

SUSTAINABILITY REPORT

2021

KUYICHI
PURE GOODS

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WE ARE KUYICHI
WE MAKE CLOTHES THAT CONTRIBUTE
TO A BETTER TOMORROW
BY MINIMIZING OUR IMPACT TODAY

SINCE DAY ONE
WE AIM TO ESTABLISH
A FUTURE-PROOF FASHION SYSTEM
IN AN UNFASHIONED WAY

FROM FARMER TO FABRIC
WARDROBE FOR WARDROBE
AND PIECE BY PIECE

TOGETHER WE GOT THIS
NOW IS THE TIME
LET'S UNFASHION THE PLANET
AND REIMAGINE STYLE

LOOK GOOD
GO BEYOND THE HYPE
AND TRULY MAKE A DIFFERENCE

KUYICHI



OUR HERITAGE

PURE GOODS SINCE 2000

Our journey started in 2000 in Peru, South America. The founders of Kuyichi, NGO Solidaridad, were exploring the cotton industry in Peru and were shocked by the pollution and the poverty they saw.

This had to change. Our founders started collaborating with local cotton farmers, rewarding them and everyone involved in the supply chain for their hard work and stimulating them to produce fair and organic cotton. Without the use of toxic chemicals. But no brands were interested in buying organic fabrics and end products at that time. It was too expensive. Nobody cared.

So they started a brand themselves, to create a market for fair and sustainable cotton and change the industry. Kuyichi was born. We named our brand after the Peruvian God of the Rainbow, K'uychi, who brings colour and positivity to society.

The most commonly worn product made of cotton is a pair of jeans. The denim industry is also one of the most polluting ones in the entire fashion industry, so we started making 100% organic denim as the first brand ever. We're still constantly looking for ways to reduce our impact on the planet and increase our positive impact in the fashion industry. It's what we're here for. When you know better, you have to do better.



LOOKING BACK ON 2021 & SNEAK-PEAK INTO THE FUTURE

FAIR WEAR MEMBER

We have been a Fair Wear foundation member since 2020. Last year we had our first Brand Performance Check and were rated 'Good', with a score of 63.

In 2021 our first Fair Wear audits were performed. 98,6% of our suppliers were audited or in possession of a valid audit in 2021. Our score over 2021 is not yet known, but will be available on the website, once ready.



99%

OF OUR MATERIALS WERE
EITHER ORGANIC, RECYCLED
OR LOW-IMPACT FIBRES

We were put in the **Leading category** in the Textile Exchange Material Change Index. An independent benchmark for sustainable material use and policies.

CERTIFICATION

Kuyichi is double certified:

- **Global Organic Textile Standard (GOTS)** to certify our organic products
- **Global Recycling Standard (GRS)** to certify our products with recycled fibres.

Both certification standards have social, environmental and chemical restrictions in place on top of the fibre rules. Our number is: **CU 1009727**



87%

OF OUR DENIM PRODUCTS
ARE WASHED WITH A LOW
IMPACT ACCORDING TO THE
ENVIRONMENTAL IMPACT
MEASUREMENT SCORE OF
JEANOLOGIA

11% had no EIM score yet as the supplier doesn't have EIM in place.

RVO PROJECT

Through a collaborate submission with Fair Wear foundation and other member brands we got a subsidy from the Netherlands Enterprise Agency (RVO) for a project on living wages and gender in Turkey.

This project will be a joined venture with Fair Wear and the brands King Louie and Schijvens. The project started in 2022 and will continue until end of 2025.

TRENDS ARE CIRCULAR, YOUR DENIM SHOULD BE TOO!

IN 2022 WE LAUNCH A TAKE-BACK PROGRAM IN PARTNERSHIP WITH **RESPONSIBLE**. TAKING ACCOUNTABILITY OVER WHERE OUR PURE GOODS END UP AFTER THEY'RE WORN, WHILE GIVING OUR CUSTOMERS A WAY TO PASS THEM FORWARD.

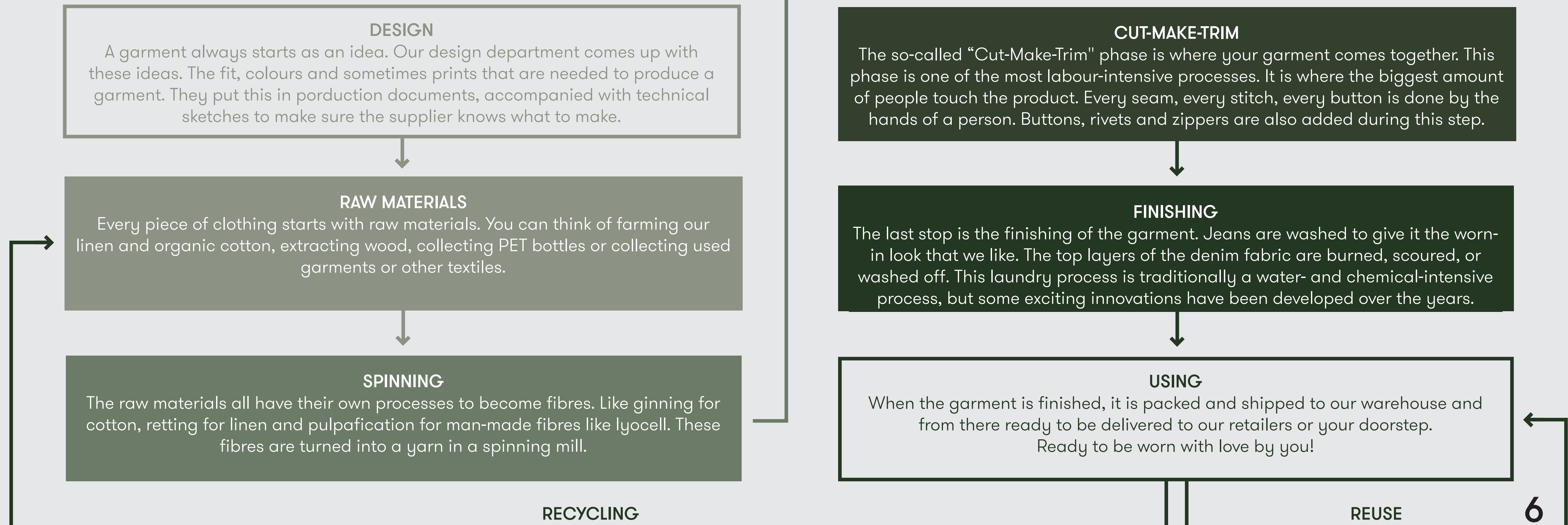
PURE PRODUCTION



THE KUYICHI SUPPLY CHAIN

HOW OUR PURE GOODS ARE MADE

The production of a piece of clothing is a wild ride with numerous steps and processes along the way. We'll take you through a simplified version of how a supply chain works, so you know what we're talking about later on in this report. In reality each step has their own sub-processes and materials needed. But we won't bore you with those details. Let's dive in!





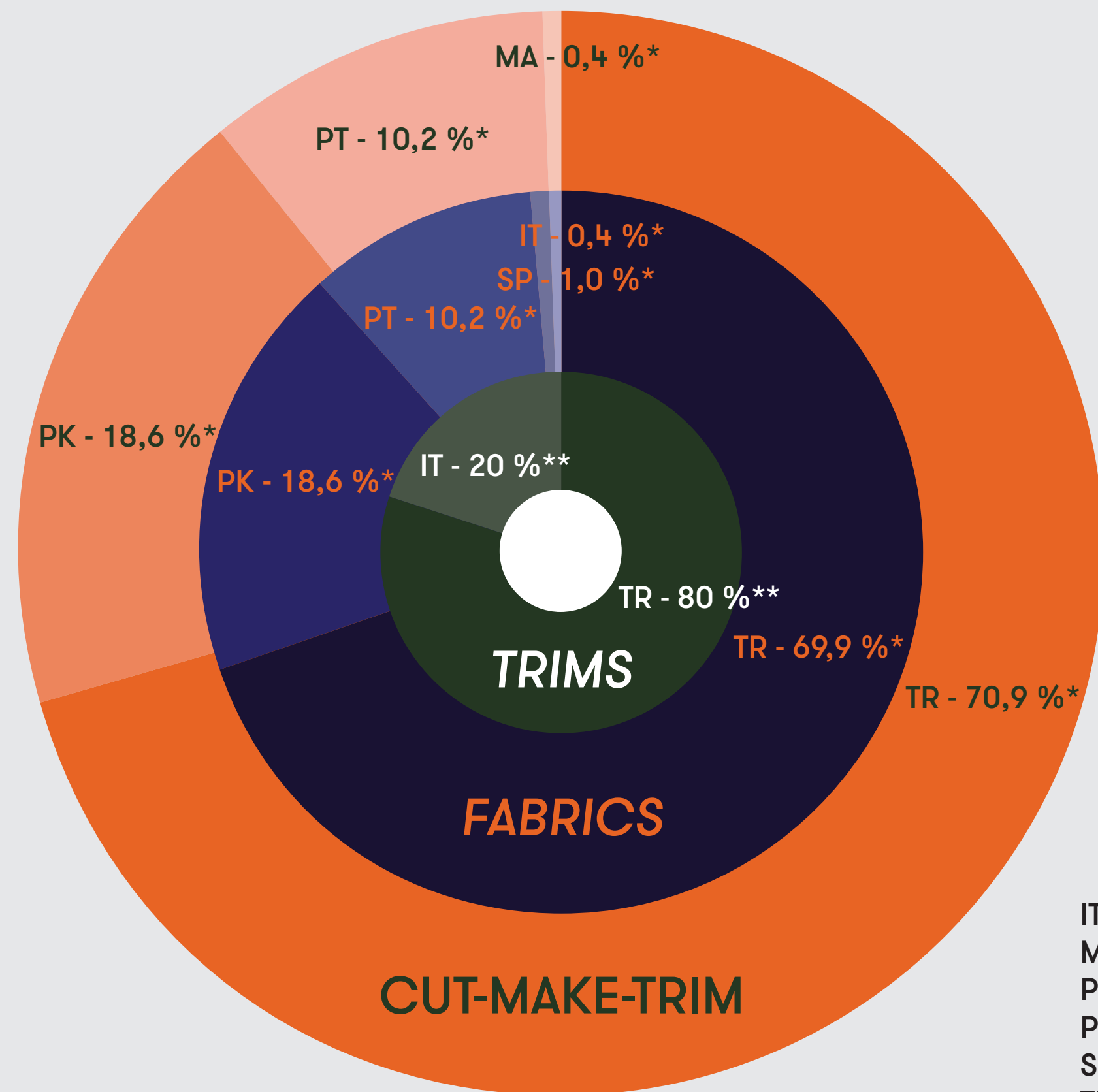
PRODUCTION COUNTRIES 2021

At Kuyichi we try to map out our entire supply chain. This shows us what we are accountable for and helps us to understand the extent of our influence.

The majority of our suppliers are based in Turkey. This way it is easier to visit a majority of suppliers in one trip, limiting our travel footprint and making it easier to visit regularly. Now that the pandemic is - hopefully - at its end, we've started to regularly visit our suppliers again, including our subcontractors.

OUR SUPPLIERS

TRACING BACK OUR PRODUCTS



IT - ITALY
 MA - MOROCCO
 PK - PAKISTAN
 PT - PORTUGAL
 SP - SPAIN
 TR - TURKEY

* Based on FOB
 **Based on amount of suppliers

TRANSPARENCY PRACTICES

The first step towards better practices in the garment industry is transparency, since it comes with accountability.

That's why we signed the Transparency Pledge in 2019. We pledged to at least bi-annually publish an updated supplier list, stating the supplier's full name, address, parent company, type of products and worker numbers. You can find this list on the 'Pure Production' page on our website.

OPEN APPAREL REGISTRY

We upload this list as well to the Open Apparel Registry as well, which is a site that displays all publicly available supplier lists of brands. This initiatives makes it easier for NGO's to get into contact with the brands producing at a factory or in a region.

