

An aerial photograph of a coastline, showing white sand beaches curving along the edge of turquoise water. The water has a textured, wavy appearance. The sky is a pale, hazy blue.

# CAMILLA AND MARC

SUSTAINABILITY

COMMITMENT

An aerial photograph of the ocean with a series of waves breaking from the top left towards the bottom right. The water is a deep, dark blue, and the white foam of the waves is visible. The perspective is from directly above, looking down at the water's surface.

# Acknowledgment Of Country

**CAMILLA AND MARC acknowledges the Traditional Owners of country throughout Australia and recognizes the continuing connection to lands, waters, and community. We pay our respects to Aboriginal and Torres Strait Islander cultures; and to the Elders past, present, and emerging.**

# Contents

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- 04 **Our Journey**  
A Message From Camilla Freeman-Topper And Marc Freeman
- 05 **Our Purpose**  
Our Drive For A Better Future
- 06 **Our Progress So Far**  
Key Milestones
- 07 **Transparent Is The New Black**  
Designing For A Better Future
- 08 **Ovaries. Talk About Them.**  
Campaigning For Funds And Awareness Of Ovarian Cancer
- 10 **Our Vision**  
Moving Towards A Circular Business Model
- 11 **Our Design Ethos**  
Creating Timeless Clothing For The Future
- 12 **Designer's Manifesto**  
3 Guiding Principles To Becoming A Circular Fashion System
- 13 **Our Approach**  
The United Nations Sustainability Goals (SDGs)
- 14 **Our Sustainability Vision And Strategy**  
People, Product And Planet



## Our Journey

**CAMILLA AND MARC is a family business and as our family has expanded and our children have grown, we have come to more fully appreciate how profoundly our actions today impact future generations and we feel inspired to use our platform to create meaningful and long-lasting change. The fashion industry is wreaking harm on the planet and its inhabitants, and we have made a decision; to change or to stop.**

In 2019, we embarked on a journey to evolve from a traditional linear model to a circular model, a gold standard in true sustainability. We made it our business to radically shift from a company that simply looked at reducing its impact, to one that evolved the way we worked by placing the importance of the planet, and people, at the heart of every decision.

We operate in an inherently unsustainable industry and systemic shifts are required at a global level in order to drive significant change. Through our industry accreditations and third-party alignments, we are committed to playing an active part in the global conversation in order to clean up the mess we have made collectively.

We are not perfect, and will never claim to be, but we do promise to make it our mission to address the problems that plague the industry in our own backyard with innovative solutions that adhere to the Sustainable Development

Goals defined by the UN that put the planet, and people first.

