

# Annual Sustainability Report

2020 ANNUAL REPORT

**Sustainability is kind of our thing if you haven't noticed. But we think it's important that we share what we're doing because it's about progress, not perfection. So here's an overview of what we did in 2020.**

## Letter from the founder

What a year 2020 was. It was a year that swept the world up and turned it upside down. Like many others, as soon as the pandemic hit and the lock down went into effect, our business was affected overnight. Collections we had been working on for the past year weren't given the spotlight they deserved, wholesale orders were canceled and production deliveries were halted. We were faced with difficult decisions and wondered if we would make it through these difficult times. But we are grateful to say that we finished the year still afloat - thanks to those who supported our small business. We were still able to produce around 70% of the items we worked so hard to design, we launched GreenStory and Retraced on our website to provide even more transparency into our brand and we created the most comprehensive Fiber Guidelines to date, to name just a few accomplishments.

With us still fortunate enough to stand strong, we will continue to be leaders in innovation and sustainable fashion. Our number one goal is and will always be sustainability. This year, we are transitioning our innovative and sustainable technology in making jeans and applying those same methods to more clothing categories than ever before. Each new item still upholds the highest standards in sustainability, quality and style.

With the world in chaos, the impact we all make is more important than ever. The amount of lives lost due to the pandemic is devastating, however, one important take away that this time forced us all to do is rethink our current ways.

**"In each loss there is a gain, as in every gain there is a loss. And with each new ending comes a new beginning."**

- Buddhist Proverb

The world slowed down to the point where global greenhouse gas emissions plunged by roughly 2.4 billion tons. People stopped their busy lives and thought differently about the status quo and with this we hope comes great change for the better of our planet.

Our thoughts and prayers go out to all the people affected by the pandemic. We thank you all for your support and being better for mama earth.

All the best,  
Jordan Nodarse





# 01 Fabrics

## FIBER GUIDELINES

This year we launched our Fiber Guidelines. Fabrics make up a majority of the sustainability impact of a garment. That's why we spent time looking at scientific data from life-cycle assessments and other industry data like the Textile Exchange Preferred Fiber Market Report, to come up with a list of fibers that we will use and fibers we won't use.

[Read our full fiber guidelines here](#)

Here are the main fibers we used in our products this year:



Certified Organic Cotton

Recycled Cotton

Tencel™ Lyocell

Tencel™ x Refibra™ Lyocell

## TRACEABILITY

Traceability is about knowing where our products are made at every level of the supply chain. But mapping a supply chain is not as easy as it sounds. Supply chains can be complex and suppliers can be hesitant to share information that they feel is proprietary.

## JEANS REDESIGN

As part of the Ellen MacArthur Foundation's Make Fashion Circular Initiative, we joined the Jeans Redesign program. The main goal of this project is to create jeans in a more circular way to help ensure positive impacts on the environment, society, and the health of the people working to create them.

We are building materials to be more circular. In simple terms that means less plastic and more recycling. To help advance our commitment to circularity we are creating a system to help deal with our own fabric waste. Unlike most companies, that work with a fabric recycler to handle their fabric waste--we are recycling it ourselves so we can reuse it in our own fabrics.

