

K A S S L EDITIONS

SUSTAINABILITY REPORT 2022

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ABOUT

KASSL Editions was founded in 2018, when a collective of fashion-literate friends based in Amsterdam and Antwerp were brought together by an old fisherman's coat. The coat's simple cut, together with its extreme technical character and generous shape were the spark for the creative group to create an outerwear brand with a genderless, durable and functional ethos and commitment to radical quality.

Since then, KASSL Editions has moved into accessories with its instantly recognizable, "puffy" Pillow bags, originally constructed using offcuts from production.

Selected homewares followed, including the Pillow sofa, a sought-after reinterpretation of KASSL Editions accessories by the Belgian design duo Muller Van Severen created for a sustainability-themed project initiated by Wallpaper* magazine.

The hallmark of every KASSL creation is the outstanding cut, created by and for real people with a real love for quality. The shapes are so democratic that they suit everyone, transcending styles, times, genders and generations.



FOREWORD

From the very beginning, we have been deeply committed to sustainability, prioritizing local production as a key aspect of our approach. Building on our foundation, we took significant strides forward in 2022 to further advance our sustainability efforts. We embarked on a journey to explore further steps in the realm of sustainability, delving into extensive research and analysis.

In our pursuit of sustainable practices, we undertook the rigorous B-Corp process to evaluate and enhance our operations. Our main objectives for 2022 included achieving 100% traceability and transparency in our current practices, exploring avenues to improve our materials and reduce waste, nurturing stronger relationships with all our suppliers, and aligning our team with new goals.

We acknowledge that attaining B Corp certification is not the ultimate goal but rather a commitment—a stepping stone towards continually developing our holistic sustainable concepts. We remain dedicated to working collectively, constantly striving to improve the sustainability commitment of KASSL.



● **INSIDE KASSL EDITIONS**

HQ in Amsterdam

Female and diversely led

7 Full-time employees

2 Collections a year

5 Categories

19 International distribution in 19 countries

13 Production factories

17 Suppliers

● COLLABS





KASSL Editions partnered with sportswear brand ASICS to craft 30 pairs of their GEL-1090TM sneakers to be raffled for charity by END.

The partnership was the continuation of the ASICS Crafts for Minds program, reinforcing the craftsmanship and attention to detail that goes into creating long-lasting products with purpose. All proceeds from the crafted pairs were donated to support the mental health charity, Mind.

KASSL Editions transformed the upper of the GEL-1090TM with a puckered protective sheath of its signature oil fabric, bonded at the sole with a hand-applied PU rubber drip. The sneakers, which at once embodied KASSL's devotion to durability and roots in the European contemporary art world, were available in two colours: white and green.



Since its debut in 2020, The Pillow sofa by Muller Van Severen for KASSL Editions has transcended its beginnings as an imaginative design collaboration and charmed its way into private dwellings and public spaces worldwide. The creative collaboration inspired Italian luxury brand Bottega Veneta to collaborate on bespoke Pillow sofa designs for their retail stores. While the unmistakable form of the Pillow Sofa endured, the range received an update with Bottega Veneta's signature green colour that enhanced its spirit of playful tactility. Inspired by the bold character of the sofa, KASSL Editions and Muller Van Severen designed the Romanian bench exclusively for Bottega Veneta. The sofas were distributed over their retail stores worldwide.

● MISSION STATEMENT

Our products are designed, created, and produced with the intention that they are passed on to multiple generations, and therefore made with pureness and integrity, so the brand vows to be the most responsible version of itself. We want to make sure that all the different parts of our business are really focused on the same thing, because everybody is bringing something unique to that equation. For that reason, we aim to provide products to customers that are made to last.

● ETHOS

With everything we make and do, KASSL Editions prioritises:

1) radical quality

We produce exceptionally durable pieces that last a lifetime, ideally longer.

2) inclusivity

We are a collective of individuals with diverse backgrounds and perspectives, as opposed to a brand centred on the vision of one designer. Our design practice is democratic and our output transcends traditional categories of body type, age and gender.

3) environmental responsibility

We believe that luxury shouldn't cost the earth. Accordingly, we conserve natural resources wherever possible, reduce waste through upcycling, and limit our transportation impact by centring our production and sourcing close to home, in Europe.

4) positive social impact

We build respectful partnerships with third parties and continuously optimise our processes and culture in service of the best outcomes for the world and its inhabitants.

● HIGHLIGHTS 2022

HS22 and HOL22 launch

Launched our Kids' collection

Launched our first RTW collection

22 new retailers

First showroom in Amsterdam

Collaboration with Asics



● SUSTAINABLE DEVELOPMENT GOALS

KASSL Editions was created with sustainability and responsibility in mind. We produce items that are meant to last a lifetime and be passed on to generations. We mostly work with factories in Europe, keeping our production close to home. Actually, the name of the brand is inspired by the city in which we work most closely with a manufacturing factory, namely Kassel in Germany.

