

LEFRIK

TRANSPARENCY REPORT 2021
- THE TRUTH BEHIND OUR BARCODE -





WE MAKE FABRICS



FROM PLASTIC WASTE



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. We are vegan too, Lefrik
can by the animal welfare

About us

We make bags, backpacks and urban travel items from recycled plastic bottles.



Lefrik contributes to the environment by reducing the use of virgin polyester and rather extending the life of discarded plastic bottles, while saving energy in the production process.

We want to continue working in this direction, placing quality, traceability and sustainability on the top of our minds while achieving a completely circular economy model.

We are dedicated to continue to learn and adapt our efforts for the improvement of Lefrik and its impact.

We are vegan too, Lefrik has been approved as vegan by the animal welfare organization PETA.

From the beginning, we have firmly believed that Lefrik could only work if it was sustainable.

For the past years we have been working on finding the right partners; people who not only comply with our sustainable criteria, based on the best possible social and environmental practices, but who also share our belief in doing the right thing for the people and for the planet.

We aspire to be known not only for our products, but also for our commitment, our humility, our capacity of work and our ability to solve problems.

We plan to continue to work hard on all these areas of focus, always placing people and the planet at the center of our thinking. We have a lot of work to do.



Curra Rotondo / CEO and Cofounder



CEO LETTER

-

Dear all,

This year we are strongly stepping into a new chapter; a chapter focused on our sustainable future as a brand.

We're working hard towards leading our industry, building a company that delivers superior results and commitment to our people and the communities in which we are present.

We elaborate our yearly report focusing on sustainability and traceability, not to hang a certificate on our wall, but because the process of information-gathering through the ongoing monitoring of our production life cycle, further improves our environmental footprint in every stage. It also gives us a competitive advantage and the opportunity to offer a differentiated product whose demand continue to rise in the market.

In 2022 we're proud to be introducing our first net zero collection, thanks to the work and support of all the team and suppliers involved which have collaborated in the measurement and traceability of our products, from the material sourcing and manufacturers to our warehouse and logistic partners.

Here we are and this is how far we've come, thanks to all the people and collaborators involved in the brand development through the years.

**We want to believe bad
COVID times are over and
it's time to grow together.
Will you join us?**

Business and impact

WE ARE

-

Lefrik is a Madrid based brand that creates a wide range of bags, backpacks and travel essentials made of recycled plastic bottles. Established in 2012, Lefrik was born to solve travel and city commuting problems. Our designs are contemporary yet timeless, fashionable yet functional, carefully thought for the modern digital nomad.

Our design approach interprets fashion elements for the real needs of everyday life. We stay true to minimalism and eliminate unnecessary details to create wearable and aesthetically-balanced products that one doesn't tire of too quickly and can stand the test of time.

We are a woman led brand and a small team that believes in the power of our actions at every level. We work together as a family in order to make the right choices towards building a better future, in which we all can have a voice.

Globally stocked in around 500 local shops and retailers as well as in our own retail flagship, you can convince yourself of our outstanding quality and service.

WE DO

-

For you to consume consciously, it is our responsibility to make the right choices at every step of the way. Even though sustainability has been part of our project since day one, we keep prioritizing our responsibility to protect our planet and also continue our commitment to fight social injustices. Our impact approach extends to organiza-

tions and causes that care for people and the planet. We contribute to the environment by reducing the use of virgin polyester and rather extending the life of discarded plastic bottles, while saving energy in the production process. Our production is nearly waste-free and we are constantly working on how to optimize it. Our products are designed in Spain and ethically manufactured in Asia. We make our products in Asia because they have the best techniques in making polyester out of recycled plastic PET bottles.

We understand our impact and measure our environmental footprint in order to change it and reduce it as much as we can. That's why we decided to become proud members of 1% for the Planet.

By working with them we trust we can balance out some of our emissions, while we keep our focus on minimizing our impacts at the source.

We have a long-lasting relationship with our suppliers, and during all these years we have built a strong personal relationship with them. We visit them often and each factory is given a compliance audit to evaluate factors like fair wages, reasonable hours and environment.

As firm advocates of animal rights, our products have been approved as vegan by animal welfare organization PETA, being our Maverick foldable trolley awarded as best vegan luggage in 2019. Proving that our backpacks can be functional, modern and cruelty-free at the same time.

WE WANT

-

Lefrik's passion for timeless pieces and sustainability isn't part of a clichéd marketing plan but sits instead at the very heart of our design ethos. We believe in creating something practical but still being true to our principles.

We want you to wear our bags and backpacks for years, even decades, to come. That's why we source lightweight resistant fabrics, while paying attention to every detail when designing.

Challenging ourselves is at the core of everything we do. We strive to find new materials, styles and concepts to ensure we offer the best products. The result are innovative, accessible and durable eco-friendly products.

We are on a mission of mindful consumption. This means we need to keep working to improve both brands and industry perspectives on how to produce bags and backpacks that can be carried and loved for longer.





Code of conduct

At Lefrik, sustainable, environmental and social practices are enshrined in our philosophy. We do our most to create a positive impact. In order to fulfil our commitment, we work with our business partners and suppliers to deliver value to all stakeholders.

This Code of Conduct applies to Lefrik and its business partners, suppliers, and subcontractors, as well as to all internal and external employees, here after referred to as 'party' or 'parties'.