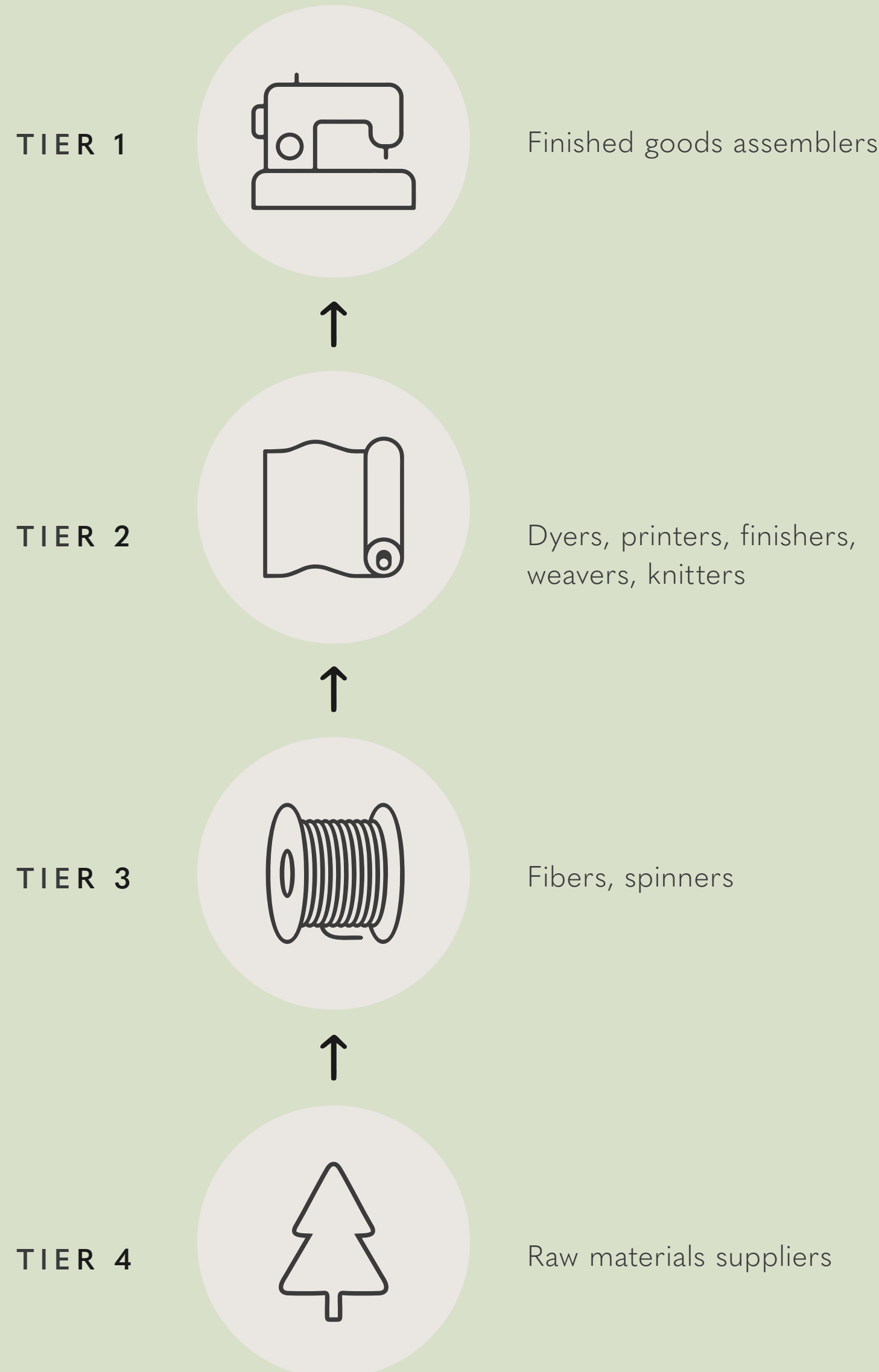
## PLANT-BASED ELASTANE

The fashion industry has a big waste problem. Approximately 25 billion unworn garments end up in the landfill each year and can take hundreds of years to decompose, if at all. The main reason it's so hard for garments to break down is because they are made with petroleum based fibers, also known as synthetic fibers.

To help solve this problem, [Candiani](#), a sustainable denim mill, created a plant-based biodegradable stretch technology made from natural rubber to replace synthetic fibers. Coreva™ technology contributes to circular solutions to help design jeans with end of life in mind. We want to be part of the solution, so we incorporated this plant-based elastane into our Holiday collection, launching with just a handful of styles to start with. Our plan is for all of our products to be made out of 100% plant-based fibers.

