



2022

Social Conscience Report

TOAST

Image by Jo Metson Scott

A Message from our CEO

The clothing industry follows a model where novelty is often valued over the cyclical and the regenerative. Despite the tension between clothing production and sustainability, we are committed to ongoing learning. We want to understand where and how we can make a difference as our business grows. With growth comes responsibility, and great opportunity to drive change.

We are passionate about making clothes and objects that are designed for longevity, both in style and life cycle. It's been 25 years since we began our journey as a thoughtful business, and with each set of complex issues, we continue to question all that we are doing. With each design, production and material decision, we strive to reduce our environmental impact, do more with the resources we have, and support our growing community.

2022 was marked by many challenges with macroeconomic tensions continuing to impact the industry. Supply chain disruptions were also ongoing, while instrumental circular initiatives provided new areas of focus. We strengthened our collaboration with our suppliers and prioritised diversifying our supply chain away from China. Where we have currently chosen to continue with a select number of suppliers, we have done so due to levels of expertise, proximity to raw materials and positive long-standing relationships.

Looking to the next generation, we embarked on our fifth year of New Makers, mentoring five more emerging makers across various disciplines. It's not always easy to succeed as a craftsperson, so offering business support at the start of their careers is something we continue to offer each year.

As we look forward, we can have confidence that the industry is moving into a new era of regeneration due to investment in new farming methods and technological advancements. Over the next five years our focus areas will be transparency and circularity. We commit to informing you on where, how and by whom TOAST items are made.

We will continue to invest in circularity through clothes repair, swapping, renewal and resale, all of which foster longevity and connect us with our community. When we began exploring circular initiatives half a decade ago, we simultaneously adapted our production strategy, ensuring that every piece has a valued place in the collection, reducing risk of wastage.

We know there are no shortcuts and more is required for us to do better. We recognise that there is power in partnership and in the coming year, new collaborations and pilots will support our continued learning. Undoubtedly, mistakes will be made as we learn. In the meantime, we will share our findings to amplify our voice and contribute to industry-wide change.

The following report highlights each of our social conscience initiatives, our achievements and the goals we are continuing to strive towards. As we reflect on our progress, we look to the future with confidence, leveraging the strong foundation we have built to tackle ongoing social, environmental and economic pressures.

Thank you for your passionate contribution to our community and for your continued support.

Suzie de Rohan Willner

TOAST CEO



2022 Social Conscience Highlights

88%

of our clothing products developed for 2022 were made from solely natural fibres.

17%

of our 2022 collections were made by artisans.

35%

of the cotton range across our Womenswear and Menswear collections was organic.

Over

50%

of our 2022 collections were manufactured in Europe. Our aim is to increase locally sourced materials and lower production miles.

We repaired over 1,900 TOAST garments through our free mending service, TOAST Repair, bringing our total to date to

3,245

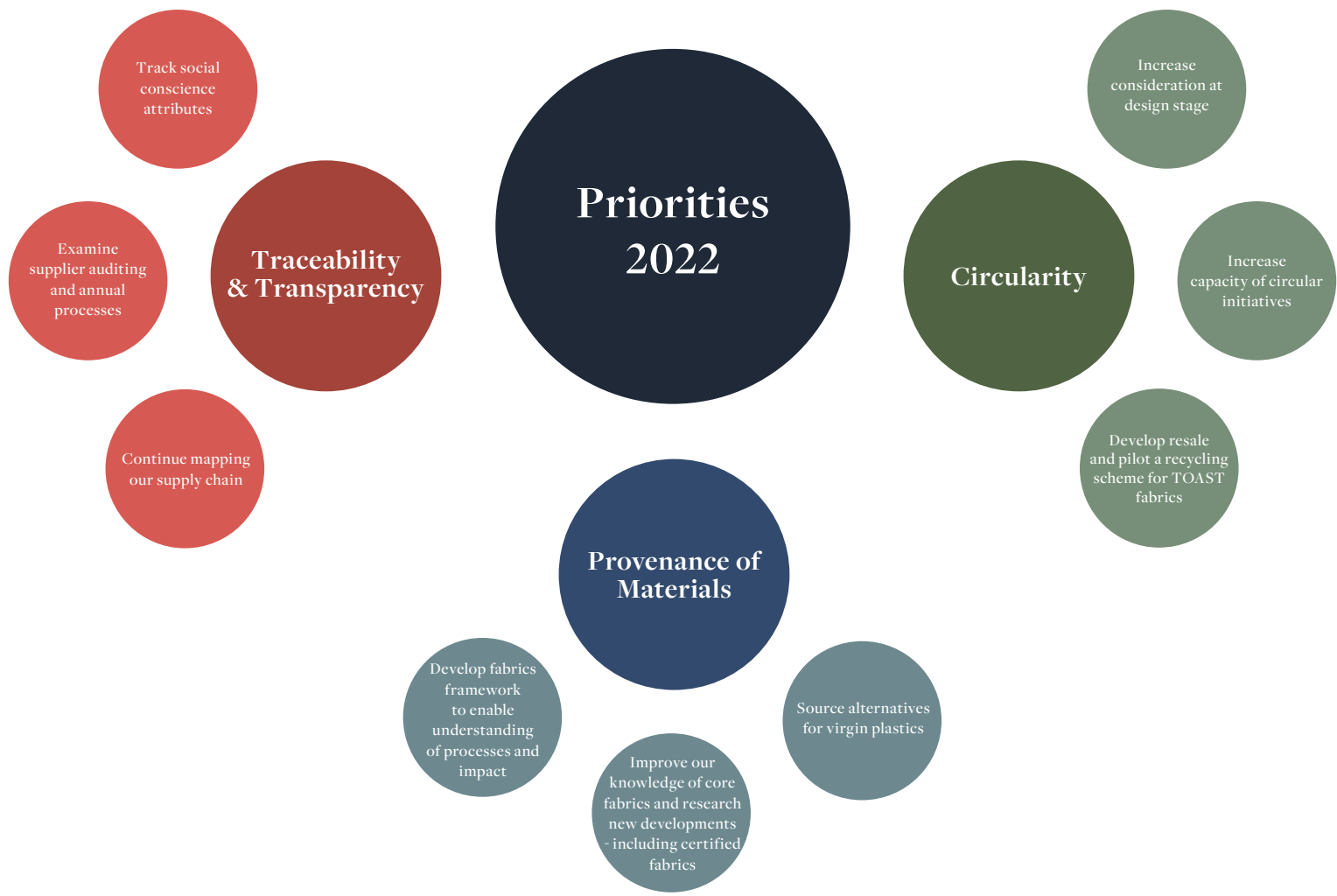
2022 In Summary

- 88% of our developed garments used purely natural fibres that are biodegradable: cotton, hemp, linen, certified viscose, wool and cashmere.
- Cotton accounted for 69% of our total materials produced in 2022. 36% of these cotton products were produced using organic cotton.
- We are now able to track our impact across our suppliers. Top three attributes across all collections in 2022:
Artisan Craft 17%
UK Made 11%
Fairtrade 5%
- We monitor our production in three key regions – Europe, India and China. Over 50% of our 2022 collections were manufactured in Europe. Where we have continued with a select number of suppliers further afield, we have done so due to long-standing relationships, their level of fibre expertise and to reduce the transportation of materials. For example, if a certain fabric is grown or woven in China, we seek to produce the garment in the same region.
- We repaired 1,925 TOAST garments through [TOAST Repair](#), our free mending service in the UK. A further 1,414 people attended our [repair workshops](#) in person and online globally.
- As part of our [evolving circular strategy](#), we piloted a new concept, [TOAST Renewed](#). The collection featured previously damaged or worn TOAST garments (returns, secondhand) that our repair specialists creatively and visibly repaired. Each piece was transformed using a variety of [mending techniques](#).
- We reduced our waste by using 70 deadstock garments for upcycling projects and stock fabrics for 13 styles in our Womenswear and Menswear collections. We also used 468 metres of leftover fabric in products such as our remnant fabric bundles and mini bauble bags.
- We supported and celebrated our creative community to drive positive change. For our [New Makers](#) programme, we mentored five more makers, each at the beginning of their journey, offering support and mentoring as well as a platform to sell their pieces. We also partnered with three non-profit organisations, helping to support young people from under-represented backgrounds seeking environmentally focused fashion careers.
- We donated over £74,000 to select charities including Crafts Council UK, Somerset House, Somerset House Young Talent Fund, The Charleston Trust, CHOOSE LOVE Ukraine Crisis Fundraiser and CARE International.

