

TOAST

Social Conscience Report

2020-2021



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Image:

A Message from our CEO

For 25 years, TOAST has championed a slow and considered way of life. As a responsible business, we want to leave the environments and communities we touch improved upon by our conscious actions.

Global clothing consumption continues to rise, and while our human consumption creates jobs and growth in developing nations, it also has an enormous environmental and social cost. In the face of a global pandemic, we took the time to reflect on our practices and articulate our approach to sustainability. As a result, we have created a roadmap that reflects our purpose and values by addressing social and environmental issues.

Our social conscience approach is an active journey, and one where we carefully consider every area of impact. This includes continuously addressing the needs of our teams and customers, reevaluating our product development, artisan collaborations and product lifecycle management. Ultimately, it means acting as a responsible business for all stakeholders – TOAST employees, our partners, customers and others within the industry.

Throughout 2020 and 2021, we made significant progress towards achieving our long-term goals. During this time we scaled back our collections to produce 20 percent fewer styles than previous seasons, swapped over to organic cotton, where possible, and expanded our free repair service TOAST Renewal, and clothes swapping initiative TOAST Circle, to extend a garment's life beyond its first wearer.

I am delighted to say that we supported the careers of ten New Makers, while supporting our growing alumni with mentoring sessions. We also raised over £38,000 for a number of charitable organisations spanning craft and the environment including Crafts Council UK, Textile Arts Center NY, No Kid Hungry, Moor Trees and Sugi.

The following report highlights each of our social conscience initiatives, our achievements, and the goals we are continuing to strive towards.

The natural world enables human life, and our cultural environment informs who we are. It is therefore essential that we work towards reducing our environmental impact and help preserve artisanal techniques for the future.

Suzie de Rohan Willner
TOAST CEO



Image by Suzie Howell

2020-2021 Social Conscience Highlights

TOAST Product & Production

- We scaled back our collections to produce 20% fewer styles and reduced the number of drops from six to four. Our hope is to reshape buying habits and advocate for quality and longevity.
- 85% of our products use purely natural fibres that are biodegradable (cotton, hemp, linen, sustainable viscose, wool, cashmere). Biodegradable fibres are inherent to traditional craft, which we are committed to supporting.
- 29% of our cotton womenswear products are organic. Cotton accounts for 70% of the total materials produced in our 2021 range.
- We introduced recycled cotton in our core lightweight denim, which contains 6% CCS (Content Claim Standard) certified repurposed cotton waste.
- We have long-standing relationships with our makers, suppliers and artisans; we've worked with our top 25 suppliers for at least eight years.
- We are working closely with our suppliers to obtain traceability through our supply chain. We are also increasing information on our suppliers to make this more accessible to the TOAST community. The map on page 21 shows the location of our Tier 1 (finished goods suppliers). This is where 70% of our products are made and shipped from.

TOAST Initiatives

- We expanded TOAST Renewal, our free repair service, and invested in a wider team of repair specialists to work out of six regional Renewal shop locations. Since launching, we have repaired 914 items bringing new life to these worn TOAST garments.
- To date, 7,000 people across the globe have attended one of our virtual repair workshops. Encouraging our community to engage in sustainable practices.
- Since launching TOAST Circle, our clothes swapping initiative, we have recorded over 1,500 swaps, despite multiple COVID-19 lockdowns.
- All entry-level TOAST employees earn at least the real Living Wage, which is above the UK government's National Living Wage and National Minimum Wage. We believe strongly in fairness and integrity, and remain committed to this standard moving forward.

20%

fewer styles and only 4 drops per season to reduce our waste.

85%
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are made from
solely natural
fibres.

29%

of the cotton in our
2021 womenswear
collections is
organic.

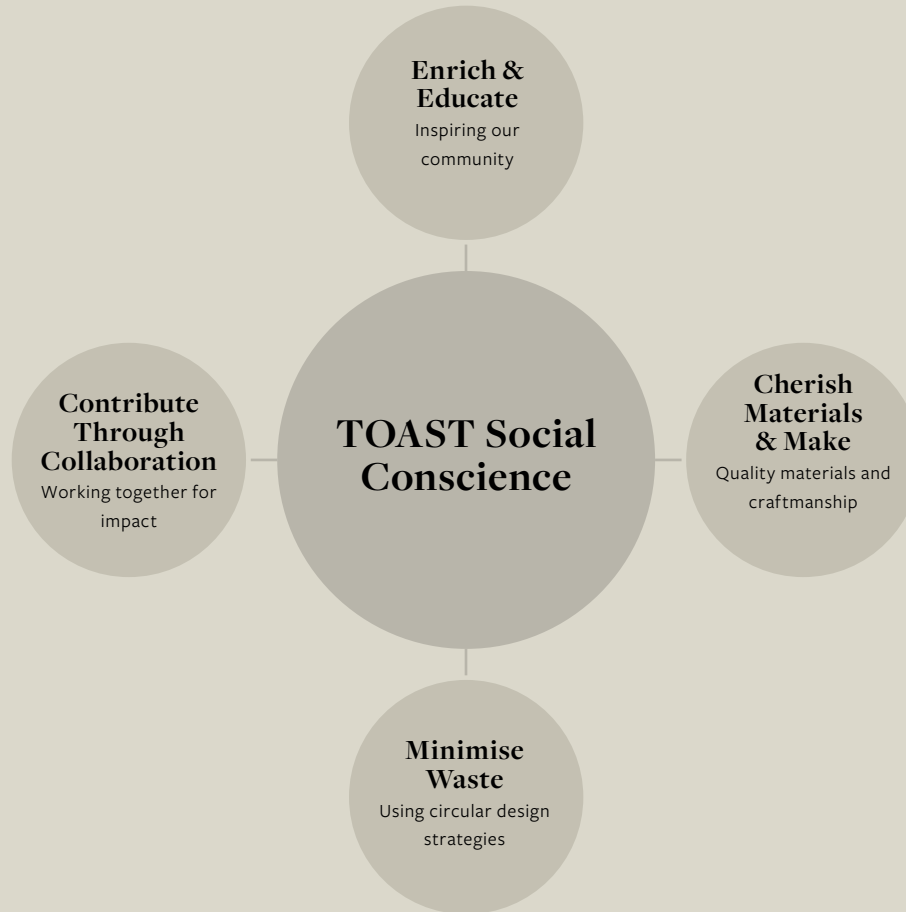
We have repaired
over 900

TOAST garments
through our free
repair service,
TOAST Renewal.

Over 1,500
clothing swaps
since launching
TOAST Circle.

Our Approach

As a business operating in the fashion industry, we know we have a responsibility to take action, to enrich and educate, contribute through collaboration, cherish our materials and minimise our waste. This includes constantly reviewing our impact areas, staying abreast of developments and ensuring that TOAST continuously learns, innovates and develops.



