

IMPACT

REPLACE WITH IMAGES AS BACKGROUND

L'ESTRANGE

L O N D O N

REPORT

# Changing Consumption

Here at L'Estrange, we've reimagined every stage of the clothing lifecycle to conserve resources and curb the effects of overconsumption. We make versatile clothes designed to last, help you make them last, and then make sure they don't end up in a landfill when you're done with them.

If we go on as we are, we might need three planets' worth of resources to sustain our lifestyles. But we don't have three planets. We have one, and we need to do everything we can to sustain it. That's why we're committed to changing our collective relationship with consumption.

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We're committed to changing our collective relationship with consumption.



OUR



With Less Do More<sup>®</sup>



ETHOS

ETHOS

With Less  
Do More®

The idea of doing more with less is at the heart of everything we do.

We promote an essentialist ethos by only making necessary items for your wardrobe that get you through whatever you have planned. We're a small team committed to making a big (positive) impact. And, we're an independent brand looking to create industry-wide change by leading by example. We produce a permanent collection of products rooted in versatility, allowing you to do more with few garments overall.

Whilst our work to complete the perfect wardrobe is far from over, each new product we develop is carefully tested through our CONCEPTS platform, which launches small quantities of test products to gather feedback - the result means we waste less as no sales, no sample sales.

