

# SAVARA

*intimately*



IMPACT REPORT 2021

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# WE'RE CREATING A BRA REVOLUTION TO MAKE THE PLANET SMILE



With a passion for empowering women and make them glow again, we're determined to change the status-quo of lingerie by offering comfortable, sustainable lingerie. This is realized with social responsible production, sustainability in the heart of the business and truly transparent communication. We're founded in 2019 and the first collection was launched in March 2020.

We believe the negative impact of the fashion industry can be limited in 3 ways:

1. Limiting the amount of garments made,
2. Operate as sustainable as possible for the garments that are being made,
3. Recycle end-of-life products.

We focused on (1) and (2), by preventing over-consumption with bra's that are more flexible in sizing compared to traditional bra's. Customers can enjoy items more often and better, which prevents overconsumption. We operate as sustainable as possible, which is discussed in this report. We acknowledge that producing no lingerie would be the most sustainable option, contributing to (1). However, we assume that our customers have the need of wearing lingerie. Given the fact that lingerie will be purchased, we're try to be the most sustainable option.

Both the environmental and social impact are included in this report.



# OUR IMPACT IN KEY FIGURES

**1.135**  
TREES PLANTED



This report is based on the operations from Januari-December 2021. Even though we're still a small brand, we keep track of our impact and we're happy to share the achievements. Check the key figures for 2021 below.

**98.400**

LITERS OF WATER  
SAVED

**106**

KG CHEMICALS  
SAVED

**895**

METER OF FABRIC  
WASTE PREVENTED

## FAIR PRODUCTION

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The lingerie is locally made with love and care in The Netherlands, Latvia and Romania. We combined in-house production in Amsterdam (for low quantities) with ateliers in Latvia and Romania for the other products in 2021.

The atelier in Latvia (Liepāja) is a small family atelier. We started working together in 2020 and this year, we expanded the collaboration. The atelier is specialized in lingerie for 20 years and their team is lead by female managers. The knowledge and incredible skills are the result of multiple generations working in the atelier. They work aligned with the Europe labor legislation in which work safety and fair compensation are among others important. Especially last year, this was relevant during several COVID-19 lockdowns, in which the atelier took it's responsibility to shut down for several periods in order to protect the employees. We had regular contact in times of production (weekly). The company visit was cancelled due to COVID-19 restrictions. We're planning to visit the atelier as soon as the circumstances allow it.

We also started working with a new lingerie factory in Romania (Cluj-Napoca) in order to keep growing our supply. Our founder, Eva, had the pleasure to visit our new factory in July 2021 (picture on the right). This factory is managed by women and 95% of the 200 employees are female. The factory has 20 years of experience and it's rated A by the Business Social Compliance Initiative, meaning they're audited yearly and they score exceptional in how they take care of their employees and also the environment. From pattern making, cutting, sewing to quality control, each part has dedicated teams and the level of professionalism and kindness of the entire team is impressive. By the end of August 2021, the first designs that are made in this factory launched on our website.

The production runs on both locations are very small and focussed on quality. Most importantly, we a threat each tother with respect and feel like family to each other.



# MATERIALS

We source the following fabrics:

- TENCEL™ from Turkey. It's made of renewable raw wood pulps, without harmful substances and certified with STANDARD 100 - nr. 1 by OEKO-TEX®. It has the EU Ecolabel due to its significant lower environmental impact throughout the entire lifecycle. The wood pulps are coming from sustainable plantations. We source fabric in the specific amount of meters that we need, to minimize leftovers.
- Lace surplus and recycled yarn laces from Italy, Latvia and Germany. These are surplus from other factories. By estimation, 40% of the world fabric production is wasted before it turns into garment. We use surplus fabric in order to minimize this waste. The leftovers from Italy and Germany have the Global Recycle Standard certificate, as they are made out of Polyester and Nylon waste.
- Pre-shaped cups from France, containing 65% recycled polyester. It's the best that's currently available in the market.
- High quality elastics from Spain, certified with the STANDARD 100- by OEKO TEX®
- Hardware from France, also STANDARD 100- by OEKO TEX® certified. The hardware is also REACH certified, meaning the material will not harm humans nor the planet.

We use no animal products in our materials.



Compared to conventional lingerie and fabric, the figures below quantify the impact we made.

**98.400**

LITERS OF WATER  
SAVED

**106**

KG CHEMICALS  
SAVED

**895**

METER OF FABRIC  
WASTE PREVENTED





## PRODUCTS AND OPERATIONS

A big issue in the lingerie market is the amount of bra's that are not being worn because of a disappointing fit soon after the purchase (women own on average 16 bra's). We designed a solution, using flexible sizing compared to traditional bra's. This means customers can enjoy their bra longer and better. Most importantly, they need less bra's in their lingerie drawer, because one bra will fit most of the time. However, producing garments and delivering them, we indisputable make an impact. These are efforts we're making to operate as environment friendly as possible:

- Minimize transport. Sourcing of materials is always from Europe and whenever possible local. We always use slow road transport for supplies and products that we're sending to and from the factory.
- We make a donation to One Tree Planted for each piece sold.