1. ENVIRONMENTAL PRACTICES

-

I. Protection of the planet and its resources

Within the production of the products sold by LEFRIK, we particularly care for:

- Eco-friendly material and production.
 - High quality to enable long life cycles.
 - Reduction of water usage and packaging.
 - Reduction of pollution caused by transportation.
- a) All local and country-specific laws in each individual place of operation need to be adhered to as a minimum standard. Suppliers care for an adaption of law respecting practices within their supply chain.
- b) Suppliers follow the precautionary principle regarding their decision of using natural resources an polluting the environment.
- c) Businesses support enhancement towards eco-friendly behaviour in their practices.

II. ANIMAL RIGHTS

a) Businesses respect the dignity and environment of all animals, guaranteeing their welfare.

2. SOCIAL PRACTICES

I. HUMAN RIGHTS

a) All parties ensure to honour and execute internationally recognized human rights, and do not involve abuses of such in their own or supplying operations.

This aspect is valid for both employees as well as external partners.

II. LABOR

a) Employees must be of legal of age to work in accordance with their country's laws, eliminating the abuse of child labour for both our suppliers and their supply chain.

b) Labour should be employed without force and without discrimination in the workplace.

c) Harsh or inhumane treatment towards employees is not acceptable and all disciplinary procedures need to be recorded.

d) Parties ensure safety and health in the workplace with access to clean toilets and drinking water and providing the optimal Personal Protective Equipment (PPE) where required.

e) Employees should not suffer discrimination in employment on any grounds including but not limited to: race, age, gender, disability, religion, political affiliation, sexual orientation, medical condition.

f) Employees have freedom of association and the right to collectively bargain for their interests within the workplace.

g) Monetary compensation needs to adhere to industry and national standards; Payment of minimum wage is guaranteed, and payment of a living wage must be the aim. Payments and other compensations are to be made regularly and reliably. Employees can request written statements to justify how their wage has been determined. Remuneration must be equal for workers performing the same

work or activity regardless of sex.

h) Any leave e.g. annual, maternity or sickness is to be paid according to legal regulations as a minimum.

i) Regular working hours are determined to adhere to legal and national laws. One day off per week is a minimum requirement.

3. BUSINESS PRACTICES

I. PRODUCT DEVELOPMENT

a) Parties encourage and enable eco and socially friendly design and production practices.

b) According to our definition, sustainability is best achieved through co-operation. As a result, we are open to exchange and collaborate on this path. LEFRIK will promote collaboration (in as much as its capacity) and aid the parties to achieve the most sustainable practices.

II. TRANSPARENCY

a) A minimum of transparency and honesty needs to be delivered according to national regulations.

b) Partners are pursuing transparency within their entire supply chain.

c) Corruption, extortion and bribery are not acceptable.

d) Partners agree to send documentation of proof via video or other visual material to LEFRIK or an appointed third-party (e.g. auditor).

This Code of Conduct is an agreement between LEFRIK and its business partners to respect all above mentioned conditions and do everything in a party's power to fulfil or exceed them.





Sourcing strategy and materials

We base our cooperation with suppliers on durable, long-term partnerships with a few suppliers. We work closely with them in developing our products and in the production planning.

Our main goal is to grow and develop together, enabling our suppliers to achieve a great ecological standard and know-how about Lefrik products.

As our main supplier states: "I am the one that knows more about Lefrik, its needs and its quality and ecological standards".

We are always striving to improve the quality and finishes, as well as innovate in our products. So, whenever we find ourselves in the need to start a new partnership we follow these steps:

- 1. Source and check new supplier references.**
- 2. Establish communication with them letting them know our needs and expectations.**
- 3. Request them proof of sustainable / fair living conditions / recycled certifications.**
- 4. Ask them to sign our Code of Conduct.**
- 5. Start working together!**

Production process

Everything starts with recycling.

-

Our backpacks are made of 100% recycled PET fabric.

All of our fabrics are made of RPET plastic bottles.

Our supplier has been manufacturing only eco-friendly fabrics for 11 years.

Our backpacks are designed in Spain.

Our products are made to last and built with sustainability in mind.

Our backpacks are ethically manufactured in China:

We establish long-term relationships with all of our suppliers and good communication in order to avoid fabric waste and ensure that the factory has enough time to finish the orders. We start designing and planning our collections a year before its launch so timings can be properly discussed and needs are met for both parts.

We have a conscious logistic strategy:

We ship both from China and Spain depending on the final destination, to avoid unnecessary CO2 emissions. This doubles our effort in logistics management, but the environment comes first.

We offer a repair service, when possible:

We offer replacement for some of the pieces and the option to repair the bags in our flagship, although we are working to broaden this service to more locations.

Everything should end with recycling:

If the item can't be repaired, our backpacks can be recycled again once our customers decide to stop using them.

Suppliers

Up until 2020, we visited our suppliers on a yearly basis. This year, due to COVID-19 pandemic we have postponed our control and development travels until it's safe for everyone to visit them again. We want to make sure that the process is clean and sustainable as well as understanding every step of a Lefrik backpack's production, so we have increased our calls and e-meetings with our suppliers.

