use is largely due to more jersey featuring in our FW24 collection, which we exclusively source organic cotton material for, and more denim in our SS25 collection, for which we currently still use regular cotton. In instances where we are not yet using certified cotton, we have very strict sourcing requirements to ensure we are not sourcing from any regions which would be in breach of our Responsible Sourcing policy.

Polyester is another material which is used across multiple categories in ready-to-wear, representing 19% in FW24 and 18% in SS25. Our intention is to try to phase out the use of synthetic virgin materials such as polyester by opting for recycled versions where we can. This can already be seen in our iconic puffers, which were a staple of our FW24 collection.

We actively adhere to responsible buying practices to avoid over-production, which means we often place small runs when launching product. With this style of working comes limitations with access to next generation materials, as surcharges are often placed on smaller volumes. We hope to see this challenge ease as the whole industry shifts towards the use of next generation materials.

There are still ample opportunities to improve the sustainability performance of all categories of our products, and we see ourselves still firmly on that journey. In early 2025, we launched a new OUR:TOMORROW R&D workstream which will explore and test improvements in our footwear and ready-to-wear from a sustainability angle. This includes looking at possible alternatives for some of our materials, or testing how changes in construction or design could have a positive effect. We are committed to continuously learning and trying to improve our approach, one step at a time.



OUR FACTORY BASE

Traceability and transparency are vitally important to us at Axel Arigato. We have 100% visibility of our Tier 1 supply base, including all subcontractors. On footwear, we work with five main Tier 1 suppliers in Portugal and one Tier 1 supplier in Vietnam. We have extremely close relationships with all these partners, with our Sourcing Office in Portugal visiting our factories on a weekly (if not daily) basis. We also have 100% visibility of our Tier 2 material suppliers in footwear. These are typically tanneries and other suppliers who provide us the materials for the many components of our footwear designs. Where we see a gap in our data is on the Tier 2 ready-to-wear material supplier and trims, which we are actively working on gathering. Once completed this should then give us the full Tier 2 overview. Over the course of 2024, we were able to better map out our supply chains using our PLM system.

On ready-to-wear, we work with 12 Tier 1 Suppliers in the regions of China, Portugal and Italy. We have a more diversified factory base on ready-to-wear due to the varying nature of the products we manufacture – from knit, to jersey, to outerwear, caps, to denim. We have very close relationships with our suppliers, regularly visiting the factories in these locations.

We are proud of the progress we have made in gaining visibility of our supply chains, but we recognize we have a way to go before we reach 100% traceability. Where the challenge gets harder is tracing back to Tier 3 and Tier 4 – which are typically processing facilities for materials or farms. This work will take time and resources, and we therefore aim to meet this goal by a more realistic timeframe of 2030, rather than our original end-of-2025 timeline.

Each year, we ask all our suppliers to complete one annual ethical Self-Assessment Questionnaire, one Environmental Questionnaire, and two Seasonal Product Declarations. These tools help us to gain a better image of the inner workings of our supply chains and the standards within them. Based on the answers, our suppliers are then categorized into a risk register.



As well as these internal risk management processes, we require 100% of our Tier 1 factories to either provide us with an in-date social compliance audit or equivalent, or in the extremely rare case this cannot be done, we would conduct an audit via a third-party. All suppliers must adhere to our Supplier Code of Conduct and Responsible Sourcing Policies and respect our Restricted Substance List. We monitor our Tier 1 factories with regular site visits conducted by our teams either on the ground or from head office.

CIRCULARITY

Extending the life of our products has always been a real focus for our circular mission. We want our styles to be loved time and time again. In 2024, we launched our new website which saw a refresh to the guides surrounding different material care to help our community look after their products. We also continue to offer monthly in-store Sneaker Cleaning Church events so consumers can give their much-loved sneakers a freshen up. In March of 2024, we also piloted the same cleaning service on apparel in partnership with The Seam. In 2024, we ran a total of 75 Sneaker Cleaning Churches across New York, London, Copenhagen, Stockholm, Berlin and Paris which we will continue to offer our community as we look to the future.

Looking to 2025, we are excited to be piloting our footwear bring-back scheme in London stores. This will enable our consumers to bring back their old Axel Arigato sneakers in exchange for a small discount on a new pair. In the back end, we will deal with them in a responsible way – whether that be through donation to local partners, or if damaged beyond repair, sending them for recycling so the material can be used again.



