



Passion Lilie

IMPACT REPORT

2022/2023

Who We Are



Passion Lilie is a fair trade fashion brand based in New Orleans. We blend classic silhouettes with handwoven ikat and playful block prints to create pieces that are timeless by design and effortless to style. Crafted with comfort and fit in mind, each item is ethically handmade in small batches in India by producers and artisans dedicated to preserving heritage techniques.

Our Mission

We believe in making things the right way. We care deeply about doing our part to build a more sustainable world - one built on honesty and respect. From the way we design to the way we create each fair trade collection, sustainability is at the core of every aspect of our business.

The Passion Lilie Difference

If fast fashion is the poison destroying our planet, Passion Lilie clothing is the antidote. Fast fashion is dangerous for our climate, animals, and the people who make our clothing. Perhaps the first major wakeup call was in 2013 when more than 1,000 people died in a factory that collapsed in Bangladesh. We started to wonder – was our \$8 going out shirt really worth the cost?

The human toll of fast fashion is grave. Garment workers are paid far below a living wage to work in dangerous conditions without fundamental human rights like being able to take lunch and bathroom breaks.

The speed and demand of fast fashion leads to cut corners and disregard for global ecosystems. The fashion industry leads the way in water pollution as toxic textile dyes infiltrate clean water with dangerous chemicals.

Cheaper fabrics like polyester intensify the impact of fast fashion, contributing to global warming and increasing levels of plastic in our oceans. We discard our cheap clothes with every new trend, creating massive amounts of waste every year. The devastating impacts on our environment – and the humans and animals that feel the effects – cannot be overstated. Read on to learn how Passion Lilie is making a difference in the world of fashion.

We love fashion, but we won't compromise the safety of our planet, animals, or the people who make our clothes. Passion Lilie is raising the bar for sustainable clothing.



MAKING A DIFFERENCE THROUGH

Sustainable Production

Passion Lilie's fair trade clothing is made with sustainably sourced and eco-friendly materials. In fact, our entire production process and supply chain use mostly natural energy and sustainable resources. Fair trade clothing protects the environment in which it is produced, making it healthier, capable of producing goods, and employing locals for many years to come. We strive for sustainable production by:

1

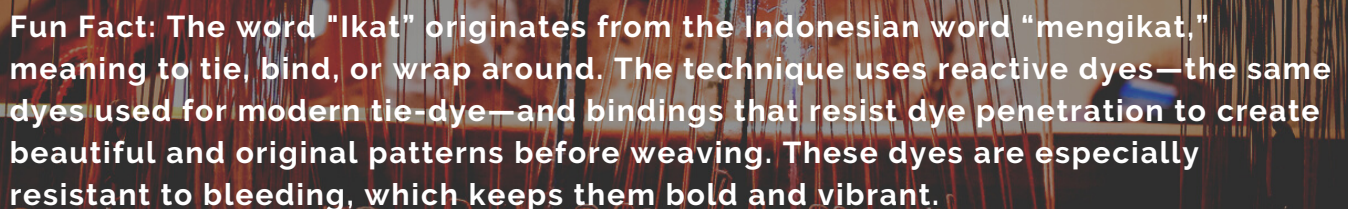
Making clothes with natural materials like organic cotton. Organic cotton is simply cotton that is farmed without chemicals, fertilizer, or pesticides. Farmers use rotation techniques, helpful insects, and human labor to grow their crops instead of harmful chemicals – working with nature instead of against it. Using natural materials like organic cotton protects the farmers who grow the material as well as the local wildlife and ecosystems that are directly connected to the crops.

2

Designing garments using hand block printing or Ikat weaving. Handwoven fabrics are made by hand using a handloom, which does not require electricity or produce pollution. The lack of automation presents weavers with more opportunities to reduce waste and engage in sustainable practices. Our artisans wash fabrics by hand in local waterways, dry them in the sun, and use any leftover pieces for other handicrafts or accessories.

3

Using organic, azo-free, or natural dyes. We're migrating toward exclusively using organic and natural dyes, which ensure the fabric is safe to wear and harmless to the environment throughout its lifecycle. These dyes are biodegradable and use less water to create rich hues for fabrics. Using organic, azo-free, or natural dyes ensures our artisans in India are not exposed to dangerous chemicals on a daily basis and keeps local waterways free of toxic runoff.



Fun Fact: The word "Ikat" originates from the Indonesian word "mengikat," meaning to tie, bind, or wrap around. The technique uses reactive dyes—the same dyes used for modern tie-dye—and bindings that resist dye penetration to create beautiful and original patterns before weaving. These dyes are especially resistant to bleeding, which keeps them bold and vibrant.

MAKING A DIFFERENCE THROUGH

Fair Trade Practices



So, what does it actually mean to be Fair Trade? To put it simply, we believe that communities grounded in collaboration, trust, support, and a sense of belonging make us stronger individually and as a whole. We're committed to transparency and fairness throughout every aspect of our supply chain.



Passion Lilie is a Fair Trade Federation member. The Fair Trade Federation is a trade association of fair trade enterprises fully committed to equitable and sustainable trading partnerships. The Federation's mission is to strengthen and support members in order to grow the global movement of trade that values the health of the planet, and the labor, dignity, and equality of all people.

Passion Lilie works with five different partner groups in India that align with our ethics and sustainability goals. Our partners nurture a positive and supportive environment so each artisan feels valued and respected.

All artisans at minimum must receive: a living wage; overtime pay (that's higher than their regular pay); paid vacation, sick leave, and government holidays; low- to no-interest loans; and a safe work environment without discrimination.

Passion Lilie's partner groups have high employee retention rates, with some staff employed for a decade or more. Many of our partner groups pay two to three times the minimum wage, and overtime pay is two times an employee's regular salary. Overtime work is completely optional.



