

Responsible Brand Commitment

Welcome to our Responsible Brand Commitment. Sometimes referred to as a Code of Conduct, this is where we share with you the ethics and preferred ways of working that underpin our ambitions as a business.

We are a clothing brand on a mission: to be the best for our customers, producers and the planet. We are of the opinion that if we can do it better, and kinder, we will.

To this end, we are on a voyage of discovery with vegan and planet-friendly fabrics, and strive to achieve collaborative working partnerships and best practice working environments across our supply chain.

We care about the past, present and future of the clothes we make and their impact in the world. And, with each new collection, working closely with our suppliers, we inch towards a more sustainable, transparent, future.

Join us.

This Responsible Brand Commitment is signed by

- All internal staff, team and contractors.
- All materials suppliers.
- All sewing and finishing suppliers.

And made available to

- All press and retail partners.
- All customers.

FOCUS AREAS

Respectful working environments - insistence that all suppliers and internal employment practices adhere to universal human rights (as defined by the [Ethical Trading Initiative](#) base code as minimum) to understand, support and demand a decent standard of work and pay for everyone involved in creating and selling the Ninety Percent product.

Sustainable materials - a preferential commitment to sourcing low-impact, renewable and certified organic raw materials. A long-term commitment to developing sustainable materials, when they are not readily available, and to sourcing positive impact materials.

Longevity - designing every garment to withstand the test of time, sharing information about making clothes last longer through our care labelling and messaging. Taking responsibility for the user phase and for the end phase of our products lifespan.

Transparency and traceability - a commitment to knowing exactly where our garments are produced, where the materials are sourced and who the people are in our value chain. Accountability across all stages of our sourcing and production. Openness and availability of information with our customers, suppliers and charity partners.

Animal Welfare - a commitment to avoid the use of all types of animal derived materials and to take a diligent approach that ensures the protection of wild and endangered animals and their habitats wherever relevant.

Water Stewardship - responsible use of water across Ninety Percent garment life-spans. To ensure chemical contamination, excessive use, and microfibre pollution are mitigated at every stage, including the user phase and end life.

Emissions & CO2 - internal commitment to researching, learning and reducing unnecessary production deliveries and to apply carbon off-setting to customer deliveries.

Closing the loop - a commitment to researching, learning and supporting a fashion system that follows circular design principles, such as reclaiming fibres and garments, designing out waste and investment in the innovation of new materials that support a circular textiles economy.

These are the ways we integrate our ethics into our operations:

- 1. Design Mission**
- 2. Materials Mission**
- 3. Manufacturing Mission**
- 4. Animal Welfare Mission**
- 5. Customer Experience Mission**
- 6. Charity Giving Mission**

1. Design Mission

We design garments with purpose. We achieve this by focusing on a set of core styles and core principles of what we call 'good design'. We carefully consider the full life cycle of every garment we design, to make sure each piece will stand the test of time, past, present and future. We ask ourselves questions like, is it really essential to the collection? Will our customers wear it and then share it when they are done? Does it have wide appeal over time? Can it be easily mended? Are the materials in line with our materials sourcing criteria? Are we making this as well, if not better than other brands? Does this garment have the lowest possible impact achievable? Can this garment be made at a fair price to our suppliers and our customers? Are there issues to be considered?

What we do

- Design for longevity.
- Design for transeasonal wardrobes.
- Design for low temp washing.
- Design with sustainability as an equal consideration to price and aesthetic.
- Design to reduce pre and post-consumer waste.

What we don't do

We aim never to design products that are considered 'throw away'

Ultimate goals

- We aim to design clothing for people who care about the future.
- We hope our garments will be loved and well cared for.
- We hope our clothes will be shared or passed on instead of relegated to the back of the wardrobe or, worse still, to landfill.
- We aim to design clothing that wearers will recommend to others.
- We aim to design clothing that sells for us and for our retail partners.
- We aim to make clothing that is safe to make (non toxic) and considers those who will be producing it.

Daily challenges

Our design team spends a lot of time researching and sourcing materials that we can feel confident about and that meet our selection criteria. This isn't always easy - it's just not how the current fashion system works. We have to work extra hard to access, assess and store information about certifications, audits, transparency and new terminology. We also spend a lot of time working with our suppliers to develop the materials that we can't find elsewhere.