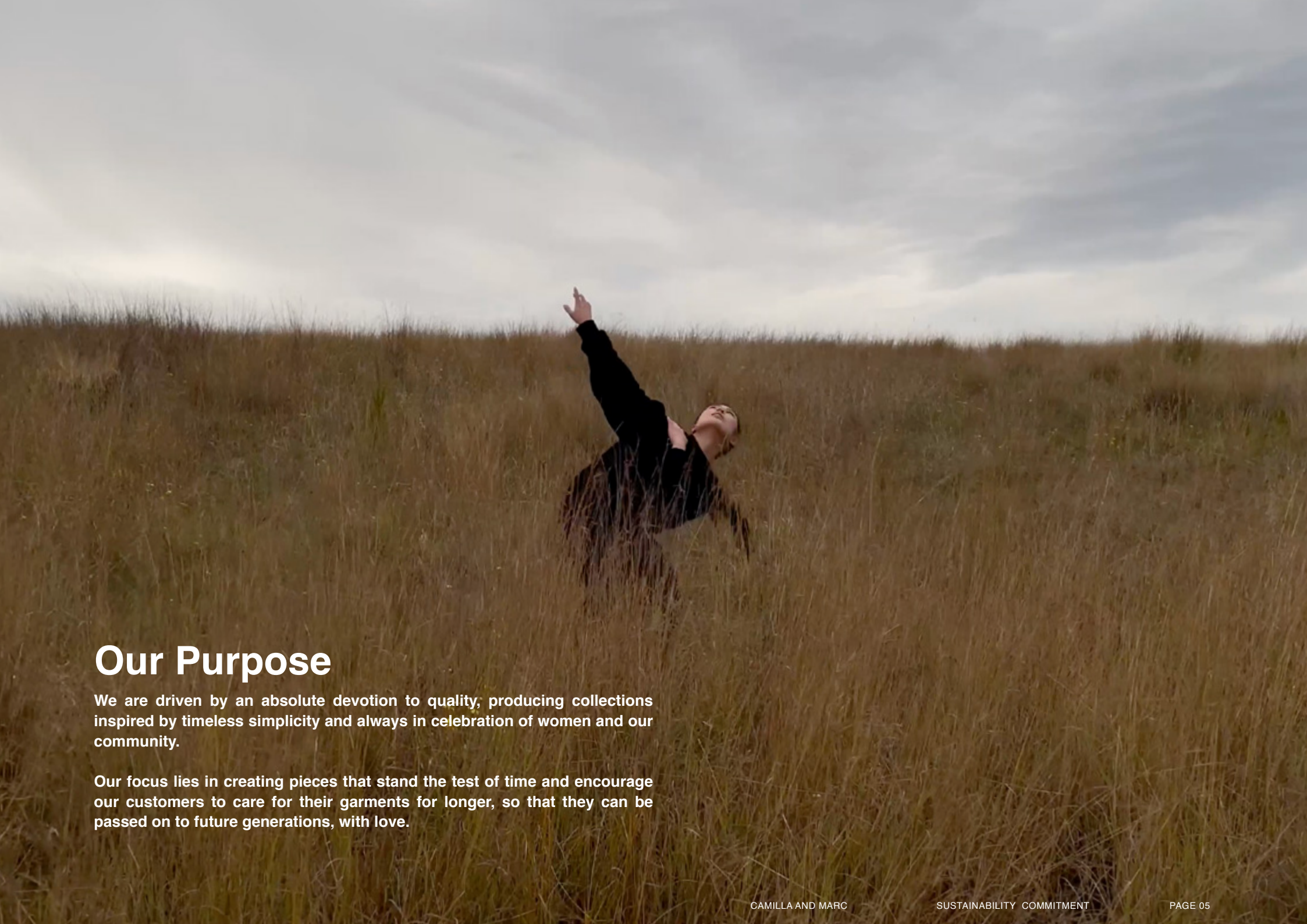
In the last 18 months we have made fundamental structural changes to our business in order to shift the way we work, including the appointment of a Sustainability Consultant and the development of a strategic 3-year plan. This plan sets the foundation for us to be a responsible, future proofed business for generations to come.

Now, there is a greater intention that drives the CAMILLA AND MARC business - to leave this world in a better place for future generations. With this goal as our guiding light, our children can one day look to us in the knowing that we collectively changed course for the better, to give them the future they deserve.

We look forward to taking you on the journey with us.

***“It’s impossible to ignore the negative impacts we are all having on the world. In order to ignite change, we must use what’s in our own hands to shift and mold the future. CAMILLA AND MARC has taken significant steps over the years to mitigate these impacts and move towards a future that is more circular, responsible and transparent. We are excited to be sharing this journey with our customers.”***

Marc Freeman, Chief Executive Officer



## Our Purpose

We are driven by an absolute devotion to quality; producing collections inspired by timeless simplicity and always in celebration of women and our community.

Our focus lies in creating pieces that stand the test of time and encourage our customers to care for their garments for longer, so that they can be passed on to future generations, with love.

# Progress So Far

This sustainability journey has been a long time in the making, with a number of meaningful projects already initiated by CAMILLA AND MARC over the past 36 months including the following;

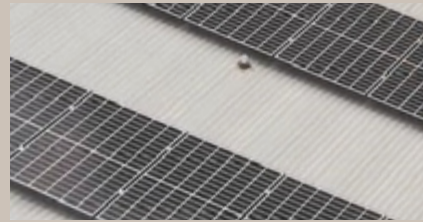
- Hired a sustainability expert to lead the development of a 3-year strategic sustainability plan which adheres to the Sustainable Development Goals as defined by the UN with a mission of moving the business to fully embrace a circular fashion system.
- Considered Sourcing using carefully selected fabrics based on their traceability and environmental impacts as often as possible.