“ This journey involves our entire workforce, we all have a responsibility to drive progress. From considered design and responsible material choices to makers and manufacturing partners, we strive to reduce our environmental impact, do more with the resources we have, and support our growing community.”

Suzie de Rohan Willner

TOAST CEO





Traceability & Transparency

“With a strong focus on traceability and transparency we strengthened our ongoing strategies with suppliers, makers and artisans. We embrace an international workforce, from block printers in India to Irish ceramicists and Scottish knitters. Where possible we have looked to nearshore production, using local fabrications to reduce production miles and increase efficiency. Transparency across the board is essential if we are to drive systemic change. There is a knowledge gap, currently, which distances our community from garment manufacturing. We commit to bridging this gap, informing you on where, how and by whom TOAST items are made.”

Helen McGowan
TOAST Head of Production



Provenance of Materials

“We work hard to create products that are unique, designed with great care and made of exceptional materials. Our appreciation of craft and design, timelessness and utilitarian practicality is close to my heart. Throughout 2022, we sought to grow our mix of certified natural and recycled fibres, including organic cotton and also challenged ourselves to repurpose existing cloth. We continued to nurture the slow, favouring quality over quantity. Every piece has a valued place in our collection. It is important that the garment looks as if it had always been, with the stitching and detailing exacting and functional, for the style and fabric to be perfectly suited. To reduce risk of wastage, quality is everything!”

Laura Shippey
TOAST Head of Design



Circularity

“According to the Ellen MacArthur Foundation, 87% of clothing is landfilled or incinerated after its final use. Over the past few years we have been interested in extending the life of our clothing, developing more thoughtful and considered choices against an industry-wide backdrop of novelty. Through our growing circular strategy we explore how clothes swapping provides opportunities to try clothing that is new to you, but imbued with the experiences of the previous owner. How might the experience of mending result in a longer life span of a garment and, in turn, reduce the desire to discard and consume more? TOAST Renewed took this a step further, modelling the potential clothing has to be reinvigorated using traditional techniques. Future partnerships will support our continued learning in the fast evolving field of circularity.”

Madeleine Michell
TOAST Social Conscience Communications Officer

Enrich & Educate

Image by James Bannister



TOAST New Makers

Every year, five makers demonstrating excellence in skill, originality and craftsmanship are chosen by a TOAST panel. We then offer business and marketing advice, as well as a platform to sell their pieces, with full profits being returned to them.

Now in its fifth year, [New Makers](#) continues to provide a springboard for artisans at the beginning of their journey, supporting their development and guiding their future direction. During the 2022 application process for New Makers we reached out to a number of institutions and organisations globally to broaden our reach and inclusivity.

Throughout 2022, our New Makers garnered 13 pieces of press coverage across both UK and US titles including *The Financial Times*, *The Wall Street Journal* and *House & Garden* magazine. We sold a total of 249 products across all five makers with full profits being returned to them. We also supported their development through TOAST Live, pop ups and participation in the Cheltenham Craft Fair.

As part of our ongoing partnership with Crafts Council UK, our current cohort, along with previous New Makers, took part in peer-to-peer mentoring sessions with the Crafts Council. Supporting our [alumni](#) as they continue to develop is deeply important to us.

“ It has been such a pleasure to be a New Maker this year and I am thrilled to have been selected. The press I’ve received has been great and the programme has really expanded my customer reach. ”

Rosa Harradine

New Maker



Image by Suzie Howell



Images by Suzie Howell

“ This level of exposure has really helped me push my craft and gain a true sense of what it is to be a maker selling in today’s climate. I am very grateful for the support from TOAST, which has given me the opportunity to push greenwood working into a clearer line of vision. ”

Samuel Alexander

New Maker

Building a Community with Shared Values

Together, our aim is to inspire and equip the next generation of creatives, offer equal opportunities and support in career progression. We foster a thoughtful workplace, nurturing individual growth. We value creativity and encourage employees to present their ideas and to find meaning in their roles.

- Each year we aim to partner with organisations to help drive change. In 2022 we continued our ongoing partnership with Crafts Council UK, hosting a two-day mending workshop for their Young Craft Citizens to explore textile repair. We also partnered with Action for Conservation (AFC) – an organisation working with 13 to 17-year-olds from urban areas in the south east – to deliver a sashiko repair workshop. The session highlighted the potential of developing repair skills to trigger positive change.
- During the summer of 2022 we worked with Flourish in Diversity, a non-profit organisation supporting school leavers from under-represented backgrounds seeking careers in the fashion industry. With a focus on promoting diversity and tackling environmental challenges within the industry, TOAST led a supply chain workshop providing insight into how we work with our makers, suppliers and artisans. The group challenged us and exchanged innovative and thought-provoking ideas.

“ The involvement from TOAST has had a positive impact on the success of the project, and we hope to continue to roll out more programmes and resources to more under-represented talent next year and beyond. ”

Guilia Bottari

Co-Founder & Director at Flourish in Diversity

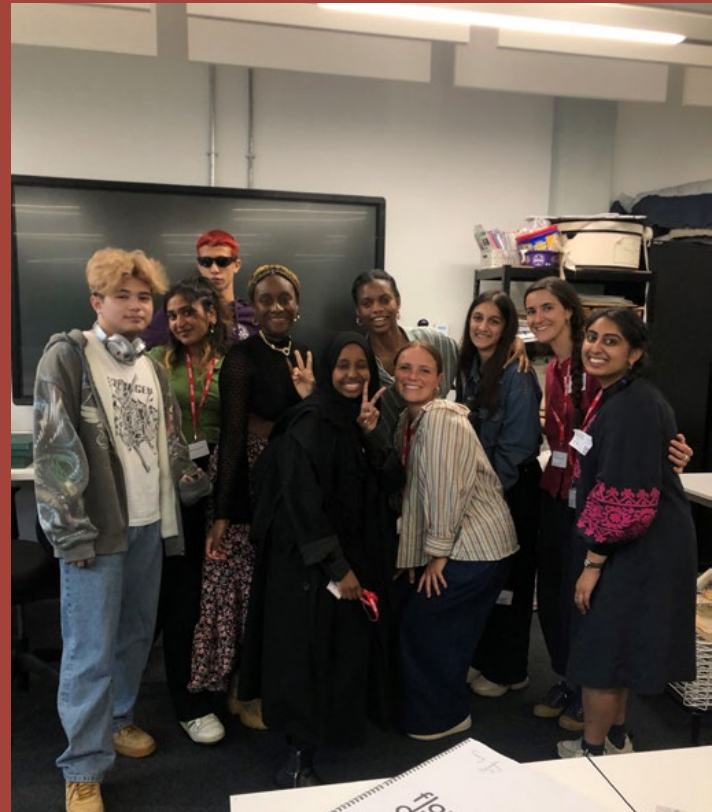
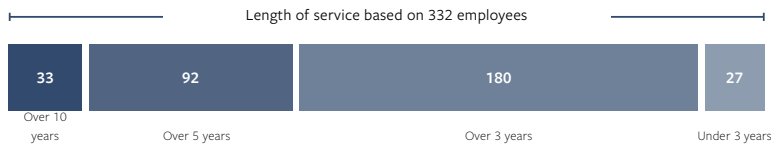
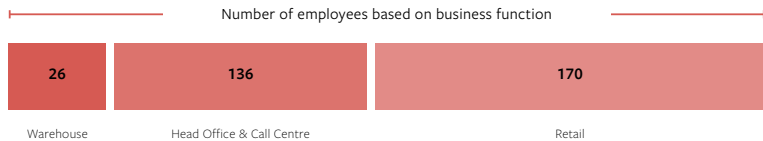


Image by Flourish in Diversity

Our aim as a value-based community is to demonstrate that each one of us can make a difference. Many of our employees have been with us for a long time, which can be unusual for a small entrepreneurial company. We believe this is a reflection of the positive, creative and collaborative culture.



Seasonal 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.