More in-depth information on our suppliers and their performance can be found in our Social Report 2021





#WHOMADEMYCLOTHES

We are taking part in a revolution! A revolution in which we transparently show you the people behind the making of our garments. During Fashion Revolution Week we take a moment to appreciate the people that are part of our supply chain.

The Fashion Revolution initiative was launched after the collapse of the Rana Plaza building in Bangladesh in 2013, where a significant number of people lost their lives. This devastating event shed light on the human rights of garment workers that are often disregarded or blatantly ignored. Fashion Revolution has started the 'Who Made My Clothes?' movement, to amplify the voices of those who are being exploited in the fashion supply chain and to demand transparency. Transparency is one of the first steps in changing our fashion industry.

In 2021, we shared photos of several workers that are part of the production process at our suppliers SARP Jeans, SOORTY Enterprises, Merger and BOSSA Denim. Along with the photos we shared on our website and socials, we also shared some personal details, like their hobbies, family life and how long they've been working at the supplier. We hope the introduction to our partners and their employees can give you a clearer idea of what happens behind the scenes. After all, a lot of hands touch your garment before it arrives in your closet!

FAIR WEAR FOUNDATION

WHAT DOES IT MEAN TO BE A MEMBER?

The Fair Wear Foundation is an independent international organisation that fights for better labour conditions in the fashion industry, by working together with its members to improve their supply chains.

Fair Wear focuses on factories on the cut-make-trim level, which includes all factories that are involved in garment making after fabric manufacturing. This is the most human-intensive part of the supply chain. Besides, it's also the part of the chain brands have the most direct influence on.

Fair Wear works on the principles of their 'Code of Labour Practice', based on 8 internationally agreed labour standards. These are basic rights for the workers that all Fair Wear members work to achieve.

Fair Wear has high standards for its brand members. Each year members have to report their social practices and improvements in a public social report. Members also need to audit at least 80% of their supply chain. But, a lot of work needs to be done beyond auditing as well.

Members are also scored on their performances in an annual 'brand performance check' by Fair Wear. Depending on this their brands will be categorised as Leader, Good, Needs Improvement or Suspended.

In 2020 Kuyichi was scored Good with a score of 63.

FAIR WEAR CODE OF LABOUR PRACTICES



1 Employment is freely chosen



3 No discrimination in employment



2 Freedom of association and the right to collective bargaining



4 No exploitation of child labour



6 Reasonable hours of work



5 Payment of a living wage



7 Safe and healthy working conditions

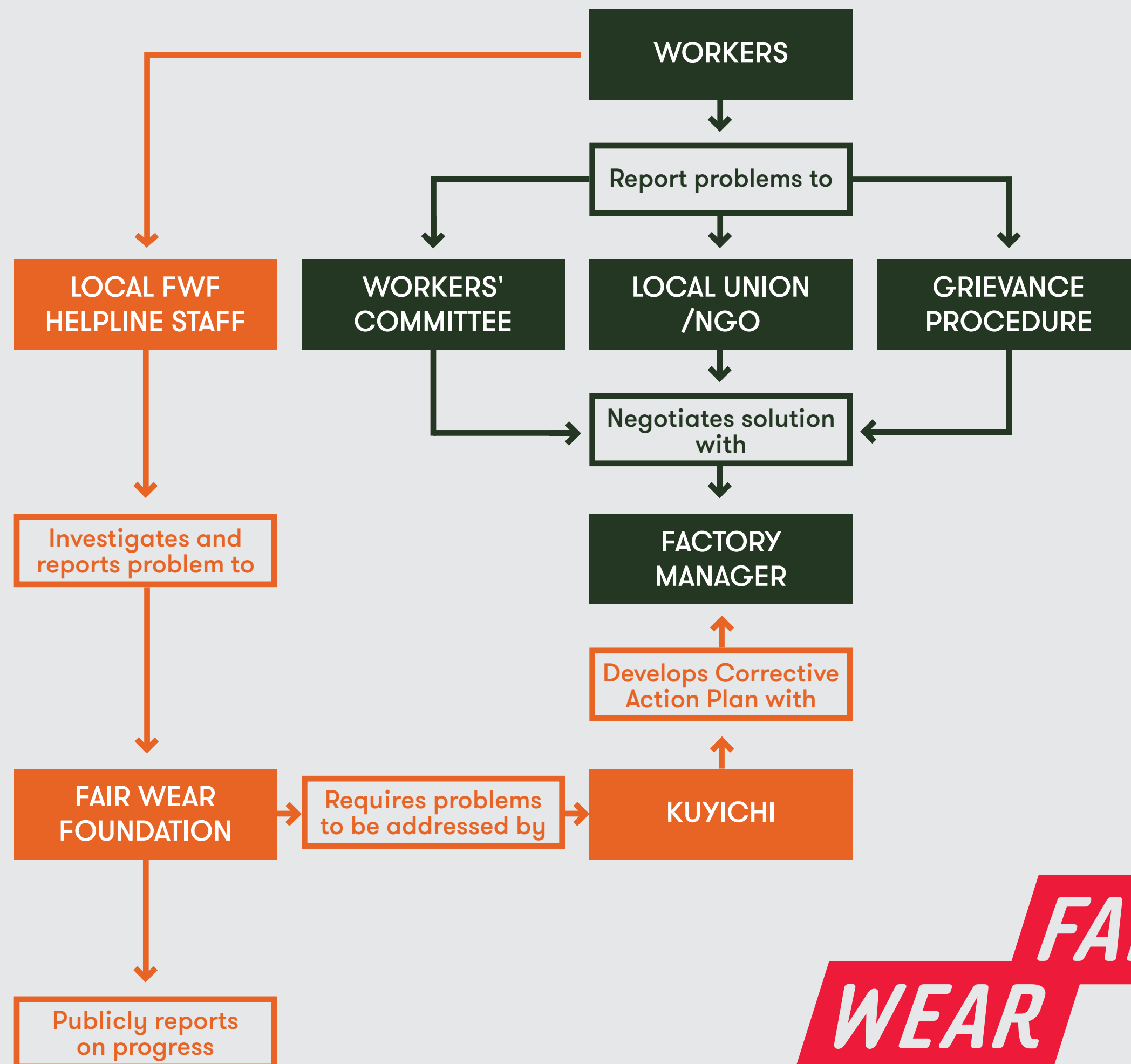


8 A legally binding employment relationship

**FAIR
WEAR**

COMPLAINT MECHANISM

HOW WORKERS CAN REACH OUT TO US



To make sure the 8 Fair Wear labour standards are met in our factories, a complaint mechanism has been put into place as a safety net. This Fair Wear complaint mechanism is on top of the other internal complaint mechanisms that are in place at our factories. Systems like complaint boxes, worker representatives and worker committees. The Fair Wear complaint mechanism gives workers a way to express their complaints if internal systems fail.

All workers are informed of the 8 labour standards through clear posters in the local language. On these posters, the labour standards are clearly explained. If any of the labour standards are violated, the workers can reach out through the phone number or email address available on the poster, connecting them with the local complaint's handler. Once a complaint has been documented, a corrective action plan will be developed. Both the brand and the factory will work collaboratively to resolve the complaint.

Since the complaint mechanism has been put into place, which was in 2020, we have not yet received any complaints through it yet. Although this might sound great, it can also mean the workers still do not fully understand their right of complaining when their rights are violated. Therefore, we need to make sure the workers at our factory facilities are informed about the complaint mechanism. Complaints and training are connected to each other! We'll start up added training on labour rights and the complaint mechanism in 2022. This was not possible the last couple of years due to Covid-19 restrictions.

HOW WE **ADJUSTED** DURING COVID-19

1. NO CANCELED ORDERS, SPREAD OUT DELIVERIES

No orders were cancelled from our side. We also spread out the planned deliveries and helped each other forward instead. This relieved pressure for our suppliers who were often temporarily closed or running on half capacity

2. STAY IN CLOSE CONTACT WITH OUR SUPPLIERS

We stayed in open communication with our suppliers on the effect of the crisis; production/planning wise, the effect on the workers and financially. We were open about our situation and expected the same from them.

3. WE MOVED THE TIMELINE TO THE NATURAL SEASON

We moved deadlines for placed orders into a manageable time path. This way we launched our 2020 Autumn/Winter collection actually to the beginning of autumn! It gave suppliers, retailers and ourselves time to breathe.

4. SKIPPED THE SALE

Like always, we did not participate in the sale season. A lot of retailers had to close temporarily due to the pandemic. The early sale season left them with no time left to sell their collection at normal price. Skipping sale helped them survive.

FIX THE SYSTEM

LET'S HIT THE BRAKES AND FIX THE FASHION INDUSTRY FOR GOOD

In the midst of the COVID-19 outbreak we launched a campaign called 'Fix the system', that urged brands to take the opportunity to change the way we do business in the fashion industry. A little snippet from that campaign:

"Fashion already went too fast for the earth to keep up and the current crisis, due to the COVID-19 outbreak, is pushing us all over the edge. Entire supply chains are shut down and collections aren't sold. The pressure on brands, suppliers and retailers is heavier than ever, yet nothing seems to change. Future deadlines stay the same and if we don't do anything, the rat race to the bottom will create a deadly squeeze for everyone. We can't keep up anymore. Things have to change in our industry to create a fair system for everyone. We'll tell you why."

We tried to take responsibility for our own supply chain, down to the people who make our clothes and up to the retailers who sell them. We're happy with the way we went about it and think our partnerships have strengthened because of it.

We launched this campaign to ask other brands to step up as well. The campaign also showed some statements from suppliers, retailers and NGO's on the matter. They all spoke up about protecting each other and getting through it together. So that is what we tried to do.

Learn more about it on kuyichi.com/pages/fix-the-system.

CONSCIOUS CHOICES

Before a product starts the journey through the supply chain it starts as a design, as an idea. Creating the perfect sweat or the perfect straight denim fit sounds easier than it is. Each choice we make in the designing and production process can have an impact on both the end product and the people throughout the chain. So the process of design is about making conscious choices, keeping both the end product, the consumer and our suppliers in mind.

QUALITY GOODS AND THE PERFECT FIT

We never compromise on quality and style. To ensure our pure goods have a long life and stay your favourite pieces, they have to fit your body perfectly. Nobody is the same, everybody is unique. We give you styles that complement different body types without compromising on comfort. The perfect fit for every body type.

DESIGNED TO DETAIL

We design our products to the very last detail. The colour of the thread inside the buttonhole stitch, the branding on the inside of our buttons, the label on your sleeve. We love to think about all the small details, to give you the most refined and thought-through product possible. Sometimes they may look basic, but do not forget the amount of thought and effort that is put into it.

DESIGNING FOR LONGEVITY & CIRCULARITY

We take great care in the design of our pure goods focussing on the development of timeless products that can become your favourite. Not only do they have to withstand the continuous change of trends, they should also be worn until they tear. The longer you can wear it, the lower the environmental impact will be per wear. We choose high-quality options and work on the longevity of our jeans constantly to achieve this.

Together with the knowledge of our suppliers and the feedback of our customers we keep improving our products. Not only to make them last longer but also to make sure that if you've eventually worn them out, they can be repurposed in a value-adding manner. Either remade or recycled.



NO SEASONS

NO SALES

Denim never goes out of style. We started wearing denim back in the 19th century and have not stopped ever since. The same works for good basics. If you love your clothes you can wear them over the seasons and give them the life they deserve. This is how we look at our pure goods. We do not participate in sales, since a product does not lose its value when the seasons change. It's worth the value you give it. In season or out of season, you can buy our products all year long and if many people love them we'll just restock. We hope our pure goods become your favourite timeless essentials.

BUY CONSCIOUSLY & TAKE CARE OF YOUR CLOTHES

The fashion industry is a fast-paced system. Through new collections, marketing tricks and the bi-annual sale, people are constantly manipulated to buy more than they need. As a brand, we feel responsible for how we approach our customers.