- Updated consumer packaging to ensure that all gift boxes are made from a minimum of 80% post-consumer waste, mailers are certified as commercially compostable, bags are crafted from certified sustainably sourced paper.
- Supply chain audit completed to identify our impact on the environment. Including shifting the majority of our freight from air to sea to reduce carbon emissions.
- Established a Supplier Code of Conduct that stipulates the standard that we currently operate in. Available to read on our website.

- Excess Stock is donated to Thread Together, an organisation that supports the homeless, youth at risk, indigenous communities, survivors of domestic violence, refugees or long term unemployed and provides them with comfortable clothing to feel safe and warm, or people seeking clothing for a new job opportunities.

- Installed solar panels on the roofs at key stand-alone stores and our head office, with plans to roll this out Australia wide across all proven safe stand-alone stores in the next 2 years.



- Raised over \$500,000 via the OVARIES. TALK ABOUT THEM CAMPAIGN. As part of our commitment to people and women's health, we have launched our OVARIES TALK ABOUT THEM campaign in a bid to find an early detection test for ovarian cancer in the next 5 years, together with Associate Professor Caroline Ford at the Ovarian Cancer Research Centre, UNSW Sydney.



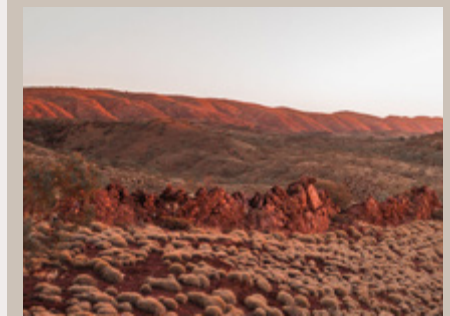
- Launched our first FUTURE NOW campaign in 2020, Where we utilised the CAMILLA AND MARC platform to provide a space where our community can share their powerful points of view. The campaign featured 12 incredibly inspiring and influential women who are devoted to making a difference, carving out their own paths through their unique and progressive points of view. The theme of FUTURE NOW is to act now, and be the difference we want to see in the industry, to drive powerful conversations, ask questions, be curious and represent what the future looks like.

- Created our Designer's Manifesto comprising 3 guiding principles and centres around our ultimate commitment to becoming a circular fashion system.
- Implemented a company-wide wellbeing day. Ensuring our commitment and responsibility to promote and maintain a healthy lifestyle and work life balance for our employees.

- Launched our first responsible capsule in this year's FUTURE NOW campaign. FUTURE NOW signals our ongoing commitment to act now and be the future we want to see. This seven-piece capsule collection is a meaningful step forward towards achieving our goal of becoming a circular business. Materials in the collection have been thoughtfully chosen for both their reduced impact on the environment and their performance capabilities.



- An annual internal education day has been established where employees can listen, learn and take part in discussions to drive greater understanding and awareness around our indigenous Australian culture.



# Transparent Is The New Black

Fueled by a dedication to innovation and a circular fashion system, CAMILLA AND MARC launches 'FUTURE NOW', a limited-edition collection that reinforces our commitment to being a responsible and future proofed business for generations to come.

Using fabrics that have been carefully selected with the aim to reduce environmental impacts, this new seven-piece sport capsule is our most considered and responsible to date. A series of high-performance recycled and certified organic materials, are then complimented by elevated design features, providing flexible, breathable support, durability, and freedom of movement.

FUTURE NOW signals our ongoing commitment to the environment and is a meaningful step forward towards achieving our goal of becoming a circular business.