Enrich & Educate

Sharing Supplier & Product Information

Aiding more informed choices with each customer purchase

Social Conscience Attributes

A tagging system tracking sustainability initiatives across our supply chain

Mentorship

Equipping a new generation of creatives

Educational Events Programme & Online Content

Inspiring engagement with craftsmanship and sustainable practices

Our People

Nurturing individual growth, both personally and professionally



Image by Kendal Noctor

Sharing Supplier & Product Information

Over the last year we have focused on improving our maker and product information, allowing customers to make informed choices with each purchase.

Our Progress & Challenges

- We invested in new systems for product life cycle management (PLM), which allows us to divide work among suppliers more effectively and maintain fair and consistent order sizes to each supplier. It also allows us to monitor and accurately report on developments. This increases our efficiency throughout the product development process and will help us to set targets to ensure we do not overdevelop.
- The PLM data set will include our Social Conscience Attributes – a tagging system devised to track sustainable initiatives across our supplier base. From Locally Sourced Materials and UK Made to Artisan Craft and Efficient Water Usage, we will share which of these environmental and social initiatives each product is made under. This addition in our process will increase our transparency and drive our social conscience goals forward.
- We faced challenges in quantifying the production miles from raw materials to our warehouse for some suppliers. This was due to difficulties in tracing precise shipping routes, as well as some suppliers working to reduce carbon emissions in manufacture before shipping to the UK. To track carbon emissions we differentiated two attributes; UK Made & Locally Sourced Materials. UK Made applies to products manufactured within close proximity of our Swansea Warehouse, reducing transportation. Locally Sourced Materials applies to raw materials sourced in close proximity to the location of manufacture. For example, URI, the maker of our Rosa Basket, grows the abaca grass less than two miles from where the product is finished before shipping to the UK.



Image by URI

Social Conscience Attributes

A product level tagging system devised to track sustainable initiatives across our suppliers in specific areas where we feel we can have the greatest impact. Working with a broad range of suppliers and materials, the attributes allow us to track across all areas and create reports on each.

Artisan Craft	Ethically made by hand or made using simple tools in a small workshop or independent studio.
Heritage Craft	Celebrating heritage craft that requires traditional knowledge or a specialist craft process, often completed with a mechanised production line.
Organic Cotton	Main body of product is certified organic cotton.
Organic Material (non cotton)	Main body of product is 100% organic certified material. This does not include cotton.
Natural Dye	Dyed using natural pigments without the use of harmful substances.
Vegetable Tanning	Leather is tanned using natural materials and plant-derived tannins.
Social Initiative	Manufactured in collaboration with a charity, cooperative, educational programme or NGO.
Locally Sourced Materials	The main body of the product is made from raw materials sourced from the country of manufacture.
UK Made	Manufactured in the UK, adhering to our code of conduct.
British Wool	This yarn is spun and knitted in Britain by traditional, family-run manufacturers, adhering to our code of conduct.
Recycled Natural Material	The main body of the product is recycled material.

Recycled Synthetic	Synthetic composition has been replaced with recycled alternative.
Repurposed Materials	Composition is over 50% excess or repurposed materials .
Efficient Water Usage	Manufactured using innovative processing to minimise water usage or purify waste water.
Renewable Energy	Manufacture powered by sustainable energy sources.
Sustainable Land Practices	Farming or manufacture follows processes to promote sustainable terrestrial ecosystems, such as regenerative farming methods.
Fairtrade	Certification of Fair Trade standards between developed and developing countries.
Sustainable Certification	Certifications for sustainable practice above the industry standard.
Vegan	Animal derivatives replaced with vegan alternatives.
LGW Certified	Tanneries have been audited for environmentally conscious processing methods with relevant certification.
Sustainable Viscose	Viscose created from wood pulp sourced from more sustainable sources, or created from innovative alternatives to wood pulp.

Mentorship

Community is at the heart our business. Together, our aim is to inspire and equip the next generation of creatives, offer equal opportunities inclusive of ethnic background and socioeconomic status, and support in career progression and guide individuals along their chosen path.

Our Progress & Challenges

- Since its inception, our New Makers programme has created a springboard for artisans at the beginning of their journey, supporting their development and guiding their future direction. Through this not-for-profit initiative, we are able to give emerging craftspeople a platform along with one-on-one mentoring. To find our 2021 New Makers we reached out to a number of institutions and organisations globally to broaden our reach and inclusivity.
- As part of our ongoing partnership with Crafts Council UK, our current cohort, along with previous New Makers, took part in two mentoring sessions with the Crafts Council. The sessions focused on peer-to-peer support, ongoing actions and objectives. This included honing and developing their USPs, pitching work to others, managing workload, and tools to build resilience.
- Over the years, we have offered work experience and internship opportunities to college and university students seeking experience within a small design-led business. Each intern engages in projects across the departments, channels their creativity towards a particular brief, and develops their understanding of business-critical processes. While we were not able to offer internships during the pandemic, we took the time to review our current offering including how we can blend virtual and physical collaboration.

“ Being a part of the programme has allowed me to find the right audience for my work, encouraging the confidence to put more work out into the world. For this, and the many wonderful people I have met this past year, I am extremely grateful. ”

Kesley Dawson
New Maker 2021



Image by Suzie Howell

Educational Events Programme & Online Content

We are committed to nurturing creative communities, fostering thought and enriching others. Through our online content and seasonal events programme, we hope to educate and inspire our community by sharing craftsmanship from around the world and sustainable practices aided by our clothing care, repair and community initiatives.

From April 2020 – December 2021
15,275 people have attended
a virtual workshop
on a range of topics.

Our Progress & Challenges

- We have increased our digital and virtual offering. This has allowed us to connect with our wider community and enrich the digital experience through learning and doing. To date, more than 15,275 people have attended a virtual workshop on a range of topics. 6,991 people have attended our repair workshops.
- The TOAST Magazine and events programme have explored mending, reuse and repair through the lenses of sustainability, culture and storytelling. We have also explored traditional craft techniques found in our collection and seasonal foraging. Our hope is that our content prompts discussion and encourages the sharing of learnings to friends and family.
- The annual TOAST Creative Residency brings together our community of creative individuals. This year, we hosted our first blended event, with a three-day programme of engaging talks, workshops and live demonstrations both in person and online. The programme explored the reinvention and repurposing of natural materials and the benefits of collaborating with nature in design, our connection to nature and the importance of protecting it, managing forests and the environmental benefits of coppicing wood.