2. Materials Mission

The materials we choose to make our clothes are at the heart of everything we stand for. We take responsibility for every material we use, always selecting the lowest environmental impact and most ethically considered options across all of our ranges. Starting with our signature core material group, which carry optimal certifications, we work continuously to develop and define our seasonal offerings by researching and committing to materials that meet our vegan sourcing criteria.

What we do

Our long term focus is on sourcing low-impact, renewable and certified organic raw materials and to developing them when they are not readily available. Our design team is constantly expanding their knowledge and their materials archive. We invite our customers and our suppliers to share their tips or feedback on materials as well. You can find out more by reading our Material Selection Criteria which details our position on each fabric we use.

The key areas we consider when assessing fibres and their associated impacts are:

- Raw material source - extraction / cultivation.
- Processing methods - washing, dyeing, and printing.
- User phase - domestic wear washing and lifespan.
- End life - reclamation potential and associated impacts.
- Trims, hardware, labels and accessories are not detailed here but we apply the same principles to these, always sourcing the lowest possible impact options. These principles also apply to our packaging and our printing and dyeing.

What we don't do

- We don't use any animal derived materials such as leather, fur, feathers, wool, and silk.
- We don't use GM or conventional cotton.
- We don't use 100% synthetics for primary fabric categories.

Ultimate goals

We see our materials as part of a sustainable world and a sustainable future (that means we consider their past, present and future).

Daily challenges

We're up against a tidal wave of really unhealthy fabrics and materials that have become the norm over the past 30 years - materials that we are now choosing to re-evaluate and reassess. We are all on a learning curve and we are part of the global movement of brands, retailers, producers and consumers who are turning this tide.

MATERIAL SELECTION CRITERIA BY FIBRE

Cotton

Conventional cotton comes with a host of issues, which don't sit right with our brand. These include:

- Intensive chemical use, heavily patented genetically modified seed strains, and negative impact on biodiversity.
- High risks of poisoning for farmers and wildlife, long-term water contamination locally and even globally.

When sourcing new fibre we choose to source only Global Organic Textile Standard (GOTS) yarns as the preferred standard. This means that the fibre is grown on certified organic farms and that the entire value chain from farm to yarn is strictly monitored against toxic chemicals, water contamination, and hazards to human and planetary health as well as worker welfare abuses.

Where facilities beyond the yarn are not GOTS - certified we accept (Oeko Tex, C2C, and Textile Exchange standards for finishing as well as other standards that align with our Manufacturing Mission). We can also accept to work with cotton yarns when they are from certified recycled sources.

The Ninety Percent standards approved for cotton are:

- GOTS certified organic yarn.
- 100% recycled cotton yarn.
- GRS Recycled cotton blended with other approved materials.
- Finishing on non GOTS fabrics must carry an OekoTex standard as minimum.

Approved cotton certificates and standards include:



Linen and hemp

We consider linen and hemp to be low impact, as it doesn't normally require any pesticides or fertilizers to grow. We value it for its natural longevity and versatile qualities. We also consider it a healthy fibre because it won't be causing contamination at the end of its life as a material.

The standards approved for linen and hemp are:

- GOTS.
- CELC / Masters Of Linen.
- Finishing on non GOTS fabrics must carry an Oeko-tex standard as minimum.
- Traceable to regional source of fibre.

Approved linen certificates and standards:



Man-made cellulosic fibres

There is widespread concern about illegal and especially old growth deforestation associated with conventional viscose raw material sourcing. Reports also reveal significant pollution during the entire fibre manufacturing process.

Ninety Percent chooses to work with carefully selected, recognisable and credible branded materials in this category, who are leading the way on raw materials, chemical and processing standards.

These are essentially viscose type fibres, derived from sustainable wood or other cellulose. Wood inputs follow Canopy Planet's highest level sourcing policy and are also certified by FSC. The seaweed harvested for SeaCell™ uses entirely sustainable and regenerative methods. (see more information [here](#)).

All of the fibres we use in this category are also produced using closed loop and other chemical and solvent recovery systems and processes that reclaim and re-use the chemicals required which significantly reduces the toxicity of effluent compared to conventional suppliers.