SDG 1 – No Poverty

KASSL Editions does not produce in developing countries and only partners with manufacturers that provide living wages to their employees and do not take part in banned practices such as child labour.

SDG 5 – Gender Equality

Next to having standards that protect garment workers, we also promote gender equality at our headquarters. Indeed, our team and lead consist mainly of women.

SDG 12 – Responsible Consumption and Production

KASSL Editions takes responsibility for its operations and strives to become a responsible business. We are already taking steps toward that direction by limiting our production; we do not sell in big quantities to avoid throwing away unsold items and do not work with excessive collections. Additionally, we are constantly looking for ways to replace our fabric and packaging with more sustainable options.

SDG 13 – Climate Action

Similarly to the above explanation, KASSL Editions cares about creating positive change. Next to the efforts previously described, we only produce in Europe which limits our transportation and, thus, our CO2 emissions. Moreover, we engage in several upcycling projects from our deadstock in order to reduce our waste.



● B CORP

B Lab is a global non-profit network transforming the global economy to benefit all people, communities, and the planet. We started the B Corp process in 2022. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability and transparency. In order to achieve certification, a company must:

- 1) Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing our risk review. Multinational corporations must also meet baseline requirement standards.
- 2) Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- 3) Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

● B CORP PILLARS

GOVERNANCE

This impact area relates to a company's policies and operations in regard to its mission, ethics, accountability and transparency.

WORKERS

This impact area relates to a company's contribution to the economic and social well-being of the communities in which it operates.

COMMUNITY

This section relates to employees' financial, physical, professional and social well-being.

ENVIRONMENT

This area relates to the efforts a company is taking towards the planet and how to improve its overall environmental stewardship.

CUSTOMERS

This section analyses a business' value creation to customers.



GOVERNANCE

● MISSION & ENGAGEMENT

Progress

KASSL Editions is committed to incorporating social and environmental impact into decision-making through employee training, performance reviews, and posting job descriptions that incorporate social & environmental performance. Additionally, our Board of Directors reviews KASSL's social and environmental performance on a yearly basis through Sustainable Key Performance Indicators (KPIs). This is essential as those KPIs allow us to assess whether we are achieving our sustainable goals. Lastly, we have included the mission lock in the articles of association – our founding documents. This is important as it means that our team is fully engaged with our sustainability approach and process, and understands the necessity to include sustainability in their daily decision-making. We continue hiring employees that align with our sustainability vision and goals. Hence, the motivation to make KASSL a more responsible and sustainable company is very present in each member included in the business.

Our KPIs are developed per department and for a time period of 1, 2 and 3 years. Thereby, we ensure that these indicators are realistic and doable within a short timeframe. According to a department's progress, some can get adapted.

To better communicate our goals and vision for sustainability, we have published the first sustainability report in 2022. Thereby, we are increasing our transparency & traceability and make our decision-making more efficient and better contribute to creating a positive impact.

Challenges

Some KPIs for 2022 are still in progress and not completed yet.

As a young business, we aim to conduct business in the most responsible way. However, there are significant challenges in some areas of our operations, particularly in the realm of sustainable materials.

Future focus

Evaluating the KPIs per department on a quarterly basis to maintain the focus on sustainability decision making – this in order to tackle the challenges.

● PERFORMANCE

These are our Key Performance Indicators per department for 2022:

Production & Design

- 1) 80% traceability of all materials
- 2) Onboarding every new supplier/factory
- 3) Every two years screening and Code of Conduct for all existing factories and suppliers

Marketing & PR

- 1) 50% of all our imagery (campaigns and shoots) feature at least one model with a diverse background
- 2) Creative teams 100% from Europe
- 3) 100% of shoots in Europe

E-Commerce

- 1) Extensive info on website per product regarding fit, incl. model length & size
- 2) All descriptions and measurements on the website are always accurate and all-inclusive

Logistics

- 1) Change shipping terms for Benelux B2B consumers from EX works to all-inclusive delivery

WORKERS

● EMPLOYEE WELL-BEING

Working at KASSL

Each new employee receives an onboarding from the team. We also have a company handbook where all relevant and important information regarding the company, people involved, the office, policies, etc. are described. That way, all employees can fully integrate themselves within the company and the team they work with. We value our employees' (mental and physical) well-being and satisfaction and, therefore, have put many policies and actions in place to ensure this. Some are described below.

Financial Security

All employees are paid more than a living wage which ensures that all can meet more than basic food, clothing and housing needs but can live a comfortable life.

