

A black and white photograph of a glass vase with a plant branch inside, set against a light background. The vase is a simple, rounded shape with a narrow neck. A thin, dark branch with small, dark leaves is placed inside the vase, extending from the bottom to the top. The background is a light, textured surface, possibly a piece of fabric or paper. The overall composition is minimalist and elegant.

IVY OAK

SUSTAINABILITY REPORT

Q4 2020

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WE ARE NOT JUST ANOTHER LABEL.

We take a holistic approach to sustainability. In 2020 we launched our 360° Framework to become the most sustainable company we can be. In our quarterly Sustainability Reports we give you updates on where we stand, what we are aiming for and what our challenges are.

In this fourth Sustainability report we want to wrap up 2020 and give an outlook on what we will be working on in 2021. We hope you enjoy reading it!

OUR 2020 HIGHLIGHTS



ECO MATERIALS

- 52% of styles were made from A & B fabrics of our [Better Materials Standard](#)
- 100% of viscose stem from Green Shirt fibre producers, exceeding our target
- Launch of first recycled wool coats and organic shirts with recycled buttons



FOOTPRINT

- 68% of overseas transport done by rail or sea in A/W2020 season, significantly reducing CO2-emissions
- 100% renewable energy at our sites
- 100% of CO2-emissions from deliveries and online shop offset via Klimakollekte



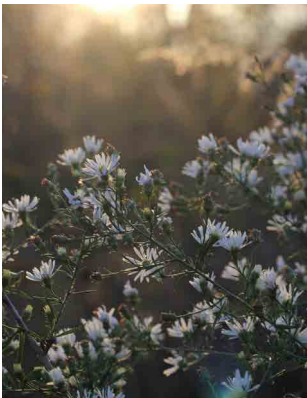
PACKAGING

- 93% recycled material content in packaging mix, exceeding our target
- 96% of packaging is recyclable
- 12% decrease in packaging achieved by removing a hangtag, polybag sticker and changing smallest box to envelope



CIRCULARITY

- 21% of S/S2021 collection designed on recycled or leftover materials
- Published [Care Guide](#) with tips and tricks for proper garment care to prolong their life-time
- 5 projects conducted to reuse leftovers



TRANS- PARENCY

- Published our [360° Framework, Roadmap](#) & first set of [Sustainability Reports](#)
- Expanded [price transparency](#) to cover all product categories
- Told the full story for two product categories, from farm to factory



TRACEABILITY

- 100% traceability to factories in 2020
- 100% of viscose fibre producers mapped
- Significant increase in traceability: 96% fabric suppliers, 31% yarn suppliers, 36% fibre suppliers mapped



'We want to build our business
to create true long-term
social, environmental and
financial value and maximize
our positive impact together
with our partners.'

II VALUE CREATION & COOPERATION

TARGETS & ACTIONS

- COLLABORATE WITH INDUSTRY STAKEHOLDERS, PEERS & INNOVATIVE ORGANISATIONS TO DRIVE CHANGE
- SUPPORT SOCIAL CAUSES THAT WE CARE ABOUT

A key to building a responsible business and having a positive impact is cooperation and exchange. We are members of several initiatives that seek to make the fashion industry fairer and more sustainable for the planet. These partnerships mean a lot to us: we learn, we get inspired, we exchange. But equally important, they push us to aim higher. Here is an update on two selected initiatives we are part of.

We completed the onboarding process and became a full member of the German Partnership for Sustainable Textiles, which brings together NGOs, brands, government and trade unions. In 2020, we engaged in different activities organised by the Partnership, such as workshops, webinars and expert groups. We value our membership because the Partnership provides a platform for exchange as well as concrete guidance on current issues, for example on how fashion companies should deal with Covid-19 with regards to suppliers. Using tools from the Partnership, we conducted a self-assessment and risk analysis, and we will be setting

targets and a roadmap based on the results together with the Partnership in 2021.

We are very proud of what we have achieved in terms of sourcing eco-friendlier materials over the past two years. Therefore, we decided to participate for the first time in the Corporate Fibre and Materials Benchmark (CFMB) conducted by the organisation Textile Exchange. The CFMB benchmarks data from brands on their (sustainable) material use. This provides an important source of sector level data, which is needed to drive the uptake of eco materials and innovation forward. We are curious to see how we perform and use the framework for our own data collection, targets and standard development.