The standards (brands) approved for cellulose-based fibres include:

- All Lenzing™ brand fibres and yarns.
- Smartfibre 'SeaCell'™
- ENKA® filament yarns

Cellulose based fibres approved certifications and standards:



Synthetics

Synthetic textiles (AKA petrochemicals or plastics) are becoming increasingly contentious as more and more evidence emerges about their serious impact on the natural environment at every stage of the value chain, including the customer-use phase and the end-of-life phase.

We take the consequences of using synthetics very seriously and you'll see a significant decrease of them in our collections over the coming seasons. When we do use them, we're committed to the reduction of virgin synthetics (plastics) and the reduction of microfibre contamination across the value chain.

A handful of our core styles currently contain a small percentage of synthetic for stability or stretch. Whilst we are working on alternatives, we are committed to:

- Sourcing from recycled synthetic yarn and fibre options wherever available
- Intentionally designing with minimal washing in mind, which mitigates fibre shedding across all garments that contain synthetics.
- Using trims made from recycled synthetics (chosen for function).
- Capping the percentage of synthetics allowed in our products (see detail below).

The standards approved for synthetic fibres include:

- Zero tolerance on the use of 100% synthetics for primary (self) materials.
- For blended materials any synthetics included (such as lycra and polyamide) will be from 100% recycled or biodegradable yarns whenever possible. We are seeking to transition all synthetics in blended yarns to be from recycled sources in the coming collections.
- Where synthetics are being used to enhance wool rib and fully fashioned qualities for plaiting, we will avoid or source recycled synthetics whenever possible.
- A blend cap of up to 20% on any virgin synthetics
- A blend cap of up to 30% for 100% certified recycled synthetics
- Including a hand wash care label and consumer facing advisory (in addition to the regular wash and care labelling).
- Oeko Tex or Bluesign are the minimum standard for all wet processing and finishing.

Approved synthetic certifications and standards:



Trims

Trims, hardware, labels and accessories are not detailed here but we apply the same principles to these, always sourcing the lowest impact options. These principles also apply to our packaging and our printing and dyeing.

GLOSSARY



GOTS

<https://www.global-standard.org/>

Only textile products that contain a minimum of 70% organic fibres can become GOTS- certified. All chemical inputs such as dyestuffs and auxiliaries used must meet certain environmental and toxicological criteria. The choice of accessories is limited in accordance with ecological aspects as well. A functional wastewater treatment plant is mandatory for any wet-processing unit involved and all processors must comply with social criteria.



TEXTILE EXCHANGE STANDARDS

<https://textileexchange.org/integrity/>

Textile Exchange is a global non-profit that works closely with its members to drive industry transformation in preferred fibres, integrity and standards and responsible supply networks.



LENZING FIBRES

<https://www.lenzing.com/>

For more than 80 years, Lenzing™ has been thinking beyond fibres and looking to life, using ‘botanic fibres’, sourced from wood in a sustainable way from certified forestry.



SMART FIBRES SEA CELL™

<https://www.smartfiber.de/>

SeaCell™ is the environmentally friendly fiber with maximum comfort and a positive effect on the skin. The fiber harnesses the strength of the algae. The brown algae used come from the unique ecosystem of the Icelandic fjords.

Finishing, Dyeing and Wet processing



OEKOTEX

<https://www.oeko-tex.com/>

The STANDARD 100 by OEKO-TEX® is a worldwide consistent, independent testing and certification system for raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used. Examples of articles that can be certified: raw and dyed/finished yarns, woven and knitted fabrics, accessories, such as buttons, zip fasteners, sewing threads or labels, ready-made articles of various types (garments of all types, domestic and household textiles, bed linen, terry products and much more).



BLUESIGN

<https://www.bluesign.com/>

The bluesign® system is the solution for a sustainable textile production. It eliminates harmful substances right from the beginning of the manufacturing process and sets and controls standards for an environmentally friendly and safe production. This not only ensures that the final textile product meets very stringent consumer safety requirements worldwide but also provides confidence to the consumer to acquire a sustainable product.