“ I have loved your workshops and lived in, repaired, enjoyed and shared your clothes, new and pre-loved, for 20+ years. I love your garments, imagery, staff, campaigns, and above all – ethos. It is so nice doing business with a company like you. ”

Melisa
TOAST Workshop Attendee

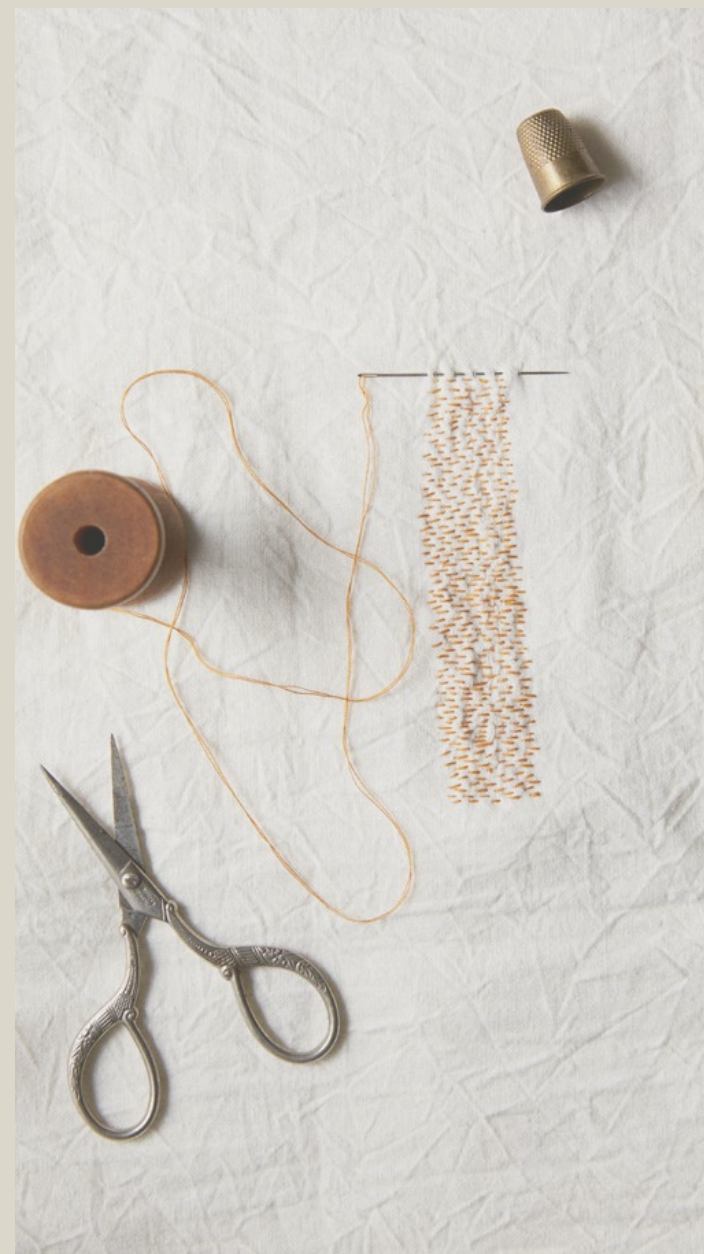


Image by Kristy Noble

Our People

We foster a thoughtful workplace, nurturing individual growth, both personally and professionally. We value creativity and encourage employees to present ideas, feel inspired about their work and to find meaning in their roles. Social conscience practices are integrated into new employee training and all employees are encouraged to share creative ideas and feedback.

Our Progress & Challenges

- We care deeply about our community and acknowledge the impact the pandemic has had on mental health and wellbeing. As support services are in high demand and can be difficult to access, we wanted to provide a solution for our people. In 2021 we committed to an official Employee Support Programme. This is an employer-funded programme offering employees (and their family members) confidential counselling and advice on work and personal issues.
- 66% of TOAST employees have been with the company for more than three years. It is our aim, as a value-based business, to demonstrate that success can be achieved while fostering a thoughtful way of life. That each one of us can make a difference, inspire one another and the broader community, to drive change in the industry, whilst being kind and collaborative.
- We believe that everyone should receive a fair wage in order to provide for their families and uphold a living standard that goes beyond a basic quality of life. We have ensured that TOAST employees, including those at entry level, earn at least the real Living Wage, which is above the UK government's National Living Wage and National Minimum Wage. We remain committed to this standard moving forward. You can read more about the real Living Wage on the Living Wage Foundation website.
- We have encouraged new ways of working and greater collaboration, found new creative solutions for critical business meetings as well as day-to-day operations. These learnings have inspired and informed our plans for a flexible working, hybrid arrangement, in order to continue with a suitable work-life balance.

Length of service based on 275 employees

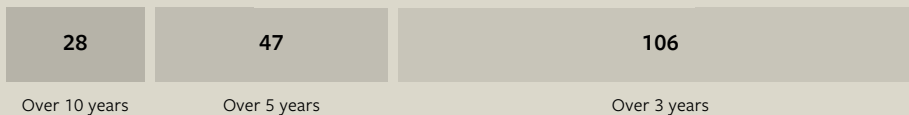


Image by TOAST

Looking Ahead

- Our Social Conscience Attributes will allow us to track specific aspects of our roadmap across all departments and create reports on each area. This includes Sustainable Certifications, Social Initiatives, Natural Dyes and Crafts, as well as attributes that relate directly to the United Nations' Sustainable Development Goals, such as Sustainable Land Management and Efficient Water Usage. Using this system we will set targets for each.
- We will publish our Social Conscience Attributes online, enabling our community to connect more deeply with our products and makers, discovering their unique stories. We anticipate that our attributes will expand over time as we learn more about our supplier base and design innovations. The attributes will also be included in product packs used by our store teams to inform our customers, raising awareness and allowing them to make more sustainable choices.
- We will launch the TOAST Mentorship Programme to inspire and equip the next generation. We will offer equal opportunities inclusive of ethnic background and socioeconomic status and support career progression, guiding individuals along their chosen path, by sharing practical suggestions and advice for potential challenges. We are currently exploring partnerships and collaborations with suitable organisations.



Image by Balázs Fromm

Contribute Through Collaboration

Supporting Makers, Suppliers & Artisans

Thinking long-term to drive change together

Charitable Partnerships

Longstanding commitments to global and local organisations

Diversifying Our Networks & Supporting Emerging Artists

Providing an inclusive setting to celebrate creatives



Image by Robbie Lawrence

Supporting Makers, Suppliers & Artisans

We have long standing relationships with our makers, suppliers and artisans; we've worked with our top 25 suppliers for at least eight years.

Our Progress & Challenges

- Our team visit the makers, suppliers and artisans we work with across our supply chain. We examine working conditions and ensure that we are happy with their practices. In addition, each supplier has an annual third-party audit. With travel so limited in the last 18 months, we have maintained close contact with suppliers via Zoom.
- Every year we collaborate with new artisans and independent makers to celebrate craft and support small scale production. In 2020 two small batch makers from Devon were introduced to the collection. Forge Creative designs and creates small runs of handmade objects for the home from its workshop in West Sussex. Peter Lanyon Furniture is a small team of skilled furniture makers based in south Devon.
- We strive to source suppliers and makers that set an inspiring example in their environmental or sustainable approach, expanding our range of thoughtful products. Geoffrey Fisher collects and cuts wood from nearby forests and local woodlands, utilising any waste wood where possible. We learned that wood cannot be stripped of bark all year round, it is best done in spring. In order to continue our work we expanded the collection and introduced a run of brushes in which the natural bark is central to the design.
- We find new ways of working with our suppliers each season. We have worked with La Maison Dar Dar for over 10 years, developing new products from kitchenware and vases to Christmas decorations. Maintaining this relationship allows us to help support the valuable work of their glass blowing artisans in Syria. Guanabana is another on-going supplier working with heritage craft. In 2020 we expanded the range to include Egyptian loom belts, toquilla palm baskets, fique pouches and handwoven espadrilles, all from the 1,200 artisans they support in Columbia. In 2021 Guanabana was presented with an award from the Columbian embassy for outstanding contribution through their support of ancestral crafts.