- We continued to offer both online and in-person workshops enabling us to connect with our wider global community through learning and doing. In 2022 more than 4,833 people attended a virtual workshop on a range of topics, taking our total to 20,108 attendees. 1,414 people attended our repair workshops taking the total of in-person workshops to 8,405.
- We profile our makers and share how our pieces are made in the TOAST Magazine, both online and bi-annually in print. We have increased our focus on craft and supplier stories – from discovering innovative organic denim processes, to interviewing our New Makers and visiting small pottery studios.

Throughout 2022,

4,833

people attended TOAST workshops that took place online, in TOAST Shops and other locations including Somerset House.

We partnered with Somerset House on Eternally Yours, a free exhibition exploring ideas around repair, care and healing.

- A display of works from participating artists using remnant TOAST materials explored the concept of repair. From sculptural furniture by Tom Collison and reconstructed garments by Isabel Fletcher and Amy Goacher, to imaginatively repaired ceramics by Bridget Harvey and kantha-stitched textiles by Ekta Kaul, each piece is an expression of creative mending and repurposing techniques.
- Alongside this, we hosted a series of workshops and mending consultations. The programme that took place in the TOAST Renewal Workshop Space was curated to inspire people to try a variety of craft techniques and reconsider their relationship with clothing. 26,585 people visited the exhibition and 657 people participated in a workshop or mending consultation.



Charitable Partnerships

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

We donated over
£74,000

to select charities this year including Crafts Council UK, Somerset House, Somerset House Young Talent Fund, The Charleston Trust, CHOOSE LOVE Ukraine Crisis Fundraiser and CARE International.

- We continued to explore innovative ways of working with creative communities including global and local charities and organisations. This has included monetary donations through our [seasonal events programme](#) and partnerships.
- Our support of Crafts Council UK continued through our seasonal events programme and collaborations. This year we have donated a further **£9,924**. Our set of four cards featuring an illustration by artist and illustrator Rosie McGuinness was printed in the UK, just south of Bath, by a company founded in 1987. Through this collaboration we raised a further **£758.13** for Crafts Council UK.
- Proceeds from our workshop series at Somerset House during the [Eternally Yours exhibition](#) were donated to the Somerset House Young Talent Fund providing bursaries and financial relief to artists, as well as opportunities for under-represented people aged 18-25. We raised a total of **£1,115**.





In response to the war in Ukraine, TOAST took immediate action to assist vulnerable Ukrainian families. We donated **£6,000** of revenue from our events programme to the emergency Ukraine appeal set up by CARE. Our support, along with other partners, has helped CARE to reach 989,700 people affected by the crisis across Ukraine, Poland, Romania, Georgia, and Germany.

We also held a sample sale at our TOAST Mayfair shop to raise money for the Choose Love Ukraine Crisis Fundraiser. We donated a total of **£53,400** to help provide emergency medical care, food, shelter, clothes, legal support, support for the LGBTQIA+ community and mental health support.

Looking Ahead

- We will continue our partnership with Flourish in Diversity. In 2023 we will sponsor one trainee. Once graduated this trainee will be offered a three month paid placement with TOAST, supporting their journey from classroom to workplace and equipping them with experience to support their career progression.
- Our ambition is to achieve greater diversity and inclusivity with a focus on race, disability, and socio-economic background. In 2023 we will invest in updating our recruitment policy, implementing new processes, reducing fragmentation and providing training for all recruitment managers. This will include anonymising recruitment and removing barriers to entry such as the need for a degree.
- We will extend our editorial content and events programme to cover issues that relate to the wider impact of the climate crisis, including a magazine category devoted to the environment with commentary from sustainability sector experts.
- We will develop a charity policy and set targets with specific references to long term commitments.

Cherish Materials & Make

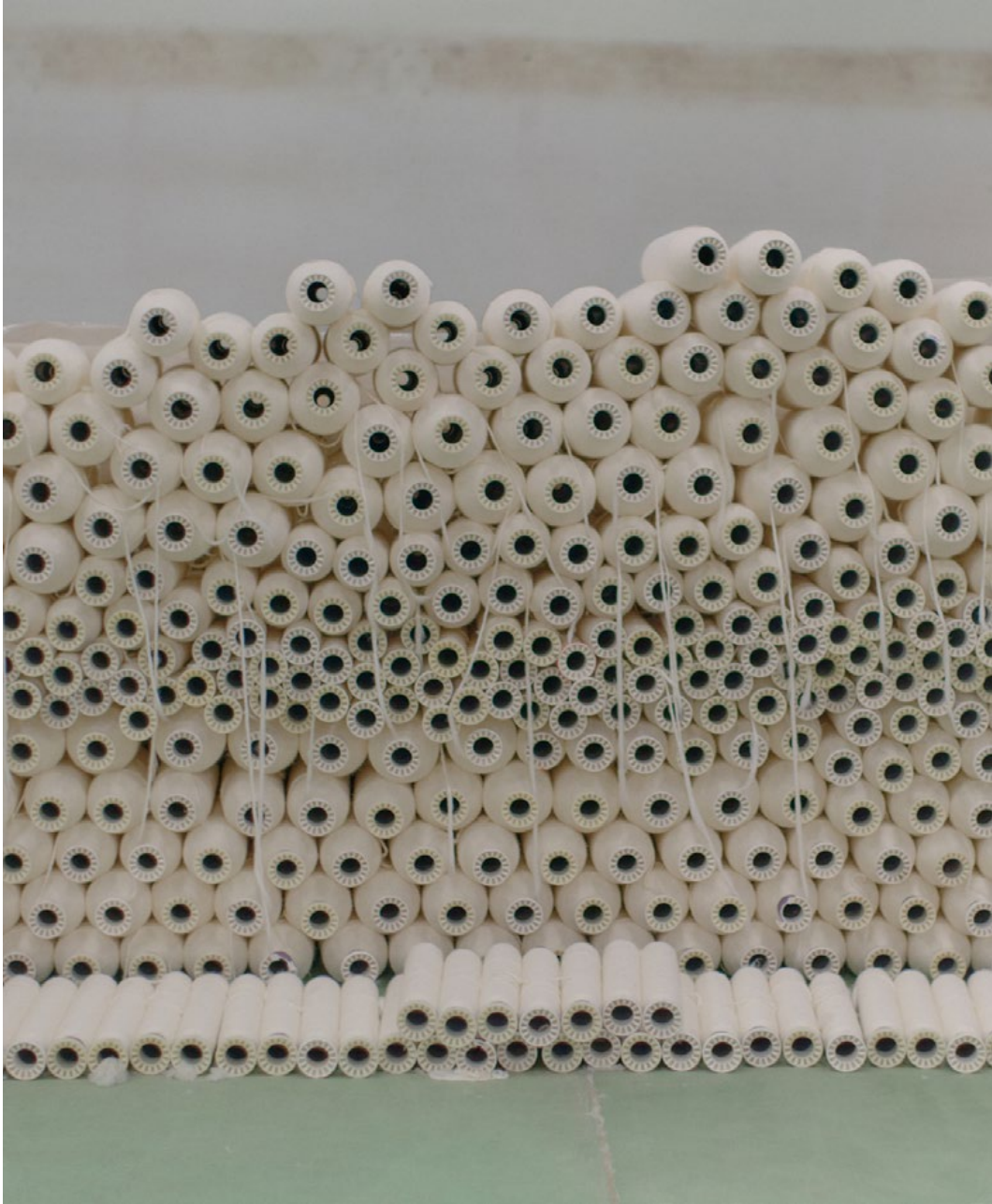


Image by James Bannister

Our Materials

We prioritise using natural fibres that are biodegradable. We have grown the mix of our products made solely from natural fibres to 88% including cotton, hemp, linen, certified viscose, wool, and cashmere.

The process of creating long-lasting garments starts with sourcing the finest materials. Not all fibres are created equal. Whether natural or synthetic, each has environmental impacts. When sourcing fabrics, we take many factors into consideration including water usage, availability and the impact on our global community of craftspeople. Discover more about the [materials](#) we source to bring our designs to life.

To reduce our dependence on finite resources, recycled cotton content was included in a small selection of pieces within our 2022 collections and we use recycled preconsumer cashmere in our main range knitwear, with a blend of fine virgin merino wool. We plan to grow our recycled mix but are constrained by material durability as well as lack of availability.