## Materials Featured In The Collection

100% Recycled Polyester Label

100% Recycled Nylon Main

Recycled Zipper Teeth and Tape

100% Recycled Lining

20% Recycled Logo Patch

- 100% Recycled Nylon
- 100% Recycled Polyester
- Recycled Zipper Teeth and Tape
- 100% Certified Organic Cotton

THE ARI BOMBER JACKET





*“My brother Marc and I lost our mother to Ovarian Cancer when I was 11 and he was 13. It is with a renewed purpose and great determination that we now dedicate our lives to changing the face of this disease, and helping others avoid the same sort of loss and pain that we have.”*

Camilla Freeman-Topper, Creative Director

# Ovaries. Talk About Them.

**Ovarian Cancer: The Stark Statistics: There are no warning signs. There is no test. There is no cure.**

## **A Message From Dr Caroline Ford, Head Of Ovarian Cancer Research, University Of New South Wales**

The money we've raised for the 'Ovaries. Talk About Them' campaign is helping progress the development of an early detection test which is vital to improving survival rates for women with ovarian cancer. It has enabled my lab to take on two female scientists whose sole focus is early detection. To be able to concentrate on this one vital area is a privilege and we are so grateful that the funds have allowed us to continue this incredibly important work. The outlook is extremely positive.

In the last year, the team has identified a set of DNA changes specific to ovarian cancer and has begun the process of testing these in the lab on cells from patients, so we are hopeful that the results will be a game-changer for early detection and treatment.

The campaign was also effective because it spread awareness of the disease. It used outlets that we don't generally use in disseminating research – fashion magazines, influencers, weekend newspapers etc. This changed the reach, but also changed the messaging from being something abstract that you may have heard of, to a cause that you need to get behind.

**3**

The number of people in Australia who die of ovarian cancer every day.

**75%**

The number of people who are diagnosed at stage 3 or 4 of ovarian cancer.

**300,000**

The number of people diagnosed with ovarian cancer every year worldwide.

**1500**

The number of people in Australia diagnosed with ovarian cancer per year.

**46%**

The overall five-year survival rate for ovarian cancer patients.

**185,000**

The number of people who die of ovarian cancer every year worldwide.





**3000 T-shirts Sold**  
 Since the campaign started, we have sold 2500 T shirts and 500 hoodies with 100% of proceeds donated to the UNSW Ovarian Cancer Research Group.

**\$500,000 + Raised**  
 Kick-starting the further development of an early detection test and enabling the UNSW Ovarian Cancer Research Group to employ two key female scientists to focus solely on this work.

**100% Funds Donated**  
 To Associate Professor Caroline Ford and her team at the Ovarian Cancer Research Group, UNSW Medicine to raise the vital funds for the fight against this devastating disease.

**5 Year Goal**  
 In moving an early detection program into clinical trials within the next 5 years. We are on track to have this achieved by 2025



*“What’s remarkable about the campaign with CAMILLA AND MARC and the funds raised a year ago is that 100% of that money has gone directly to research.”*  
 Dr Caroline Ford, UNSW



## Our Vision

**Our vision for a more sustainable future centers around our belief in building a circular fashion system, where products and materials are selected for their longevity, responsibility and utmost quality in order to be worn for longer, re-used and re-circulated for as long as possible.**

# Our Design Ethos

The CAMILLA AND MARC design ethos centers around creating timeless clothing made with the utmost quality, care and craftsmanship. Creative Director Camilla Freeman-Topper designs effortless, elegant clothing, designed to be worn with ease, and passed down to future generations.

At CAMILLA AND MARC we believe in the power of women, and our job is to support women to be their most connected and powerful selves. In order to do that, we consider design holistically from a functional, cultural, emotional and economic perspective.

We have an obligation to consider a holistic design solution - how we source, make, use and ultimately how we re-imagine it for the future.

## Material Choice

We select our materials carefully to produce garments that will stand the test of time, with the lowest impact possible. And we strive to be at the forefront of searching for environmentally friendly materials. Our overarching goal is to avoid any of our garments ending up in landfill, so from the outset we select materials to make sure you will be able to wear your pieces for as long as possible, and beyond that, we consider deeply what will happen when you either can't wear it anymore or you would like to move on.