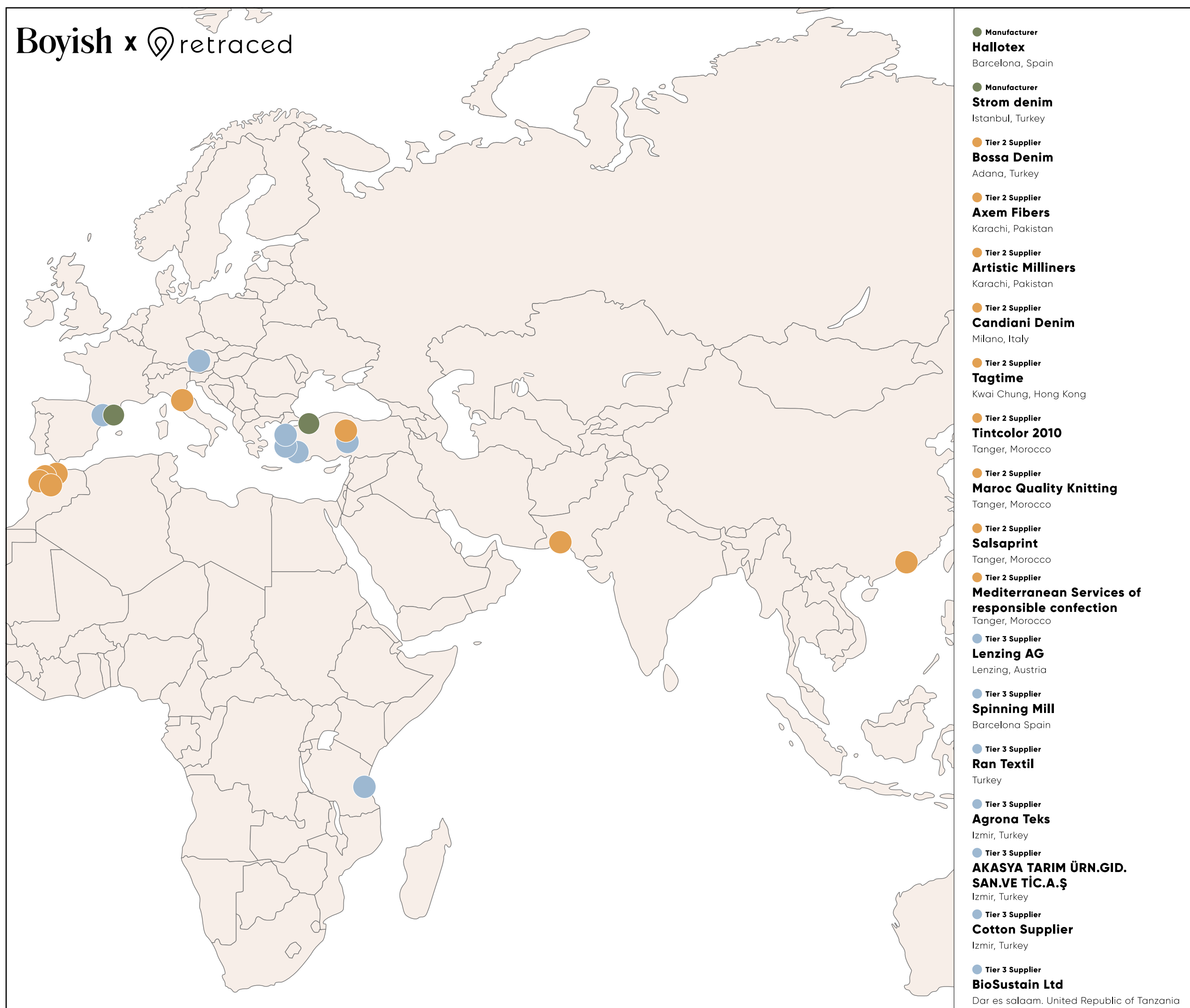
Our goal for this year was to partner with Retraced to build real time traceability into our supply chain. We've been working on mapping the supply chain of each of our products so you can easily track every step directly on the product page. It's a journey and can't be done overnight so we wanted to give you an update into where we're at.

To map the supply chain, it's important to understand the different levels within the supply chain.