CHINA /TIANYOU

Headquarters: XunmXunmei Industry, Fengze District, Quanzhou, Fujian, China ei Industries, Quanzhou Fujian 362000 China

CHINA /IGO

IGObags, a bags supplier specialized in eco-friendly materials, was set up in September 2005. Our aim is to become a trusted OEM supplier and advisor, helping our customers achieve their environmental goals, with the most comprehensive menu of green solutions in the industry. As companies embrace greater responsibilities for environmental concerns, our customers are seeking resources to help them along that path. So here we are! We take pride in the supplying of bags in recycled & sustainable materials, such as RPET, Recycled Cotton, Recycled nylon, Organic Canvas, PVC-free, Bio-degradable and other latest environmentally friendly materials.

Headquarters: A185 Jianye Building, No.28 North Hubin Road, Siming Dist., Xiamen, Fujian 361012, CN

CAMBODIA / PACTICS

We became manufacturers because we wanted to do right by the people making our products. Historically, we've produced for the world's biggest luxury brands. Today, our 700+ person team across Asia, Europe and North America is focused on sharing that expertise with all the smaller, mission-driven brands whose values align with ours.

VIETNAM / METRIC SUPPLY CO. LTD

With projects managed centrally from the UK, and our global factory operations handling all aspects of production & quality control, we have a proven industry-leading supply model. We are totally committed to all brand quality requirements. All partner factories offer quality assurances & have been audited by independent organisations such as SGS, STR and Intertek. Our factory plants have also passed audits by various global brands & corporations against their own standards & requirements. Therefore we are extremely confident that our factory sources can meet your standards at every possible level.

Headquarters: Hamlet 5, My Yen Ward, Ben Luc District, Long An - Province, Viet Nam





Design process

Lefrik's products are designed with functionality and sustainability in mind, whilst keeping a minimal approach.

We aim to use the minimum design elements to make the perfect bag or backpack, so it can be easily separated and recycled again.

Our collection is divided into different product ranges:

Lefrik's classics: our signature styles that have made Lefrik a reference brand when talking about sustainable backpacks.

Travel: a small range of products designed for urban travelers and awarded with international prizes.

Business: styles thought in the most functional way to solve city commuting problems. Accessories: smaller bags with simple designs, but caring about every detail.

Collaborations: we team up with brands that share our values to offer quality and innovative capsule collections.



Recycling process

RECYCLING POLYESTER

-

Polyester is a manmade fiber, synthesized from petrochemical products by a process called polymerization. Polyester is the most widely used fiber in the world. It accounts for roughly half of the overall fiber market and around 80% of synthetics fiber, according to the Textile Exchange Preferred Fiber Materials Report 2017. In 2016, polyester fiber production was estimated at 52 million metric tons. Production of polyester fabric involves significant quantities of chemicals, raw materials and by-products that are toxic and can pollute water and air and cause health issues.

Recycled polyester is promoted by Textile Exchange as a preferred fiber. Using recycled Polyester reduces air pollution among other benefits. It can be either mechanically or chemically recycled, with feedstock consisting of post-consumer waste that can no longer be used for its intended purpose. Recycled polyester makes up an estimated seven per cent of polyester fiber produced.

RECYCLING PROCESS

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At Lefrik we use recycled polyester which has been mechanically recycled.

PET bottles are collected and transported to a recycling plant, then sorted and washed before being further processed. The goal in this step is to remove impurities and everything that is not made from plastic (ie. labels).

The cleaned plastic bottles go to a specific area where they are grounded up into flakes. The flakes are dried, melted and shredded into pellets which can afterwards be used to manufacture new products.

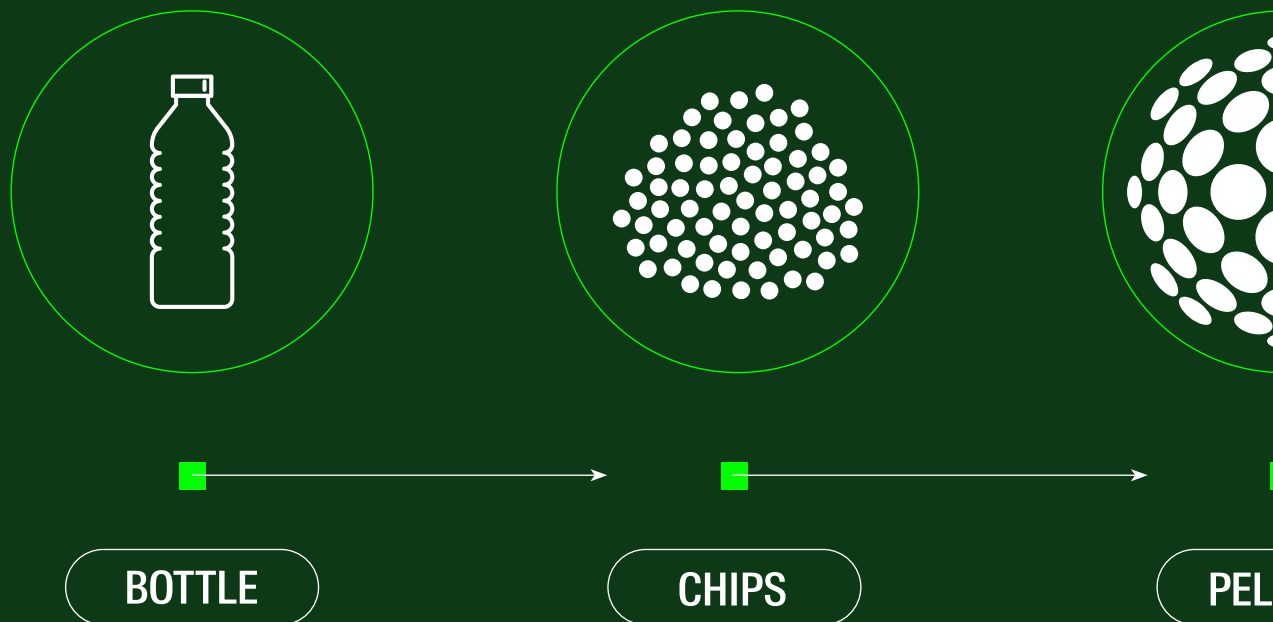
Pellets are melted again, passed through a spinneret, drawn into long fibers and spun into a new thread. The next step is to wind up the threading spools and baled to be finally knitted into a new recycled polyester fabric.