During the recycling process the fibres are made shorter which can lead to more pilling and wear on the cloth. In some cases, the limited demand and supply of suitable alternatives has meant that we have had to revert to synthetics. For example, we have not found a replacement for nylon in socks as the recycled alternative contained no elastane resulting in a less durable product. When necessary, we will use non-recycled materials to maintain functionality which ultimately extends the life of the product.

We have created a materials framework to guide our use of materials. This framework highlights preferred fibres and enables a greater understanding of processes and environmental impact. We have set standards for fibres, grading them from A-D. Group A fibres align with our principles of using high quality, biodegradable materials. Group D fibres are man-made cellulosic or synthetic fibres that will be avoided unless used in small quantities to increase the durability of a product and to improve texture. For example, when using certain wools we use synthetic fibres to create a softer handfeel and to maintain its shape. We will use this structure to set targets around our material use - progressing to use more A and B fibres and move away from Group C and D.

Materials in Order of Preference	
A	Natural fibres that are organic or grown using regenerative farming principles.
B	Natural fibres that are recycled or exist already (includes deadstock)
C	Natural fibres grown conventionally, and man-made cellulosic fabrics using a certified and controlled source of cellulose.
D	Man-made cellulosic fabrics coming from a uncertified source, and synthetic fibres (used to improve longevity and functionality of a garment/object).

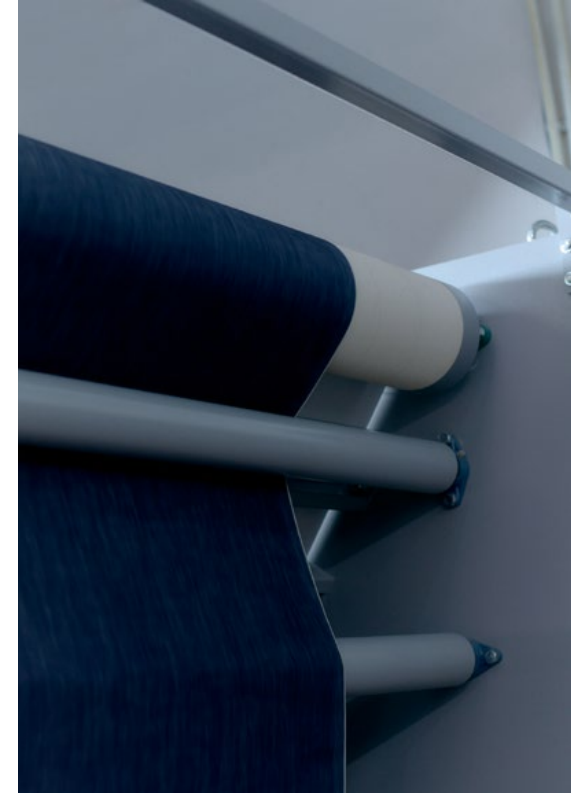


Image by James Bannister

Cotton accounted for 69% of the total materials produced in our 2022 Womenswear, Nightwear, Loungewear and Menswear collections. Cotton accounted for 43% of the total materials produced in our 2022 House&Home and Accessories collections.

36% of all cotton produced was organic. While this has improved from 29% last year, we still have a long way to go before reaching our target of 80% organic cotton which we set out to achieve in 2023. Key challenges have included increase in demand, rising prices and limited order quantities. In some cases, we have had to compromise and revert to conventional cotton. However, organic cotton remains our priority. While we review our target, we have committed to switching to organic wherever the option is available.

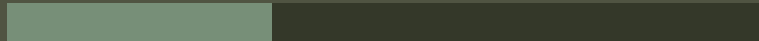
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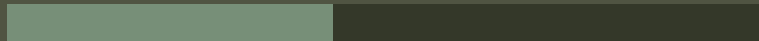
35%

of the cotton range across our Womenswear and Menswear collections was organic.

Total 2022 Organic % of cotton for WW & MW = 35%



Total 2022 Organic % of cotton for H&H & Accs = 43%



Total 2022 Organic % of cotton = 36%

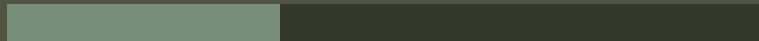


Image by Jessica Adams

Fibre Provenance & Diversification

We are committed to gaining greater visibility of the provenance of all our fibres and continue to explore ways to communicate effectively and transparently the source and impact of our products.

- We introduced the position of fabric developer to work in collaboration with our mills to gain greater visibility of the provenance of all our fibres, improve our knowledge of core fabrics and research new fabrics and their impact including water and energy usage, land use and chemical treatment.
- Certifications assess environmental impacts, social, economic development and labour rights. Throughout 2022 our fabric developer tracked our existing fibre standard certifications and is working to obtain priority certifications including cotton and viscose. Certifications within our core product fabric range include Global Organic Textiles Standard (GOTS), Organic Content Standard (OCS), Forest Stewardship Council (FSC) and Global Recycled Standard (GRS).

Localised Materials

We strive to use materials which are abundant in the local area to the manufacturer to reduce the carbon footprint of the product.

For example, determining the production miles used in the creation of our products allows 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 supply chain visibility and reduces our environmental impact.

We work with artisans who use materials widely available in their local region to develop and produce our madur placemats. Madur grass (pictured) comes from West Bengal and grows there easily. The grasses are harvested twice a year and once the outer shell is removed it is left to dry for a week.

The co-operative works with 200-300 artisans in surrounding villages who weave the placemats in their homes. In remote villages this is beneficial as the artisans do not need to spend money and time commuting, child care is often not an option and can fit work around their domestic duties.



Image by Jessica Adams

Supporting Makers, Suppliers & Artisans

We believe in the importance of building long-standing relationships with our makers, suppliers and artisans; we've worked with suppliers responsible for 80% of our production for at least nine years.

- Our teams aim to visit makers, suppliers and artisans we work with across our supply chain each year. We examine working conditions and ensure that their practices align with our ethical policy. In addition, each supplier has an annual third party audit. As travel became more feasible in 2022, we completed three business trips visiting 12 of our key suppliers in India. Due to ongoing travel restrictions to China we have been unable to visit and have been reliant on third party audits. We hope to resume visits as soon as it is viable.
- We work closely with our suppliers to keep our costs under close review ensuring that we are able to grow our business in a responsible way. With the rapid increase in raw material costs, transportation and labour costs, we have made the difficult but necessary decision to increase some of our prices.



Clementine Thomas and Amitabh Patni
photographed by Jessica Adams

“ It is such a valuable experience meeting our artisans in India who work with us to develop textile products. You can talk on Zoom but seeing the level of skilled craftsmanship up-close is inspiring. It leads to greater collaboration: we learn from their expertise and explore possibilities together. In turn, they learn more about our design process and aesthetic. It also leads to more meaningful long-term relationships. ”

Clementine Thomas

TOAST House&Home Designer

We support UK-based makers which enables us to reduce our production miles and support heritage craft. In 2022, 41% of our production spend supported UK makers and suppliers.

“I work in the same space as my kiln, so I need to work with that heat. If the kiln has been on overnight, I know the studio will be warm in the morning, which allows me to make the bowls much more quickly and efficiently than when it is cold and damp. I put wooden boards down over the lid of the kiln and use it as a warm work surface.”

Ceramicist Nicola Gillis





Image by Five|Six Textiles

We are committed to diversifying the crafts and techniques used in our seasonal collections to sustain tradition and advocate for craft communities across the globe.

In 2022 we collaborated with a group of artisans in Waraniéné, a village in Ivory Coast to develop our Cari Cari placemat. They work in collaboration with [Five|Six Textiles](#), an organisation committed to preserving traditional strip-weaving techniques.

Our tie dye tank top and gathered dress were crafted by artisans in West Africa, supported by designer and entrepreneur [Mariama Camara](#). Through her business, Mariama Fashion Production, she supports independent artisans in her region, showcasing their talent and advocating for the continuation of the traditional techniques they use.

From left to right, Mohamed, Mounir, Abou
photographed by Faour Marwan



Sharing Supplier & Product Information

We have made positive steps towards sharing more information on our makers and products, allowing customers to make informed choices with each purchase.



Image by James Bannister

2022 is the first year we were able to track against our Social Conscience Attributes – a tagging system devised to track our impact across our supplier base and share with our customers to help them make more informed choices.