OUR:COMMUNITY



OUR:COMMUNITY

OUR:COMMUNITY truly underpins who we are as a brand. Whether it's our talented internal teams keeping the brand thriving, or the huge network of customers, partners and friends engaging with oWWur concepts: we wouldn't be who we are today without our community. This workstream explores how we engage with everyone we work with on the various topics under ESG.

OUR EMPLOYEES

As of 31st December 2024, we had a total of 206 employees working across our company. This includes members of the teams in our global stores plus in our three offices situated in Gothenburg, London and Guimaraes. Of these 206 people, we have 47% identify as male and 53% identify as female.

Creating opportunities to get people into the footwear and fashion industry is really important to us. For the past few years, we have run a number of initiatives to support this pursuit. Our Axel Arigato trainee programs run across both our London and Gothenburg offices, offering people at the beginning of their career insight into the inner workings of a brand. In Gothenburg, we also partner with Mitt Livs Val, to provide opportunities for younger people to gain work shadowing experience, and in 2024 we launched our collaboration with Jobbspranget, whose focus is on supporting postgraduate students who have newly arrived in Sweden to get into work.

OUR COMPANY VALUES

Central to our company are our DROP values:

D- Diversity
R- Respect
O – Openness
P – Passion

Together, these epitomize who we are as a brand and reflect how we present ourselves both internally and externally. We speak frequently about the DROP values in our day-to-day life at Axel Arigato and, twice a year, all employees will undertake performance reviews with their management during which they are invited to share instances where the DROP values have been demonstrated. This acts as a chance to reflect on these values and to take active steps to champion them in our work.

GOVERNANCE

As per our employee Code of Conduct, we have a zero-tolerance policy against discrimination, harassment, sexual harassment, and victimization of any kind, as well as for any instances of bribery and corruption. All employees agree to our Code of Conduct at the beginning of their employment and are routinely reminded of its content. We have a number of internal processes to mitigate any risk of non-conformity, as well as clear processes to deal with any remediation needed.

We routinely communicate to our employees the wide range of policies that are available on our internal intranet. These include, but are not limited to, our Health & Safety Policy, Privacy Policy, Work Environment Policy, Information Classification and Handling Policy, Whistleblowing Policy and a variety of benefit-based policies including leave, pensions and flexible work.

AN INCLUSIVE WORKPLACE

Having a flexible attitude to the workplace is another way in which we embed inclusion into our company practices. This year, we updated a number of our policies including Bereavement Leave and Jury Duty and strengthened our benefit offering in our HQ locations. We also made significant changes to our UK Parental Leave policy, widening the scope of eligibility and increasing both the full and half pay we offer our people. Bank holidays at Axel Arigato are now also optional, enabling our global and diverse employees to swap them for a day's annual leave at a time more relevant for them.



Looking towards 2025, we are delighted to start our new partnership with The Diversity Charter, Sweden - a network that works to promote diversity and inclusion within organizations.

TRAINING

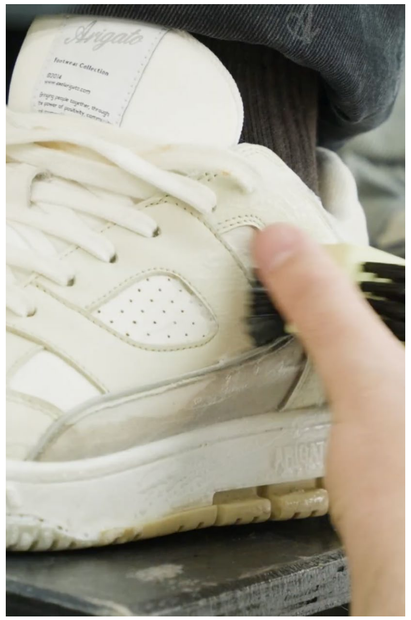
We regularly train our employees on a variety of topics, including Diversity, Equity and Inclusion. DE&I has always been central to the Axel Arigato mission, and we remain steadfast in that conviction, always. We are proud to have hosted two company-wide DE&I focused trainings throughout the year, covering a wide range of themes including human rights, global inclusive movements, microaggressions and gender equality. We ran a further specific session on the topic of sexual harassment, ensuring that our employees are clear on what to do if they witness harassment in the workplace or beyond. This couples with our whistleblowing hotline, which provides our people with another means to raise concerns or grievances in a confidential way. We have an internal DE&I board which drives our work in this space.