Engagement & Satisfaction

Our company handbook includes a non-discrimination statement, an anti-harassment policy, a statement on work hours, policies on pay and performance issues and a grievance resolution process. Our non-discrimination policy covers gender, race, colour, disability, political opinion, sexual orientation, age, religion, nationality or immigration status, HIV status, union membership and social origin. Additionally, we have formalized feedback and company complaint mechanisms. Our complaints mechanisms are fully transparent to safeguard the safety and confidentiality of complainants. Furthermore, we formally acknowledge workers' rights to freely join unions and any type of employee group advocacy entity or other affiliation related to employee rights of their choosing. Those are also reviewed at least every other year with input from employees themselves. We also have a breastfeeding policy which means that new mothers are provided with a safe space to breastfeed.

Furthermore, we offer personal training once a week which each employee.

Kassl Editions was awarded world-class workplace in 2022 after being assessed by a European company focused on employee feedback, called Effectory. This award means that we are recognised for our high-quality employership.

Career Development

All employees have a feedback meeting with their managers at least annually. Therein, they are reviewed by their managers but also according to peers' input. As this is a 360 review process, employees also have the opportunity to provide feedback to their manager(s) and the team in general. Additionally, career guidance is provided and personal, social and environmental goals are discussed.

Next to that, we provide training to all employees. This is mostly done by one member of the team about a topic they specialise in. These often revolve around core job responsibilities, cross-skills for career development and sustainability. For example, our latest training discussed the SDGs in fashion, retailers, the use of KASSL's assets, etc.



WORKERS

Progress

Diversity is here defined as: gender, age, colour and ethnicity.

KASSL Editions has always valued diversity and inclusivity as it was founded and is still today managed by a diverse team. This commitment is written in our company handbook and in all job postings. We also conduct anonymous or blind reviews of applications – removing all personal information about the person.

Supply Chain Management

All our suppliers must sign Code of Conduct and fill in our Supplier Survey. In the former, we share policies or rules regarding topics such as discrimination, child labour, fair wages and benefits, safe and healthy working conditions, environmental management, traceability, etc. In the latter, we screen all our suppliers for social and environmental impact on their compliance with local laws, good governance and on the sustainable actions they take beyond what is legally required. We review suppliers' answers with them every two years. As our suppliers are all in Europe, we are able to build strong relationships with them. These are often family-owned enterprises with which we have been doing business for a long time.

Challenges

In order to better improve our supply chain management for more responsibility, we are dependent on external parties which means it is challenging to ensure that their business is taking sufficient action in creating a positive impact and some elements are beyond KASSL's control.

Future focus

We plan to further improve our communication with our suppliers and invest time in searching for more sustainable alternatives within our supply chain that benefit the environment and communities.

We intend to increase the number of models with a diverse background for our imagery by 10% year.

Furthermore, we plan to enhance our diversity policy in our hiring process by ensuring that at least 50% of candidates considered for a job or internship possess diverse backgrounds or characteristics by 2025.



ENVIRONMENT

● ENVIRONMENTAL ACTION

Progress

KASSL Editions has always valued sustainability when doing business. As this is part of our mission lock, we ensure that all team members are involved in making KASSL a more responsible business every day. As mentioned before, we value quality and, therefore, focus on producing fewer products/collections but with an assurance that those will last a lifetime. We also focus our production in Europe and do not produce elsewhere. That way we stay close to our suppliers and limit our Scope 3 emissions by reducing transportation. Additionally, we engage in various upcycling projects. The most significant one is the production of keychains from scrap fabric. Initially, we got the idea to produce bags from deadstock from coats. As these became very popular, they required more fabric than what leftovers could provide. Hence, they are now produced from “new” fabric, and their scrap is used for keychains instead. This shows that KASSL Editions is committed to always finding new ways to make the best use of its assets in sustainable projects.

The following sections focus on the environmental actions that are under our control. In other words, it discusses our environmental impact of our direct operations. We recognise that our environmental impact goes beyond our direct actions as we are also dependent on external parties. We, therefore, take action to influence our partners. However, our level of influence is limited to those parties' willingness to

act and (proactive) sustainability strategy, goals and values. Our Community section expands on our relationship with our suppliers and what we do to encourage them to consider sustainability in their business.

Environmental Management

We have various resources documenting our organization's commitment to the environment such as our company handbook and our website under our Ethos webpage. In order to make those commitments more tangible, we review our products' materials, design, recyclability and reusability before every new collection/within the development of each new collection.