We are also proud to support several charities and social projects, two of which we want to highlight as they are both linked to women's rights and gender equality. As a female founded company with an 80% female workforce, we deeply care about these issues.

Firstly, we continued to offset our carbon footprint from parcel deliveries and the operation of our online shop together with the organisation Klimakollekte through Gold Standard certified projects. In 2020 we supported

a project to promote energy-efficient cooking bags in rural and suburban areas in Cameroon. Traditional fireplaces often cause strong smoke development and women have to walk long distances to collect firewood. The organisation Pro Climate International's (PCI) climate protection project is equipping 6,000 families with energy-efficient cooking bags, that save up to 60% of firewood, translating into time savings and better health for women as well as counteracting deforestation tendencies. The cooking bags are made locally by PCI-trained seamstresses, which creates additional job opportunities.

Secondly, the Covid-19 pandemic exacerbated factors leading to violence against women across the globe. Therefore, we partnered with Caritas and supported one of their women's safe houses in Berlin through donations via our shop as well as garments. Globally, one in three women experience physical or sexual violence, mostly by an intimate partner. The shelter provides a safe space for 50 women and their children where they are protected from domestic violence. Caritas supports them in personal, financial and legal matters. As many women flee their homes only with the clothes they are wearing, we donated coats, sweaters, pants and tops to the shelter.



PELZFREI



RESULTS

5 new
memberships in sustainability
initiatives in 2020

3 social
projects & charities
supported in 2020

7 memberships &
partnerships overall

CHALLENGES & TO DOS

RESOURCES

There are many great initiatives out there and we would love to be part of all of them. However, participating means we need to invest time and resources so that we can contribute in a meaningful way. We have to set priorities to generate the most impact. Therefore, we cannot be part of all the groups that we would like to, and we are not able to address all issues at once. But we try to always be open for new initiatives, stay informed and connected and to dedicate time to all topics step by step as we progress and grow.

FORMALISATION

Governance is a very important aspect of CSR to structure and formalise guidelines, targets and responsibilities. This formalisation is important, but also time-consuming. As an SME, we face the challenge to balance between flexibility and formalisation. We have to ensure that we have enough structure to drive everyone in the same direction, yet have enough capacity to implement what we want to achieve instead of just establishing structures for it.



'We want to connect with our community, promote healthy body images, diversity & inclusion and conduct our marketing in a responsible way, advocating our values.'

III CUSTOMERS & COMMUNITY

TARGETS & ACTIONS

- 100% OF OUR COMMUNICATION CONVEYS OUR VISION & VALUES
- CONTINUOUS ENGAGEMENT WITH OUR COMMUNITY ON SOCIAL AND ENVIRONMENTAL TOPICS

Diversity and inclusivity are key values for us in all areas of our company. Our communication aims to reflect the beautiful diversity in our society, and we are actively working to capture different dimensions of diversity. To this end, we communicate our values clearly to the agencies and photographers we work with for our photo shootings. We want to be mindful and aware of our position and use our platform to influence in a positive

way, promoting diversity and healthy body images. Marketing is an important part of our wider responsibility and we take it seriously.

Diversity in the fashion and modelling industries is slowly improving, at last! This is an important step, as the marketing images we see daily shape our views and establish standards of beauty. A lack of representation has severe societal implications because it entails a (hidden) message that all else is ugly and invisible. Moreover, the way women are depicted in marketing shapes societal expectations towards girls and women. False beauty standards contribute to mental health

problems and racism. That is why diversity in modelling and marketing is indeed so relevant: with representation comes acceptance and normalization.

Another important value in our communication strategy is transparency. We want to provide easy to understand information about our products, company and our sustainability efforts. Therefore, we developed new

information material for our boutique and online shop. For our boutique, we developed flyers to inform about our CSR strategy, price transparency, factories and garment care. We also developed what we call hanger tags, that provide further on-product information. For our shop, we developed several icons, that explain the materials of garments.