## Durability

At all stages of the design process, durability is considered. Products are made stronger by method of make and material choices, so that those pieces can last for longer.

In focusing on durability as it's own category, we can ensure our products last for longer.

## Versatility

Creating timeless wardrobing for women around the world is something that drives and motivates us. During the design process, we create products that easily adapt to style, trend and purpose.

The Simple Act of re-wearing something for two years instead of one reduces emissions by 24% (fashion pact).

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***“Our vision for a more sustainable future centers around our belief in building a circular fashion system, where products and materials are selected for their longevity, responsibility and utmost quality in order to be worn for longer, re-used and re-circulated for as long as possible.”***

**Camilla Freeman-Topper,**  
Creative Director



# Designer's Manifesto

Our design manifesto comprises 3 guiding principles and centers around our ultimate commitment to becoming a circular fashion system.

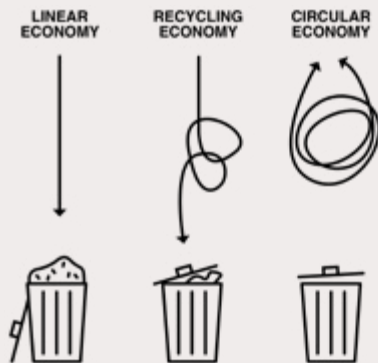


Fig 1. A circular economy is a system that minimizes its input of resources and output of emissions and waste.

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**Independent research shows that doubling the useful life of clothing from one to two years could reduce emissions by 24%, saving large quantities of freshwater and significantly cutting the release of hazardous chemicals** – Greenpeace

## Design For Circularity

Will This Product Be...

- Repairable
- Recyclable
- Compostable

## Use Responsible Materials and Processes

Can This Material Be...

- Made with a lower environmental impact
- Made from recycled or renewable materials
- Internationally Certified

## Design To Last Longer

Will This Product Be...

- Exceptional Quality
- Made To Last
- Timeless

# Our Approach

The environmental issues that impact the future of our planet, are vast and cannot be solved alone. Therefore, after deep consideration, we have aligned our business sustainability objectives with the common agenda of the United Nations Sustainable Development Goals. Only with a collective global action and framework, will we have the opportunity to achieve our ambitions for a sustainable future and minimise the harm that has already been done to the planet, that we as a single business cannot change alone.

## United Nations Sustainable Development Goals (SDGs)

The SDG's were "adopted by all United Nations Member States in 2015, (to provide) a shared blueprint for peace and prosperity for people and the planet, now and into the future. The 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed."

<https://sdgs.un.org/goals>

We have reviewed and recognized the SDG's as a benchmark for sustainable business practices across the globe and believe we can positively contribute to this common agenda. Our focus lies with the 7 SDG's that specifically align with the challenges that face our industry and our business. Whilst also ensuring we are not negatively contributing to any others. We have included the relevant SDG's beside our goals in this strategy.



# Our Product

## The Challenges We Face

### Materials

- The fashion industry was built in an opaque manner, making transparency of raw material suppliers difficult.
- Recycled fabric options are limited and many innovative materials are not at commercial level.
- There are expectations from customers relating to the performance and aesthetics of the fabrics we use.

### Packaging

- We require packaging to protect fabrics and our products throughout our supply chains.
- We rely on our customers to dispose packaging responsibly.
- We rely on the waste management infrastructure within the markets we sell to.

## Our Vision For CAMILLA AND MARC

- Build the foundations for a transparent and circular fabric supply chain.

- 100% packaging through our supply chain is recyclable, compostable, or reusable.

## Key Targets

- Continue to identify and pilot with fabric mills developing new innovative recycled fibres.
- Having already identified the higher impact fibres we use, we've developed a best practice fibre guide to continue introducing lower impact fibres into our products.
- 100% of our linings to be made from recycled sources by end of 2022.
- Continue to audit our packaging with the aim of reducing, eliminating and improving materials.
- Investigate the recycling and composting infrastructure within Australia and our major global markets.
- Investigate the opportunities for reuse packaging systems within our supply chain.
- 100% of our packaging be to recycled, compostable, or reusable by end of 2022.