Top 3 Social Conscience Attributes tagged in 2022 collections

Artisan Craft % of product across all of our 2022 collections made by hand or made using simple tools in a small workshop or independent studio = 17%



UK Made % of product across all of our 2022 collections that were manufactured in the UK, adhering to our code of conduct = 11%



Fairtrade % Certification of Fair Trade standards between developed and developing countries = 5%



Image by Heather Birnie

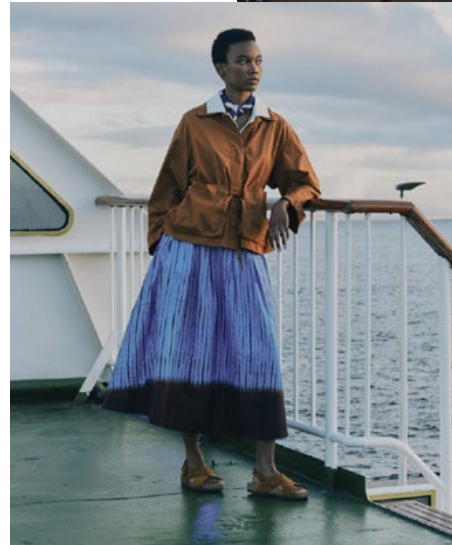


Image by Jo Metson Scott

Social Conscience Attributes

A product level tagging system devised to track our impact throughout our supply chain. 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.	17.3%	Recycled Synthetic	Synthetic composition has been replaced with recycled alternative.	0.6%
Heritage Craft	Celebrating heritage craft that requires traditional knowledge or a specialist craft process, often completed with a mechanised production line.	1.2%	Repurposed Materials	Composition is over 50% excess or repurposed materials.	1.6%
Organic Cotton	Main body of product is certified organic cotton.	12.1%	Efficient Water Usage	Manufactured using innovative processing to minimise water usage or purify waste water.	2.5%
Organic Material (non cotton)	Main body of product is 100% organic certified material. This does not include cotton.	0.7%	Renewable Energy	Manufacture powered by sustainable energy sources.	0.9%
Natural Dye	Dyed using natural pigments without the use of harmful substances.	0.9%	Sustainable Land Practices	Farming or manufacture follows processes to promote sustainable terrestrial ecosystems, such as regenerative farming methods.	0.2%
Vegetable Tanning	Leather is tanned using natural materials and plant-derived tannins.	2.2%	Fairtrade	Certification of Fair Trade standards between developed and developing countries.	4.9%
Social Initiative	Manufactured in collaboration with a charity, cooperative, educational programme or NGO.	1.2%	Sustainable Certification	Certifications for sustainable practice above the industry standard.	0.8%
Locally Sourced Materials	The main body of the product is made from raw materials sourced from the country of manufacture.	0.9%	Vegan	Animal derivatives replaced with vegan alternatives.	0.1%
UK Made	Manufactured in the UK, adhering to our code of conduct.	11.3%	LGW Certified	Tanneries have been audited for environmentally conscious processing methods with relevant certification.	1.2%
British Wool	This yarn is made from British sheep's wool and spun in the UK by manufacturers adhering to our code of conduct.	0.2%	Certified Viscose	Viscose created from wood pulp from controlled sources, or created from innovative alternatives to wood pulp.	2.3%
Recycled Natural Material	The main body of the product is recycled material.	2.7%			

Percentages are calculated across our Womenswear, Menswear and House & Home collections.



Artisan Craft

“We produce cotton mulmul shirts which are handwoven by artisans that are part of a not-for-profit organisation in India. The organisation supports the wellbeing and employment of over 100 traditional weavers in three craft clusters. Their aim is to build sustainable employment opportunities in rural India through handloom crafts. We know that by making two designs with them each season we are supporting the livelihoods of several families.”

Tine Molberg

TOAST Womenswear Designer

UK Made

“Most of our ceramics and wood are made in the UK. There is a long tradition of ceramics in the UK, for example the Leach pottery in Cornwall, which just celebrated its 100 year anniversary. They use clay from Staffordshire. We directly select the potter based on their style and have to work closely with them to manage workload and deliveries.”

Jessica Adams

TOAST House&Home Product Developer



Fair Trade

The kantha gowns and quilts in the TOAST collection have been made by small groups of craftswomen in West Bengal, who are part of a Fair Trade cooperative. As is tradition, the craftswomen sit in circles as they work, selecting the recycled saris and hand stitching each piece together.

There is a sewing school in the kantha unit which empowers local girls to find employment after leaving school. For their natural dyeing process, they use a water purification system in which the water passes through the roots of canna lilies at the final stage. This means that all water is purified after the production process so that it can be reused and not pollute the local water systems.

In Kathmandu, Nepal, we work with a co-operative making paper from the native Lokta bush, which grows much faster than trees. They are a Fair Trade certified company and also run a school for the children of their employees. We use this paper for our festive crackers and gift wrapping service.



Image by Jo Metson Scott



Image by Jessica Adams

Supply Chain Mapping

Mapping our suppliers means we are able to trace the origin of products through our supply chain and map the connections between those in the chain (tier 1 to 4) with the aim of making supplier information more accessible to the TOAST community.

Throughout 2022, we established a process for capturing the journey of our core Womenswear products through our supply chain. The core products are roughly 10-15% of the Womenswear range.

The Four Tiers of the Production Cycle and Percentage of Information Captured

Tier 1	(garment manufacturing: stitching, assembly, knitting)	100%
Tier 2	(fabric mills, yarn mills)	87%
Tier 3	(yarn spinners)	0%
Tier 4	(raw materials)	60%

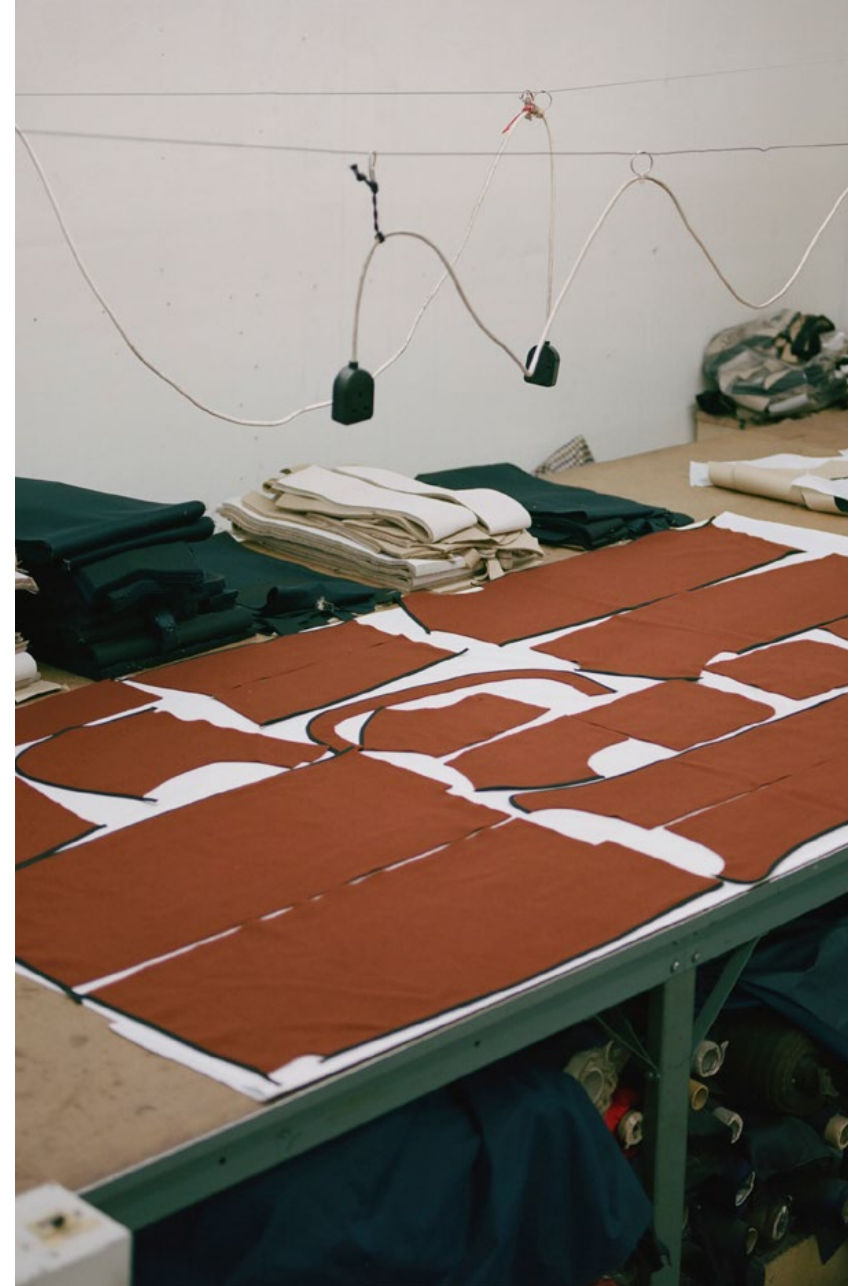
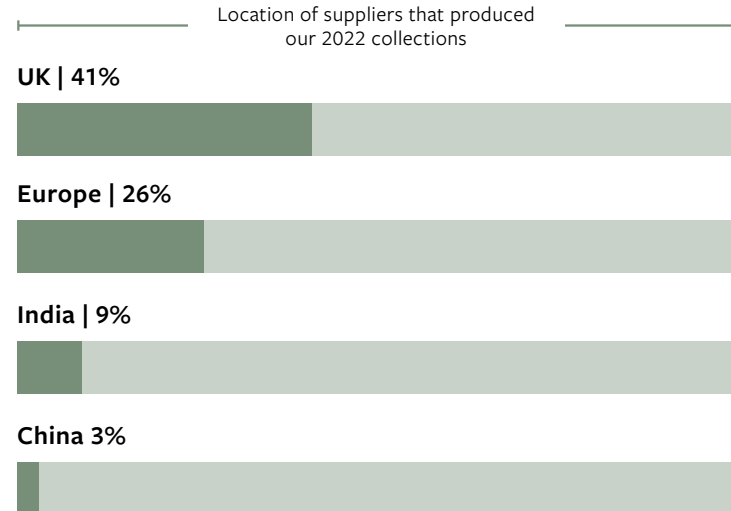