This recycled polyester fabric is dyed under the OEKO TEX 100 standard which guarantees that the article has no toxic chemical substances and coated with TPE to make the fabric water-repellent.

Finally, the fabric is transported to our cut and sew supplier that will create our final backpack.

Recycling

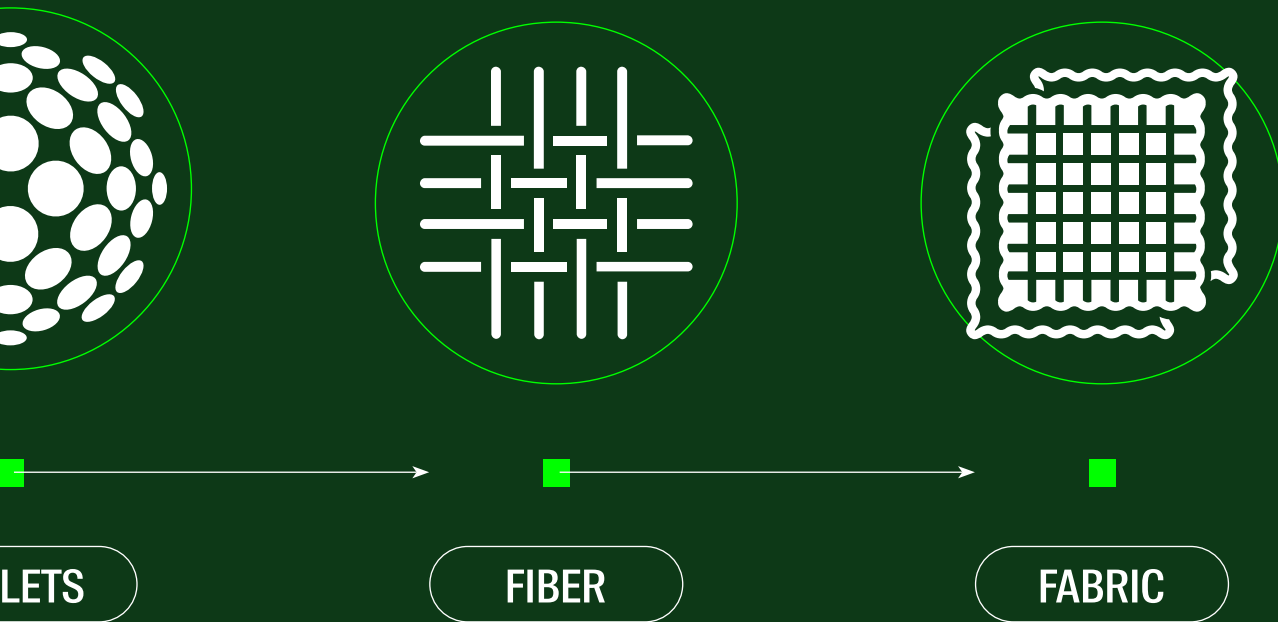
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Our materials

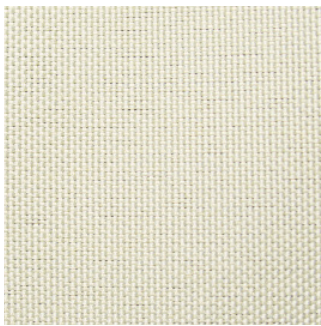
Lefrik's core value is to reduce the use of virgin polyester and extend the life of discarded plastic bottles, while saving energy in the production process.

Lefrik uses 100% recycled pet bottles fabric for both the outer fabric and the lining.

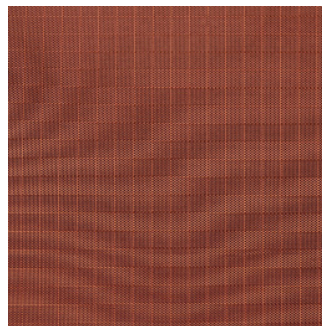
Recycled polyester is no different from virgin polyester in terms of quality, since it keeps the same performance and durability as traditional polyester but has a lower environmental impact.

Producing recycled polyester fabrics is better for the climate, it creates 75% less CO2 emissions than virgin polyester and reduces water use by 90%.

All our fabrics are certified by Global Recycled Standard and comply with OEKO TEX standard 100 criteria that ensures that fabrics are tested for harmful substances.