Therefore, we choose to inspire people to buy consciously and educate them about how to take care of their clothes. Our main message at all times: buy with a big heart, buy only what you love, buy only what you need and take care of it so that you can enjoy it as long as possible. It's the only way to go if you want to live truly sustainably, after all.

Conscious aftercare is essential to extend the life span of our clothes. Treat your garments as your friends: give them a little respect and take care of them well. By washing right, storing right and when something gets ripped or broken, consider repairing before you throw it away. When you do, give your clothes good end-of-life by donating them for recycling. Or give them a happy second life by swapping or giving them to someone who could use it. There are so many ways to deal with our clothes. We want to help people to do the right thing.

RULES TO TAKE CARE OF YOUR PURE GOODS

1. TURN IT DOWN

Turning down the washing temperature from 60 to 30 degrees already takes 60% less energy. Your jeans will last longer, too.

2. INSIDE OUT

Cherish the colour of your jeans by washing them inside out. Also, close the zipper and buttons to prevent unnecessary damage on your jeans.

3. KEEP IT TOUGH

Avoid fabric softener. A good denim doesn't need it and it's bad for the environment.

4. HANG YOUR JEANS

Jeans and your tumble dryer are a no go together. Hang them outside and let the wind blow them dry. Take care, the sun will fade your jeans unless you flip them inside out!

5. SKIP IT

Don't wash too often. Keep in mind, real denim lovers never wash their jeans.



SKIP BLACK FRIDAY

Black Friday is annually ‘celebrated’ the day after Thanksgiving and the biggest starting signal for sale each year. Where the day before we all counted our blessings, we now excitedly count our achieved Black Friday discount. Where the day before we claimed to be grateful for all wealth, we suddenly seem to not have enough. It might not surprise you that Black Friday is not our thing.

In 2020 we gave away 20% of turnover from the Black Friday Weekend to the local food bank in Utrecht. Let’s be grateful for what we have and support the people who need it the most. We learned that due to the Corona crisis, more and more people knock on the door of our food banks. At the same time their food supplies are running low. That is why especially at that time we believed it was important to donate locally to our community.



In 2021, 20% of our Black Friday sales was donated to foundation The Forgotten Child. The Forgotten Child (Het Vergeten Kind) is committed to helping children in the Netherlands who are having a hard time because of problems at home. Sometimes the situation is so serious that they no longer live with their parents. The foundation works hard to make these children feel seen, with alternative housing or organised days filled with joy.



#EARTHDAY

For Earthday 2021 we donated 20% of our revenue to ‘Guerrilla Gardeners’ in Utrecht. As this is a day all about showing some appreciation and a little bit of love for our planet. We put bags of flower seeds with every order to encourage each customer to regreen their own neighbourhoods.

Guerrilla Gardeners mission is to turn those grey concrete neighbourhoods into green oases in the city. By planting more green and utilising unused spaces we can adapt our cities to climate change while also helping the earth.



A person wearing blue jeans and black boots is standing on a large, weathered log in a forest. The background is filled with more logs and trees, creating a natural, rustic setting. The lighting is soft, suggesting a shaded forest environment.

PURE MATERIALS

LINEN

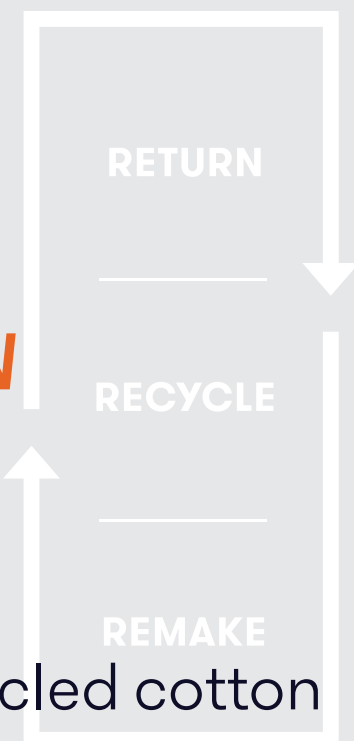
% of total use: 1,6 %
Origin: Belgium, France

Our linen comes from the EU, it is farmed on Belgian and France flax farms. That climate is an ideal fit for the growth of this plant. European production also brings the benefit of good regulations around pesticide use, farming practices and social circumstances.

POST-CONSUMER RECYCLED COTTON

% of total use: 4,2 %
Origin: Turkey

Our post-consumer recycled cotton is made from post-consumer textile waste, like worn clothes that were at the end of their lives. The post-consumer recycled cotton we use in our garments is always GRS or RCS certified.



ORGANIC COTTON

% of total use: 87,4 %
Origin: Turkey & India

Kuyichi has advocated for organic cotton from its founding. Since 2016 we have only used certified organic cotton in our pure goods, to be certain that it is truly organic. To us organic is the only way to go, since organic has so many benefits over conventional.

PRE-CONSUMER RECYCLED COTTON

% of total use: 9,2 %
Origin: Turkey

Our pre-consumer recycled cotton is sourced from pre-production waste from Turkey. This pre-production waste can be waste from all waste streams in production: unused fibres from spinning and dyeing, defected or overstock fabric from weaving and scraps from cutting. Our recycled cotton is always GRS or RCS certified.

OUR MATERIALS & WHERE THEY'RE COMING FROM



2021 GOAL - Source back to the organic cotton farm region of our products.

We've committed to better insights on the source of our cotton. Most of the organic cotton used in Turkish pure goods comes from two organic farm organisations. Akasya and Agrona Cotton are both in the Aegean Region in Turkey. This region has the ideal climate for organic farming of cotton. For our Pakistani denim the organic cotton is sourced in the Madhya Pradesh region.

HEMP

% of total use: 0,7 %

Origin: France

Our hemp is sourced from France. Because hemp grows so fast, it uses less land and water compared to other crops like cotton or trees, creating a smaller environmental impact. Hemp is a very strong fibre and therefore adds strength and durability to our garments.

TENCEL™ LYOCELL

% of total use: 1,0 %

Origin: Austria

TENCEL™ Lyocell, the sustainable sister of viscose, is produced by Lenzing in Austria. It is sourced from controlled and certified wood. The process of production is a closed-loop process, which transforms wood pulp into cellulosic fibres with a low environmental impact. The TENCEL™ Lyocell we use always has the OEKO-TEX® STANDARD 100 certification.

TENCEL™ MODAL

% of total use: 0,9 %

Origin: Austria

The TENCEL™ Modal we use is primarily made from beech wood, sourced from sustainably managed forests in Austria and other European countries. TENCEL™ Modal is produced in an eco-responsible way at the Lenzing sites in Austria. This modal always has the OEKO-TEX® STANDARD 100 certification.

REFIBRA™

% of total use: 1,5 %

Origin: Austria

The REFIBRA™ technology upcycles cotton scraps from garment production and post-consumer cotton textiles into renewed fibres. The recycled cotton pulp is added to certified wood pulp and used to produce new TENCEL™ Lyocell fibres.

RECYCLED POLYESTER

% of total use: 1,0 %

Origin: -

The recycled polyester we use for our garments is made from plastic bottles that are collected, shredded and respun. Our recycled polyester fabrics always have a GRS or RCS certification, to guarantee that only post-consumer PET bottles are used for our recycled polyester yarns.

T400 ECOMADE

% of total use: 0,2 %

Origin: UK, Singapore

T400 Ecomade is an innovative fibre from the renowned company Lycra. The T400 we use is produced in the UK and Singapore. It is composed of one part recycled PET polyester, one part plant-based polymers and one part virgin polyester.

POLYLACTIC ACID (PLA)

% of total use: 0,1%

Origin: Portugal

Polylactic Acid (PLA) is a biodegradable and biobased form of polymer. PLA is a promising alternative for petroleum-based polyester. It is made in a fermentation process with resources available in nature, like corn starch or sugarcane. Our socks are extra soft because of this innovative material! The PLA we use is sourced from Portugal.

VEGETABLE TANNED LEATHER

% of total use: 0,3 %

Origin: Italy

The leather used for our belts comes from Tuscany, Italy. Our tanner is a member of the Leather Working Group and is therefore audited on social and environmental criteria. It is also part of the 'Consorzio Vera Pelle Italiana Conciata al Vegetale', committed to genuine Italian leather, named Vachetta, produced following the traditional methods of vegetable tanning.

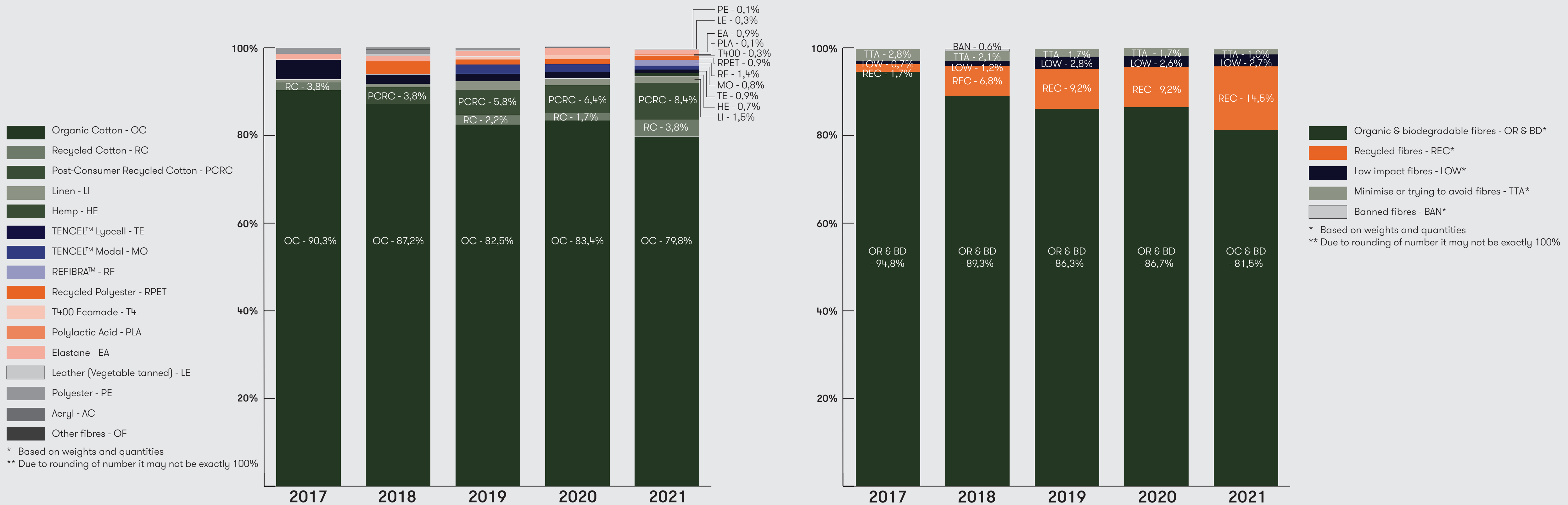
MATERIALS STRATEGY

THE MATERIALS YOU'LL FIND IN YOUR PURE GOODS

We strive for low environmental impact products based on organic, recycled or otherwise low-impact or preferred fibres. Kuyichi products ideally contain only preferred fibres, therefore we made a preferred fibres list based on their environmental impact. We based this on different benchmarks, such as Higg Material Sustainability Index, Made-By Environmental Benchmark for Fibres and the Sustainable Material Guide from Modint. Risks and sometimes own desires are included in the preferred materials matrix as well.