Image by Kendal Noctor

Supply Chain Mapping

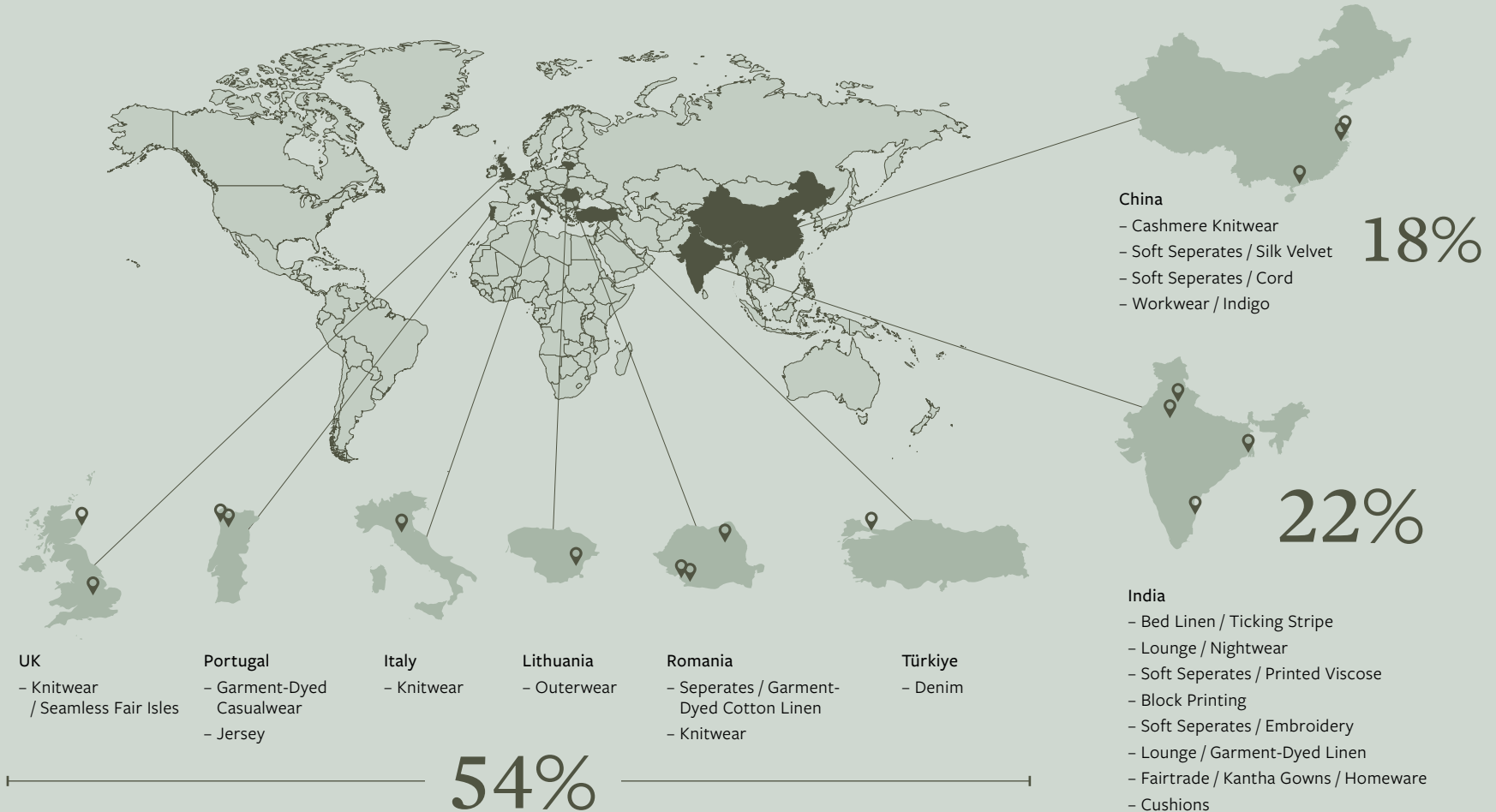
- For our 2022 collections we placed orders with a total of 172 suppliers. The majority of our products are made in collaboration with partners in the UK, Europe, India and China. However, we also have partners in Japan, Morocco and the United States. The numbers opposite are based on the official registered location of our suppliers. This is sometimes different from the location of their production facility.
- We continued to evaluate our supply chain and interrogate the provenance of our materials to support our aim of using locally sourced materials. For example, where the option has been available to us, we have sourced materials closer to the UK. In doing so, womenswear production in China reduced from 28% in 2022 to 23% so far this year. We will further commit to our spend in China being no more than 20% in 2024. Where we have continued with a select number of our Chinese suppliers, we have done so due to long-standing relationships, their level of fibre expertise and locality of raw materials. If a certain fabric is grown or woven in China, we seek to produce the garment in the same region.

- The map on the following page shows the geographical positioning of our Tier 1 suppliers, where 80% of our products are made and shipped from. Throughout 2022, we established a process for capturing the journey of our core Womenswear products from farm to warehouse. The core products are roughly 10-15% of the Womenswear range.



Supplier Locations & Production Spend

This map shows the geographical positioning of our Tier 1 suppliers, where 80% of our products are made and shipped from. It also shows the percentage breakdown of our production spend in each region in 2022. With over 50% supporting manufacturing in Europe and lowering production miles.



Supplier Auditing

We ensure our suppliers follow our ethical policy, and we work in collaboration with each and every one, addressing any issues that arise by finding suitable long-term solutions.

This year, we introduced a colour-coded rating system for our suppliers:

Beige, Yellow, Orange, Red.

We are working towards a Beige or Yellow rating for all Tier 1 facilities (our finished goods assemblers). These audits review areas of social compliance including safe working conditions, fair working hours and pay.

We have action plans in place for any suppliers that have not achieved our highest ratings. From January 2024, orders will be consolidated to suppliers that are highly rated and will be reviewed annually.

Interpreting and consolidating audit data from multiple countries around the world, with differing legislation and documentation is challenging. The absence of specialists on the ground in our manufacturing countries also creates challenges. Resources are now in place to formalise and embed annual auditing processes.