Waterproof 600D RPET / TPE Coating



Waterproof 190T RPET / PU Coating



Waterproof 350T RPET



Waterproof 150D RPET

All our fabrics are certified by Global Recycled Standard and comply with OEKO TEX standard 100 criteria that ensures that fabrics are tested for harmful substances.



Transport and Packaging

TRANSPORTATION

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From the beginning, we've tried to locate all our supply chain in the same country to avoid far-off and unnecessary transportation. In 2021, we moved part of the production to Vietnam, where we see greater opportunities to find higher quality fabrics and sustainable trimmings.

Lefrik freights goods by sea wherever possible as it's more climate and environmentally friendly than any other forms of transportation. Containers are shipped completely full, without any free space, to guarantee logistic efficiency. We have avoided air shipments.

Our factories, either in China or Vietnam, manage the transportation of the goods to the port by land where it's loaded into containers. Once the goods arrive to the port in Valencia, they are carried by trucks to our warehouse in Madrid. We also try to be more transport efficient by delivering directly from the country of origin to regions closer by, such as other Asian countries, Australia, New Zealand and even the United States.

PACKAGING

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According to Greenpeace, 500K millions plastic bottles are produced in the world every year; China is the leading producer, approx. 30% of the total. Lefrik backpacks are made of 100% recycled PET fabric, giving a second life to plastic bottles sourced from a recycling plant in Jiangsu (China).

We keep the packaging minimalist and plastic free following our sustainable mission; all cardboard boxes and polybags from the factory to the warehouse and final customer are recycled and FCS certified. The boxes where we received the goods from the factory are reused to send the goods to different retailers.

In 2021, we've gone a step further towards becoming a more sustainable business; by replacing recycled cardboard boxes with compostable bags that are carbon negative, biodegradable and partly made from corn starch. These bags can be used by our customers as compost to help grow their plants at home.

We use paper bags at Lefrik flagship store too, but always give the option to our customers to use a reusable bag instead as well as to receive an electronic ticket.

Lefrik is always looking for more sustainable alternatives to avoid the use of more natural resources and protect the goods at the same time.

SUPPLIERS

SHIPPING

EFFICIENT

**RECYCLED
BAGS**

ORDERS





Product lifespan

As part of our mission to reduce our impact on the planet, we work with the following four principles: reduce, reuse, repair and recycle. We aim to create long lasting and durable products, but we're aware of time and usage implications.

We pay attention to the entire life cycle of all items we create, from source to manufacturing to distribution to disposal. Every time someone buys a Lefrik product they become part of the solution to waste prevention.

But we're mindful of the necessity to take a step further; that's why we encourage our customers to help us reach the goal of circularity once the lifespan of our products comes to an end.

REPARATION SERVICE + SECOND CHANCES

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Lefrik bags and backpacks are made to last, so durability and seasonless style are always part of our design process. Even when a customer wants to get rid of a backpack, we encourage them to recycle, reuse and repair it before throwing it away.

When a backpack doesn't meet our quality standards or gets damaged after use, we offer a repair service, when possible, in collaboration with local repair workshops in the cities we are more present. If we don't have any repair workshop partnership in a specific city, we partially refund the cost of the purchase to encourage them to find a local repair workshop and even send them replacement trimmings (cords, zippers, etc.). During 2021, we started a collaborative map where all our customers can add their local repair shops for reference to other customers' needs.

Alternatively, whoever wants to get a brand new Lefrik item, we offer them the possibility to bring their old backpack (even if it's not a Lefrik one) to our Madrid flagship store, so we can recycle it, and they get a discount for a new one.

Twice a year, Lefrik runs its Sample Sale in order to give salesman samples a second life, including all samples which guided us through the designing process before achieving the final product as we imagined it. These items might have a different colored zipper, a smaller pocket or an extra label, but they are perfectly fine to be used and carried around. By offering them at a fair price, we extend our backpacks lifespan without devaluing final products.

We consciously use our social media channels to encourage our audience to follow our previously mentioned four principles; giving advice and ideas to prevent producing more waste is one of our main points.

2021 Impact

IMPACT

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2021 has definitely been one of the most challenging year since Lefrik started; in addition to the ongoing COVID19 worldwide social and sanitary emergency, we've faced a major logistic crisis which has affected Lefrik and its partners from factory and region lockdowns, to containers scarcity and port congestions.

Dealing with the uncertainty caused by a global pandemic and import difficulties has reinforced our positive attitude towards challenges and strengthened not only our workforce but also our relationship with suppliers and clients. A year of growth and learning about our true values and how to make a genuine impact on society and the planet.

Good communication has been key in order to engage with everyone involved in the brand throughout the supply chain to our commercial partners and final customers. Finding new collaborations or environmental projects to support have been decisions where Lefrik community voices have been listened to.