We have 100% traceability into our Tier 1 and Tier 2 suppliers. We've also mapped 57% of our products down to Tier 3 and are working on making it 100%. Once we get there we will focus on going deeper into the supply chain to know exactly where our fiber is coming from—like the farm where the cotton is grown.

Check out the map of our suppliers:





# 02 Factories

## OUR FACTORIES

Boyish is committed to using ethical and sustainable practices in the development and manufacturing of all our products. But we know that our ability to accomplish this mission is dependent on the relationships we have with our suppliers.

## CODE OF CONDUCT

We aim to partner with suppliers who hold similar visions of sustainability, transparency, and continuous improvement throughout their supply chain. The Boyish Code of Conduct outlines the expectations we have of ourselves and our partners.

### [Read our code of conduct](#)



## KNIT FACTORY

To help us create sustainable knit products, we onboarded a new partner factory, [Hallotex](#), that specializes in knits. Hallotex creates yarns, fabrics and garments and is located in Morocco. Their mission is defined by passion and commitment to design quality garments with the highest sustainable standards. Their goal is to keep building the future while promoting change in order to improve the textile world. One of the ways they are doing this is by operating a vertically integrated fabric recycling system. This means they can recycle their own fabric scraps and reuse them to create new yarns—furthering a more circular economy.

## AUDITS

We ensure that suppliers meet our Code of Conduct as well as our standards using non-toxic and better materials by auditing our factories with third party auditing companies. Our partner facilities work with SEDEX, a leading third party, to undergo a Sedex Members Ethical Trade Audit (SMETA) audit.

The idea behind a SMETA audit is to create one methodology to help prevent audit fatigue for facilities by making all audits publicly available.

### [See it for yourself, here](#)

# 03 Impact

## HERE'S WHAT WE DID THIS YEAR

### [LA Women's March](#)

We marched alongside our amazing women community in the 4th annual LA Women's March. We marched for justice of all genders, ages, races, cultures, political affiliations, disabilities, and backgrounds.

### [Feeding the Homeless](#)

For World Kindness Day, the Boyish Team made lunch for the homeless in Downtown Los Angeles as a small act of kindness towards our community.

### [Planted Trees with Tree People & One Tree Planted](#)

The Boyish team and some of our favorite influencers got together to plant 75 native trees in the Malibu mountains. Planting trees can help combat climate change by removing CO2 from the atmosphere, cool down cities, produce cleaner air, and save water from preventing runoff and slowing evaporation.

## COOL TO CARE

Cool to Care is a volunteer program where the Boyish team and some influencer friends get together to give back. The focus is on organizations who help support the environment and women's rights.

This year was a little different due to the pandemic—we weren't able to do as many events as we'd like but that didn't stop us from giving back.



## MEASURING OUR IMPACT

We partnered with **GreenStory**, an expert in sustainability metrics, to calculate and analyze our environmental footprint. This was a big deal for us because we don't want to just tell you that our products are more sustainable, we want to prove it to you. **GreenStory** uses life cycle assessments (LCAs) from the specific regions we operate in and **GabiSoftware** to accurately measure our impact.

We share each of our products' footprints as well as our total impact on our website to show you how much you're saving by buying Boyish. We wanted it to be easy to understand so we translated our footprint into relatable measurements like days of drinking water saved and miles of emissions avoided.

## HERE'S OUR 2020 IMPACT:



**29,721** miles emissions avoided



**3,137,676** days drinking water saved



**187,018** sq. ft of land farmed without pesticides



**591** lbs of waste diverted from landfill



**14,132** trees planted

\*Pulled on 1/12/2020



## CLIMATE NEUTRAL

Global greenhouse gas emissions made the largest decline on record this year--dropping a total of 7% from 2019. This year highlighted the importance of climate action and creating policies that tackle climate change. That's why we calculate our carbon footprint to truly understand our impact and find ways to reduce it.