Our headquarters have worked on improving our energy by using renewable resources, water and waste. We currently monitor our energy and water. Additionally, our company handbook expands on all preferred products and practices. Employees can read our policy for the safe disposal of e-waste and other hazardous materials and a list of preferred vendors with environmental considerations for office supplies.

Regarding our marketing strategy, our creative team (models, photographers etc.) are 100% from Europe and all shoots are also done in Europe which limits the need to travel far and, thus, our emissions.

Challenges

As we are sometimes faced with short deadlines, we have not been able to always choose the most sustainable options.

Future focus

Set reduction targets for water and energy

Monitor and record waste production

10% less deadstock in 2023, 20% in 2024 and 30% in 2025

Use of at least 10% recycled / certified / more sustainable supplies/fabrics (in terms of volume, #m) in 2023, 15% in 2024, 20% in 2025

Develop a product line (3 products) which has a social or an environmental impact/angle on a yearly basis in 2023, 5 products in 2024, 7 products (in 2025)

Conduct a life-cycle-assessment on our bestseller by an external party in 2025. We have already been in contact with several external parties to discuss our options.

● SUPPLIERS & MANUFACTURERS

Progress

KASSL Editions only produces and works with suppliers and manufacturers in Europe for sustainability reasons.

Since 2022, we have taken more action to ensure that our suppliers and manufacturers align with our sustainability values and strategy. Therefore, we have sent them all a Code of Conduct and Supplier Survey. Each new supplier/manufacturer must fill in those documents. Those are sent every two years in order to re-evaluate them and learn from their actions. Additionally, we send sustainability questions regarding the company in general and specific fabrics we purchase from them. Those questions revolve around whether the fabric is recycled, organic or other or whether it holds any certification, its country of origin and the packaging.

Below are some of our suppliers'/manufacturers' best practices.

JOKO - Manufacturer

JOKO represents one of the biggest partners/manufacturers. Indeed, the brand name was inspired by the city of Kassel where this manufacturer is based. It is a family business with whom we hold a close relationship. The company also takes action for sustainability by engaging in upcycling projects and conducting lifecycle assessments, cradle-to-cradle analysis, toxicity reduction exercises and reviewing product materials, design, recyclability and other.

LIMONTA - Supplier

Limonta is an Italian-based supplier with which we have worked for a long time. Its sustainability values are based on measuring, reducing, recycling and compensating. They develop a sustainability report every year to demonstrate their social and environmental efforts. Additionally, the company takes various actions namely the treatment of waste and wastewater, trigeneration, photovoltaics, DMF removal and environmentally friendly fibres.

LYRIA – Supplier

Lyria is an Italian fabric company that has put sustainability at the centre of its operations. Similarly to KASSL's value, Lyria places great importance to not wasting its resources by always the most of its fabric through recycling and upcycling. The company has received several certificates and awards for sustainability such as GOTS, GRS, FSC and 4Sustainability.



CUSTOMERS

● CUSTOMERS

KASSL Editions sells to both B2B and B2C customers.

B2B

We have retailers from around 19 different countries (stores). Additionally, we sell our products through different online exclusive retailers from various countries.

Similar to our values, our retailers pay special to sustainability by selling durable pieces and, for some, adding an extra label to responsible items.

B2C

We pay special attention to our B2C customers and their needs by creating quality pieces that will last a lifetime (and hopefully longer). Next to that, we care about our customers' satisfaction, well-being and data privacy.

Data Privacy & Protection

At the start of 2022, we introduced two pages related to customer data protection: Privacy Policy and Cookies.

Customer Satisfaction and Well-Being

At KASSL Editions, we care very much about our customers and pay much attention to the feedback we receive. We want all of them to feel satisfied with their purchase.



CONCLUSION

In conclusion, while we have made significant progress, we acknowledge that our sustainability journey is far from complete. Looking ahead, we have outlined key areas of future focus to continue driving positive change:

Finalizing the B-Corp process

We are committed to completing the necessary steps to achieve B-Corp certification, and we aim to obtain the certificate by Q1. This rigorous process will further validate our commitment to sustainable business practices.

Tracking goals and KPIs

We recognize the importance of closely monitoring the goals and key performance indicators (KPIs) for all departments. By ensuring diligent tracking and assessment, we can stay on course and work towards achieving our end goals for 2023.

Incremental changes across all areas

We believe in the power of incremental changes. By implementing small but meaningful steps in every aspect of our operations, we can gradually make a significant impact on sustainability. We remain committed to continuously seeking opportunities for improvement and making sustainable choices.

As we move forward, we embrace the philosophy of continuous improvement, understanding that sustainability is an ongoing journey. With determination and collective effort, we are confident in our ability to make a lasting positive impact on the environment and society. Together, we will make steady progress towards a more sustainable future by taking small yet meaningful steps.

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