“ We believe strongly in the preservation of craftsmanship, respecting cultural heritage and the communities we work with. ”

Helen McGowan,
TOAST Head of Production



Image by Roo Lewis

Charitable Partnerships

We are committed to supporting creative communities through long-term commitments to both global and local charities and organisations.

We helped Crafts Council to not only reach their £100,000 target for their Let's Craft appeal, but surpass it, raising over **£117,000**

Our Progress & Challenges

- We have supported Crafts Council UK through our seasonal events programme and collaborations. We helped Crafts Council to not only reach their £100,000 target for their Let's Craft appeal, but surpass it, raising over £117,000. Our contribution helped to bring creative materials to more than 11,600 children in need across England.
- Proceeds from our workshop exploring the sensory qualities of nature, with practising artist and Royal Drawing School tutor, Rosie Vohra were donated to Dartmoor-based UK charity Moor Trees. We raised over £3,000 to support their work, which involves rewilding the local landscape, building biodiversity and helping restore the balance between open moorland and rich forested valleys.
- Since July 2021, we have been supporting the Crafts Council's Young Craft Citizens fund – a programme of workshops, training and careers advice for young people from all backgrounds as they explore careers in craft and making. To date we have raised £4,620 through our events programme. Through ticket sales to our annual Creative Residency, we raised a total of £1,054.60. Additionally, 20% of on-demand sales will continue to be donated to the programme.



Image by James Bannister

Diversifying Our Networks & Supporting Emerging Artists

We aim to provide an inclusive setting, one where we celebrate and nurture our growing community of thoughtful, diverse creatives, both locally and internationally.

Our Progress & Challenges

- We evolved our marketing, imagery, and tone of voice to ensure we are more representative of our growing community of thoughtful creatives from diverse backgrounds. We've actively searched for and collaborated with a range of artists, musicians, visual artists, photographers, writers, dancers, models, and more – both in front and behind the scenes. However, we still have a long way to go to ensure our brand is more inclusive, and commit to continued action.
- We introduced a new initiative in which we select talented graduates to collaborate with us on our campaigns and press shoots. Each season, where possible, we will work with the chosen photographer to create vivid sets, cast the model and shoot the seasonal collection. We believe that on-the-job mentoring is highly valuable as they begin their journey in the creative industry. For SS21, we collaborated with photographer Delali Ayivi and set designer Bubby Nurse who both graduated from London College of Fashion in July 2020. Our next talent for AW21 was Tami Aftab, a recent graduate of BA Photography at London College of Communication, UAL.

“ We recognise how daunting it can be starting out in the industry. By giving Delali and Bubby creative freedom, they brought a fresh perspective to our collection without losing the rich texture of our own brand voice. ”

Katie Callaghan
TOAST Head of Brand



Image by Delali Ayivi

Looking Ahead

- We are committed to diversifying the crafts and techniques we champion in our collections. We will continue collaborating with artisans from around the world to create original fabrics and handmade pieces highlighting rich traditions and techniques.
- We continue to work with suppliers who share our values and align with our code of conduct. Where we seek collaborations each season, we are equally committed to continuing our work with these makers, finding mutually beneficial ways of working season after season.
- We will explore innovative ways of working with creative communities including global and local charities and organisations. This will include, but is not limited to, monetary donations through our seasonal events programme and partnership activations, as well as TOAST employees completing voluntary charity work with one of our partners.
- As part of our commitment to continued action, throughout 2022 we will host quarterly talks and lectures inviting all colleagues to engage in discussion and debate. The purpose is to open up conversation around diversity, challenge assumptions and address unconscious biases. Topics will include Race, Gender, Sexuality and Disability.

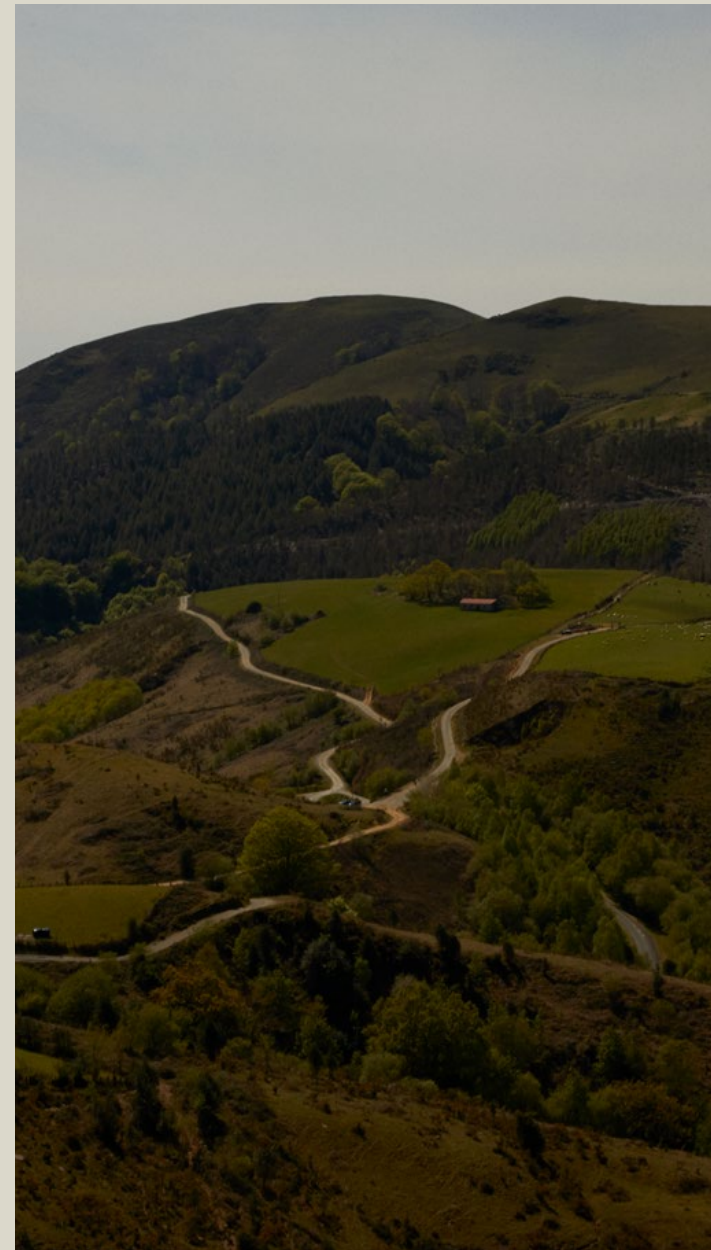


Image by Máté Moro

Cherish Materials & Make

Our Materials

Using biodegradable natural fibres and honouring timeless design

Recycled Materials

Increasing our use of recycled fibres to reduce dependence on finite resources

Supply Chain Mapping

Obtaining traceability in all product areas



Image by Robbie Lawrence

Our Materials

We aim to use natural fibres that are biodegradable. Currently 85% of our products are made from solely natural fibres including cotton, hemp, linen, sustainable viscose, wool, and cashmere. In some instances, we may choose to use synthetic materials for their durability and texture ensuring our products last as long as possible.