## UN Sustainable Development Goals



# Our People

## The Challenges We Face

### Women's Wellbeing

• Over 300,000 women worldwide are diagnosed with ovarian cancer every year, yet there is still no test. There are no warning signs. There is no cure. General awareness of this disease is extremely low and therefore grossly underfunded worldwide.

### Gender Equality and Worker's Rights

• Gender equality is fundamental to the achievement of human rights and is an aspiration that benefits all of society. Around the globe, women dominate the workforce of the garment industry, representing approximately 85 percent of all garment workers.

• Different countries have different laws relating to workers' rights and wages. Unfortunately, the working environment for many workers in the garment industry include low wages, long working hours, and hazardous conditions.

• We have a relatively small influence on the global supply chain.

### Diversity & Inclusion

• Fashion has been one of the industries with a poor track record of diversity and inclusion

## Our Vision For CAMILLA AND MARC

• To show continued leadership and have a measurable impact on improving the health and wellbeing of women and all of our employees.

• Achieving full traceability and upholding human rights throughout our supply chain.

• We have an important role to play in improving diversity and equality in the industry, and we are committed to doing our part to build a more inclusive future for everyone.

## Key Targets

• Continue to raise global awareness for Ovarian Cancer through our OTABT Campaign.

• Early Detection Test Trials for Ovarian Cancer conducted by 2025 via UNSW Ovarian Cancer Research Centre.

• Establish a company-wide Wellbeing Day

• Offer free employee flu vaccinations and early detection ovarian cancer screening when available .

• Continue to conduct supplier risk assessments and develop a corrective action plan.

• Continue to receive 3rd party social compliance audits

• Continue to uphold our Supplier Code of Conduct.

• Continue to integrate our D&I working group into the business.

• Establish an annual education day in collaboration with Common Ground Australia for our employees to listen, learn and take part in discussions to drive a greater understanding and awareness around our indigenous Australian culture.

• Continue to improve diverse representation across our marketing channels.

## UN Sustainable Development Goals



# Our Planet

## The Challenges We Face

### Greenhouse Gas (GHG) Emissions

- Fossil fuels contribute 79% of total electricity generation in Australia (2019).
- We rely on global freight networks that are almost entirely powered by fossil fuels.
- We have no control over the energy policies of the jurisdictions our suppliers operate in.
- Our current local government's energy policy relies heavily on fossil fuels.
- We are experiencing a global climate crisis and we have a responsibility to play our part in keeping global warming to under 1.5°C.

### Waste To Landfill

- The fashion industry feeds a culture of wasteful overconsumption.
- The fashion industry is an extractive business model, drawing on natural resources and depleting the earth's biodiversity.
- There is a lack of infrastructure in Australia to support take back schemes.

## Our Vision For CAMILLA AND MARC

- To reduce our carbon emissions and become a carbon neutral business.

- Move towards a circular business model to eliminate our waste.

## Key Targets

- Map the carbon footprint of our business operations.
- Develop a carbon reduction plan and align with science based targets following completion of mapping.
- Achieve carbon neutral certification for our business operations by FY24.
- Where possible, CAMILLA AND MARC stand-alone buildings, to be powered by solar energy.
- Establish an annual tree planting initiative.
- Initiate conversation with industry on collaborating for circular infrastructure for the fashion industry in Australia.
- Continue to donate dead-stock clothing after sample sales to Thread Together.
- Implement our circular Designer's Manifesto and continue to produce high quality garments with longevity in mind.
- Investigate and implement new innovations with regards to end of life-cycle and dead-stock scenarios including but not limited to; donation, take back, resale, rental, repair, renewal and recycling programs.

## UN Sustainable Development Goals





# Transparency And Accountability

We know that transparency is essential for holding ourselves accountable to our commitments. This document will be the first of additional updates to come and will form the basis of our first company sustainability report.