To help us calculate and offset our footprint we partner with the non-profit, [Climate Neutral](#). They built a simple set of tools and a certification that makes carbon footprinting more accessible, sets clear guidelines for carbon offsetting, and inspires brands to work on reducing emissions directly.

### Our 2020 carbon footprint came out to 1,073 metric tons.

To offset our footprint we supported a hydroelectric power project in Himachal Pradesh, India. The project provides the community with a sustainable source of renewable energy without displacing people or disrupting the biodiversity of the area.

## ONE TREE PLANTED

Boyish is committed to planting one tree for every purchase on our website, which is another way we decrease our carbon footprint and help areas in need. In 2020 alone we planted 5,105 trees through One Tree Planted.

A mature tree can sequester (AKA capture) about 48 lbs of CO2 per year. Which means the trees planted in 2020 will sequester approximately 245,040 lbs of CO2 from being released into the atmosphere.

### That's equivalent to driving 275,802 miles.

## DIVERSITY, EQUITY, AND INCLUSION

Along with the pandemic, 2020 served as a year of reckoning. This year surfaced lots of underlying problems in our system and instead of ignoring these problems people decided to stand up for what they believed in. The summer brought a multitude of Black Lives Matter protests in response to police killings of Black people like Breonna Taylor, George Floyd, and countless others—making people and companies rethink their own systems.

These events had a profound impact on not only us as individuals, but also as a company both internally and externally. We have a responsibility to act and do better for our community. Our company strives every day to be better for our planet but we realized that we also need to do better for people. There is a complex connection between environmental and social justice and that means that we cannot achieve one without the other.

### While long term action is needed, we would like to share with you some of the ways in which we are increasing diversity in our representation of women.



We are now actively casting women of color for all collections.

We are expanding our donation efforts to include organizations that support women of color.

That is why we've aligned our goals to increase diversity in all aspects of our business, including who we hire and who we partner with for marketing activities. We are committed to using our voices and platforms to make progress together, fight injustice, inequality and discrimination.



# 04 Future Forward

We always end our reports with a few forward facing notes of what we hope for our future. But this year we want to set goals that help tackle some of the biggest issues facing the world like the climate crisis & inequality. That's why we've aligned our goals with the United Nations Sustainable Development Goals (SDGs). There are 17 different goals that work towards the world's shared plan to end extreme poverty, reduce inequality, and protect the planet by 2030.





**By 2023, 100% of our products will be made from plant-based fibers**

We want to make sure all of our clothes are made with circularity in mind and can be worn for years to come—that's why we want to focus on using only plant-based fibers.



**12** Responsible Consumption & Production



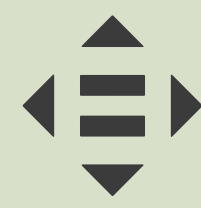
**14** Life Below Water



**15** Life on Land

**Expand our core collection to be more size inclusive including extended, petite, curvy, and tall fits/sizes.**

We are planning to extend our size range including extended, petite, curvy and tall fits/sizes. We want to be the go-to sustainable denim company for everyone.



**10** Reduced Inequalities

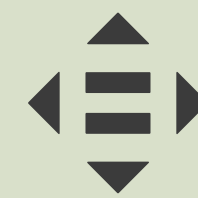
**By 2023 100% of Boyish teams will meet or exceed living wage.**

Last year we committed to joining the [#LowestWageChallenge](#) designed to showcase the lowest wage at our factories. The challenge was postponed due COVID-19 but we are still committed to sharing and promoting healthy working conditions for the people in our supply chain.

A living wage is defined as the income level that an individual needs to have a basic standard of living. We have already conducted research at our factories to ensure that all of our employees are making at least minimum wage and are taking the next step to get everyone to a living wage.



**8** Decent Work & Economic Growth



**10** Reduced Inequalities

**Increase diversity in all aspects of our business.**

We are committed to ensuring that Boyish is a true representation of the diversity of our world. From the people we hire to our partners--we promise to use our voices and platforms to fight injustice, inequality and discrimination.



**5** Gender Equality



**8** Decent Work & Economic Growth



**10** Reduced Inequalities

