

Let's Get Personal

2020 IMPACT REPORT

This report contains:

Facts + figures on our commitments and collective impact in 2020.

The 411 on how and where our community is growing.



Hi there,

Thank you for being here!

Since day one of HarperSage, our dream and intention was to build a company that would have impact on the things that mattered most to us and to our community.

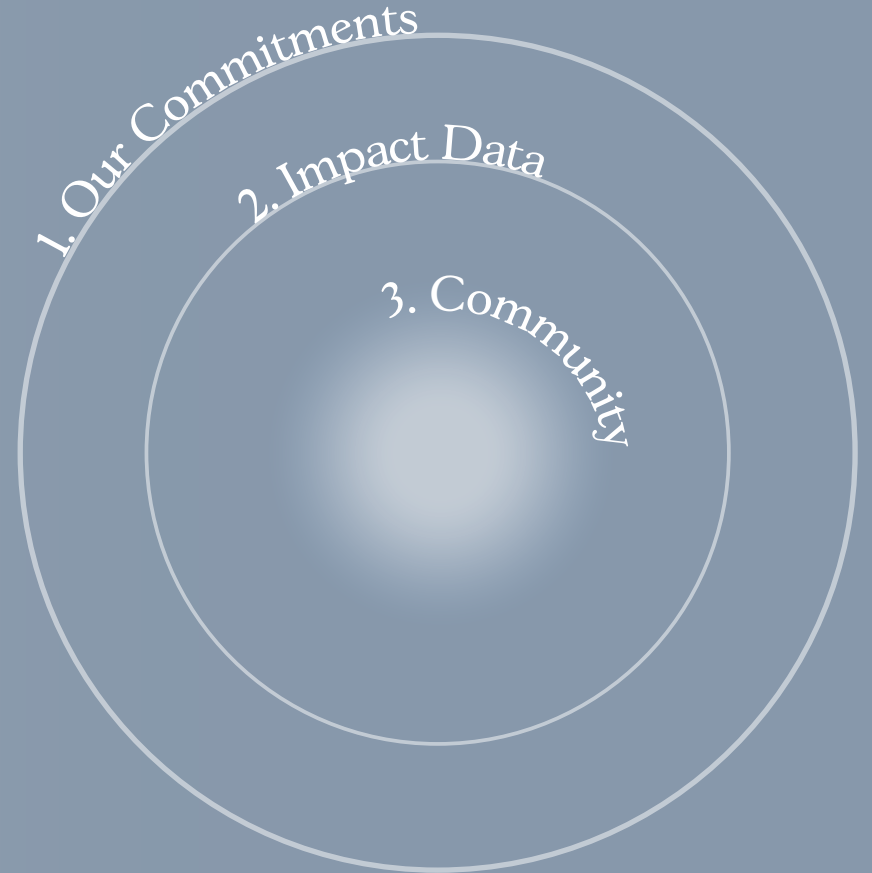
We launched in late 2019, right before the pandemic, and knowing little about what stood before us. 2020 challenged us, but in many ways it was a reminder of why holding steadfast to our values grows more important and more urgent, day after day.

We are still a two person team, but we are supported by a community of individuals carving their own path in life and style and lending us their perspective and skill along the way. For them, we could not be more grateful.

With that, we are proud and excited to present our debut Let's Get Personal Impact Report for 2020. This report reflects the collective impact we've made, and is an exercise in accountability that challenges us to do better with every coming year.

Warmly,
Meghan & Leah

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Our Commitments

Empowering Women

We work with > 50% women, non-binary, or female-identifying individuals, and our factories are **women-owned**.

Combatting Human Trafficking

We recognize human trafficking as a **human rights issue** and partner with non-profits on products + initiatives that give back and champion human rights.

Connecting Personally

We prioritize personal, meaningful connections because we believe that **personal is impactful**.

empowering women

Women-Owned Factories

Our factory is located in Gurugram, India, outside of New Delhi, which our co-founder + designer, Meghan, has visited twice for weeks at a time.

COVID made this hard to continue in 2020, but we look forward to going back one day soon and regularly FaceTime with them.



We strive to use **deadstock fabrics** as much as possible. Deadstock means that the fabric is left over from another fashion brand that cancelled an order or overestimated their fabric needs. Meghan spends up to one full day per trip looking through fabric left by other brands in the top floor of our factory to hand select beautiful, high-quality fabric for our pieces.