RESULTS

Increased
diversity in our
marketing

New
informational material
in our boutique*

New icons
for our online
shop*

*coming in spring 2021 (when we re-open after the lockdown)

CHALLENGES & TO DO'S

MODELLING INDUSTRY

While there have been very interesting developments to improve diversity on runways, in magazines and marketing, there is certainly still a lot to do in the modelling and fashion industries to reflect the many dimensions of diversity and beauty. It is great to see alternative modelling agencies appearing on the market and established agencies becoming more diverse.

We hope to see more and faster change in the future, where diversity and inclusivity become the mainstream and are no longer 'alternative'. On our side, we have made good progress in some areas, yet we want to do more to explore other facets of diversity to become a stronger advocate.



'We want to ensure fair employment for everyone in our supply chain.'

IV FAIR FACTORIES

TARGETS & ACTIONS

- ENSURE 100% OF FACTORIES MEET SUSTAINABILITY REQUIREMENTS & CONTINUOUSLY WORK TO IMPROVE
- REGULARLY ASSESS PROCUREMENT PRACTICES BASED ON RESPONSIBLE BUYING GUIDANCES

Covid-19 has continued to be very challenging for the fashion industry. We are grateful and proud that we and our manufacturing partners are all still standing. We keep going through the crisis as a team, side by side with our partners. We have continued to approach the situation based on our values of partnership and transparency. This means we kept our commitments with suppliers and took responsibility for our orders, we engaged in

transparent communication and found solutions that worked for both our production partners and us. We are happy to see that this approach is also in line with best practice guidance on how to deal responsibly during the pandemic with suppliers and business partners.

We also became a member of Amfori, and in particular their BSCI and BEPI initiatives in 2020. These two initiatives provide a platform and monitoring system for social, labour and environmental topics for supply chain partners. Through the platforms we will continue our work on social and labour factors in 2021 and want to engage our manufacturing partners more on environmental

issues. In 2020, social audits have been paused or delayed in many countries. Still, the majority of our factories that were supposed to receive an audit update were able to have it conducted. We will monitor how the situation evolves in 2021.

We also conducted a self-assessment on our supplier management framework with the German Partnership for Sustainable Textiles to see where we are already doing well and what we can prioritise going forward. As a result, we are in the process of setting up additional internal guidelines and doing a review of our buying practices.

RESULTS

100% traceability
to our manufacturing
partners

10 suppliers
in 5 countries

36 factories
employing 4400
employees

3 years
average relationship
length*

100% of
suppliers have signed
our Code of Conduct

0 violations
of requirements
detected in 2020

*since brand was founded in 2016


CHALLENGES & TO DOS

COVID-19

Many of the pandemic's impacts will only be visible over the next years. It will take time for businesses to recover, some will not survive, some will come out of this period stronger. It will for sure continue to be challenging for us, our partners and suppliers, as the impacts in the industry unravel. Yet, we look to the future with confidence and optimism. We will continue to approach this as we have so far, as a team and a cooperative partner.

COOPERATIONS

Over the past year we really saw that cooperation is key. We joined new initiatives and engaged a lot with suppliers, peers and business partners. This year, we want to involve our supply chain even more since this is where our footprint lies. We want to set up new sustainability projects together with our suppliers and have started first exciting conversations.



'Our design philosophy is to create pieces that accompany you for years because the most sustainable clothing item is the one you enjoy for a long time.'

V INSIGHT QUALITY

#LONGTERMTHINKING

While not every single piece in your closet has to last for decades, investing in quality is worth it in the long run. It means you will not have to replace them quickly, you can more easily sell quality clothing via second-hand channels and less new clothes have to be produced. Therefore, we wanted to take a moment to talk about why quality is important to us, how we ensure it and what you can look out for when you buy clothes.

We care about quality because we want to deliver the best product we can. We put our customers at the heart of everything we do. We want you to feel strong, comfortable and beautiful in our clothes for many years. We ensure longevity and quality via timeless design, high quality material choices, expert craftsmanship and impeccable fit. Our rigorous quality process includes physical and wash tests of the materials and wear tests

of our garments to ensure they last and feel good.

But enough about us. We believe it is important that you know how you can recognise quality clothing and if the price you are paying will be rewarded with a long garment life. Below are our top tips what you can look out for when buying clothes.