MAKING A DIFFERENCE THROUGH

Social Impact Initiatives



At Passion Lillie, a top priority of our sustainable business model is building a more equitable workplace. Long-term, sustainable change is more than just paying fair wages, which is why we make sure our artisan partners are provided with opportunities for community development and to further their skills. This includes free healthcare, support with education, and access to loans as needed.

While women comprise more than 60% of workers in the apparel industry in India, few rise to the more advanced—and higher paying—position of tailor. We've sponsored a free job training program to elevate more women to become tailors.

Through the training program, women interested in entering the apparel industry receive three months of free job training, a salary, a loaned sewing machine, and free space to work in our partner's sewing unit. The trainee learns valuable advanced sewing skills on a variety of garments and fabrics allowing them to become a skilled tailor and receive a salary increase. Upon completion of the program, each trainee is offered a job at our Partner's Unit.



Since 2018, Passion Lillie has sponsored and changed the lives of three trainees. Because of the training program, Jayanthi (left), Regina (middle), and Geetha (right) have opportunities to expand their careers and increase their income.

MAKING A DIFFERENCE THROUGH

Transparency & Accountability

"A lack of visibility of supply chains allows exploitative, unsafe working conditions and environmental damage to thrive while obscuring who has the responsibility and power to redress these issues."

-Fashion Revolution



According to Fashion Revolution, only 1% of major fashion brands disclose the number of workers in their supply chains being paid a living wage. With Passion Lilie, you can shop confidently knowing that the people who make your clothes are paid fair wages and are able to work in healthy, humane conditions. Everything you want to know about our supply chain and sustainability process is easily accessible on our website. Can't find what you're looking for? We're always a quick email away.

Passion Lilie believes in cultivating a business built on honesty, transparency, and respect. We maintain transparent communication with our customers, sharing the stories of the artisans and the production process behind each garment. By providing this information, our brand encourages consumers to make informed choices and support fair trade and sustainable fashion.



FASHIONING NEW ORLEANS /

NUEVA ORLEANS

New Orleans has a style all its own.

Fashion designers based in New Orleans bring a global perspective to the streets of New Orleans, incorporating traditional techniques with artistic innovations, sustainable practices, and fair trade.

This installation features designs by five local designers along with materials used in their creations. While touching historic garments can cause destruction over time, the samples included here can be touched. To learn more, use QR codes to visit the websites of the designers.

KATE SCHWAB BY PASSION LILIE
Fall/Winter Dress, 2022

VERONICA BY VERONICA
Fall/Winter Dress, 2022

WENDY BY WENDY
Fall/Winter Dress, 2022



Nueva Orleans tiene un estilo propio.

Los diseñadores con sede en Nueva Orleans traen una perspectiva global a las calles de Nueva Orleans, incorporando técnicas tradicionales con innovaciones artísticas, prácticas sostenibles y comercio justo.

Esta instalación presenta diseños de cinco diseñadores locales junto con los materiales utilizados en sus creaciones. Si bien tocar prendas históricas puede causar destrucción con el tiempo, las muestras incluidas aquí se pueden tocar. Para obtener más información sobre cada diseñador, use los códigos QR para visitar su sitio web.



Seen & Heard

When the conversation turns to sustainable clothing, Passion Lilie is always at the table. Check out some of our recent appearances on podcasts, articles, blogs, and even the New Orleans Museum of Art!



Meet The Passion Lilie Team



KATIE SCHMIDT ***FOUNDER & DESIGNER***

After studying costume design at the University of California, Irvine, and obtaining her Master's in Luxury and Fashion Management in France, Katie began working at a Fair Trade shop in New Orleans, LA. She recognized an absence of affordable, stylish, fair trade clothing, and knew that she could make a difference.

Thus, in 2013, Passion Lilie was born! Katie designs each beautiful piece of Passion Lilie clothing and manages all business and philanthropic operations. From design to production to sales and marketing, Katie is constantly strategizing how to reduce waste, decrease carbon output, and increase sustainability.

HALLET GRAHAM

MARKETING, COMMUNICATIONS, & RETAIL SUPPORT

LESLIE SANTOS

INVENTORY MANAGEMENT & ORDER FULFILLMENT

LAUREN SPENCER

FESTIVAL, EVENT, & RETAIL SUPPORT

Passion Lilie's impact is more than the sum of our parts. Beautiful, affordable, and sustainable, our products are proof that high-quality fashion doesn't have to come at a cost to people, animals, or the environment. Passion Lilie is a model for other organizations striving for sustainability. Our transparency and accountability are a blueprint for eco-friendly organizations and a sigh of relief for consumers seeking guilt-free fashion.



Future Goals

1. **Become carbon-neutral certified.** We currently purchase some carbon offsets, but we are not completely carbon neutral. We have applied with a company to become completely carbon neutral. The process can take a year or more.
2. **Increase funding in community development projects both in New Orleans and in India.** These projects will focus on education, job opportunities, and health care.
3. **Continue to increase the money that we are able to pay our artisan groups by growing our sales at Passion Lilie.** Our wholesale partnerships are key to this progression.
4. **Advance our sustainability as an organization.** Sustainability is a journey, not a one-and-done process. Every year, we reevaluate our business practices to see how we can expand our sustainability practices.

30K

Instagram accounts reached monthly

10.7K

Instagram Followers

8.46K

Monthly website views

6.6K

Email Subscribers

Thank You!


We're able to make beautiful, sustainable clothing and provide good jobs for artisans around the world because of you, our loyal supporters. We'll continue to make clothes you can feel good in and feel good about, and we hope you'll keep fighting for people, animals, and our planet, too. Thank you for being on this journey and making a difference with us!



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