	NATURAL	MAN-MADE	SYNTHETIC	ANIMAL
ORGANIC & BIODEGRADABLE FIBRES	- Organic cotton	- TENCEL™ Lyocell - TENCEL™ Modal - ECOVERO™	- Polylactic acid (PLA) - Biobased elastane	- Responsible wool (RWS certified) - Organic wool (GOTS certified)
RECYCLED FIBRES	- Post-consumer recycled cotton - Pre-consumer recycled cotton	- REFIBRA™	- Recycled Polyester - Recycled Polyamide - Econyl	- Recycled wool - Recycled down / feathers (RDS/TDS certified)
LOW IMPACT FIBRES	- Linen - Hemp - Nettle - In-conversion cotton	- Bamboo lyocell	- T400 Ecomade	- Vegetable tanned leather - Alpaca wool - Wild (peace) silk
MINIMISE OR TRY TO AVOID FIBRES		- (Bamboo) viscose - Cellulose acetate / polyamide	- Elastane - Virgin polyester	- Silk - Wool - Conventional leather
BANNED FIBRES	- Virgin cotton	- Rayon - Cupro	- Virgin polyamide - Acrylic - Polymerizing Vinyl Chloride (PVC)	- Fur, exotic skins - Horn & bone - Virgin down, angora, mohair & cashmere

MATERIALS IN *NUMBERS*



Numbers can give you clarity in what you're doing and whether you're achieving your goals. We're working on increasing the use of recycled fibres in our pure goods and as you can see this is showing in the numbers. It mostly resulted in a decreased percentage of organic cotton use. Don't get us wrong, we do love organic cotton. But we also recognise that it still has a big environmental impact. Therefore, we focus on other solutions, such as linen, sustainable man-made fibres which are biodegradable and recycled fibres to decrease the impact of our garments.



TEXTILE EXCHANGE

BENCHMARK OUR MATERIAL POLICY

We've been participating in the Textile Exchange Corporate Fiber & Material Benchmark (CFMB) since 2017. The CFMB is a benchmark for sustainable material use and policies that over 200 brands participate in. This benchmark shows us how our way of working with materials compares to the industry and shows us ways to improve our practices.

Textile Exchange has been working on material change since 2002 and has been benchmarking material use since 2015. They're a non-profit that focuses on the impact of fibres and materials and providing knowledge and advice to their members. Even though we are not a member, we're happy to have been a benchmark participant for 4 years now.

Over the years we've improved our benchmark score and moved up from 'Maturing' to the 'Leading' category since 2020. The benchmark scores also show us where there is room for improvement.

Results of the CFMB since 2019 can be found on the Material Change page of Textile Exchange: mci.textileexchange.org



PRODUCT CERTIFICATION

HOW WE GUARENTEE SUSTAINABLE PRACTICES

We use certifications on different levels. The certification standards that we use, are built around a chain of custody system. A chain of custody is a system in which each transaction is confirmed with a transaction certificate. The transaction certificates prove that criteria are met throughout the chain. A new transaction certificate is only possible if one is available from the transaction before.

GLOBAL ORGANIC TEXTILE STANDARD - GOTS

GOTS is a global textile standard for organic fibres. The aim of the standard is to ensure organic standards – from farming, through the manufacturing process to the labelling, with a chain of custody. GOTS also includes ecological (environmental policy, chemical restrictions) and social criteria (based on ILO standards). The production facility is checked yearly through a GOTS audit. For the fabric, these criteria translate to, amongst others, chemical restrictions in the dyeing process and restrictions on fabric composition. At least 70% of fibres need to be organic and non-organic natural fibres, recycled fibres and virgin polyester is restricted.



GLOBAL RECYCLE STANDARD - GRS

GOTS does not allow recycled natural fibres from a non-organic source. That's why this twin sister was brought to life by Textile Exchange: GRS, proving verified recycled content instead of organic content. GRS certification also includes social and environmental criteria and chemical restrictions in processing. With GRS, the origin of recycled material is also confirmed as pre- or post-consumer. At least 20% of the fibres in a product need to be of recycled origin to apply for a GRS certificate.



OEKO-TEX® 100

OEKO-TEX 100 is a certification standard that focuses on quality and chemical safety. The standard has a criteria catalogue to which the full product needs to comply. Independent parties perform tests to check on, for instance, substances that are harmful to our health. This is not a chain of custody certificate.



ORGANIC CONTENT STANDARD - OCS

OCS certification is a standard to claim organic content, without extra criteria on environmental, chemical or social practices. If a product consists of more than 5% organic fibres you can apply for OCS certification. For our recycled fabrics we often use OCS certification as proof of the organic content.

RECYCLED CLAIM STANDARD - RCS

RCS certification is a standard to claim recycled content, without extra criteria on environmental, chemical or social practices. If a product consists of more than 5% recycled fibres you can apply for RCS certification. Some of our GOTS certified fabrics have RCS certification to prove post-consumer recycled fibres.



SUPPLIER CERTIFICATION

THE WAY THEY PROVE THAT THEY'RE DOING BETTER

To manage our environmental impact, we work a lot with different certificates. We've explained more about this on previous pages. The only way a product or part of a product can get a certificate, is to work with suppliers that have obtained these certificates. Therefore, this is an important criteria for us when selecting new suppliers.

Some certificates apply on specific parts or processes, such as trims or processes that use water. For our trims, OEKO-TEX 100 is our go-to certificate to check for chemical safety. Apart from certifications that apply on (parts) of final products. There are also certifications that show improved practices at the supplier. GOTS & GRS include management criteria on environmental, chemical and social management for instance. And ISO 14001 is an environmental management certification which focuses on continual improvements of (water) waste, pollution and climate change mitigation. We also work with suppliers that are ZDHC (Zero Discharge of Hazardous Chemicals) registered, which means they have good wastewater systems and work with safe chemicals only.

All these certificates form the foundation for our environmental policy and limit the risk on high environmental impacts. They show us that the supplier has enough knowledge to meet the standards of the certificate. It is proof that the supplier has better practices than conventional and keeps pushing to improve.

FACTORY	COUNTRY	PROCESS	PRODUCTS	GOTS	GRS	OCS/RCS	OEKO-TEX100	ISO 14001/ZDHC	OTHER CERTIFICATES	AUDITS
Akcakaya	Turkey	Embroidery	Jeans	✓		✓				Intertek (SMETA) 2020
CNS Tekstil	Turkey	Printing	Jeans	✓						FWF planned for 2022
Demirisik Tekstil (SARP jeans)	Turkey	CMT	Jeans	✓	✓	✓				FWF 2021
Dinateks A.S.	Turkey	CMT, Laundry	Jeans	✓				✓	ISO 9001	Intertek (SMETA) 2019
Egemen Yikema	Turkey	Laundry	Jeans	✓						FWF 2021
Erius II Texteis SA	Portugal	CMT, Knitting	Tops	✓			✓	✓	ISO 9001	Intertek (SMETA+BSCI)
Faria da Costa	Portugal	CMT, Laundry	Socks				✓			SGS (SMETA+BSCI) 2020
Merger Tekstil	Turkey	CMT	Shirts	✓		✓				FWF/Intertek (SMETA) 2021
Soorty Enterprises	Pakistan	CMT, Laundry, Printing, Embroidery	Jeans	✓	✓	✓	✓	✓	Higg Index, ISO 9001, OHSAS18001, SA8000	SGS (SMETA) 2021
Sun Belts Europe	Morocco	CMT, Printing	Belts						Higg Index	SGS (BSCI)
Tayra Tekstil	Turkey	CMT, Ironing, Packing	Tops	✓						SGS (SMETA) 2020
Vestire SA	Portugal	CMT, Washing, Knitting	Knitwear	✓						ICS 2020

VEGAN PURE GOODS

We're very proud that almost all of our Pure Goods are currently vegan! Many denim brands use a leather patch on their jeans. We decided to switch to jacron patches in 2016 and are currently using a Viridis patch made from corn. This made our jeans vegan!

To ensure our suppliers do not use any animal substances in the vegan products, we supply them with an elaborate list of possible animal contents which they use to identify and avoid. To be sure your product is vegan, do check the sustainability info on the product page.

PURE GOODS WITH ANIMAL MATERIALS

Kuyichi is known for vegan products, but we do have some animal based products. Animal materials can be more durable and environmentally friendly than their vegan alternative. Therefore, we do sometimes choose animal materials in our pure foods, but it is always in good consideration.

To give some examples: Synthetic alternatives for leather are often less durable and non-biodegradable and wool is known for its low need to be washed. When we do use animal fibres, we strive to only use animal derived materials from animals that are decently treated and farmed.

Animal materials come with their own risks, mostly related to animal welfare and environmental risks. We've banned the following animal materials with high animal welfare risks or a high environmental impact:

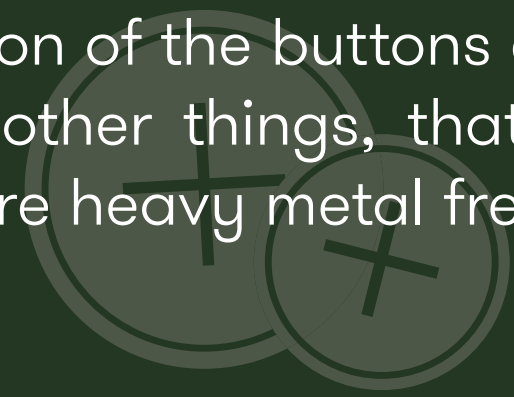
- caged or wild animals, such as angora rabbit or vicuña
- endangered and vulnerable species as defined by the IUCN Red list of endangered and vulnerable species and CITES.
- fur, exotic skins, horn & bone
- virgin down
- virgin mohair
- virgin cashmere

TRIMS

Trims are all the extra parts that are needed to put the jeans together, such as zippers & buttons. Most of our trims are produced in Turkey, where the majority of our production is as well. This reduces negative transportation impact. Improving on this micro-level of a product may seem like a little change, but every little step leads to a lower environmental impact in the bigger picture.

METAL BUTTONS - YKK TURKEY

All of our metal buttons and rivets are made by YKK. Rivets are the small nails you see on corners of seams that strengthen your jeans. They use eco finishes on these buttons, eliminating electroplating of the buttons. This minimises the energy use for the button production and therefore the environmental impact of the buttons. The OEKO-TEX 100 certification of the buttons ensures, amongst other things, that all our buttons are heavy metal free.



ZIPPERS - YKK TURKEY

In 2020 we changed to zippers with recycled polyester tape instead of virgin polyester, made from recycled PET bottles and recycled post-consumer polyester yarn. For garment dyed items we use organic cotton tape zippers. The benefit of this is that you don't need to dye the tape beforehand, it will dye together in the right colour with the rest of the garment. The metal from the organic cotton zippers are also made with non-finished brass. Making the metal parts more sustainable as well.

LABELS - VINTAGE TRIMMINGS

To brand our garments we use labels. You can find these on the sleeve of your linen Tee or in the back of our shirts for instance. These labels are made from recycled polyester, made in Turkey by APxpress. In 2021 we switched the branding of our denim to an embroidery, eliminating extra labels on our denim. We keep questioning our own design choices.

PATCH - PANAMA TRIMMINGS

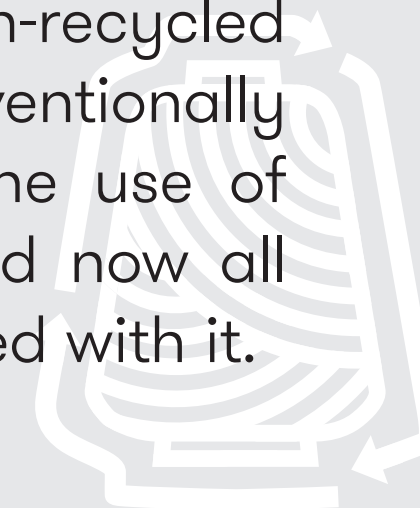
Since 2016 we've replaced the leather patches with jacron patches, turning our jeans vegan. From 2020 on we gradually change to the Viridis patch from Panama trimmings. These green PU patches are made from 48% corn polyols, 26% cotton and 26% normal PU. The corn polyols are from corn that is not used for food and therefore has no impact on the food chain. The environmental impact of this patch is at least 1/3 better than conventional patches.