In 2021, we hope to return to India so that we can source deadstock fabric in-person and create a higher percentage of style in deadstock fabrics.

Our goal is to achieve 40/50/10 in deadstock, available (in the market), and developed fabric use, respectively.

We're committed to supporting and working exclusively with women-owned factories to empower women in the male-dominated field of apparel manufacturing.

60 styles made in our factory.

20% made from deadstock fabric.

2,500 yards of deadstock fabric given new life.



Who We Work With

We work with majority women, women-identifying or non-binary folks from diverse backgrounds. We want everyone's voice at HarperSage and, as we grow, this is one of our commitments that we look forward to evolving.

commitments ————— *impact* ————— *community*

empowering women

89%
of individuals
we worked with
in 2020 identify
as women.

1% in Finance & Legal

20% in Product

67% in Marketing



The Community Bracelet

We launched our debut give back product, *The Community Bracelet*, in October 2019. For every bracelet purchased, all proceeds were given to My Sisters' Place, and a second bracelet was donated to a survivor of trafficking.

Made by hand in our women-owned factory, each is unique and serves to connect our customer with our cause.

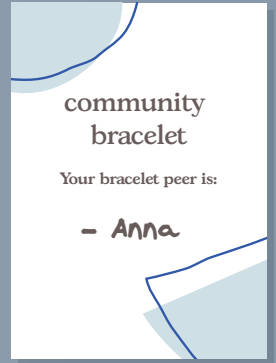
commitments ————— *impact* ————— *community*
|
human trafficking



55 Bracelets were donated to survivors at My Sisters' Place, a non-profit that strives to end domestic violence and human trafficking by providing free education, outreach, and confidential supportive and legal services.

\$1K Through bracelet sales and campaigns throughout the year, we were able to donate nearly *\$1,000 to the human trafficking department at My Sisters' Place in New York.

Every bracelet donation came with a **Bracelet Peer** card so each survivor could put a name to the bracelet they were receiving.



*Final donation amount was \$920

human trafficking

The Thrive Pillowcase



50 Pillowcases were donated to survivors from Fall & Winter sales in 2020.



07 Freedom Network USA + member organizations across the US will receive pillowcase donations. These organizations are all committed to (and rooted in) a **human rights-based** approach.

“Thrive. But first, sleep.”



is embroidered onto each silk pillowcase. The phrase was written by a survivor consultant that was compensated for their work and experience. This is critical to ensuring their voice is front and center of the product.

In Fall 2020, we launched our second give back product, *The Thrive Pillowcase*. For every pillowcase purchased another is given to a survivor of trafficking as they pursue safe and stable housing.



Black Lives Matter

Summer 2020 saw widespread organizing for the Black Lives Matter movement, and we took steps to answer the call. Our community stepped up in support of two initiatives we launched to support the movement – enabling us to make donations to The Loveland Foundation + Campaign Zero.

We are passionate advocates for human rights, and this past summer made it all the more apparent that there’s much more work to be done to ensure that our communities are safe and that individuals are empowered.



\$ 875 to *Loveland Foundation*

We partnered with Black designer, Megan Rizzo, who created two BLM tees. We sold 58 tees in support of The Loveland Foundation, which brings therapy to Black women and girls.



\$ 55 to *Campaign Zero*

15% of our tote bag sales went to Campaign Zero this summer, which works to end police violence in America.



Our Duo Crew

In Fall 2020 we launched our *Duo Crew* program. A community of open-minded, bold women united by their differences.

commitments ————— *impact* ————— *community*

Duo Crew members value new experiences and are always looking for things that enrich their lives'. Each cohort spends 3 months together trying new things embracing and celebrating their duality in both life and style. It's a supportive, tight-knit community for women that don't fit into a box (but are right at home with us)!



@nayfli
in Austin



@awkdrea
in Houston



@baileymarieuram
in Dallas

Together, 30 Duo Crew members tried 120 new activities!

Most popular Harper activity = **Journaling**
 Most popular Sage activity = **Morning walk**



Thank you!

Thank you for taking the journey through our very first Let's Get Personal Impact Report!

As we embark on this next phase of HarperSage, we are looking forward to offering more inclusive sizing, finding new ways to produce our clothes with people and the planet in mind, hiring new team members of diverse backgrounds, ethnicities, and identities, and continuing to learn and grow with our amazing, supportive community.

From the bottom of our hearts, thank you for being here. HarperSage embraces you.

With love,
Meghan + Leah