LEFRIK X DCYCLE

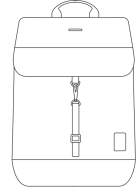
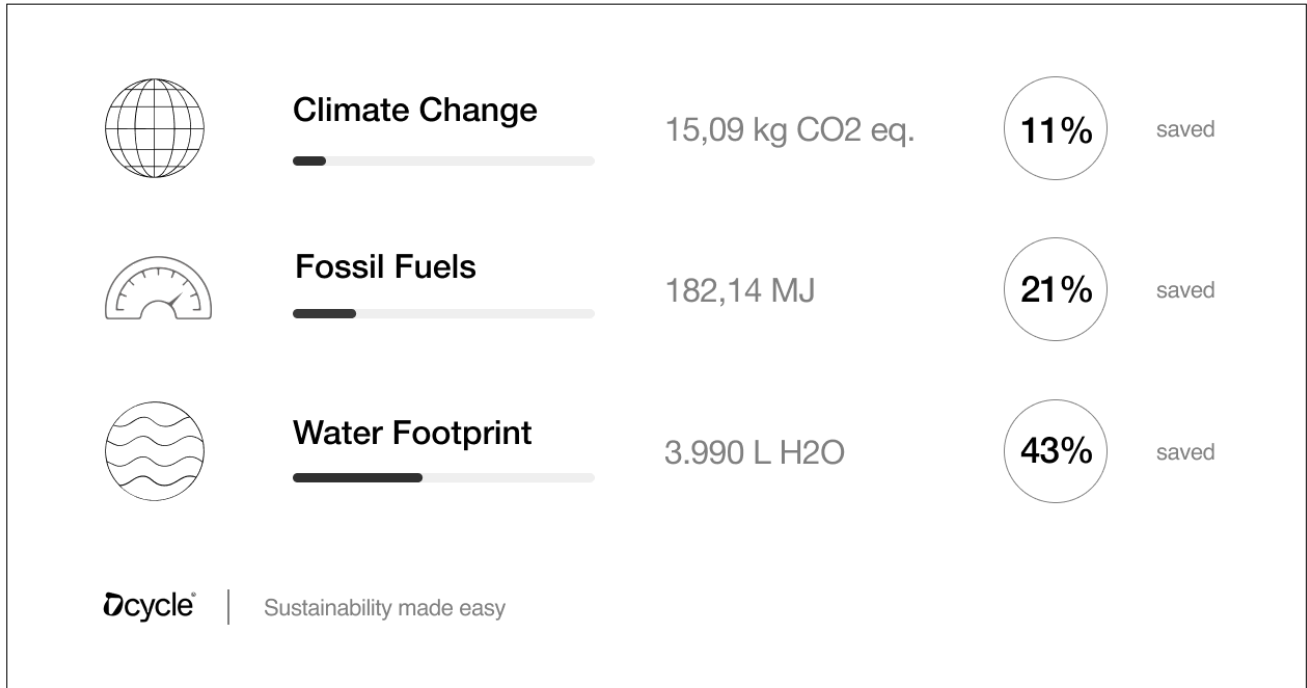
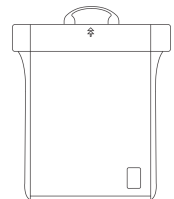
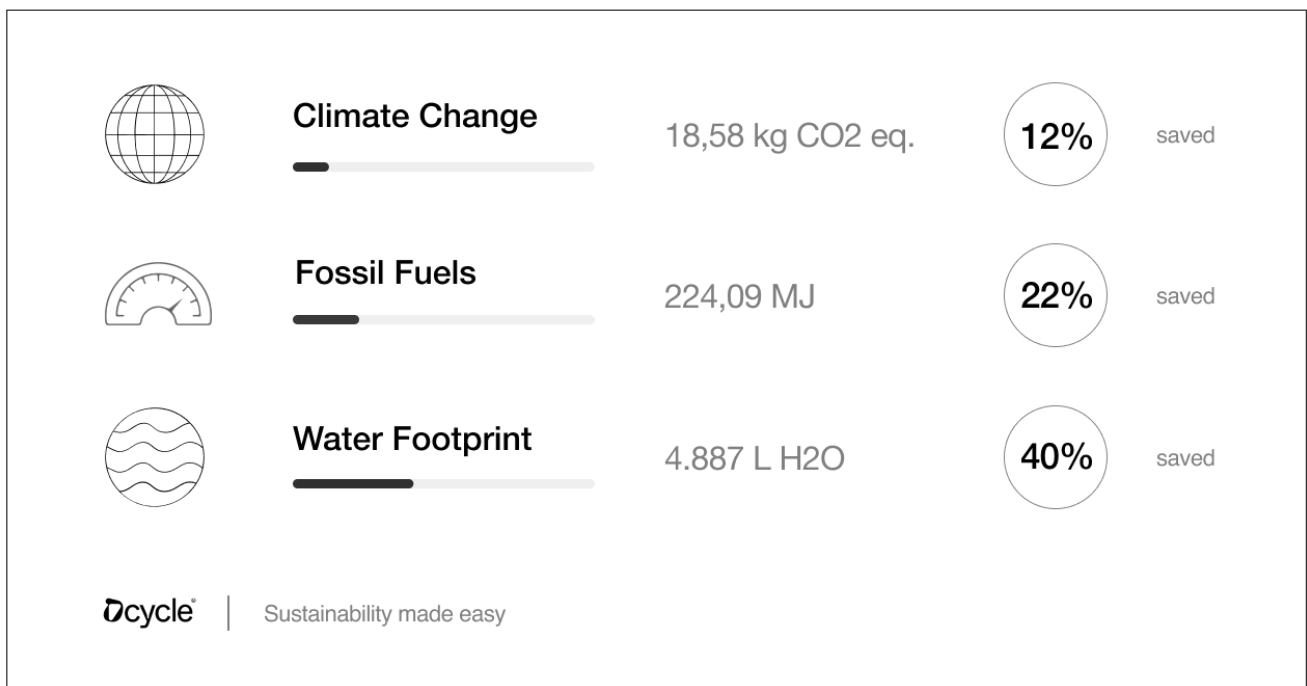
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Lefrik's pledge to its customers reaffirms year after year, providing eco-friendly solutions available for everyone and becoming an international reference for sustainability. As part of this traceability recipe, we've partnered with Dcycle, an international organization whose expertise and methodology in Environmental Intelligence and circularity has helped us track every step of our production process and its carbon footprint.