29%
of our cotton
range is organic.

85% of our products are
made from solely
natural fibres.

Our Progress & Challenges

- Cotton accounts for 70% of the total materials produced in our 2021 Womenswear collections. Out of all cotton produced, 29% is organic. Organic cotton is grown in a way that has significantly fewer negative impacts on our environment. No hazardous synthetic pesticides are used, less energy is used, fewer greenhouse gasses released and due to the improved soil quality, the process uses significantly less water. Increased demand for organic cotton has led to scarcity of yarn. This meant that we were unable to fulfil a selection of repeat orders for AW21 and our SS22 orders have also been impacted. While this issue sets us back for now, we are confident that we will meet our target of 80% organic by 2023.
- Our Menswear collection has been designed with provenance and sustainable credentials at its heart. 50% of the collection has a Social Conscience Attribute, whether that is Organic Cotton, Recycled Synthetic or British Wool. 11 out of 23 styles for AW21 are made from 100% organic cotton.
- The hemp, linen and cashmere in our collections are sourced from China, by some of the best textile manufacturers in the world. We are proud to be working with vertical suppliers - meaning that they handle every stage of the production process from farm to garment - and suppliers that champion durable and biodegradable materials.
- We have been assessing which certifications are most important for us at TOAST. Through our research, we have found that organic cotton certifications have been criticised for being awarded without adequate assessment. However, we are working to gather more information on this so that we can prioritise and obtain the relevant certifications including wool, sustainable viscose and hemp.

SS21 Organic % of cotton = 14%

AW21 Organic % of cotton = 47%

Total 2021 Organic % of cotton = 29%



Image by Toby Coulson

Recycled Materials

Recycled materials continue to be a fundamental part of our seasonal collections, especially as we seek out new innovations and eliminate single-use plastics.

Our Progress & Challenges

- As part of our commitment to increase our use of recycled fibres and reduce our dependence on finite resources, we have introduced recycled cotton, cashmere and wool into our range. Our core lightweight denim is fully spun, woven and finished by our innovative suppliers in Turkey. This helps us to achieve better locality and reduce our carbon footprint. 6% of the denim is yarn made from CCS certified repurposed cotton waste. Our recycled cashmere is sourced from Prato, Italy, where there is a long tradition of recycling wool and cashmere. Premium cashmere garments are broken down and the fibre re-spun into a new yarn for knitting. This produces an equally soft and luxurious yarn.
- Our use of recycled materials also extends into our accessories collections and collaborations. Specifically, we are seeking recycled alternatives to polyamide, polyester and nylon used in socks, swimwear and knitwear yarns, as well as recycled PVC in footwear. For AW21 we worked with Muehlbauer to source a natural alternative to the synthetic sheet used to create the peak of the Muehlbauer Wool Hat. We sourced a starched linen that will maintain the shape whilst providing a softer, crunchy feel that gives the hat more character.
- We have faced multiple challenges in replacing synthetic content in footwear, socks and hats, as synthetics are often used to increase durability of the product. However, this year we sourced a recycled alternative to the nylon we use in our socks. 80% of our AW21 sock collection used 20% recycled polyamide. As part of our ongoing collaboration with Falke we have introduced a Falke Family range which uses recycled polyamide and cotton from a certified source.
- We collaborated with long-term partner Solovair to introduce a more sustainable option for shoe soles. Our Forest Boot features the first recycled PVC sole we have launched. This product is a substantial development for us and our supplier in our journey to becoming more sustainable. Customers in the UK are also able to return their footwear to the factory for a sole replacement through their 'Soling Replacement Service'.
- 100% of our jewellery range is made using recycled metals. We have also reduced the use of gold plating which requires chemical processes and prevents the metal from being recycled. This year, we have worked closely with maker Emma Aitchison to replace her bestselling plated styles with recycled silver and partially recycled brass alternatives. Brass has a gentler colour than gold and can be fully recycled. New Maker Jodie Metcalfe's sculptural pieces of jewellery are made from recycled gold and sterling silver. She is also committed to using reclaimed gemstones and salvaged metals in their natural form.



Image by Tami Aftab

Supply Chain Mapping

At TOAST we make informed choices at every stage of the design and production process. We search globally for suppliers with the best strengths for their product areas, and have continued to work with our suppliers for many years because they demonstrate specialist skills and techniques. We strive to minimise our carbon footprint by trying to source raw materials local to the manufacturer. Some of our suppliers work with local mills that are between 20 – 200 kilometres away from the factory. We actively support UK-based makers to reduce our production miles.

The global textile industry has evolved, becoming extremely fragmented, meaning that the very best manufacturers are spread out across the world; for example, jersey produced in Portugal, cashmere fibre grown in China, and denim spun in Turkey. We have long-standing relationships with our Chinese suppliers many of which are small organisations specialising in a certain field as opposed to mass producers. They are based in Zhejiang Province, Jiangsu Province and Guangdong Province, and do not work with XPPC or any of XPPC’s affiliated companies. Two of our woven garment suppliers are based in Hangzhou and Suzhou – regions renowned for their silk production. We also work with knitwear suppliers offering farm-to-garment traceability.

Traceability is when a brand is able to trace the production of its products throughout the supply chain. Fully traceable products mean there is a method to inform the customer of the journey of all the necessary parts to create it from raw material and fibres to components and final assembly. This cycle is made up of four phases ending with the delivery to the customer. For example, tracing a cotton T-shirt from raw material to end product would include the farm where the cotton is grown (Tier 4), then the processor that spins cotton into yarn (Tier 3), onto to the mills where the yarn is woven or knit into

fabric, dyers, printers and trims added (Tier 2) and finally, to the manufacturer that cuts and sews the fabric into a finished product (Tier 1).