PAPER LABELS - APXPRESS

All our paper labels are made from recycled paper. In 2021 we reduced the amount of paper used for our labels and changed them to undyed, white labels. This way we try to limit the environmental impact of these 'throw-away' articles on our jeans. The paper labels are made by Vintage Trimmings in Turkey.

SEWING THREAD - COATS

COATS is the global leader in high quality sewing threads. This way we ensure the quality of the make of our garments. In 2019 we've started testing their new Ecoverde threads made from recycled polyester in some of our styles. The recycled threads have exactly the same performance and durability as the non-recycled threads that are conventionally used. We've increased the use of these sewing threads and now all Turkish production is sewed with it.



POCKET PRINT - CNS TEKSTIL

To make sure that you remember that you're wearing a pure denim that contributes to a better fashion industry, we print a little message on the inside of our front pocket. The print is GOTS certified and therefore complies with high chemical standards, ensuring a low environmental impact as well. So every time you go for a #1 or #2, you'll get a reminder that you're making a positive change!

FABRICS STRATEGY

HOW WE REDUCE FABRIC WASTE

A quality garment needs a quality fabric. Therefore, we choose our fabrics with care. As a general rule at KUYICHI we do not like overstock. This rule is the core of our fabrics strategy. We use our fabrics to the fullest, let's explain to you how.

QUALITY FABRICS

Our fabrics need to meet our quality standards to make sure that you will get a product that meets your expectation. These quality standards are focused on, amongst others, strength, non-pilling, colour fastness and how it reacts to washing, like shrinkage. We choose quality fabrics to make sure you can enjoy your pure goods as long as possible.

NO LEFTOVER FABRICS

We always clean our fabric stock, let no meter go to waste. We rather raise the quantities of a production if it's a low amount of meters. If not, we find a new purpose for the leftover fabric. For instance by using it for a new style. The bottom line is that we clean our stocks and let no resources go to waste. It's the foundation of sustainable production.

CORE FABRICS

If you love a fabric, you have to cherish it. That's exactly what we do. Some fabrics are multiversatile, it can result into a lot of different beautiful washes. A good example for this is one of our core fabric with 20% Post-Consumer Recycled Denim from Bossa. We started to use this fabric in the first half of 2018 and we continue to integrate it in new styles even now in 2022.

The benefit of this is that we can book the fabrics upfront, we know it will be used for one or more of the styles eventually. This shortens the production time of (re-)orders, without pressuring our suppliers, by taking out the time that is needed to produce a fabric and directly start with planning the CMT-production.

We're now working on widening this practice to our tops as well. Since it has proved to work well.



DENIM DEAL

On the 29th of October 2020 Kuyichi signed the Denim Deal. The Denim Deal is a multi-stakeholder initiative that focuses on the uptake of post-consumer recycled fibres in denim garments. Over 30 parties are part of the deal including multiple brands, denim suppliers, textile collectors the city of Amsterdam and the Ministry of Infrastructure and Water Management. All signatories committed to push for an increase of post-consumer recycled cotton fibres in denim. The city of Amsterdam has also committed to increase awareness among residents about correct garment disposing.

We love that the denim deal brings together not only brands, but also textile collectors, fibre producers and fabric mills. By collaborating throughout the chain, change is accelerated. Together we've set up two goals:

GOALS

- Go to an industry standard of at least 5% post-consumer recycled cotton fibres in denim garments.
- Put 3 million denim garments on the Dutch market with at least 20% post-consumer recycled cotton fibre.

Yearly the progress of the denim deal is reported. 2020 was a baseline report, the results over the year of 2021 still have to be published.

CIRCULARITY

RENT, REPAIR, REMAKE, REUSE, RECYCLE

As Kuyichi we see it as our responsibility to make sure our products don't go to waste. One of the most environmental acts we can do is keep our products in rotation as long as possible. We chose multiple ways to do this. Through rental, repair, remake and reuse.

RENTAL - LENA FASHION LIBRARY & UNOWN

For the ladies out there we have two rental partners. We think rental is an ideal way to both expand your wardrobe without the environmental burden or to try before you buy!

LENA Fashion Library is the first fashion rental in the Netherlands, based in Amsterdam. They have their own shop where you can drop by, but you can also rent via their site. If you really like the item you can buy and keep it.

UNOWN is a German partner where you can both have a rental membership or rent an item one time. You can find both Kuyichi jeans and tops here. They are an online service only which also offers the option to buy if you really fell in love with your new item.



REPAIR & REMAKE - KUYICHI x INDIGO RAVENS

In 2021 a new warehouse opened up in Utrecht, called Green UP. All brands and product sold here have their own sustainable story. In the basement you find Petra from Indigo Ravens who can repair your jeans or remake them into a new item. You can find remade items to buy of the rack or discuss your own preferences for a custom made item. Drop by and check out the collection.

REUSE - KUYICHI x RESPONSIBLE

In 2022 we'll launch a take-back program in partnership with RESPONSIBLE. Through this program we'll give you a way to pass your denim forward, while also receiving a reward for your effort. Trends are circular, your denim should be too!

RECYCLE

Of course, Kuyichi has been recycling a lot as well. But our vision is that this should only be done for unwearable items. We recycle items in collaboration with our suppliers.

SHOULD BE TOO! TRENDS ARE CIRCULAR, YOUR DENIM

ENVIRONMENTAL IMPACT



WATER IMPACT

REDUCE OUR WATER USE AND CONTAMINATION

Water is one of the most important resources we have. It's a known fact that textile production, and denim production in particular, uses a lot of water. You can see a lot of numbers passing in the media on the water consumption of fashion. A lot of those numbers have been re-evaluated and debunked, but they keep showing up in the media. Better industry averages are out there and we're working on comparing our own practices to these. We'll launch this over the course of 2022. Stay tuned!

WATER FOOTPRINT OF MATERIALS

Reducing our water footprint, starts at the material choices we make. The amount of water consumption of a product is highly dependent on the materials that you use. Cotton is a really water demanding plant for instance. Although water management is generally better at organic farms, it still consumes a lot. That's why we try to increase our use of recycled materials and look into other low water impact materials.

2021 GOAL - Calculate the water footprint of products and get insights in how to improve in collaboration with the Water Footprint Network (see next page).

WATER IMPACT IN PROCESSING

We're happy that we work with a lot of suppliers that are also acknowledging the big water footprint of our industry and are therefore looking into techniques and solutions to limit the consumption. Lower water consumption in the dyeing of the fabrics for instance, or using other machines to give denim the preferred worn-in look, like laser and ozone.

2025 GOAL - Use only low impact dyeing techniques for all our denim fabrics.

2025 GOAL - All denim styles have low impact green Environmental Impact Measurement (EIM) scores (see page 36).

WATER CONTAMINATION

A lot of chemicals can be harmful to the environment and wildlife if water is not treated well. That is why we check all our wet processing suppliers on their waste water management. To check the water that comes out of the facility complies with legal and industry standards.

It's one of the reasons why we use the ZDHC (M)RSL in our KUYICHI (M)RSL list. We also use certificates that have strict chemical restrictions, such as GOTS, GRS and OEKO-TEX 100. And we work on improvements of our wash recipes with the EIM score.

WATER FOOTPRINT

Water footprints (developed by Arjen Hoekstra in 2002) can be calculated for different things, from an individual person to a product's entire value chain or nation. The Water Footprint Implementation is part of the Water Footprint Network and provides powerful insights for businesses to understand their water-related business risk. Most importantly, these insights help drive strategic action toward sustainable, efficient and equitable water use.

Together with Water Footprint Implementation we calculate the water footprint of a couple of our jeans. Not just a general number, but divided into groundwater (blue), rainwater (green) and wastewater (grey). This project gave us insights into the biggest water risks in our current denim supply chain and provided recommendations for reducing these. We found out that material choice has the biggest impact on the water footprint. All the processing that comes afterwards is only about 1-3% of the total water footprint. Another eye-opener for us was that synthetic fibres have an insanely high grey water footprint and recycled and Lenzing manmade fibres reduce the water impact substantially. To really have an impact on the water footprint we should work together with the fibre producers to reduce their water consumption. We're in the process of setting up a new project for this, as we speak.

Learn more about the water footprint in our water report on kuyichi.com/blogs/news/why-you-should-care-about-water



CHEMICAL IMPACT

WE KEEP OUR PURE GOODS SAFE AND CLEAN

Together with our suppliers we work with our KUYICHI (M)RSL, a document in which we set chemical restrictions. Certifications prevail our (M)RSL, since they set stricter chemical restrictions. The KUYICHI (M)RSL is for cases in which a product is not fully certified. The document consisting out of the following two parts:

RESTRICTED SUBSTANCES LIST (RSL)

The RSL is a list of limits of the substances that can stay behind on the garment.

Our list is based on the following standards:

- **REACH** (Registration, Evaluation, Authorisation and Restriction of Chemicals) a regulation of the European Union, adopted to improve the protection of human health and the environment from chemical risks.
- **OEKO-TEX 100** an independent testing and certification system for textiles and accessories at all processing levels.

The following chemical groups are, amongst others, covered: Absorbable halogenic compounds, alkylphenols, alkylphenoethoxylates, azodyes, biocides, chlorobenzenes, chlorinated paraffins, chlorinated solvents, chlorophenols, disperse dyes, flame retardents, formaldehyde, glyoxal, heavy metals, organotin compounds, perfluorinated chemicals, pesticides, phthalates, polycyclic aromatic hydrocarbons, PVC's and UV stabilizers.

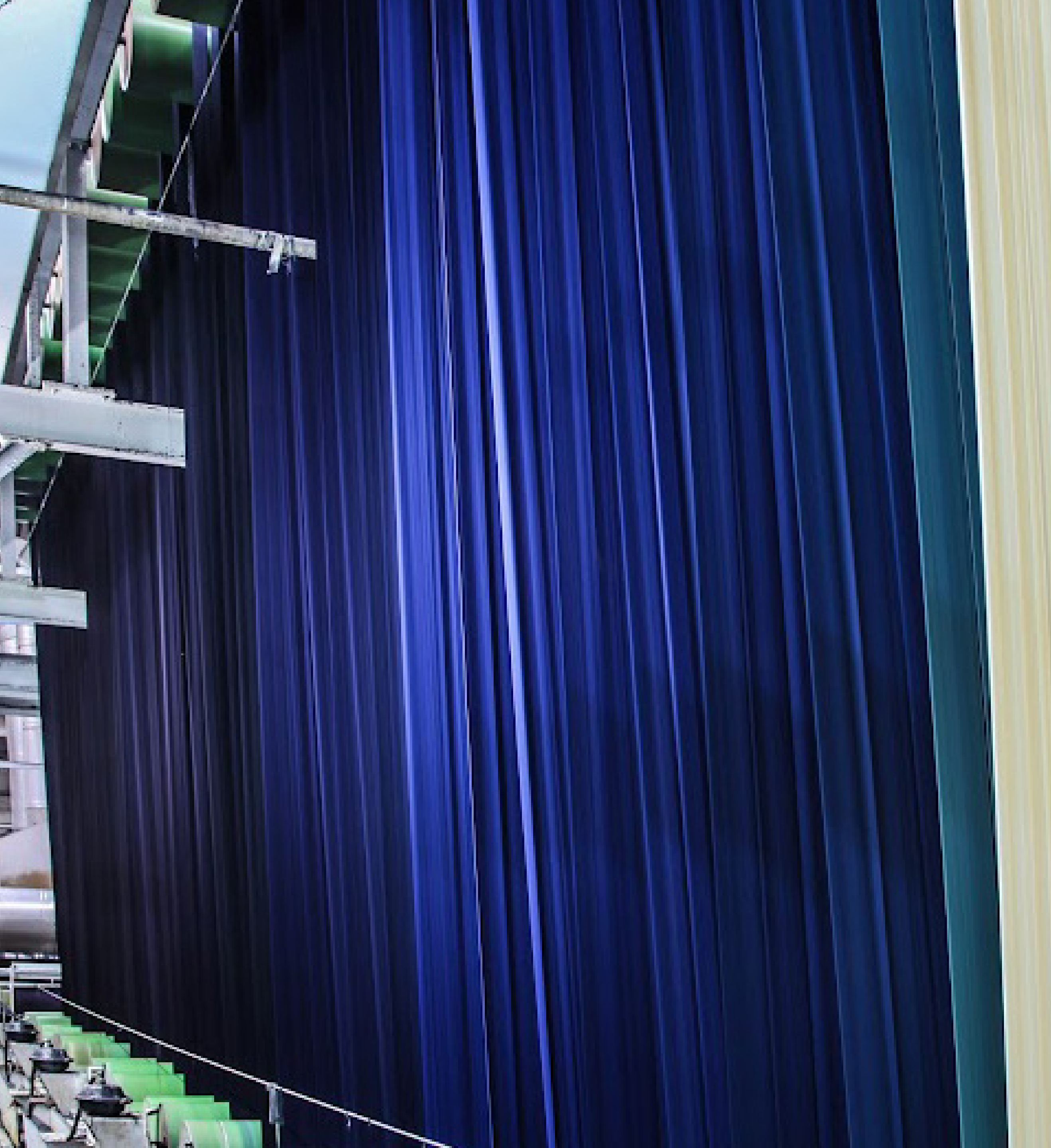
MANUFACTURING RESTRICTED SUBSTANCES LIST (MRSL)

The MRSL is a list of limits for contents in chemicals that can be used in the production process.