0

FASHION SEASONS

51

SKUS

NO SALE

+

NO SAMPLE  
SALES

=

WE WASTE  
LESS

13

STYLES

8

PIECES

MAKING



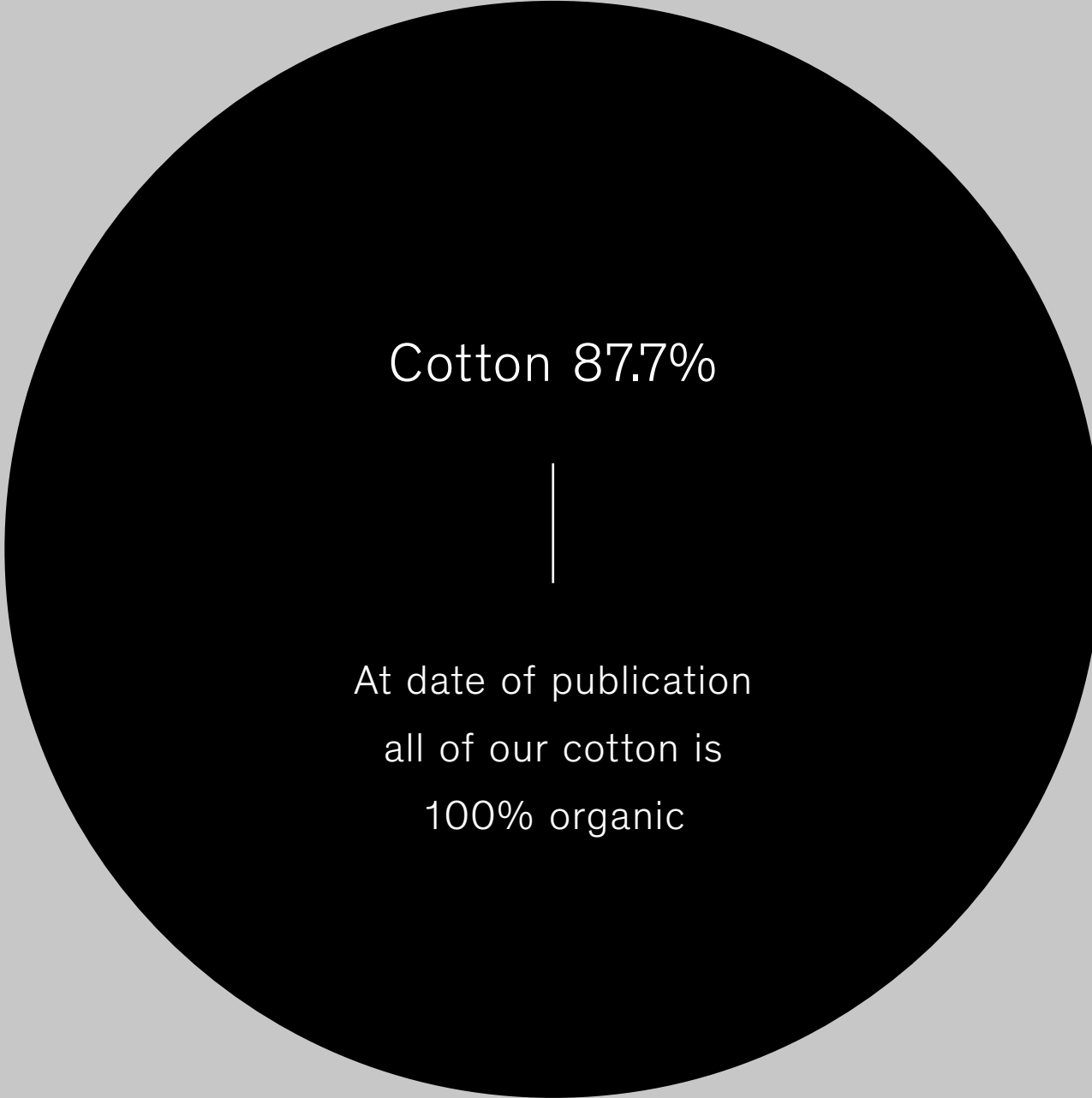
One wardrobe<sup>®</sup>

We make longwearing clothes in small batches with renewable or recycled materials.

This helps us reduce waste a few different ways. When we make in small batches, we don't create waste in the form of clothes we've made but can't sell. When we use recycled materials, we're using waste as an input. And when we use renewable materials we're using natural fibers that will eventually degrade into organic matter instead of sitting in a landfill for life.

When we tallied up all the materials used for the products we made in 2020, we found that over 95% were natural, renewable materials like cotton, linen, and wool. And almost 40% of that was certified organic cotton. We did use about 5% synthetic fibers as well — but almost 40% of those were recycled.

That leaves a very small percentage (less than 3% of our overall material footprint) of virgin, synthetic materials like polyester and elastane that we use to add stretch to our garments and make them comfier to live in. We're looking for more sustainable options for these at the moment so that our collection is made of 100% renewable or recycled materials.



- — Wool 7%
- — Elastane 2.5%
- — Nylon 1.8%
- — Linen 1%
- — Polyester <1%



# Carbon footprint of our product

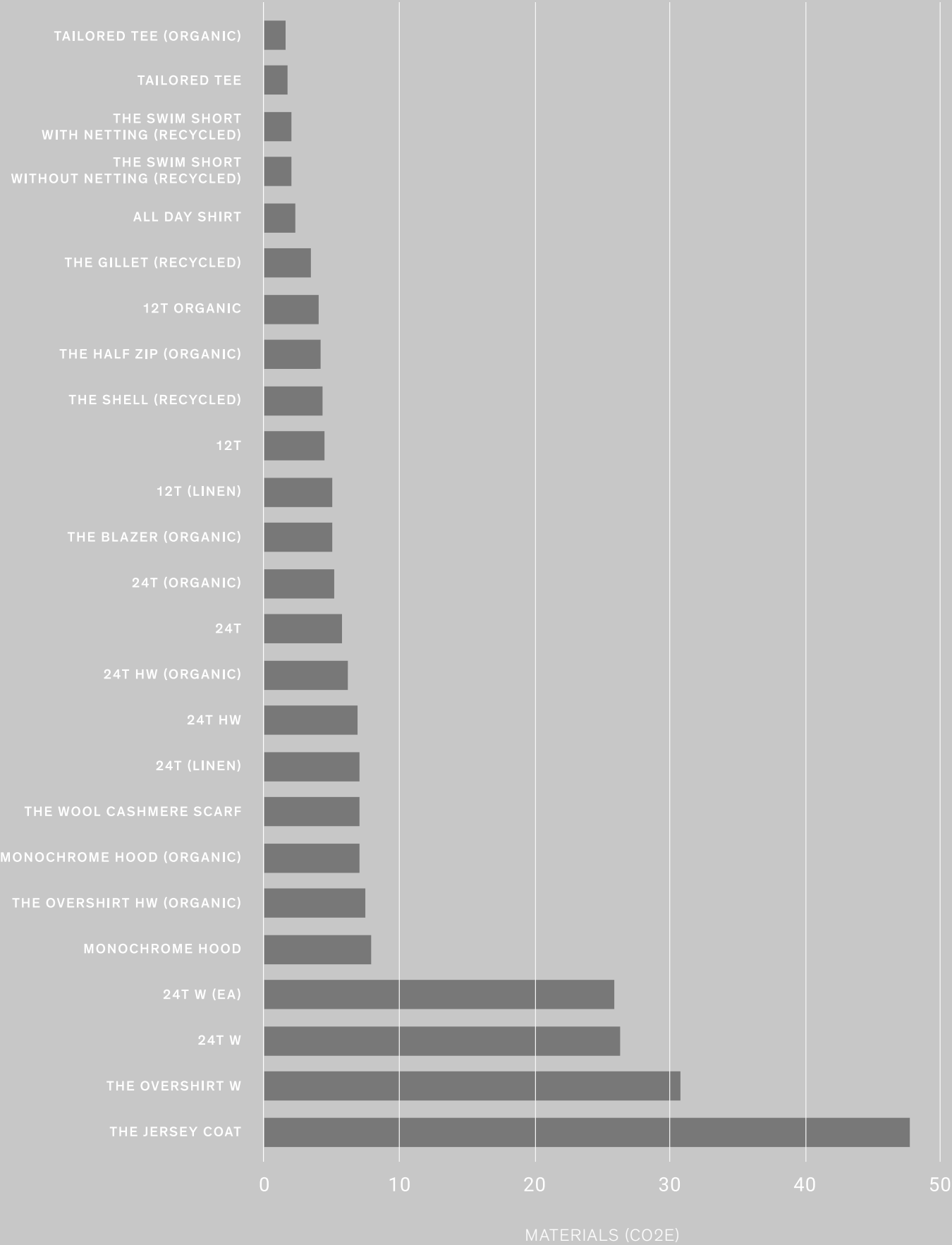
Our material choices help us reduce waste as much as we can, but making clothes still has an impact. We calculated the climate impact of each of our products, that is the estimated amount of carbon (and other greenhouse gas) emissions produced in extracting and processing raw materials, turning those materials into clothes, and packaging and shipping them to our distribution center and then on to you.