Tier 1	Finished Goods Assemblers
Tier 2	Materials Manufacturers
Tier 3	Fibre Processors
Tier 4	Raw materials suppliers

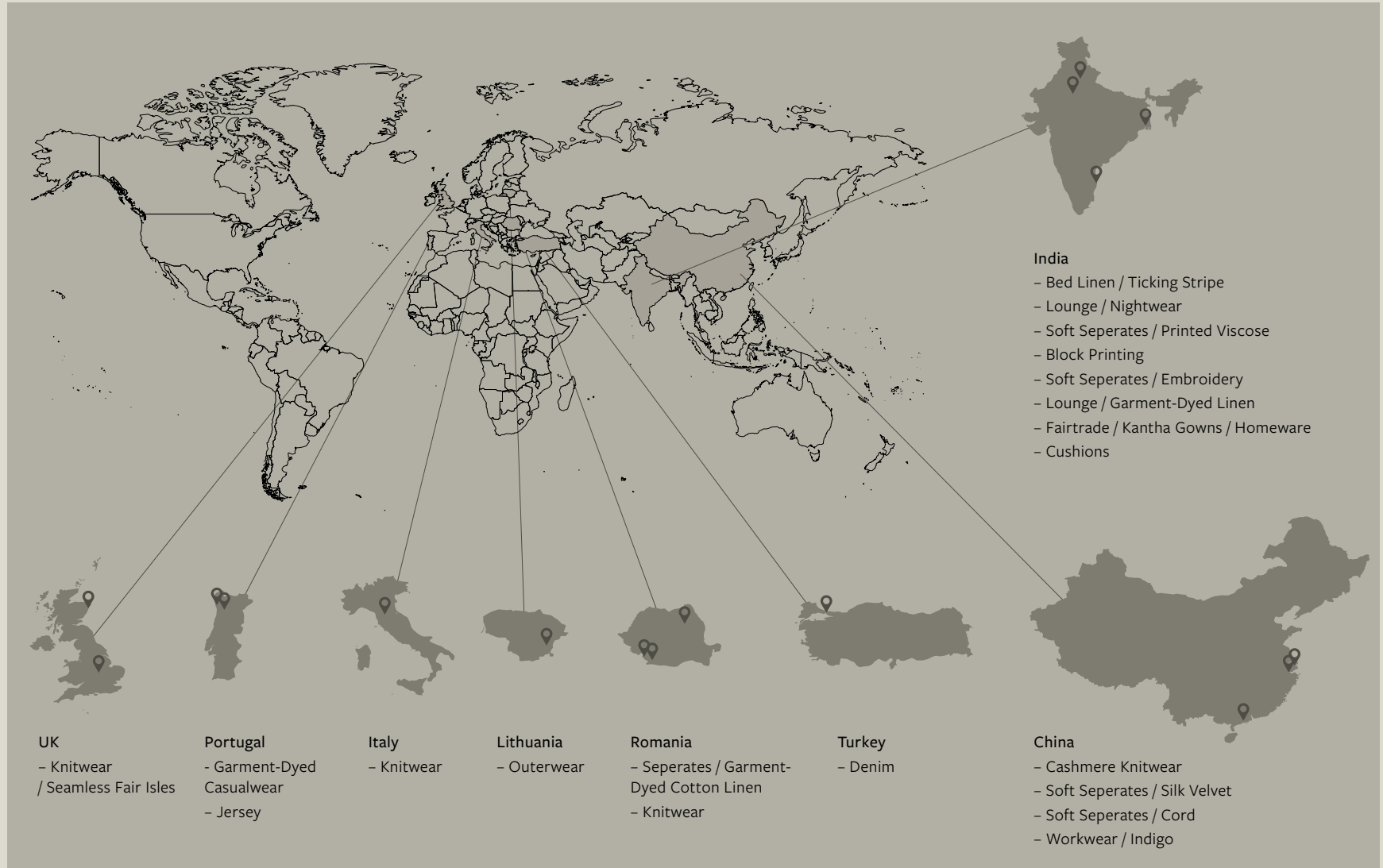
The fragmented nature of supply chains leads to challenges in obtaining reliable traceability. As a first step, driving transparency across our supply chain will enable us to address issues, drive positive action and build trust within our community. We are continuing to build strategic relationships with key supply chain partners, ensuring that each one is following best practises. This is crucial for how we manage our environmental and social impacts and we are committed to documenting our full supply chain. We intend to improve the traceability of materials manufacturers and fibre processes for each of our product areas.



Image by James Bannister

Tier 1 Suppliers

This map shows the geographical positioning of our Tier 1 suppliers, where 70% of our products are made and shipped from.



Supply Chain Mapping

We have focused our efforts on communicating the geographical makeup of our supply chain and we are working to continuously improve our systems for tracking and communicating data over time.

Our Progress & Challenges

- Our priority has been to work with our suppliers in obtaining traceability through our supply chain, and explore how we make supplier information more accessible to the TOAST community.
- In 2020, we created a working group focused on obtaining greater transparency and traceability within our supply chain. We began this process by breaking each product down into its component parts and identifying which suppliers to contact. Each of our Tier 1 suppliers received a letter informing them of our goal to review the origin, manufacturing methods and journey taken by all elements of the products we make with them. We are collaborating with each one to pull together key information on the suppliers they also work with. This data will include the journey from raw material type and where the fibre is spun, to dyeing and where the garment is made and finished. For example, we know that our 'Infinity' cloth is woven in Italy, the cotton is spun in Turkey, but grown in the USA, and the linen is spun in China but grown in France. The intention is that this continuous communication and collaborative way of working with our stakeholders will enable us to better understand our impact and take the necessary steps to reduce it.
- At present we do not have a way of accurately mapping our production miles, however, through our traceability work and new systems, we are laying the foundations to produce accurate reports on our progress. Determining the production miles used in the creation of our products, will allow us to identify where we can increase our locally sourced materials and lower production miles. The decision to source and produce in the same location supports local economies, increases visibility of each tier and reduces our environmental impact.



Image by Hempfortex

Looking Ahead

- We intend for 80% of our cotton to be organic by 2023. This will include our core garment-dyed products, yarn-dyed cotton and jersey fabrics.
- As well as our makers, we also work with fabric developers, dyers and growers. Throughout phase 2 of obtaining traceability we will continue mapping our Tier 2 facilities and beyond. This will show where our leading fibres and fabrics are sourced and woven.
- Our new systems enable us to log all information at fibre level. For example, the country of origin of fibre 1/2/3/4 in a finished fabric as well as the country of origin of the fabric i.e. the mill that weaves or spins the yarn.
- We will continue to explore ways to communicate effectively and transparently the source and impact of our products and aim to make this information available for our core products by 2023.
- Each season, we will continue to build our database of partners who are specialists in their field including sourcing raw materials locally. This approach will help us move closer to our goal of reducing our global footprint in the manufacturing of textiles and garments by 2023.



Image by TOAST

Minimise Waste

Leaner Collections

Scaling back our collection and re-shaping buying habits

Waste Management

Challenging unnecessary waste and sourcing alternatives

Repurposing Initiatives & Design Concepts

Turning waste into a valuable resource

Breathing New Life into Worn Garments

Incorporating circular initiatives such as clothing swaps and repairs



Image by Robbie Lawrence

Leaner Collections

Our seasonal product launches have moved away from the traditional seasonal fashion calendar. We adapted our strategy to significantly reduce our waste, producing 20% fewer styles than previous seasons. This structure ensures that every piece has a valued place in the collection.