This way you tackle the chemical contamination problem at the core. What will not be used in the process, will also not end up in wastewater or end product. It is seen as the next step in chemical management.

We use the **Zero Discharge of Hazardous Chemicals (ZDHC)** Manufacturing Restricted Substances List. ZDHC has set up guidelines and tools to work on chemical management and wastewater treatment and works together with brands to eliminate hazardous substances throughout the industry. One of the tools they have developed is their open source MRSL.

All chemicals used in the production process need to meet the MRSL standard of ZDHC or the, often higher, chemical restrictions of the certification that the product has.



DYEING PROCESSES

Indigo dyeing does not dye to the core of the yarn, which gives denim the feature that you can create washes by burning or scraping away the top layers. Indigo pigments appears green in water, only if exposed to oxygen it oxidises into the deep blue indigo colour. That is why the yarn needs several baths of water, getting exposed to oxygen inbetween. This process has a high water and chemical impact, but improved processes are constantly in development or already implemented.

BETTER DYEING TECHNIQUES

We always aim to lower the environmental impact of our products. That's why we use advanced dyeing techniques and innovations of our suppliers. Pre-reduced indigo, aniline-free dyeing and low sulfide salts techniques that result in lower water impact and cleaner waste water.

All our dyeing facilities have good waste water treatment plants in place to make sure no hazardous compounds are released into the environment. Some also work with the testing and reporting methods of Zero Discharge of Hazardous Chemicals (ZDHC), an organisation focused on lowering negative chemical impacts in the fashion. On top of that the majority of our denim and tops fabrics are GOTS or GRS certified, standards that also have chemical restrictions that meet or surpass our (M)RSL.



LAUNDRY PROCESS

HOW WE GET THAT WORN-IN LOOK

Back in the day you could only buy untreated denim garments and had to work hard for your worn-in look. Wear it till the colour fades. Nowadays we deliver jeans with this worn-in look ready for you to wear. In the laundry process the jeans is treated so the top (micro)layers of the fabric are burned, scoured or washed off. Every style has its unique wash recipe to get to the ideal 'worn-in' look. We're focused on using non-hazardous chemicals and reducing water and energy consumption of this process. Fortunately some interesting innovation has been developed over the years:

LASER

The laser machine works fairly simple. Instead of using sandpaper or chemicals, a laser burns off the micro top layers of the fabric. No water or chemicals are involved! You first design a washing pattern, a map of where and how visible the fades need to be. This design is transferred to the laser machine, which burns the fades into the jeans. It's much more consistent than manually applied fades and workers are not exposed to any chemicals or dust released during abrasing of the garment.

E-FLOW

This machine uses so-called nanobubbles. These air bubbles are made from water and an added product you want to use on the garment. The bubbles transport this product into the garment. Imagine it like a washing machine filled with steam instead of water. With the use of the E-Flow machine, water usage is reduced to only one glass of water per garment. E-Flow saves up to 95% water, 90% chemicals and 40% power compared to conventional washing*. It can be used, amongst others for softening and bleaching.

2025 GOAL - Phase out Potassium Permanganate (PP spray) in wash process fully

OZONE

This machine takes in normal atmospheric air and turns this into ozone gas. The machine tumbles and in this process gives the garment a bleached look. At the end of the cycle, the machine transforms the ozone back into air and releases it back into the atmosphere.

Using the ozone technique, water savings are up to 67%, chemical savings up to 85% and power savings up to 62%*.

2022 GOAL - All denim styles have low impact green Environmental Impact Measurement (EIM) scores (see next page).

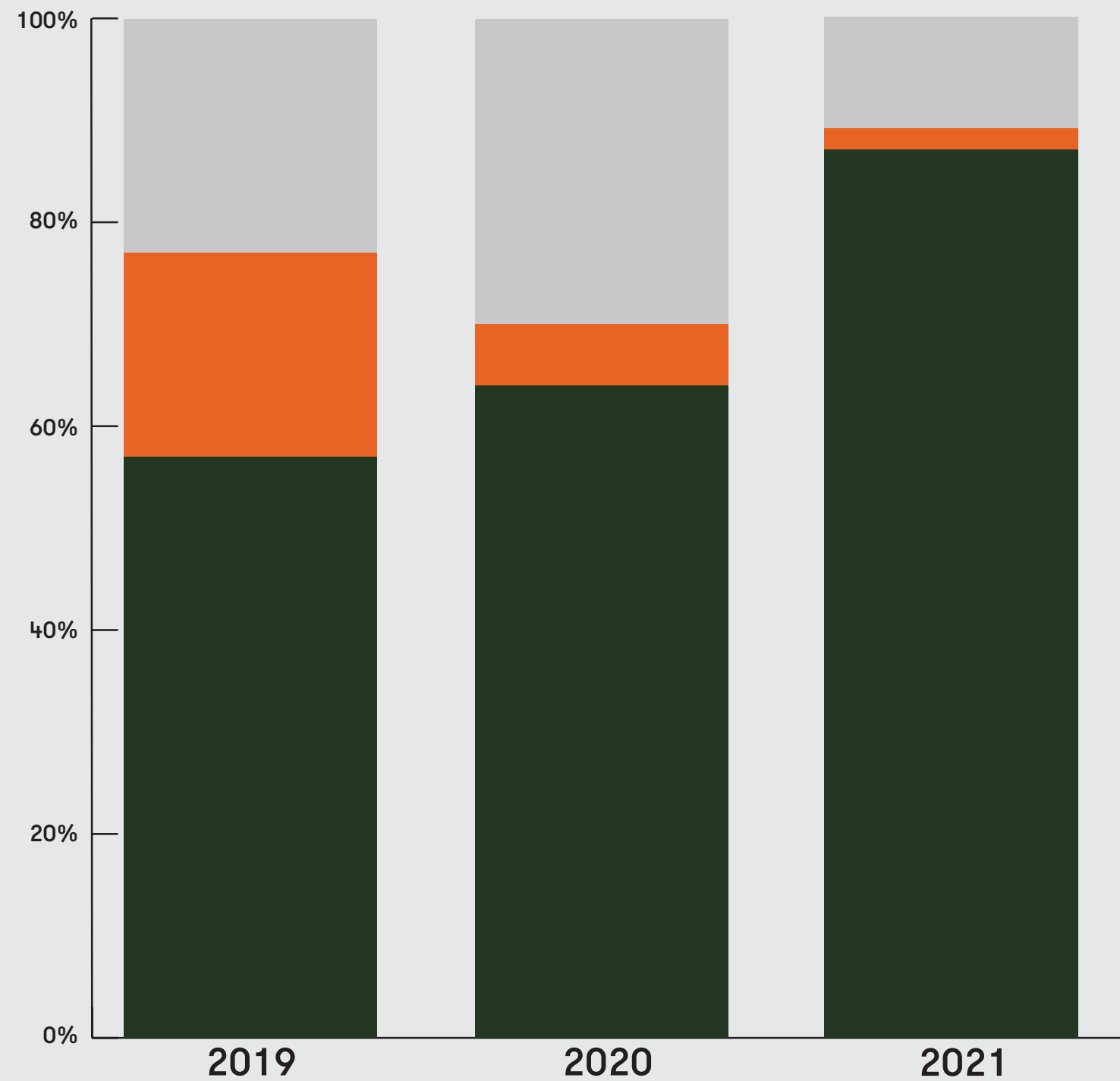
DENIM WASHES



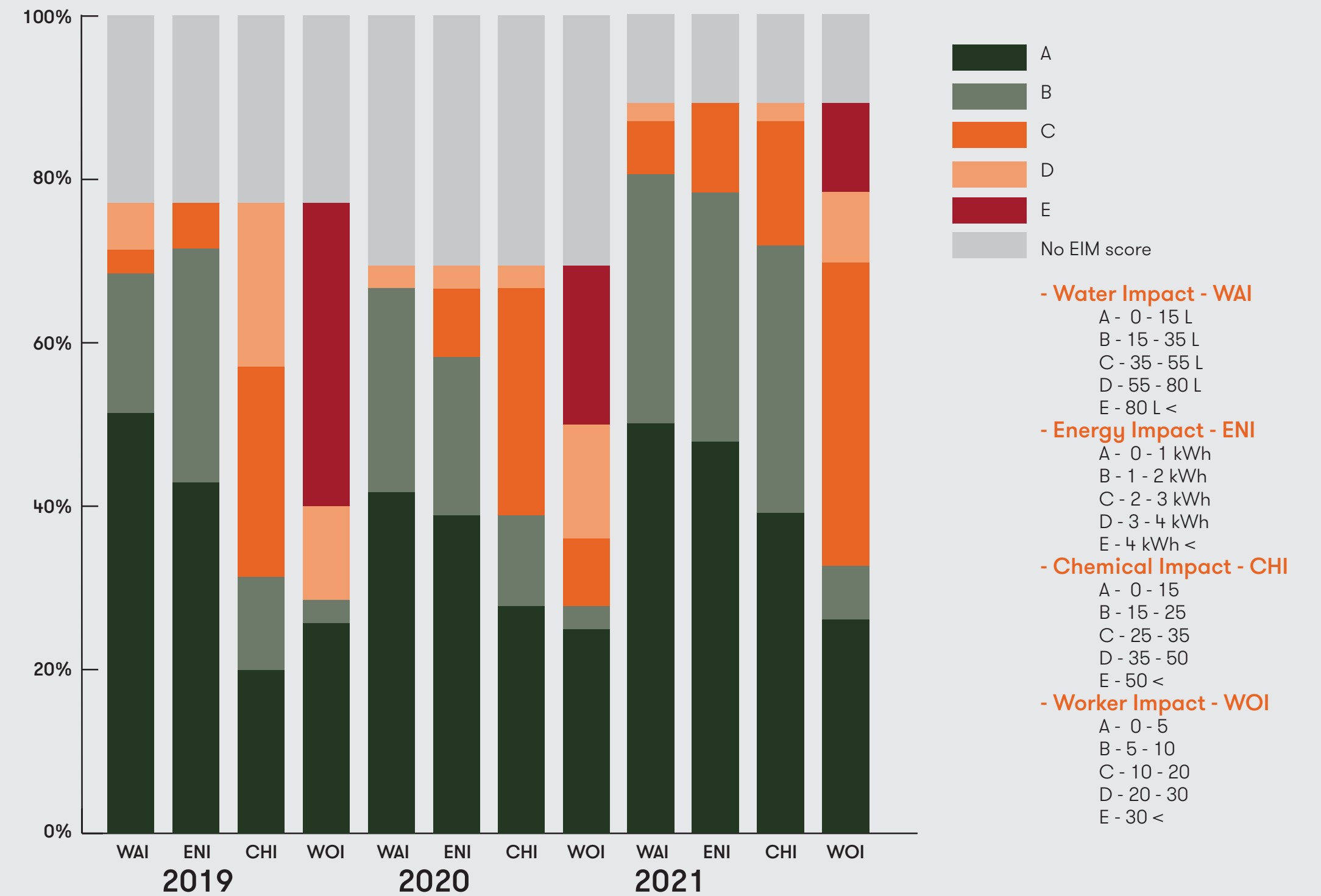
- Green low EIM score
- Orange medium EIM score
- Red high EIM score
- No EIM score

- Total EIM Score
 Low - 0 - 33
 Medium - 34 - 66
 High - 67 <

EIM TOTAL SCORE



EIM SEPERATED IMPACT SCORES



EIM stands for Environmental Impact Measuring. This tool is developed by Jeanologia, a company which develops sustainable technologies for fabric and garment finishing. EIM calculates the exact water, energy, chemicals and worker impact of the laundry processes of our denim products. There are three different score levels: high, medium and low impact. Together with our suppliers we always strive for a green low impact score. This is the biggest challenge for the lighter and heavy worn-in look washes. Almost all our denims had a green impact score in 2021, but we're striving for the 100%.