- We work with a zero-waste method. Every tiny inch of fabric and elastic is used to make sure we produce minimal waste. We source in small quantities in order to buy exactly what we need.
- Customer can repair they items (whether it was their fault or not) for free with us, so we can extent the lifespan.
- We offer a free 'adjustable strap' service to customers which allows them to request new closing back straps when they've outgrown their current size.
- We always try to find left-over materials in the factory first, before we start buying new materials.

**1.135**

ITEMS SOLD

**9,7%**

RETURN RATE

## PACKAGING

We limit the use of packaging materials to the amount that is needed to ship the package with good care. The packaging material is environmentally friendly, meaning:

- All packaging materials are sourced in the Netherlands and plastic free.
- We use a cardboard box that almost always fits through your mailbox which enlarges the delivery success rate.
- We use cardboard boxes and tissue paper (made of industry paper waste) on the inside for extra protection
- The hangtags and thank you card are made of 100% recycled paper.
- Soft labels within the lingerie, made of 100% recycled polyester.

We always ask suppliers to limit plastic package materials when they ship supplies to us.

## PRICING

We believe it's fair to share details about our price structure. We decided to work with an online revenue model only (no retail), which decreases the gap between the price paid by a customer and price received by the makers.

Here's the average build-up of our prices:

- 20% Production
- 10% Materials
- 21% Taxes
- 2% Charity donations
- 5% Shipping & Packaging
- 42% Overhead (marketing, sales commissions, website, sampling etc.) & profit.

All profit is invested in the company in 2021 in order to grow.





## GIVING BACK

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We share 2% of our revenue with charities. For every item sold, we're making a donation to One Tree Planted to plant a tree. One Tree Planted initiates among others fruit tree planting projects in India, which does not only create a positive CO2 effect, but also creates a sustainable income for the population.

In addition, for every nursing bra sold, we donate €1 to Because We Carry (€35 in total) to support refugee kids and moms. We're hoping to donate much more next year.

We shared our knowledge about sustainable fashion and entrepreneurship consciously with others, with a focus on young females and impact makers.



**1.135**

TREES PLANTED

## SOCIAL INFLUENCE

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With the Savara Sister community, we raise awareness around body positivity, women empowerment and talk about taboo topics like periods, breast cancer and body hair. We dedicated 10 Sister Stories Blog posts and 19 Instagram posts to this topic. Our Savara Sister community consists of 1350 newsletter subscribers.

We work together with young, talented women, mostly in the start of their (new) career. We worked with 25+ female freelancers, influencers, interns and professionals in 2021. In doing so, we hope to inspire others to lift each other up and believe in new talents.

**4.650**

INSTAGRAM  
FOLLOWERS

**1350**

SAVARA SISTERS  
COMMUNITY MEMBERS

**25+**

FEMALE TALENTS

With the **perfectly normal beauty** campaign, our goal was to normalize natural beauty while being confident in our own skin. We visualized our idea of true beauty which is not defined by a certain body shape or other specific features. We found six diverse women, from different backgrounds and ages, with different body shapes. They each have their own motivations for participating and their own unique stories to be told. We shared their individual stories on the Sister Blog and captured them during the shoot day in August 2021.

With the **normalize boobs** campaign we shared pictures of normal boobs, to let go of unrealistic beauty standards and celebrate every boob that's out there. This campaign was in collaboration with photographer Mirjam Steinebach. She asked women to take a photo of their boobs, so that the image of beautiful boobs could become more realistic. The results is a powerful statement of acceptance and self love.

## THE ONLY THING MORE POWERFUL THAN A CONFIDENT WOMAN IS AN ARMY OF THEM





## GOALS

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We believe we're never done improving our practices. These are the improvement points we've identified:

- Finding solutions for the recycling and end-of-life bra's.
- Avoiding synthetic fabrics and the micro plastics that come with it (recycled laces are still synthetic).

Goals we've accomplished in the last year are finding a more sustainable alternative to pre-shaped cups, including diverse models in shoots, improve online sizing decision process in order to decrease the product return rate (11,9% to 9,7%).

Having a business with a clean conscience is vital for us and no concessions are made. We're not growing unless we can do it the right way.

## THANK YOU

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Thank you for taking the time to read our impact report. In case you have any questions or tips, please reach out to [info@savaraintimates.com](mailto:info@savaraintimates.com).

*Lots of love,*  
*Eva*  
FOUNDER