# Carbon footprint of our product

We're using the data we gathered about our footprint to look for ways to reduce it, but in the meantime we've invested in enough offsets to balance out our entire historical carbon footprint — that is the estimated emissions produced as a result of our manufacturing and operations for every year we've been in business.

We did this by tallying up the climate impact of every product we produced for each year 2019 and 2020 adding in estimated emissions related to operating our stores and offices during the year. And, because those numbers were estimates ( based on the best data we have available, but estimates all the same), we also included an 10% buffer to account for any emissions our model might have excluded or underestimated.



# Carbon Neutral isn't enough.

Climate Positive is the benchmark we all should be meeting

So, that got us to our 2019 and 2020 carbon footprints, which we combined with sales data from our previous years to get carbon footprints starting from 2013.

We added all those up to get our total, all-time emissions estimate. This figure comes to 495 tonnes of CO2. However, the total amount **we plan to offset is 990 tonnes.** This is because we don't believe being Carbon Neutral is enough. Climate Positive (or Carbon Negative) is the benchmark we think we all should be meeting. We have partnered with the Pachama to offset our footprint. They are a global platform, who harness AI to drive carbon capture and protect global forests.

L'ESTRANGE  
LONDON



WEARING

Lifecare®

If your product needs a refresh or fix, just let us know and we'll take care of it.

We help you help the planet by making it as easy as possible to wear our clothes for as long as possible. The average piece of clothing is worn just 10 times total. Not our clothing. We surveyed over 500 of you and found that on average, you wear your L'Estrange trousers over 2 times in a week. We provide care guidelines, and repair services — if your product needs a refresh or fix, just let us know and we'll take care of it.

1

TROUSER

3

FABRICS

## The 24 Trousers

We surveyed over 500 of you and found that on average, you wear your L'Estrange trousers over 2 times in a week

5

CORE COLOURS

107

DAYS OF THE YEAR



We encourage you to be conscious of how you care for your clothes. Washing your garment regularly has a carbon footprint too, and multiple years worth of machine washing can result in more carbon emissions than actually producing and shipping the product in the first place.

For example, the carbon footprint of the 24 Trouser is about 5.70 kilograms of carbon dioxide equivalent CO<sub>2</sub>e. Machine washing the 24 Trouser results in 60 grams of CO<sub>2</sub>e each wash — so if you wear your trousers for two years and wash them once a week, the emissions resulting from use will have exceeded the emissions related to production.

All that's to say, we suggest wearing your trousers often, but going as long as you can between washes to minimise your impact.

Wear them often,  
wash them less.

Caring for your  
clothes has a  
carbon footprint.

# RECYCLING



Rework<sup>®</sup>

We take responsibility for everything we make, and so, your clothes are still our responsibility. When you're done wearing an item, send it back to us to be recycled. At the moment we clean, repair and donate any clothes that are still wearable. But we're exploring new technologies and on the hunt for innovative partners who can help us truly close the loop by turning old L'Estrange into new L'Estrange.

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