3. Manufacturing Mission

The places where our products are made and people who make them are of utmost importance to Ninety Percent (this seems obvious, right? But to some brands unfortunately it still isn't). We are committed to making sure that every place, person or creature in our value chain is treated with dignity and respect, that workers are compensated fairly and that they are actively made aware of their value to us. In turn, we require our suppliers to work with us to ensure these standards are met.

What we do

- We demand that our supplier partners are always operating within the law, that they are adhering to local enforceable legal standards at the very minimum and that they in turn are practicing legal and responsible sourcing.
- We work with materials and production suppliers who are certified or audited to at least one of our required social or environmental standards or a combination of standards that covers both.
- We do rely on globally recognised third party auditors to assess, evaluate and certify these standards.
- We are committed to forming long-term relationships with our suppliers and our deeper value chain (this means we encourage and reward best practice and we also foster innovation and invest in long term development strategies with our production partners).
- If a problem arises we aim for swift resolution using a combination of relevant third party auditors' information and remedial processes such as SEDEX tracking tools and certifications records like GOTS, as well as our own internal traceability protocols.
- Our staff spends significant time and have very regular contact with our supplier partners.
- Where problems of non-compliance arise we will work with our partners to support them to regain compliance within a 6-month period.
- If a non-compliance problem or series of problems persists with any given supplier we will terminate active and future contracts.

NB: in regards to the British Modern Slavery Act, we require all supplier, retailer and other brand partners who are obligated to act in accordance with this legislation and to show proof of compliancy with section 54 of this legislation (<http://www.legislation.gov.uk/ukpga/2015/30/part/6/enacted>)

What we don't do

- We don't work with suppliers who do not meet our Supplier Conduct Requirements.
- We don't work with suppliers who cannot provide transparent and up to date information about their social and environmental standards.
- We will never partner with suppliers who cannot guarantee the absence of child labour, the right to organise or discrimination based on race, gender or religion within their operations.

Ultimate goals

- Transparency and traceability - across all stages of sourcing and production.
- Supportive and collaborative supplier relations that are mutually beneficial and enhance social and environmental standards and showcase industry best practice.

NB: 'Transparency is disclosure of information in a standardised manner that enables comparison - traceability is the ability to discover information as to when and how a product is made. If transparency is about trust, then traceability is about accountability'. Leslie Johnson. C&A foundation.

Daily challenges

Working with multiple suppliers and sourcing from diverse regions around the world can mean it's hard to monitor all aspects of any given scenario. We're learning new ways of working that cultivate due diligence, personal connection and traceability to help us navigate all of these elements across our value chain.

SUPPLIER CONDUCT REQUIREMENTS

Employment Relationship

Employers shall adopt and adhere to the rules and conditions of employment that respect workers and, at a minimum, safeguard their rights under national and international labour and social security laws and regulations.

Non-discrimination

No person shall be subject to any discrimination in employment, including hiring, compensation, advancement, discipline, termination or retirement, on the basis of gender, race, religion, age, disability, sexual orientation, nationality, political opinion, social group or ethnic origin.

Harassment or Abuse

Every employee shall be treated with respect and dignity. No employee shall be subject to any physical, sexual, psychological or verbal harassment or abuse.

Forced Labour

There shall be no use of forced labour, including prison labour, indentured labour, bonded labour or other forms of forced labour.

Child Labour

No person shall be employed under the age of 15 or under the age for completion of compulsory education, whichever is higher.

Freedom Of Association and Collective Bargaining

Bargaining Employers shall recognize and respect the right of employees to freedom of association and collective bargaining.

Health, Safety and Environment

Employers shall provide a safe and healthy workplace setting to prevent accidents and injury to health arising out of,

linked with, or occurring in the course of work or as a result of the operation of employers' facilities. Employers shall adopt responsible measures to mitigate negative impacts that the workplace has on the environment.

Hours of work

Employers shall not require workers to work more than the regular and overtime hours allowed by the law of the country where the workers are employed. The regular work week shall not exceed 48 hours. Employers shall allow workers at least 24 consecutive hours of rest in every seven-day period. All overtime work shall be consensual. Employers shall not request overtime on a regular basis and shall compensate all overtime work at a premium rate. Other than in exceptional circumstances, the sum of regular and overtime hours in a week shall not exceed 60 hours.