EIM SCORE

ENVIRONMENTAL IMPACT MEASUREMENT EXPLAINED

We use the EIM score to see what processes are used for our denim washes and work with our suppliers to improve these processes. Based on the wash recipe that the supplier uses the EIM score is calculated. We can decide to substitute and eliminate processes or choose different chemicals to improve. From June 2021 on all denim styles have been measured with the EIM score. For 2022 the goal is to produce only denim styles with green low impact EIM scores.

WATER IMPACT AVERAGE SCORE - 28,8 L

The laundry process is a water-intensive phase of production, with a water impact expressed in liters per garment. A conventional wash uses around 70 liters per garment.

Our 2021 EIM scored denim use from 2 to 57 liters, but over 50% of washes use less than 15 L.

ENERGY IMPACT AVERAGE SCORE - 1,9 kWh

The machines also need energy to run. The energy use is expressed in kWh per garment. A conventional wash uses around 1,5 kWh per garment.

Our jeans use from 0,16 kWh to almost 3 kWh, depending on the kind of machineries and amount of steps needed.

CHEMICAL IMPACT AVERAGE SCORE - 30,9

The chemical impact is based on the environmental impact of the chemicals used, categorised in high, medium or low impact.

We continuously work on experimenting with new and better chemicals to achieve the same preferred look. Getting to know how new chemicals work takes time. Some trials have gone wrong as well, when the chemicals reduced quality of the fabric for instance. But, we keep trying.

WORKER IMPACT AVERAGE SCORE - 25,7

Worker health is also based on the chemicals handled, since it can be hazardous for the worker to work with the chemicals. Worker health is categorised on the number and gravity of illness that can derive from the operations performed.

For instance when sanding paper is used, dust is released into the air which can be harmful. Or when a chemical is sprayed the worker can also be exposed without proper protective wear.

ENERGY IMPACT

GREENHOUSE GAS EMISSIONS

One of the most well-known impacts on the environment is the emissions of greenhouse gasses, such as CO₂. We try to limit these in different ways and in different parts of our supply chain.

KUYICHI EMISSIONS

In our office all the lights are LED lights to reduce the energy consumption. The office is fully powered by Dutch green energy through Vandebron. Our energy is produced by the four (!) wind mills of Jacques and Anny Vrolijk in Lelystad (NL). Vandebron also compensates the emissions from our natural gas use with Gold Standard projects.

WAREHOUSE EMISSIONS

Our orders are shipped from our warehouse in the Netherlands - Montapacking Roosendaal BV. At this warehouse the packaging of our suppliers is recycled and re-used to send goods to our retailers. They are ISO 14001 certified and are part of the 'Blauwzaam energieconvenant II'. Our warehouse also fully runs on green energy by the local renewable energy sources of Engie.

SUPPLIERS EMISSIONS

Our suppliers are all very conscious about their energy consumption. Most of them have targets to decrease the amount of energy or CO₂ emission. Some even up to 40% targets. The target can be on a product level, use 10% less energy per garment/m² of fabric for instance. More than half of our suppliers use renewable energy, for their full facility or for a part of their energy consumption. This is not only through buying green energy, also by installing solar panels on their own roof.

CARBON OFFSETTING

With the help of the Climate Neutral Group we estimate and offset our transport and office emissions since 2019. Climate Neutral Group provides carbon management and offsetting services with the goal to get to a net-zero carbon economy.

Together with them we compensate our carbon footprint with a Gold Standard project in Turkey. Gold Standard means that every credit you buy reduces 1 ton of CO₂ in the atmosphere. Climate Neutral Group also excludes wind, sun and biomass projects since they can be profitable without the additional investments of CO₂ compensation and focus on projects which need the extra funding.

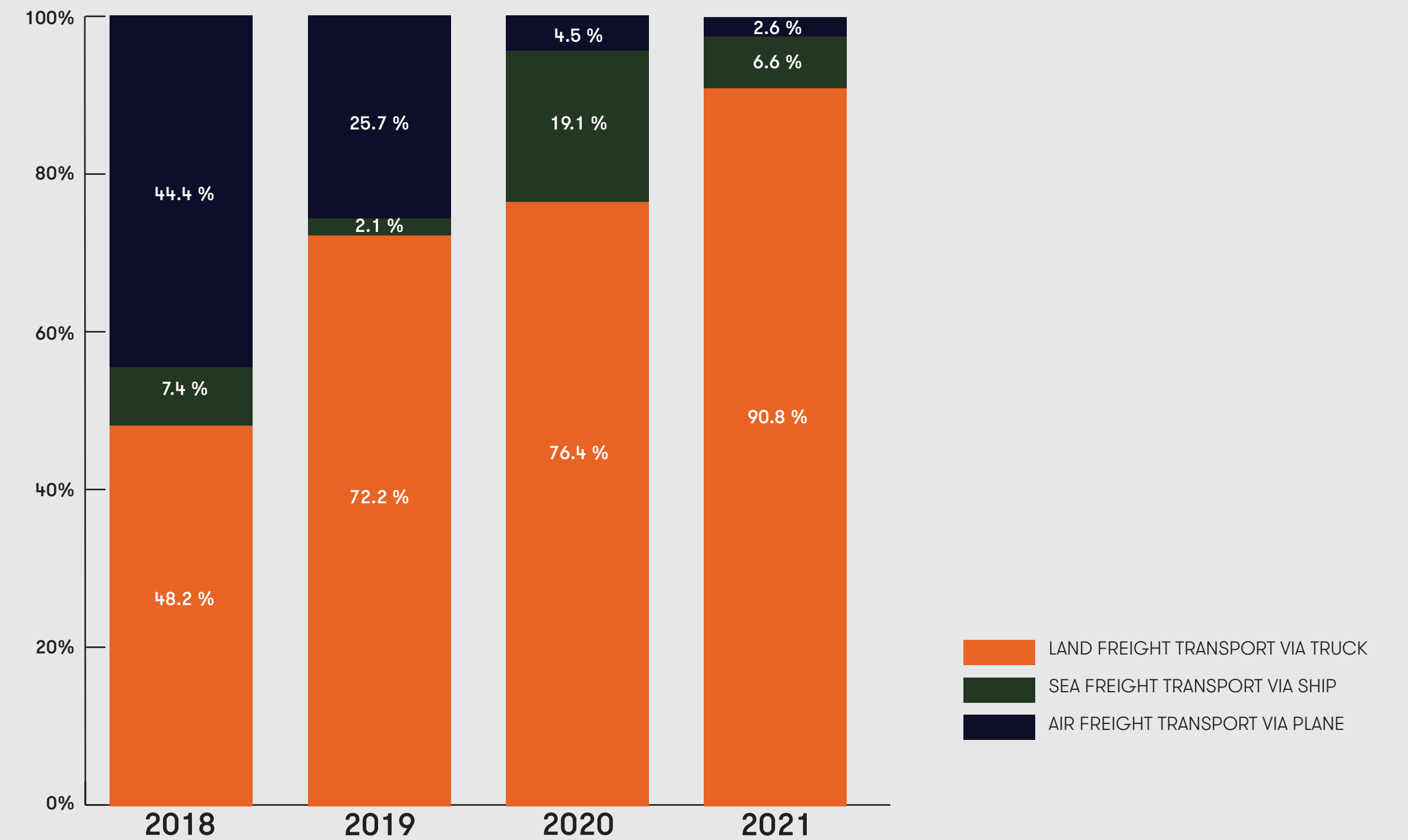
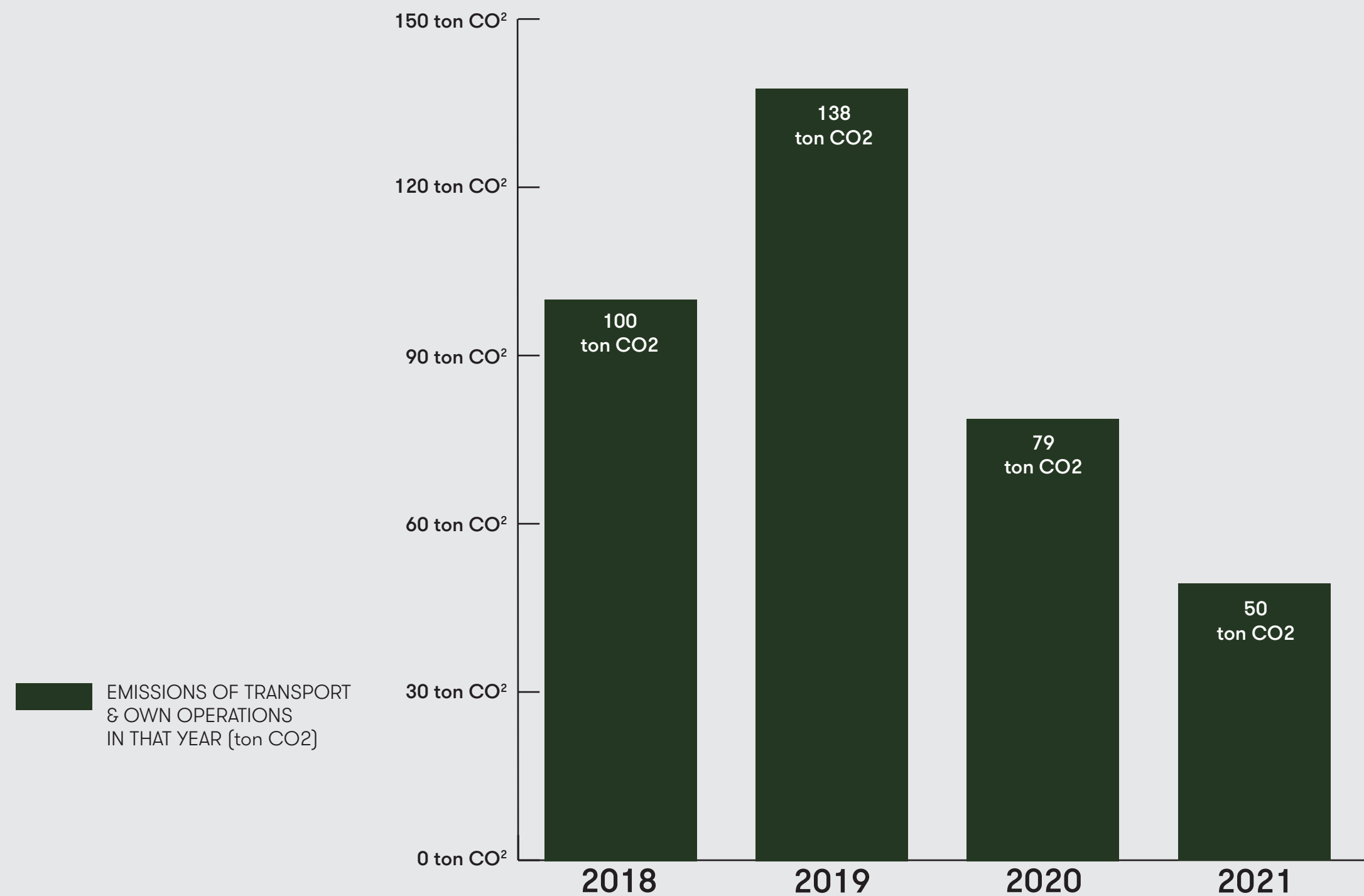
In 2021 we compensated our transport and own operations which totaled at 40 ton CO₂

Climate Neutral Group 
for better business

EMISSION DATA

CO2 EMISSIONS OF TRANSPORT & OWN OPERATIONS

TRUCK, SHIP, PLANE TRANSPORT IN %



Transport is only a part of the problem when it comes to greenhouse gas emissions, but it is a part that you have a direct influence on. We already brought down the transport kilometres between suppliers by local sourcing of both fabrics and trims. But we still need to transport the final products to our warehouse in the Netherlands. For this we use land, sea and air transport, depending on where the products are coming from. Air transport is only a tool for us to reduce pressure for our suppliers. It's faster and therefor gives more time to the supplier if delivery times get into trouble. This avoids unnecessary overtime. We constantly work on limiting our air transport by improving our buying practices, which you can see has decreased over the years.



