



## CEO STATEMENT

### Focus is key

During the last three years, our primary focus has been choosing more sustainable materials. We have set the bar high to lower our fashion footprint as much as possible. Making these choices and by never deviating from them marks a big transition, not only for us, but for everyone in our supply chain as well as the understanding of our supply chain. When we take a stand, we follow through. We walk our talk. Words without actions will not move the mountains that the fashion industry so urgently needs to move. And so, The Law of Focus has been fully sustained during these past three years, and it has helped us not to change our direction to reach our goals.

### Today, we only use:

- The organic version of cotton.
- The FSC / PEFC certified version of viscose.
- The recycled version of plastic for our materials such as bags for protection of our garments, shipment packaging and marketing material.

And not only did we reach our goals. We also anchored routines and processes to ensure that they remain our choices in the future.

### Along the way we found and picked other low-hanging fruits such as:

- Making bags for protection of T-shirts half the sizes.
- No plastic single wrapping of in-house samples.

Another major step that was not planned, but was sensible and became possible, was to transfer to eFlow washing technology of all our industrially washed garments, saving substantial amounts of water, chemicals, and energy. As of now, we are not fully aware of how much we have managed to save, but with our new focus in the coming years, we will discover the measured impact of our actions.

### The power of measuring and anchoring

A new, ambitious and sustainable development lies ahead for our small organization – particularly when it comes to measuring and anchoring. We believe that measuring our impact more accurately will give us a better understanding of our direction and future focus. In the same way, we believe that a value-based anchoring of our efforts will provide our organization with a resilient and holistic understanding of the sustainable development that is so crucially needed.

### In the coming three years, we are going to measure baseline and set organizational goals for:

- Most governance parameters according to ESG standards.
- Our CO2 emission in scope 1 and 2. Also, we will begin to gain knowledge in scope 3, e.g., through HIGG.
- Handling our most resilient risks according to the OECD Guidelines.

We have changed our reporting standard, as we entered the Early Adopter Programme to learn and prepare for the new COP reporting framework. For this reason, this overall statement will be the sole written prose of our reporting this time onwards.

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**Lena Trend, CEO**  
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