
SUSTAINABILITY REPORT



The Cogs that made

unoda

ORGANIC LEISURE + ACTIVE WEAR

Founder Aamena has worked in the fast fashion industry her whole career, and noticed a lot of wastage. Becoming sick of the mass consumerism mind set and want for newness every week, realisation set in that it was not a sustainable framework for the environment, the producers or the consumers.

So the mission in mind, was to create a brand that was not just for now but for the future. Where the style could always be worn, and relatable to everyone. Durable fabric was important in the process and small scale production.

Why organic cotton?

WATER RESOURCES

2.6% of worlds water resources are used for cotton.
Organic cotton practices using rotational crops that are rain fed. After 1 or 2 cycles the water consumed is far less than conventional cotton growing.



SOIL

With rotational crops it also helps keep all the nutrients in the soil, not contributing to dessertification or poor soil.



PEOPLE

Working with natural fabrics is better for the workers' skin and respiratory systems, which in turn lessens the impact on consumers wearing the garments.



How are we pursuing sustainability?

VISITING OUR FACTORIES GIVES US KNOWLEDGE AND CONFIDENCE

ETHICAL

PRODUCE

THE FACTORIES WE WORK WITH ENSURE THAT THE PEOPLE BEHIND THE SEWING MACHINES ARE PAID A LIVING WAGE, WORK IN FAIR CONDITIONS AND HAVE A PROMOTION SCHEME IN PLACE. WE ARE IN REGULAR CONTACT WITH THEM AND NOW INCLUDE A MEET THE MAKERS FACT SHEET ON OUR WEBSITE..

Using a fully vertical unit means the whole production process is under one roof, from dyeing to packaging. Less transportation is needed because of this, equalling less carbon emissions.

Timeless pieces

SLOW FASHION

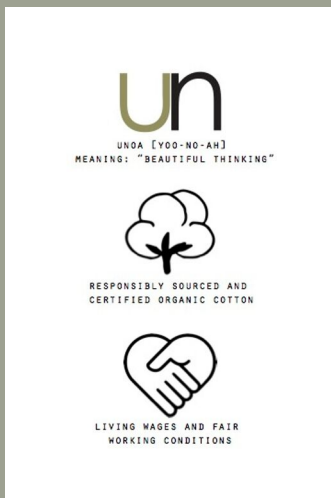
Our designs are pieces that can be worn over and over, which means that the consumer doesn't have to buy as often. Creating a colour palette for a whole season, that can be interchangeable throughout the whole collection is also important so that we have less wasted stock at the end of the year We have been reworking old stock in collaboration with charities to give back to the community on our doorstep in Brighton.

With the fashion industry being the second most polluting industry after oil, slow fashion is key. Buying better quality and less often makes an impact.

Packaging

COMPOSTABLE BAGS

Although we want our pieces to last forever, we don't want the packaging it comes in to do the same. Our factory in Karachi, used to send each product individually wrapped in plastic. We asked them to send them in bulk instead, reducing our plastic waste by 62%. We send out all our items to you in compostable mailing bags.



PROUD

We have worked hard to create a more sustainable brand and we now wear our positive impact with pride, with our new informative tags.

ECO STATS

95%

Total use of organic cotton

Each item in our range now has individual figures, to show the consumer what benefit they are making by buying organic cotton. From water consumption to energy savings to carbon emissions prevented.

TOTAL SAVINGS FROM UNOA PRODUCTION

Litres of water	416.6 litres
Energy	3802.5 MJ
CO2 Emissions	853.5 kg
Chemicals	789.8 kg
Waste	47.5 kg



The image shows a product page for a 'Genesis Hoodie'. On the left is a large image of a woman wearing the hoodie, with her hands on her shoulders. Below this are four smaller thumbnail images showing different views of the hoodie. On the right, the product name 'Genesis Hoodie' is displayed in a large font, followed by the price '£45.00'. Below the price is a 'Size' selector with options 0, 1, 2, and 3, where '0' is selected. There are three buttons: 'ADD TO CART', 'Add to Wishlist' (with a heart icon), and 'BUY IT NOW'. At the bottom right, there are three icons representing sustainability metrics: a water drop icon for '0.78 L WATER SAVED', a plug icon for '7.1 MJ ENERGY SAVED', and a cloud icon for '1.6 KG CO₂ EMISSIONS PREVENTED*'. The background of the entire page is a solid olive green color.

CONSUMER AWARENESS

Being transparent and informative helps customers to make more eco-friendly decisions, which is better for everyone involved, including the planet!

Costs

With all these sustainable practices in place we still want to be

Affordable for everyone

Making clothes, which are inclusive for everyone, means that they should also be priced fairly so that more people can make a greener choice when making wardrobe choices. Even though organic cotton is more expensive to produce, we work with lower margins so that our brand becomes synonymous with affordable ethical clothing.

What's next?

Nobody's Perfect

RECOMMENDATIONS

As a sustainable company we always strive to make our practices better for the people and the planet.

01

Carbon Offsetting

Although we predominantly use shipments to deliver our products from Pakistan to our HO in Brighton, UK, we are looking into offsetting the carbon emissions to help fight climate change.

02

Use of Synthetic Fibres

Our range as a whole is 95% organic cotton, with most of the styles being 100% organic. There are a few pieces that still have polyester in the weave of fabric, which we are eliminating in our new range early next year.

03

More Inclusive

Our new range, launching early next year will be more size inclusive. We want to encourage body positivity and ensure that EVERYONE benefits from our clothing. We will be introducing a size 4 (UK 16-18) across our range.

04

New Styles

We understand the importance of staying trendy and relevant and are working on a new fashion forward range for 2020. We want to keep this a surprise for now but be excited for new trend focused pieces in 100% organic cotton.

unoda

ORGANIC LEISURE + ACTIVE WEAR