Over 2024 and 2025, we also ran a specialist Women in Leadership titled *Female Fusion Frontier,* which took 7 of our self-identifying senior female leaders through a journey of 5 sessions. It covered a range of topics from empowerment and building influence with integrity, to navigating stakeholder relations and standing in your strength. The sessions were met with extremely positive responses from those in participation. We also conduct regular 'Leadership Labs' which cover a range of topics to support all leaders in their growth at Axel Arigato. A number of further trainings were conducted in our offices, including Fire Marshall and First Aid training.



EXTERNAL COMMUNITY

At the heart of our approach to external interactions lies a belief in the power of curated moments and fostering connections through a diverse tapestry of cultural, educational, and inspirational events. With a busy global events calendar, we weave ESG and DE&I in wherever we can.



Sneaker Cleaning Church

Our Sneaker Cleaning Churches run every month across our stores worldwide. We offer complimentary cleaning service to our community members to help extend the life of their footwear.



Apparel Repair Service, London

In March, members of our London community could also extend the life of their most loved Axel Arigato apparel, through our collaboration with The Seam.



Ola Badiru, Screen-printing, London

For one day only, our community was able to purchase a deadstock T-shirt in black or white and have it screen-printed in store with a bespoke design featuring the artist's signature red cylinder. To follow was an epic after-party with Vivendii Sound.



10 year anniversary, London

In Summer 2024 in our new London store, we celebrated our anniversary with our 'Decade of Dreaming' series, offering our community the chance to attend a number of different events. From having their portrait taken by renowned photographer Campbell Addy, joining art workshops for painting beginners, or attending a high-octane party with P-Rallel.



GmbH Launch Party, Berlin

In October, we celebrated the highly anticipated Axel Arigato x GmbH – a limited edition sneaker that marries the German fashion label's progressive aesthetic with our minimalist design approach. We partnered with mp3 for this event, together raising funds for Haven for Artists, a queer-run organization helping and supporting displaced families in Lebanon.



Maybe Future Student Design, London

In November, we opened the doors to our London HQ to aspiring footwear designers from London Sneaker School and London College of Fashion. Our design teams challenged the students to re-create their own maybe future sneaker.

PARTNERSHIPS

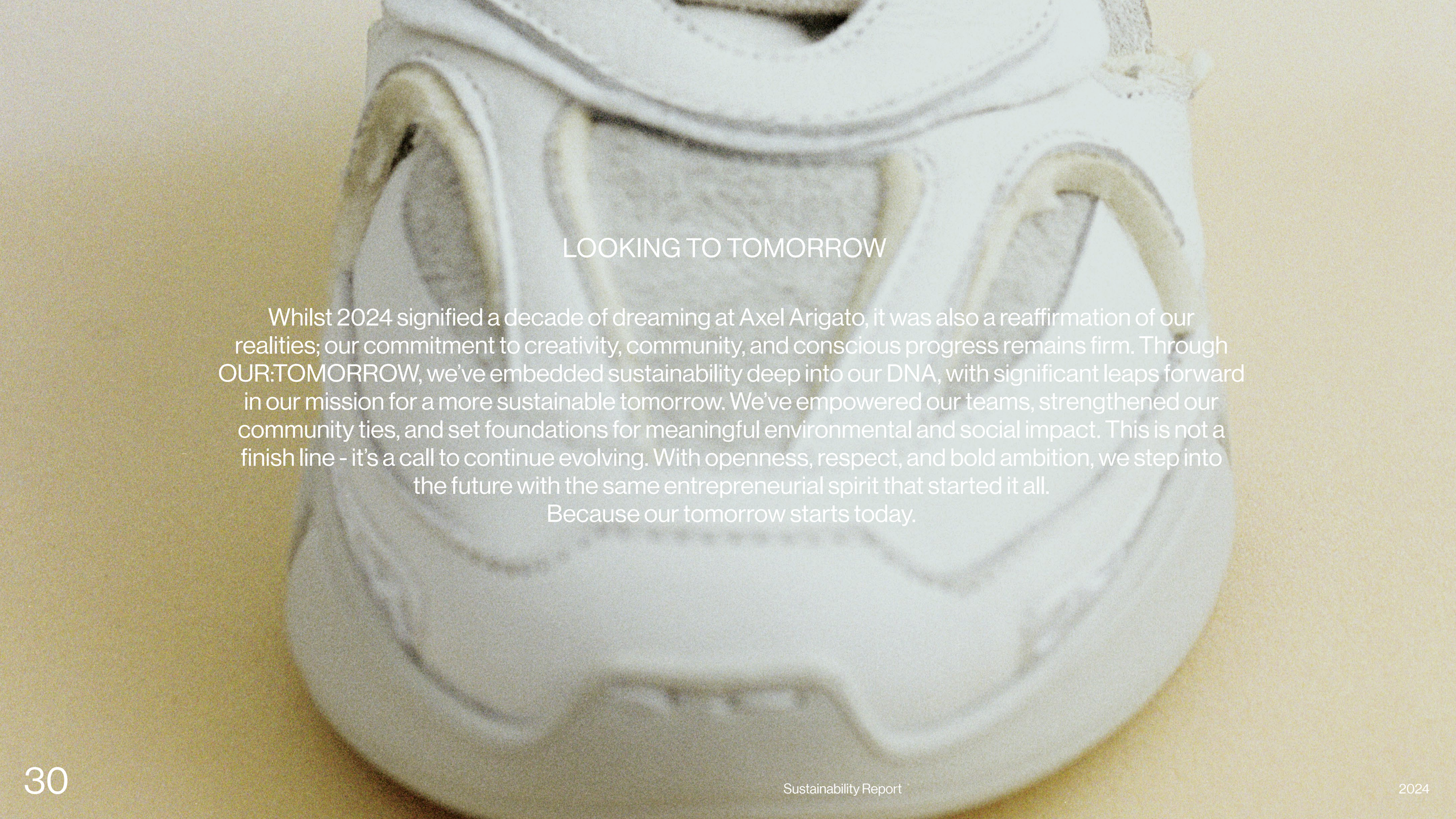
The array of partnerships across our organization are extensive. From creative collaborations with local artistic talents such as Jon Buck, Charlotte Kingsnorth, and Illya Goldman Gubin to our sustainability-based partnerships like Vaayu; we see immense value in the connections we build with external change makers.