CHECK THE FABRIC

While there are no inherently good or bad fabrics, you should assess the quality of the fabric and how suitable it is for the intended use. You can also try to stretch it a little: quality fibres should spring back into shape and maintain their form.

CHECK THE TRIMS

Clothing that is built to last is designed to minimize the chance of damage, which is why zippers should ideally be hidden, close smoothly and have a hook-and-eye clasp, snap, or button at the top. Sheltered zippers give a more polished look but are usually more expensive to do. Also check if the buttons appear to be sewn on well with multiple threads and how smoothly they fit through the holes.

CHECK THE CONSTRUCTION

Examine if the stitching thread appears strong enough to hold the fabric together. A higher density of stitches is generally better as tighter seams are less likely to come apart. You should examine so-called high use areas, like the facing around zippers and buttons, the shoulders of tailored garments, the sleeves and collar. These should be reinforced, using stronger seams, facings or interfacings, which are extra pieces of fabric to support the garment's structure.

CHECK FOR LININGS

Linings represent an extra cost and are therefore skipped by many brands. While it is important to note that not all pieces need a lining, a high-quality lining can be great for several reasons: it looks neater, it protects seams, interfacings and padding, and it keeps skin oils and sweat away from the shell fabric, which prolongs the garment's lifespan.

CHECK THE POCKETS

High quality jackets usually have real pockets with the right length. Check whether the opening is reinforced by a line of neat stitches.

CHECK THE PATTERN

For garments with patterns, a more indirect way to judge the quality is to see if the pattern matches up at the seams. Matching patterns requires extra time and material and is therefore often skipped. This may indicate that the brand did not invest in other areas of construction either. For quality clothing, patterns should match up (this does not apply to large or random patterns).

CHECK FOR EXTRAS

High-quality clothing will have spare buttons and large hem allowances. These details signal that the garment is built for the long run: it is prepared to be mended if needed and will last long enough to require minor repairs.

CHECK THE FIT

While fit can be subjective, there are a few things you can look out for: jackets and coats should usually have a seam down the centre of the back that follows the curve of the back to enhance the fit. High-quality shirts and blouses often have a so-called shoulder yoke, which is an extra piece of fabric around the neckline allowing for a better fit and smoother drape.

CHECK THE COMFORT

Many brands try to save money by using as little fabric as possible, which often translates into less room for the shoulders, shorter inseams, and less nice draping. Test if the garment feels comfortable and if you can move in it easily. For example, when trying on skirts or dresses bend over to check how they behave and if they fall back into place, when trying on pants sit down to see if they move down and when trying on blouses reach for something to see if a gap forms between the buttons.



'We want to continuously learn and try to get better every day to reach our goals over the next years.'

VI OUTLOOK 2021

2020 was a difficult and challenging year for all of us. Still, we are really proud that we were able to keep the momentum for our sustainability initiatives and reach many of our goals. We have definitely drawn some lessons and take them with us for the next year and beyond. Most of all, we saw that cooperation is key and that we need to include our suppliers in our sustainability journey as early as possible and clearly communicate our ambitions. 2021 has already started and we have lots of plans for the new year. You can see some of our focus areas below and read more about them in our [360° Framework](#).

VALUE CREATION

We want to continue to support organisations working on social causes close to our heart.

TRACEABILITY & TRANSPARENCY

We are continuing the mapping of our supply chains to understand our impacts and to conduct transparency initiatives.

FOOTPRINT

We will continue to work on our environmental footprint, shifting our transportation to lower emission modes, reducing our use of packaging materials and measuring our impacts and progress.

COOPERATION

We will keep seeking innovative partners and join initiatives to advance on our sustainability journey.

TRACEABILITY & TRANSPARENCY

We are continuing the mapping of our supply chains to understand our impacts and to conduct transparency initiatives.

CIRCULARITY

We will continue to set up projects, conduct team workshops and develop tools to promote circularity thinking in our design processes and other business areas.

BETTER MATERIALS

We will review our Better Materials Standard and continue to steadily increase the share of eco-friendly fabrics and trims in our collections. An area we want to explore more in the future are dyeing processes.