

Let's Get Personal

2021 IMPACT REPORT

This report contains

Facts + figures on our commitments and collective impact in 2021, and our future goals

A look back and look towards the future of our growing community

harpersage

Hi there,

Thank you for reading our 2021 Impact Report!

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

As we round the corner on our second full year in business, we find ourselves reflecting on our collective impact once more. This is an annual exercise that helps us celebrate our wins, identify our shortcomings, and set goals that challenge us to do better for you and for our community with every coming year.

Lately, we've found ourselves drawn to the dandelion. This humble little plant represents hope and vision. It is also ubiquitous, approachable, and inspires a childlike wonder in all. As a grassroots brand, this determined little plant resonates with us deeply and inspires us to continue to carve our own path to achieve the community and impact that we'd always envisioned for HarperSage.

With that, we are proud and excited to present our second Let's Get Personal Impact Report for 2021.

Warmly,
Meghan + Leah

TABLE OF CONTENTS

- 1 ————— Our commitments
- 2 ————— Impact data
- 3 ————— Our community
- 4 ————— Outlook



Our Commitments

Empowering Women

We work with > 50% women, non-binary, or female-identifying individuals, and our factories are always **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 across all facets of our business because we believe that **personal is impactful**.

Women-Owned Factories

75% of garment workers globally are women, yet they are underrepresented in leadership positions in their workplaces. That's why we work **exclusively** with women-owned and operated factories to empower women leaders in the male-dominated apparel manufacturing industry.

Our factory is located in Gurugram, India, just outside of New Delhi. Prior to the pandemic, we were able to visit and design directly in India, however, 2021 continued to present challenges for an in-person visit. Our sights are set on 2022 to reunite with the amazing people, culture, and creativity that make your HarperSage pieces truly special!



An employee in our factory sharing that she's grateful for: "Having the most amazing & beautiful soul around me, and that's my super adorable daughter."

Sedex certified

Our factory is also proudly Sedex certified and affords all of their employees opportunities for advancement (with a soft spot for women's development). The SEDEX certification ensures that our factory meets ethical standards and complies with all local labor laws and regulations including, but not limited to, human and worker rights, a living wage, and a healthy and safe working environment.





Natural Fabrics

Our Core: Natural Fabrics

All of our designs are made from natural fabrics. In 2019, we launched with three core natural fabrics: linen, cotton, and Tencel.



Lesser known Tencel is made from wood pulp and is *nearly* natural making it a great alternative to synthetic fabric. It's also biodegradable and requires less energy and water to produce than conventional linen and cotton.

Introducing: hemp!

In 2022, we are excited to introduce **hemp** - one of the most eco-friendly fabrics in the world! Hemp is a renewable resource, strong, breathable, and hypo-allergenic. We think you'll love it just as much as we do.

Sourcing

Conscious sourcing

We choose fabrics consciously, prioritizing 'deadstock' and 'available' fabrics where possible.

Deadstock fabric

is perfectly lovely fabric overproduced by other brands. When we visit our factory, we spend hours on the top floor sifting through these treasures.

Available fabric

is produced by others to sell in markets, and we partner with our factory to help us source from local markets.

Fabric usage

In 2021, we used **available fabric** to create all of our designs. Looking ahead, we're striving to increase our usage of deadstock fabric when we are able to visit India again. See below for our 5 year vision for fabric usage.

	% available	% deadstock	% developed
<i>Year 3</i>	30%	40%	30%
<i>Year 5</i>	40%	50%	10%



The Thrive Pillowcase



At the end of 2020, we launched our second give-back product benefitting survivors of human trafficking: The Thrive Pillowcase. For every silk pillowcase purchased, another was donated to a survivor as they pursued safe and stable housing.

“Thrive. But first, sleep.”

is embroidered onto each silk pillowcase. The phrase was written by a survivor consultant that was compensated for their time and experience.

75 pillowcases were donated to survivors from sales in late 2020 and throughout 2021.

7 Freedom Network USA + member organizations across the US received pillowcase donations - each with a handwritten note from us. These organizations are all committed to (and rooted in) a **human rights-based** approach, which puts survivors first.

\$130 donated as the monetary equivalent of overselling due to popular demand.



COVID Relief for India

commitments — impact — community — outlook

In the spring of 2021, India experienced an unprecedented number of COVID-19 cases from the delta variant surge. People were unable to go to work and suffered both personal and financial hardships. As a brand that has been influenced and shaped by this amazing country, we needed to find a way to support them during this challenging time.

We researched many organizations to partner with, and decided on Direct Relief. Direct Relief is a humanitarian aid organization with a mission to improve the health and lives of people affected by poverty and emergencies. We love them because they partner with local organizations to deliver the best, most impactful aid, and their approach is rooted in a passion for human rights - just like ours.

In May 2021, we launched a campaign to donate

5% of sales for a month to Direct Relief.

In June, we donated

\$235 from those sales, bringing help (even if small) to those in need with your support! You can read more about this effort in our [blog post](#).





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 and hire in 2022, this is one of our commitments that we look forward to evolving and developing more.

Who we worked with in 2021...

95%

representing

of individuals we worked with in 2021 identify as women.

50% of our finance & accounting roles

100% of our product, design, and marketing roles



Our Duo Crew

commitments — impact — community — outlook

Our crew values new experiences and are always looking for things that enrich their lives'. Each cohort spends 3 months together trying new things and embracing our "Do Your Duo" mantra 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)!

2021 was a big year for our Duo Crew community program. We tripled our reach from **three cities to nine** and increased our member base by **300%** from **30 to 120 members**.

Cohort Cities



What's next

We're always planning for the future. Here are some of the ways we look forward to making HarperSage more intentional and impactful for our community and customers.



1. Increasing our size offerings

In 2021, we added XL to our size offerings, and introduced custom-sizing for folks looking for sizes not yet offered on our site. We anticipate our next size range adjustment to launch in 2023, and we can't wait.

2. Becoming B-Corp certified

We're making big plans to achieve B-Corp Certification by year 5 of our business.

3. Introducing a buy back program

Supporting a more circular wardrobe.

4. Increasing supply chain transparency

Exploring technologies that increase transparency to help us combat human trafficking in the supply chain.

harper**sage**



Meghan (left) and Leah (right) visiting the HarperSage display at the Neighborhood Goods in Austin, TX.



Thank you!

Thank you for reviewing our second annual Let's Get Personal Impact Report.

As we embark on the next chapter of HarperSage, we are looking forward to expanding our size and fabric offerings, finding new ways and innovative ways to produce our clothes with people and the planet in mind, hiring new team members of diverse backgrounds, ethnicities, and identities to enrich what we can offer, and continuing to learn, grow, and celebrate being multifaceted women alongside you -- our amazing community.

Together, we are building the brand and community of the future. From the bottom of our hearts, thank you for being here.

With love,
Meghan + Leah