Inspiring the next generation of fashion and footwear enthusiasts remains a critical focus for us. We are pleased that we were able to deliver a number of student-focused sessions in 2024, including guest lectures with De Montfort University and Fashion Retail Academy on the topics of Sustainability within the fashion industry and how to build brand strategies.

True to our position of creating memorable moments at the intersection of fashion and music, in November 2024 we proudly partnered with Musikhjälpen (Music Aid); a Swedish week-long live radio and TV broadcast, focused on creating awareness for often overlooked issues. This year, the theme of the event was around pregnancy mortality and maternal health, and we helped raise funds by offering listeners the chance to design their dream Axel Arigato sneaker, with all proceeds going towards this extremely important cause.

We remain very active members of the multi-stakeholder group STICA (Scandinavian Textile Initiative for Climate Action), run by the Sustainable Fashion Academy. Through this collaborative network, we have been able to connect and learn from like-minded peers, helping us to drive systemic change in our industry. In 2024/2025, we also became one of select brands who formed STICA+, demonstrating our commitment to sustainability topics wider than just climate. We believe that true transformation takes dedicated collaboration, so we are proud to be part of this movement for our industry.





LOOKING TO TOMORROW

Whilst 2024 signified a decade of dreaming at Axel Arigato, it was also a reaffirmation of our realities; our commitment to creativity, community, and conscious progress remains firm. Through OUR:TOMORROW, we've embedded sustainability deep into our DNA, with significant leaps forward in our mission for a more sustainable tomorrow. We've empowered our teams, strengthened our community ties, and set foundations for meaningful environmental and social impact. This is not a finish line - it's a call to continue evolving. With openness, respect, and bold ambition, we step into the future with the same entrepreneurial spirit that started it all.
Because our tomorrow starts today.

Auditor’s report on the statutory sustainability report

To the general meeting of the shareholders in Axel Arigato AB, corporate identity number 556953-0438

Engagement and responsibility

It is the board of directors who is responsible for the statutory sustainability report for the year 2024 and that it has been prepared in accordance with the Annual Accounts Act according to the prior wording that was in effect before 1 July 2024.

The scope of the audit

Our examination has been conducted in accordance with FAR’s standard RevR 12 *The auditor´s opinion regarding the statutory sustainability report*. This means that our examination of the statutory sustainability report is substantially different and less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinion.

Opinion

A statutory sustainability report has been prepared.

Gothenburg the date according to our digital signature

Öhrlings PricewaterhouseCoopers AB

Helena Pegrén
Authorized Public Accountant

This is a translation of the Swedish language original. In the event of any differences between this translation and the Swedish language original, the latter shall prevail.

OUR:TOMORROW
AXEL ARIGATO

https://axelarigato.com/sustainability