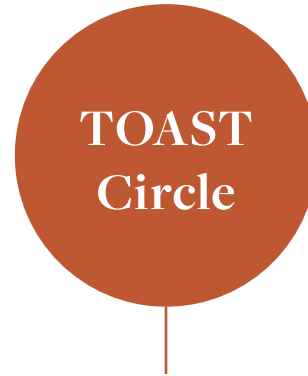
Looking Ahead

- We will provide our community with information on how we are tracking against our Social Conscience Attributes, and aim to show year-on-year improvements. This information will be shared on a product level with our customers to allow them to make more informed choices. We anticipate that our attributes will expand over time as we learn more about our supplier base and design innovations.
- We will publish details of our Tier 1 suppliers, where 80% of our products are made and shipped from. This will include addresses, the type of products made there, the number of workers at each site, and their last audit date.
- Throughout 2023 we will introduce formalised tracking systems and processes to measure supply chain impact and projects. This will include investigating technologies to increase traceability of the fibres we use.
- When introducing new cotton products in our House&House range, we are committed to sourcing organic. In 2023 we will introduce our first organic cotton quilt with a view to increase our organic offer across the range.
- We will share the outcome of our materials framework project, outlining the percentage of ABC or D fabrics in our 2023 report, ensuring that we are aligning with industry standards.
- In the coming year, we would like to expand our approach to certification and ensure we are looking at animal husbandry and cradle to cradle: the notion of “upcycling” creating an infinite life cycle of a product.
- We commit to ensuring our production spend in China for our Womenswear collection is no higher than 20% from 2024.

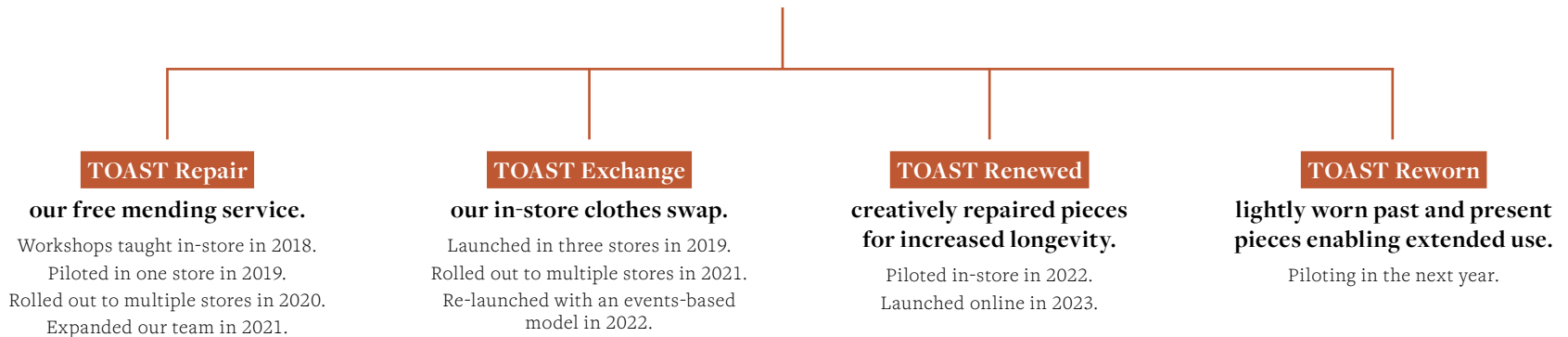
Minimise Waste



Image by Liz Seabrook



As part of our evolving circular strategy, our teams have developed creative approaches for turning potential waste into a valuable resource. This includes breathing new life into existing garments through visible repair and repurposing surplus materials.



TOAST Repair

Our free mending service, breathing new life into worn TOAST garments.

According to the Waste & Resources Action Programme (WRAP), in the UK, 19% of clothes are discarded because they are damaged, stained, have lost shape or are worn out. By taking the time to restore a well-loved item and highlight its worn areas, we can rethink our relationship with clothing.

Our clothes carry the stories of the lives we lead. The tears, rips and threadbare zones can offer up some clues about our lifestyle or habits. Whether darned, reworked or visibly mended using techniques like sashiko repair, a garment begins to tell a story of the wearer.

TOAST Repair offers a considered approach to cherishing garments for longer. Over time, it is our hope that the imprint of one's own movements will reconnect our community with their items, incentivise ongoing garment care and inspire buying better in the future.

Image by Emily Mae Martin



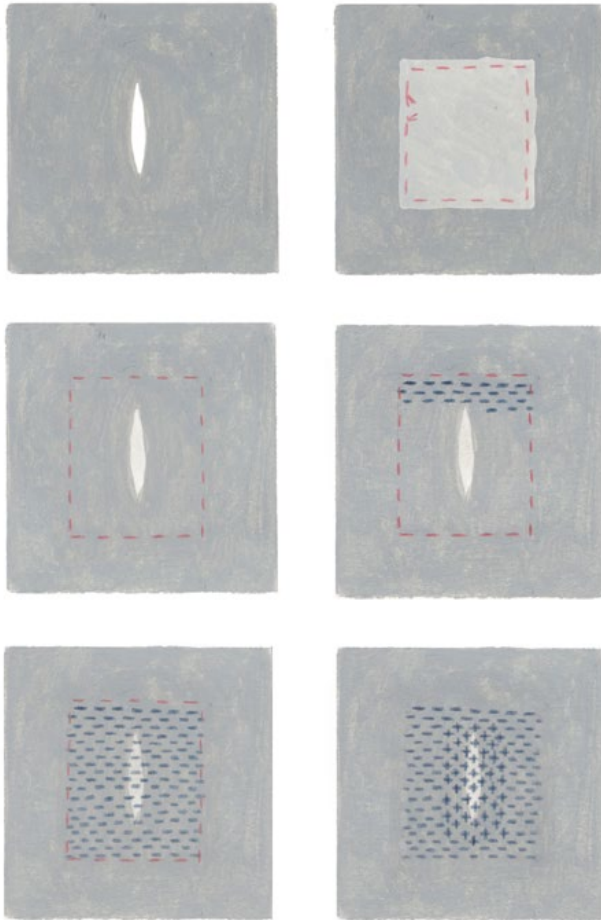


Illustration by Molly Martin

TOAST Repair Specialists mended more than **1,900** items in 2022.

To date **3,245** garments have been repaired 36% of which have been visible mends.

As the service is currently limited to the UK, we are investigating online alternatives for our global customers.

TOAST Exchange

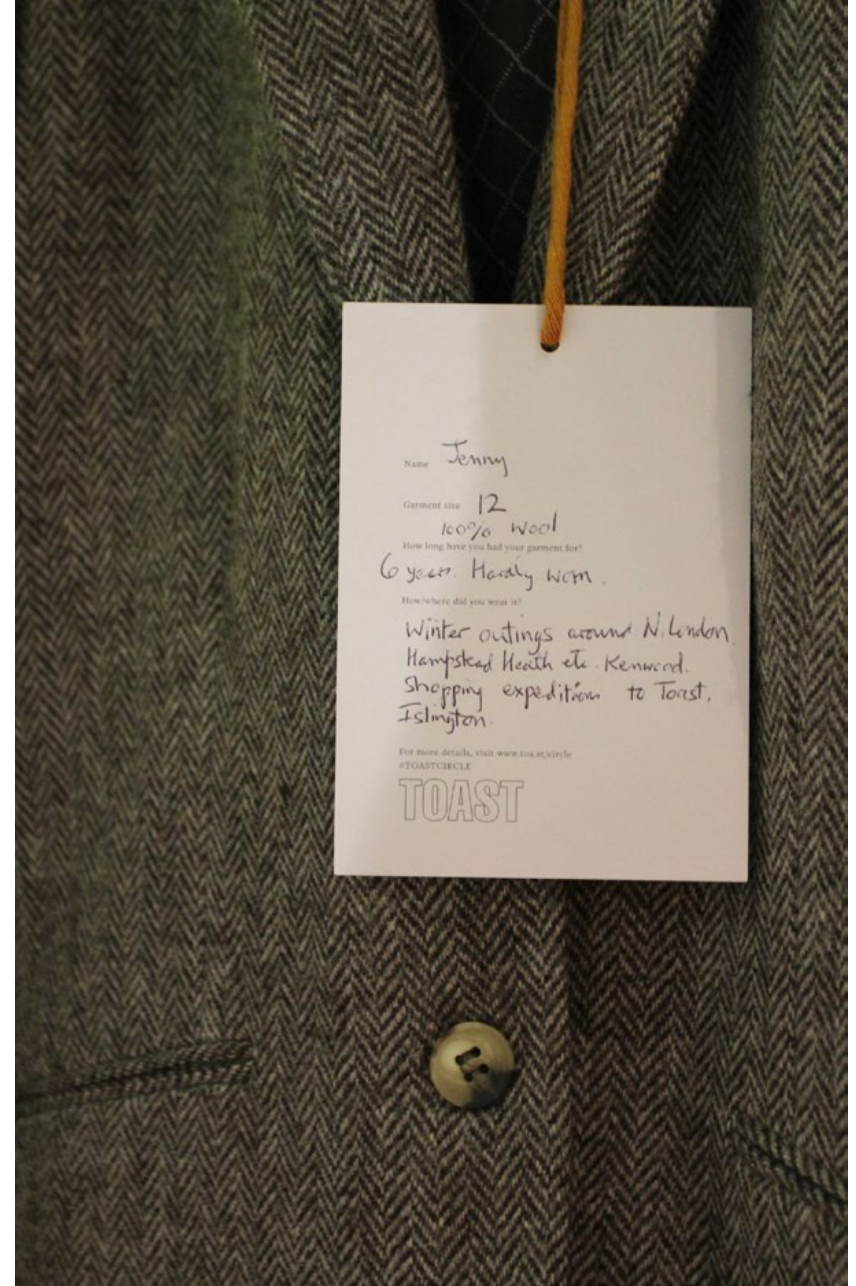
Our clothes swapping initiative, finding new paths for much-loved pieces.

