

IMPACT REPORT



L'ESTRANGE

L O N D O N



2020

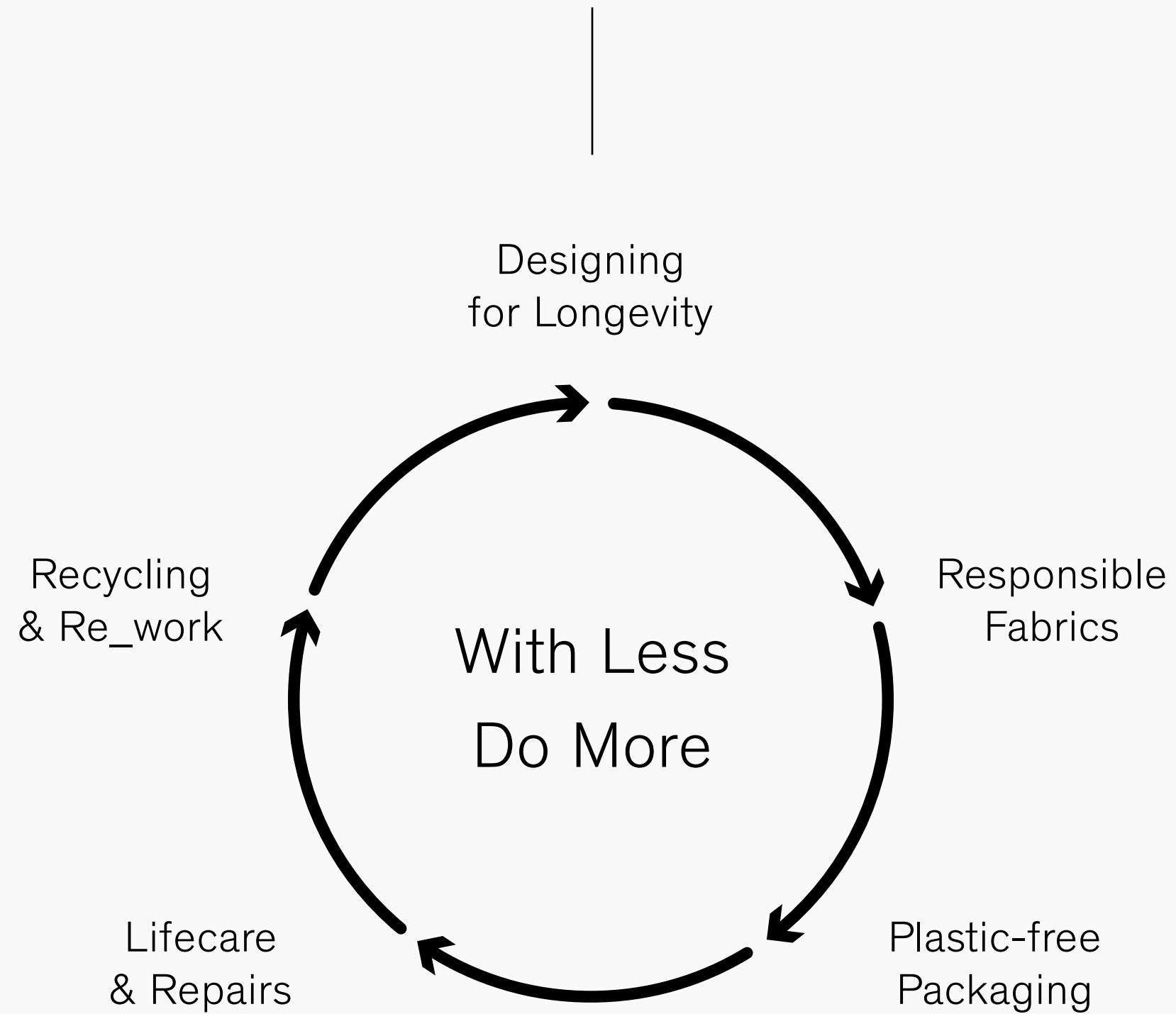
CHANGING

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 lengthen their lives, and 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.

How we're rethinking consumption



OUR



With Less Do More



ETHOS



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. We produce a refined collection of products rooted in versatility, allowing you to do more with fewer garments.

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

0

FASHION SEASONS

51

SKUS

13

STYLES

8

PIECES

THE
L'ESTRANGE
WARDROBE

MAKING

One wardrobe

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

This helps us reduce waste a few different ways. When we produce in small batches, we avoid wasting the clothes we've made, but can't sell. For our 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 we 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. Since 2021, we've turned that into 100%. 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. We use these to add stretch to our garments and make them comfier to live in — so that you can wear them all day long easily. We're looking for more sustainable replacements at the moment so that our collection can become 100% renewable or recycled materials.

All of our cotton is now 100% organic

*At date of publication

Cotton 87.7%

Wool 7%

Elastane 2.5%

Nylon 1.8%

Linen 1%

Polyester <1%

The carbon footprint of our products

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

We looked at everything from the energy supplies of our factories to the distances each of our products travel throughout the supply chain. We also looked at the usage of our products, providing a contribution of 20 washes (this is not the entire lifetime but an estimate, as we encourage our customers to wash their garments less) along with the garment's end of life emissions.





We're using the data gathered on our impact to first and foremost look for ways to reduce it. And while we do so, we've also 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 tallied up the climate impact of every product we produced in 2019 and 2020, and added 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 still remain estimates), we have also included a 10% buffer to account for any emissions our model might have excluded or underestimated.