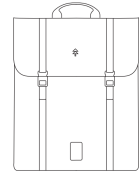
Our first big step to become a Carbon Neutral brand has been to develop a detailed analysis of Lefrik hero product's life cycle; this technique assesses environmental impacts associated with all the stages of a product's life.

The environmental impact areas that have been analyzed in the study due its relevance when producing a backpack, are the following:

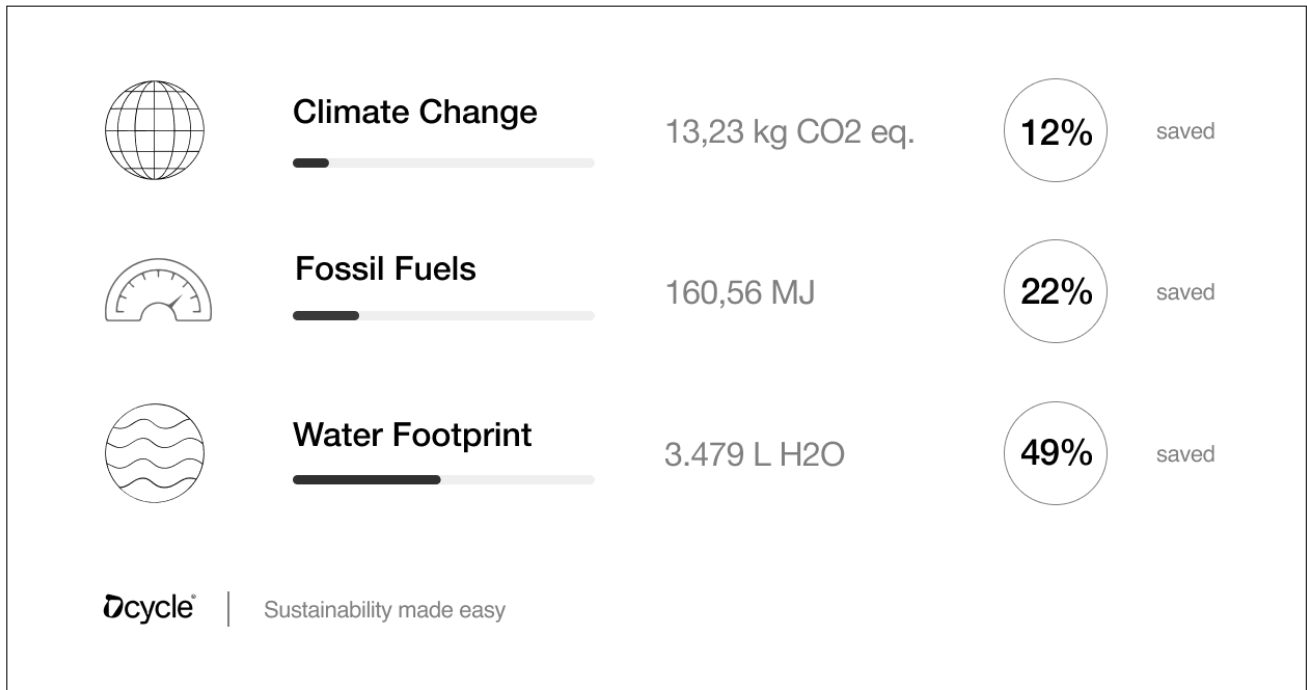
- 
 Global Warming Potential (kg CO2 eq): Indicator of the GHG emissions contributing to climate change in the atmosphere.
- 
 Fossil Fuel Depletion (MJ): Indicator of the depletion of fossil fuel resources.
- 
 Water Scarcity (L): It is a function of water availability and water use. It represents the over-use of water in a region.