Compensation

Every worker has a right to compensation for a regular work week that is sufficient to meet the workers' basic needs and provide some discretionary income. Employers shall pay at least the minimum wage or the appropriate prevailing wage, whichever is higher, comply with all legal requirements on wages, and provide any fringe benefits required by law or contract. Where compensation does not meet workers' basic needs and provide some discretionary income, each employer shall work to take appropriate actions that seek to progressively realize a level of compensation that does.

Subcontracting

Ninety Percent does not permit subcontracting without our prior written approval. All salesman-sample and bulk production orders must be placed within facilities that have been pre-approved by Ninety Percent without exception. Direct suppliers are required to continuously monitor approved subcontractors and sub-suppliers for social and environmental responsibility using standards that meet or exceed our Code of Conduct and Benchmarks standards.

Environment

Suppliers shall maintain written environmental policies and standards and must comply With all applicable environmental laws, our Code and Benchmarks, and agree to be monitored separately for environmental responsibility. Suppliers shall continuously monitor, and disclose to Ninety Percent, their energy and natural resource usage, emissions, discharges, carbon footprint and disposal of wastes and take a progressive approach to minimize negative impacts on the environment.

Compliance Procedures

If instances of non-compliance arise Ninety Percent shall take immediate action to, identify the cause and seek to remedy working with the supplier and the relevant auditors to address within four weeks. And to fully resolve within six months. Persistent non-compliance will result in the termination of all contracts.

4. Customer Experience Mission

As a brand we choose to consider our customers as an extension of our value chain. When a garment enters a wardrobe we don't think of this as the end, but rather the beginning of a new phase. We aspire to provide clothing as a service to people who care about their clothing impacts during their time together. We think it's our responsibility to take account of the impacts of the clothes we produce, especially when they are offered out into the world through our customers.

What we do

- We encourage low impact washing and care to avoid chemical and microfibre contamination in our global water systems.
- We offer ideas such as swapping, sharing, mending, recycling or donating when a customer is ready to let go of their garment. The large majority of our garments can be upcycled, recycled, or will biodegrade safely.

What we don't do

- We never suggest putting clothes into landfill.
- We don't offer clothing that cannot be considered long lasting in terms of quality and style.

5. Charity Giving Mission

The concept of this label is born out of the life experiences of the two founders, Shafiq Hassan and Para Hamilton. The causes are chosen by the founders.

We share 90% of our distributed profits between charitable causes and those who make our collections happen. We created a concept that is all about making maximum change with our profits where our customers know they are being a part of a revolution in the way businesses are run. Why not change and find a new version of capitalism – our version? We want to turn the traditional business model on its head.

We believe that everyone involved in Ninety Percent has to be empowered, from people who run the business, people who make our clothes and our customers, the result being a positive impact on social and environmental causes we support.

We invite our customers to decide where our money goes and help us start a consumer movement that empowers makers and wearers.

We donate to two children-focused charities, two environmental causes and one organisation that empowers people living in poverty. The first, Children's Hope, is a foundation set up in 2000 that works with able and disabled children in the slums of Dhaka, Bangladesh. War Child is an international charity, working to protect, educate and stand up for the rights of children caught up in war. Big Life Foundation is making huge strides in conservation and anti-poaching throughout Kenya and Tanzania, whilst WildAid is doing enormous work to stop the demand for animal products around the world – they single-handedly ended the global consumption of shark fin soup. Our newest charity is BRAC, a leading NGO helping those living in poverty to reach their potential. They place special emphasis on the social and financial empowerment of women and girls, with recent projects including supporting vulnerable mothers and babies in Liberia and funding early education programmes for girls in Pakistan.

“It is perhaps a mad concept, but was developed with real passion that is alien to the traditional business culture. Our life experience has taught us to focus on two aspects, wildlife, therefore the environment, and protecting the most vulnerable that have the least support, children. We have supported these aspects for a while, and wanted to continue to do so as long as we are able to. The concept is therefore a business platform to support our legacy. It also challenges how traditional businesses are run and confront this head on. Yes, we can choose many pressing environmental and social issues that need promoting and support and as we grow we shall widen our net.”

Shafiq Hassan, Co-Founder of Ninety Percent