Our Progress & Challenges

- We forecast our buy and focus on maximising our sell-through rate to avoid any excess product. Our aim is to minimise discounting and not overbuy solely for markdown sales. This year we took this a step further by placing smaller buys and managing the flow of stock with smaller frequent orders. This increase in small batch production and longer selling times reduces markdown and therefore waste.
- We reduced our collection drops from six to four. This has resulted in higher sell-through and waste reduction. Our hope is to reshape buying habits and advocate for quality and longevity. We know we won't see the full impact of our efforts immediately, however, our learnings so far have been promising.
- We use our archive sales and outlet stores to sell excess stock ensuring no usable or damaged clothing is incinerated or shredded.
- We launched TOAST Made to Order, a seasonless edit of transitional womenswear, accessories and homeware pieces. This considered approach of making each piece to order allowed us to produce to demand, reduce surplus and minimise waste. As a result of low demand and logistical challenges, Made to Order will be temporarily on hold while we conduct a full review of the process.



Image by TOAST

Waste Management

We are always thinking of creative ways to manage the by-products of our production. We have continued to challenge unnecessary waste, including paper, print production and the use of virgin plastic in our warehouses and shops.

Our Progress & Challenges

- We have completed our first step in the journey to eliminate single-use plastics at production level ensuring that all our polybags from TOAST designed and developed products can be recycled. This year, we are running a trial with our suppliers to source recycled polybags and biodegradable packaging that can be used for all of our warehouse deliveries. From SS22, we will move over entirely to recycled polybags and biodegradable bags, removing virgin plastic from the production process. All of our customer packaging is biodegradable and recyclable.
- We have started sourcing alternatives for all virgin plastics in products and packaging across our range, and have made some positive shifts in accessories and homeware. We now develop all packaging for each individual product to ensure packaging can be recycled. This extends to any bought-in products including the packaging of wellbeing items.
- Our pattern room technicians embarked on a short training course for a 3D design tool. The software enables us to visualise the design and technical aspects of the garment by creating virtual true to life garments, potentially reducing the number of samples required during the design development phase. We are still in the training stage of using this 3D pattern cutting software, however, it has already proven to be time and energy efficient resulting in significantly less sample wastage.
- We began selling TOAST fabrics in our London, Notting Hill shop. Each fabric is leftover from our production process and has been thoughtfully designed and developed by TOAST in collaboration with our mills around the world. We want to share our beautiful fabrics with our customers, inspiring them to embark on personal projects, making their own unique items with the knowledge that they are supporting us in our journey to minimise waste. We will continue to monitor the sales with a view to roll sales out across more stores in future.
- We reduced our paper usage by 13 tonnes in 2020. All printed materials are made from 100% recycled paper and are carbon balanced so any energy used during its manufacture is offset.



Image by Kristy Noble

Re-purposing Initiatives & Design Concepts

Our teams have developed creative approaches for turning waste into a valuable resource. This includes repurposing surplus materials and incorporating circular strategies into collection planning.

Our Progress & Challenges

- This past year, time spent revisiting our existing fabrics prompted new ideas for products, fabric combinations and techniques. Incorporating waste materials at the design stage and upcycling deadstock fabrics led to exciting, unique designs across our womenswear, small accessories and homeware. In collaboration with one of our Tier 1 suppliers, we have created a patchwork gown consisting of five leftover stock cloths from previous womenswear collections. The fabrics are a similar weight and include mul mul weaves. To create the piece, the design team selected a range of remnant fabrics and patchworked squares and rectangles to be used in our well known kimono gown shape.
- Our continued collaboration with India-based hand knit supplier Knit One Change One (KOCO), resulted in a hand knitted sweater for AW21. Each one was made using remnants of yarn, re-tying them together to make recycled yarn to knit into garments. Each sweater is unique and comes with a tag and QR code so the customer can find out more about the knitter of the sweater and how it was made.
- For our Autumn Winter 21 Collection, Brighton-based textile artist at the forefront of the mending movement, Tom Van Deijnen (Tom of Holland), reimagined a selection of deadstock TOAST shirts, breathing new life into each using skilful hand-stitches. To celebrate the collaboration we hosted an exhibition at TOAST Shoreditch.
- Using surplus fabrics is also key because it allows us to increase our use of beautiful fabrics. This year we have utilised surplus cloth for products, making the most of hand block-printed fabrics and hand-dyed and woven ikats. These included our fabric remnant bundle, a curated selection of fabric lengths to be used for sewing projects; hand-knitted trivets made using strips of leftover checked cotton; and panelled bundle bags. We also collaborated with textile artist Maria Sigma and leather worker Candice Lau on a project focusing on zero waste. Together they created hand tufted bags using TOAST remnant yarns, Maria's studio remnants and recycled rug yarns from the industry. Candice also created a leather pouch from the offcuts of the bag production which were also sold alongside this collection.
- For our kitchen and dining collection, we have introduced a range of products that reduce waste and single-use plastic. The range includes a cotton bread bag, Wax Atelier food wrap, a Bento set, foraging hamper and a variety of products for home baking.



Image by Suzie Howell

Breathing New Life into Worn Garments

Our aim is to foster longevity and support our community to do the same. TOAST Renewal is our free repair service that brings new life to your worn TOAST garments. TOAST Circle is our clothes swapping initiative, that looks at a garment's life beyond its first wearer.

Our Progress & Challenges

- Since launching TOAST Circle, the response from our community has been overwhelming, with more than 1,500 swaps recorded despite being on pause throughout 2020 as a result of the pandemic. Our first foray into the pre-loved sector has helped us to understand the appetite for second hand among our customers and the response has been really promising.
- Throughout 2021 we hosted clothes swapping weekends across all TOAST shops to connect with our local communities and foster a more thoughtful and circular lifestyle.
- In 2019 we launched a pilot Renewal service in our London, Notting Hill shop offering a considered approach to cherishing your garments for longer. Over time, it is our hope that each item of TOAST clothing will hold an imprint of the individual's movements, giving a uniquely beautiful patina. We believe that repairing our clothes is both an environmental and economical way of making them last.
- We expanded TOAST Renewal and invested in a team of Repair Specialists to work out of six regional shop locations: Bath; Edinburgh; London, Newburgh Street, Carnaby; London, Notting Hill; London, Shoreditch; and Oxford. Since then, we have repaired 914 items bringing new life to these worn TOAST garments. Customers can bring any TOAST clothing item in need of repair to one of our shops to discuss mending options with a TOAST shop colleague. Customers can choose from a range of creative mending options that are both invisible and visible, from Sashiko repair, darning and patching to appliqué. As the service is currently limited to the UK, we are investigating online alternatives for our global customers.
- As part of our ongoing partnership with Crafts Council UK, we invited eight experienced textile artists from across the world to renew TOAST pieces from our archive collection. Using remnant fabric and faulty garments from production, each piece was repaired, renewed and transformed using a variety of textile techniques. The finished pieces were auctioned online with all proceeds donated to Crafts Council UK. We raised £3,244 during the auction.