I am fully plantbased, made completely out of corn instead of oil. Good-bye plastic!



I break down in home compost in 6 months (if you don't think that is impressive ask a plastic bag how long it takes...)



Make sure you remove any labels before chucking me on the compost heap

To get our product to your doorstep, we started using eco-friendly packaging by Noissue in 2021. Noissue is a sustainable packaging company that creates our packaging from corn-based biopolymers. It's stretchable and waterproof, to make sure your pure goods safely arrive to your doorstep. We're happy to be using their 100% compostable mailers!

On top of all this compostable goodness, Noissue plants a tree in areas of need, in order to fight global deforestation! You'll find the eco-alliance logo on our mailers and we hope that by joining forces in the eco-alliance, we can be part of a solution.



I AM 100% COMPOSTABLE

Make sure you remove any labels before chucking me on the compost heap

SUSTAINABLE DEVELOPMENT GOALS

PRIORITISED SDG'S

The United Nations adopted the Sustainable Development Goals (SDGs) in 2015, as a worldwide call to action to end poverty, to safeguard the environment, and to ensure that everyone lives in peace and prosperity by 2030. The 17 SDGs can be categorized under biosphere, social and economic goals. They are all interlinked and together they show the way towards a better world. To realize the SDGs in all contexts, all of society's creativity, knowledge, technology, and financial resources are required. This means, we as a brand can also use our resources to work on these global goals. Below you'll find our prioritised SDG's, on the next page you'll find an overview of all SDG's and how we relate to them.


3 GOOD HEALTH AND WELLBEING



- 3.8 Access to quality essential healthcare services
- 3.9 Reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

It is really important for us to know that our operations encourage good health and wellbeing for workers in our supply chain. We do this through the framework of our Fair Wear Foundation membership. Safe working conditions include access to essential health care and a safe working environment, free from hazardous chemicals.

6 CLEAN WATER AND SANITATION



- 6.3 Improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials
- 6.4 Substantially increase water-use efficiency across all sectors
- 6.5 Implement integrated water resources management at all levels
- 6.6 Protect and restore water-related ecosystem

We want to keep our chemical impact as low as possible, so no hazardous chemicals can pollute or contaminate air, water and soil in the community our facilities are based in. Our dyeing facilities all have good wastewater treatment plants in place. Through improved laundry processes like laser, ozone and E-Flow techniques we increase our water-use efficiency.

12 RESPONSIBLE PRODUCTION AND CONSUMPTION



- 12.4 Achieve the environmentally sound management of chemicals and all wastes throughout their life cycle and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
- 12.5 Substantially reduce waste generation through prevention, reduction, recycling and reuse
- 12.6 Encourage companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle
- 12.8 Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Through choosing lower impact and recycled materials, we aim to increase the sustainable management and efficient use of natural resources. Next to the sustainable practices that are already in place, we encourage our suppliers to constantly improve their practices. We also see customer education on sustainability as an important part of our responsibility.

17 PARTNERSHIPS FOR THE GOALS



- 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources
- 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

When moving towards a more sustainable future within the industry, it's important to share knowledge and innovate together. Through multi stakeholder partnerships we are able to share and receive this knowledge and expertise. Some of our most important partner- and memberships are with Fair Wear Foundation, Textile Exchange, Transformers Foundation and the Dutch Agreement on Garments and Textiles (AGT).



1



NO POVERTY

1.1 Eradicate extreme poverty

- FWF membership

2




ZERO HUNGER

2.5 Maintain the genetic diversity of seeds, cultivated plants and animals

- Non-GMO certified organic cotton seeds

3



GOOD HEALTH 3.8 & 3.9

- FWF Membership
- GOTS and GRS certification
- Good wastewater treatment plants at dyeing facilities
- EIM scores
- Use of laser, ozone and E-Flow techniques in denim laundry process
- (M)RSL list (REACH, OEKO-TEX 100 and ZDHC)

4



QUALITY EDUCATION

No actions are taken on this goal

5




GENDER QUALITY

5.1 End all forms of discrimination against all women and girls
5.2 Eliminate violence against all women and girls in the public and private spheres
5.5 Ensure women's full and effective participation and equal opportunities for leadership

- FWF Membership
- FVO subsidy project (start 2022)


6



CLEAN WATER 6.3, 6.4, 6.5 & 6.6

- GOTS and OCS
- Materials with lower water footprint
- Good wastewater treatment plants at dyeing facilities
- Use of laser, ozone and E-Flow techniques in denim laundry process
- (M)RSL list (REACH, OEKO-TEX 100 and ZDHC)

7



CLEAN ENERGY 7.2 Increase the share of renewable energy in the global energy mix.

- All own operations are powered by renewable energy
- Part of our suppliers use renewable energy for their facilities

8



ECONOMIC GROWTH

8.5 Achieve full and productive employment, decent work and equal pay
8.7 Take measures to eradicate forced labour, end modern slavery, human trafficking and the worst forms of child labour
8.8 Protect labor rights and safe and secure working environments for all, including migrant, workers.

- FWF Membership

9



INNOVATION

No actions are taken on this goal

10



REDUCED INEQUALITIES 10.4 Adopt policies, especially fiscal, wage and social protection policies, to progressively achieve greater equality.

- FWF Membership

11



SUSTAINABLE CITIES

No actions are taken on this goal

12



RESPONSIBLE CONSUMPTION 12.2, 12.4, 12.5, 12.6 & 12.8

- GOTS and OCS
- Lower impact materials
- Good wastewater treatment plants at dyeing facilities
- Use of laser, ozone and E-Flow techniques in denim laundry process
- (M)RSL list (REACH, OEKO-TEX 100 and ZDHC)
- Collaborate supplier improvements
- Customer education

13



CLIMATE ACTION 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

- Customer education, like:
 - Water Report
 - Fashion Revolution
 - Kuyichi blog

14



LIFE BELOW WATER 14.1 Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities

- Good wastewater treatment plants at dyeing facilities
- (M)RSL list (REACH, OEKO-TEX 100 and ZDHC)

15



LIFE ON LAND 15.2 Promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation

- Materials sourced from sustainably managed forests, FSC or PEFC certified (Lenzing)

16



PEACE AND JUSTICE 16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children

- FWF Membership

17



PARTNERSHIPS 17.16 & 7.17

- FWF Membership
- Dutch Agreement for Garments and Textiles
- Textile Exchange
- Denim Deal



**“WE SEE OUR SUPPLIERS
AS PARTNERS
WE INNOVATE AND
IMPROVE TOGETHER”**

THANK YOU TO OUR PARTNERS

We believe that to really make a change, you need all the partners throughout the chain. From farmer to consumer and from factory owner to pattern cutter. The fashion supply chain can be complicated, but we do love that it shows how we can all rely on each other as well.

SHOUTOUT TO OUR SUPPLIERS

Kuyichi brings you pure goods, but we would be nowhere without our kick-ass suppliers. Without the knowledge of our suppliers, our products wouldn't be as good as they are. So let's not forget, the power is in the chain.

BIG THANKS TO OUR RETAILERS

We wouldn't be here without our dedicated retailers. We're happy that over the years the amount of shops that have Kuyichi in their portfolio have grown. Some of these retailers have been with Kuyichi for over a decade, others have just joined. But without them, we couldn't do, what we are doing. We want to thank them for their trust and hope that we will continue our work together for a lot of years to come!

NGO'S & PARTNERS

The fashion industry is ever-evolving and we couldn't keep up without the relentless work of our partnerships. We rely on their research work, recommendations, initiatives and certifications to educate ourselves and improve our way of working.



FAIR WEAR FOUNDATION

Beginning of 2020 we officially became a Fair Wear member. The Fair Wear Foundation is an international independent organisation that fights for better labour conditions in the fashion industry, by working together with its members to improve their supply chains.

MODINT

Modint is a Dutch trade association for fashion and textile brands, manufacturers and suppliers. We're happy to be a Modint member because they've got a lot of in-depth knowledge and help us to keep up to date on the latest developments. They're also a partner in finding solutions for challenges we face both business- and impactwise.



CIRCLE ECONOMY

Circle Economy is an NGO that wants to accelerate the implementation of the circular economy. They've been our partner in the development of our Take Back system in the Switching Gear project and have increased the knowledge around circularity within the Kuyichi team.



CONTROL UNION

Control Union is the certification body that audits us for our GOTS and GRS certification. Every year they check our own policies to see if they can extend our certificate for another year.



TEXTILE EXCHANGE

We've been participating in the Textile Exchange Corporate Fiber & Material Benchmark (CFMB) since 2017 together with over 200 brands. This benchmark shows us how our way of working with materials compares to the industry and shows us ways to improve our practices.

WATER FOOTPRINT IMPLEMENTATION

The Water Footprint Implementation is part of the Water Footprint Network and provides powerful insights for businesses to understand their water-related business risk. They've calculated the water footprint of a couple of our jeans to create new insights into our water policies.



AGT - DUTCH AGREEMENT OF GARMENTS AND TEXTILES

The AGT is a coalition of brands, branch organisations & NGO's that aim to improve working conditions, prevent pollution and promote animal welfare in the industry. This is based on the OECD guidelines. Kuyichi has been part of the agreement since January 2019. 2021 was the final year of the AGT.



LETTER OF THE *SUSTAINABILITYMANAGER*

"When you know better, you have to do better." That is the mantra I try to live by personally and in my work for Kuyichi. Kuyichi has had a sustainable mindset from the beginning, back in 2000 and I am proud to build forward on that foundation.

I personally hope this report gives you clarity in the journey your clothes made before they ended up in your wardrobe. Not only by showing what we do, but also by breaking down the complexity of sustainability into understandable parts.

What is sometimes missed in the elaborate information of sustainability reports is the connection between these understandable parts. It's something that I am still amazed by to this day. How working on chemicals does not only result in cleaner garments. It also decreases pollution risks and creates healthier working conditions. It shows how even one single act can create a big impact.

I want to thank the full Kuyichi team and all our proud partners for working every day to change for the better. It is the shared drive to do better that helps transforming this industry. We will always keep improving the industry, it's what we're here for. Building a better system, one garment at a time.

Zoé Daemen





KUYICHI

PURE GOODS

WANT TO LEARN MORE?

You can always contact our CR manager on cr@kuyichi.com