The carbon footprint of our products

	Materials (CO2e)	Packaging (CO2e)	Manufacturing (CO2e)	Energy (kWh)	Transport Truck (CO2e)	Transport Air (CO2e)	Transport Truck + Air (CO2e)	Use 20 washes	End of Life Landfill (CO2e)	TOTAL
24T	3.17	0.05	0.41	1.20	0.41	1.51	1.92	0.86	0.16	7.77
The 24 Trouser (Organic)	2.75	0.05	0.41	1.20	0.41	1.51	1.92	0.86	0.16	7.35
24T (Linen)	4.37	0.05	0.41	1.20	0.44	1.61	2.05	0.92	0.17	9.17
24T HW	3.96	0.05	0.41	1.20	0.51	1.89	2.40	1.08	0.20	9.30
24T HW (Organic)	3.43	0.05	0.41	1.20	0.51	1.89	2.40	1.08	0.20	8.77
24T W (EA)	17.12	0.05	0.41	1.20	0.44	1.61	2.05	0.92	0.17	21.92
24T W	17.54	0.05	0.41	1.20	0.44	1.63	2.07	0.93	0.17	22.37
12T	2.08	0.05	0.41	1.20	0.27	0.99	1.26	0.57	0.11	5.68
12T (Organic)	2.08	0.05	0.41	1.20	0.27	0.99	1.26	0.57	0.11	5.68
12T (Linen)	2.82	0.05	0.41	1.20	0.27	1.00	1.27	0.57	0.11	6.43
All Day Shirt	2.07	0.05	0.18	1.24	0.34	0.99	1.33	0.56	0.10	5.53
Tailored Tee	1.70	0.05	0.43	1.68	0.25	0.72	0.97	0.46	0.09	5.38
Tailored Tee (Organic)	1.47	0.05	0.43	1.68	0.25	0.72	0.97	0.46	0.09	5.15
Monochrome Hood	7.35	0.05	0.43	1.68	1.05	3.07	4.12	1.98	0.37	15.98
Monochrome Hood (Organic)	6.38	0.05	0.43	1.68	1.05	3.07	4.12	1.98	0.37	15.01
The Wool Cashmere Scarf	0.69	0.05	0.14	0.60	0.03	0.05	0.08	0.30	0.06	1.92
The Swim Short With Netting (Recycled)	1.48	0.05	0.20	0.80	0.26	0.78	1.04	0.50	0.09	4.16
The Swim Short Without Netting (Recycled)	1.30	0.05	0.20	0.80	0.23	0.68	0.91	0.44	0.08	3.78
The Overshirt HW (Organic)	3.93	0.05	0.81	2.60	0.86	2.87	3.73	1.24	0.23	12.59
The Overshirt W	20.29	0.05	0.81	2.60	0.75	2.50	3.25	1.08	0.20	28.28
The Blazer (Organic)	4.04	0.05	0.51	2.00	0.73	1.97	2.70	1.27	0.24	10.81
The Gillet (Recycled)	2.07	0.05	0.35	1.40	0.40	1.09	1.49	0.70	0.13	6.19
The Shell (Recycled)	3.19	0.05	0.45	1.80	0.62	1.68	2.30	1.08	0.20	9.07
The Jersey Coat	58.76	0.05	1.01	4.00	1.80	4.85	6.65	3.12	0.58	74.17
The Easy Zip (Organic)	3.78	0.05	0.43	1.68	0.62	1.82	2.44	1.17	0.22	9.77
The Polo (Organic)	1.52	0.05	0.43	1.68	0.26	0.75	1.01	0.48	0.09	5.26

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

We added all those up to get our total, all-time emissions estimate. This figure comes to 433 tonnes of CO₂. However, the total amount we are offsetting is 866 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.

To help us offset, we joined forces with BeZero and have invested in a few different projects around the world - including a peatland restoration project in Indonesia, which is where our kapok fabric comes from, an energy project in India and a REDD forest conservation project in Peru. We recognise that offsetting is not the sole solution to reaching a balance, but we think is a good place to start.

L'ESTRANGE
LONDON



Carbon neutral
isn't enough.

Climate positive
is the benchmark
we should all be
meeting.

L'Estrange all-time emissions

433t of CO₂

Carbon we are offsetting

866t of CO₂

WEARING



Lifecare

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

We help you lower your impact by helping you wear our clothes often. The average piece of clothing is worn only 10 times total before being discarded. Not ours. 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

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 7.35 kilograms of carbon dioxide equivalent CO2e. Machine washing the 24 Trouser results in 43 grams of CO2e 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.

THE 24 TROUSER		CO2 BREAKDOWN
Materials		2.75
Packaging		0.05
Manufacturing		0.41
Energy		1.20
Transport		1.92
Use	0.86	TOTAL 7.35 KG CO2E
End of life	0.16	

Wear them often,
wash them less.

Caring for your clothes has
a carbon footprint too.

All that's to say, we suggest wearing your trousers often, but going as long as you can between washes to minimise your impact. Try using a fabric freshener spray to keep your 24's smelling good for longer.

RECYCLING



Re_work

We take responsibility for everything we create, and therefore, your clothes are still our responsibility at the end of their lives. When you're done wearing an item, you can send it back to us to be recycled. At the moment we clean, repair and donate any clothes that are still wearable.

We're currently working on partnerships that will make reselling and downcycling your clothes easier for you as well.

At the same time, 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 pieces into new ones.



Our journey to circularity

We're committed to the continuous measurement of our impact to keep designing processes aimed at lowering our footprint in every phase of the clothing lifecycle.

As a customer, you're on the journey to circularity with us. Please don't hesitate to get in touch with any feedback or questions regarding our environmental efforts, we'd love to hear your thoughts.

L'ESTRANGE

L O N D O N



With Less Do More