“ Now I can wear my sweater outside the house again. It has been sensitively restored and patched up in a sense, but in the most beautiful and unique way. It's still my familiar old sweater but it now has some marvellous decorative flourishes where there used to be holes and tears. I love the fact that no one has a sweater like mine. ”

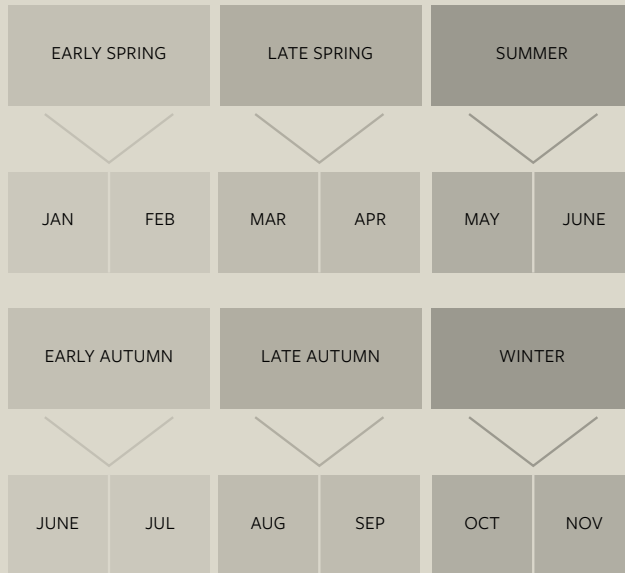
TOAST Renewal Customer, 2021



Image by TOAST

Looking Ahead

- Throughout 2022 we will continue to evaluate the effect of our drop restructure with a view to reducing it further, from four to three drops, returning to the natural rhythm of the seasons and developing a transitional wardrobe to take you through each year.
- Our aim is to roll 3D technology out early on in the design process, creating first stage samples digitally, where possible, and going straight to a prototype with the factory.
- We will formulate a clear structure internally for how recycling and repurposing will sit within the range. We will also introduce upcycling and Make Your Own kits.
- We will continue to evaluate and monitor our repair service with a view to rolling out internationally.



Drop restructure for 2022

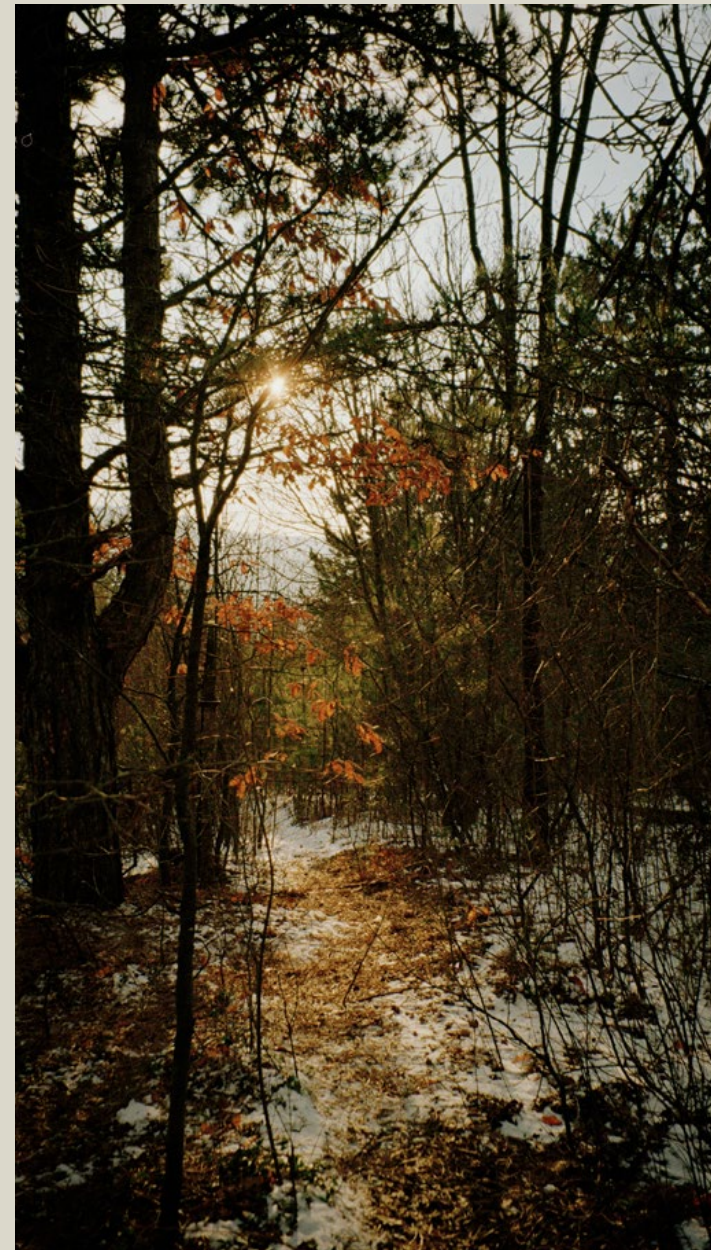


Image by Balázs Fromm

Our Ongoing Journey

While we have made great strides, we still have work to do to further reduce our impact. Some of the challenges we are currently looking at and are committed to tackling include: a reduction in the use of virgin materials; supply chain mapping; assessing the impact of our dye methods and reducing water usage across our supply chains; reducing production miles; and improving product life cycle management efficiency.

The natural world enables human life, and our cultural environment informs who we are. It is therefore essential that we work towards reducing our environmental impact and help to preserve artisanal techniques for the future. At TOAST, we strive to:

- Continue to support and implement effective initiatives, programmes and resources (e.g. Renewal, Circle, Time to Make, New Makers, and community engagement such as our in-person and virtual workshops and Magazine content).
- Develop and implement new systems for supply chain mapping, measuring production miles, and ensuring environmental product life cycle management in the medium to longer term. This includes the further integrated approach in our production line.
- Pilot and, as appropriate, implement innovative approaches to design that are currently being developed, such as: using waste fabrics; replacing synthetic materials with recycled where possible; initiatives to reduce plastic pollution in coastal and marine environments; initiatives to reduce air pollutants in our production locations.
- Reduce our waste wherever possible, repurpose surplus materials and incorporate circular strategies into collection planning. Eliminate single-use plastic and most importantly, produce less.

We have encountered setbacks during this evolving process. However, through our commitment to craft, creativity and our community we are confident that we will create meaningful change. We know there are no shortcuts and we remain aware that continued commitment and action is required for us to do and be better.

As we look forward to 2022, our plans and actions remain ambitious, and we will share our progress as we go.

The background of the image is a photograph of a rustic stone building. On the left, there is a wooden door with a small decorative element. To the right of the door is a window with dark green shutters. The scene is lit with warm, golden light, likely from the setting or rising sun, creating long shadows and highlighting the textures of the stone and wood. The word 'TOAST' is overlaid in the center in a large, white, outlined font.

TOAST

To find out more about the work we are doing to improve
our environment and enrich our community

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