Data produced by WRAP shows that in the UK that people discard 42% of their clothes due to fit and 26% because the style no longer suits them. When an item of clothing comes to the end of its first use, rather than discarding it, what if we pass it on to another?

TOAST Circle began as our clothes swapping initiative in 2019 to explore this very idea – the life of a garment beyond its first wearer. With gatherings and events more possible throughout 2022, we re-launched as an events-based model providing touchpoints for the TOAST community to connect and share the stories of their garments.

To celebrate the launch, we hosted thought-provoking conversations hearing from thought leaders in the field of fashion circularity. Read more about our [talk series](#).

Today, [TOAST Exchange](#) has found new paths for more than 2,600 much-loved pieces.



“ Your Repair Specialist has turned the rip in my coat into a little landscape of stitches, echoing the soft lemon of the more faded parts of the coat. I love the fact that my scarred coat is still with me and that it is now unique. I also suspect that there may be more mends needed in the future, that it will become more and more unique as time goes on. ”

TOAST Community Member. 2022.



Images by Emily Mae Martin

TOAST Renewed

The sale of damaged TOAST pieces that Repair Specialists have creatively repaired into unique, one-of-a-kind pieces.

As an extension of TOAST Repair, we piloted the sale of damaged TOAST items that have been creatively repaired into unique pieces. The aim was to shift perspectives that tears, holes and other flaws diminish the beauty of well-crafted pieces.

From sashiko-repaired workwear garments to darned knitwear and intricately embroidered dresses, each faulty or damaged item had been thoughtfully mended by our team of six in-house repair specialists, now as large as our design team.

The finished one-of-a-kind pieces were displayed and sold in a pop up at TOAST Shoreditch as part of Shoreditch Design Triangle.



TOAST Reworn

TOAST clothing is designed to last, with timelessness in both style and life cycle, our pieces look more beautiful with age. However, whether much-loved garments are worn for everyday life or specific occasions, many remain untouched in our wardrobes.

As an extension of TOAST Exchange, Reworn will enable the donation and resale of lightly worn pieces from past and present TOAST collections.

Pilots and partnerships in the coming year will support our continued learning and provide an alternative way of keeping our well-crafted garments in circulation.

Image by Madeleine Michell



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.

- During the challenging trading landscape in recent years, it sometimes has been necessary to reduce production to limit excess product marked down for sales. As a result, we have built up stock cloth which is currently housed in different locations with our suppliers around the world. Throughout 2022 we continued to challenge ourselves to repurpose surplus materials and used stock fabrics for 13 styles in our Womenswear and Menswear collections.
- We have introduced solutions for small quantities of surplus production and sampling fabrics, many of which have been hand block-printed, hand-dyed and woven. Our fabric remnant bundles have been a bestseller and a customer favourite for home sewing projects and we are continuing to add new packs each season. In 2022 we introduced fabric sales at our [Notting Hill shop](#). Rich and diverse fabrics, comprising heavyweight, lightweight, slubby and soft materials are now available to buy in store. We hope to inspire personal projects and make your own unique items.



In 2022, we reduced our waste by using 70 deadstock garments for upcycling projects and 468 metres of fabric in products such as our fabric remnant bundles and mini bauble bags.

We have partnered with several makers and designers to work with TOAST deadstock. For our Autumn Winter '22 Collection, Worthing-based knitwear designer Amy Goacher hand-embroidered 70 archival TOAST fisherman sweaters. She revitalised each using remnant yarns from the TOAST production process and her personal collection. Amy's work is a positive act towards a more responsible future, and she sees more people around her becoming interested in repair and buying more thoughtfully. The sweaters sold through at pace highlighting popular demand for these unique limited edition pieces.

Image by Jo Metson Scott



Designing Out Waste

We are passionate about designing systems to use resources efficiently and aim to use available materials as thoughtfully as possible.

- Our ambition is to reshape buying habits and advocate for quality and longevity. To support this goal, we restructured our collection drops in 2021 from four to three. Whilst this change appeared to result in a higher sell-through rate, the longer time frame between each drop proved more challenging than we thought, having an impact on sales. In 2022, we continued our approach of producing leaner collections with options and styles remaining level or reduced but addressed the flow of stock to create a flow of newness across the season.
- 3D technology is used by our pattern room technicians early on in the design process, creating first stage samples digitally, where possible, and going straight to a prototype with the factory. 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 proven to be time and energy efficient resulting in significantly less sample wastage.

Looking Ahead

- We will expand TOAST Circle to encompass TOAST Repair, our free mending service, TOAST Exchange, our events-based clothes swap, TOAST Renewed, the sale of creatively and visibly repaired pieces and TOAST Reworn, the donation and resale of secondhand TOAST garments. It is our ambition that an increasing percentage of our sales will be generated through circular models in the coming years.
- TOAST Renewed, our unique collection of creatively repaired pieces, will continue to evolve online. Each one-of-a-kind item has been given a new lease of life, increasing its longevity and progressing our circular approach to reduce waste. The collection demonstrates the beauty in using traditional hand techniques to visibly repair items, using damaged garments and homewares, as well as items that have been returned by customers to our warehouse.
- We will continue to evaluate and monitor our repair service with a view to rolling out internationally in 2025.
- Going forward we commit to using 20% of surplus fabrics in our collections each season. We will also continue to sell all stock fabrics under 50 metres in TOAST fabric pop-ups in select shops to inspire personal projects and unique ‘make your own’ items.

Our Ongoing Journey

Over the past year we have made great progress which we will continue to build on over the next few years to further reduce our impact.

Continue

- In the community, we will continue supporting and implementing effective initiatives, programmes and resources. These include TOAST Circle, New Makers and our wider community engagement.
- Our materials remain a key focus, and we will select organic cotton wherever the option is available to us.
- Also important is tracking and monitoring our production to measure our progress. In terms of spend, we will monitor production in three key regions – Europe, India and China – and establish where we need to cut back.

Develop

- We will work to implement new systems for measuring production miles, allowing us to assess the environmental impact of our supply chain.
- We will strive to use more recycled materials, replacing synthetic fibres with recycled ones wherever possible.
- We will build on mentoring partnerships to support the industry-wide need for greater diversity and inclusivity.

Pilot

- Where appropriate, we will implement innovative approaches to design such as repurposing and fibre-to-fibre recycling.
- Transparency is important to us, and we will explore new technologies to increase the traceability of the fibres we use.
- Our circular initiatives will encompass new projects including the resale of TOAST pieces to reduce waste.

TOAST

Our Social Conscience Approach