SCOUT**PRODUCT ENVIRONMENTAL FOOTPRINT****ROLL****PRODUCT ENVIRONMENTAL FOOTPRINT**

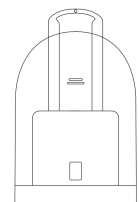
HANDY



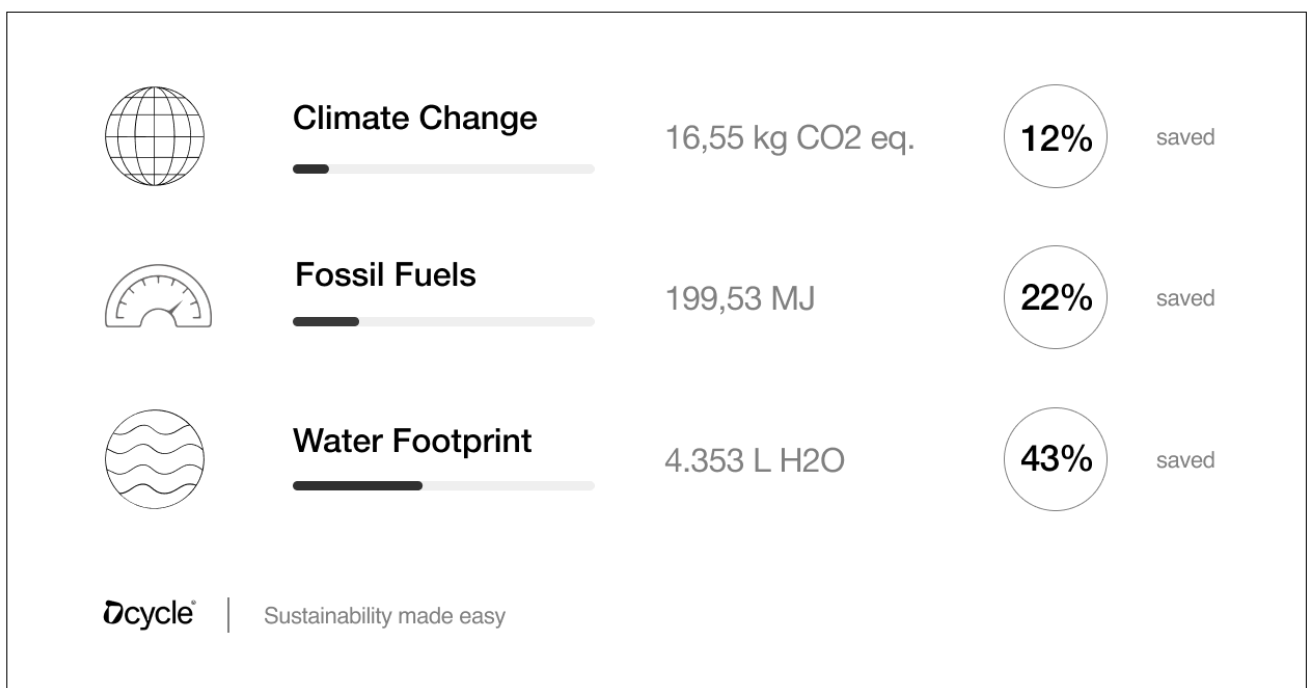
PRODUCT ENVIRONMENTAL FOOTPRINT



CAPSULE



PRODUCT ENVIRONMENTAL FOOTPRINT



Better
together

We think that when we come together, we can achieve greater things. That's why we're constantly seeking for new partners and non-profit organizations that are aligned with our mission of making the world a better and safer place to live.

At the same time, we are committed to strengthen the partnerships we've built in the past by pursuing and supporting new projects with shared values.

Lefrik has been evaluated by the world's leading source for fashion brand ratings, Good On You, which helps customers to choose and reward responsible brands that do good, over the ones that don't, achieving a more sustainable and fair fashion industry.

ENVIRONMENTAL FOOTPRINT

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Vegan

Lefrik is vegan approved by the animal welfare organization PETA; this label of recognition guarantees that no animals have suffered while making our backpacks. People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world, with more than 6.5 million members and supporters. By meeting all standards and being approved by PETA, we join them on their fight for the animal rights.

1% for the Planet

From day one, our mission as a brand has been to give back and operate responsibly towards the planet and everyone/everything on it. Since August 2020, Lefrik is a proud member of 1% for the Planet, an extraordinary global network where businesses like ours donate 1% of their yearly revenue to nonprofit partners and their different environmental and social projects.

As part of our 2021 contribution, we've supported NGOs like Chelonia, Ibiza Preservation, UK Overseas Territories Conservation Forum, Village Water, Surf-And-Clean, Surfrider Europe and Liga para a Protecção da Natureza. Our support is not only monetary, but also in the form of volunteer work and product donation; in such way we contribute to develop these organizations projects focused on protection of the oceans, wildlife, vulnerable communities affected by the fashion industry and plaid in favor of a sustainable lifestyle and circular economy.

Global Recycled Standard

The GRS is an international, voluntary, full product standard that sets requirements for third-party certification of recycled content, chain of custody, social and environmental practices, and chemical restrictions.

The recycled content of Lefrik products, both finished and intermediate, has been verified by GRS; as well as the responsible social, environmental and chemical practices in their production. This enables the brand to be transparent about how things are done to help customers buy responsible.

Carbon Neutral

In our continuous purpose to stay true to our eco-friendly and traceable core values, in 2021 we started the process to become a Carbon Neutral company. With the expert help of Climaction Solutions, we calculated the carbon footprint of Lefrik headquarters and our physical store in Madrid.



The carbon footprint is the totality of greenhouse gases emitted by direct or indirect effect by an individual, organization, event, or product; in Lefrik, the 100% of these emissions come from electricity consumption mainly from the physical store, and there's no fixed emission sources such as those produced by vehicle fleet or fluorinated gases emitted by refrigeration machines for example.

The registration of Lefrik's carbon footprint was made via the Ministry for ecological transition and demographic challenge. The total emissions, 1.43 tCO₂e, were compensated on an integrated waste to energy draft in Delhi, part of the United Nations supported projects.

This is a small step towards becoming a Carbon Neutral brand, a goal we aim to achieve in 2022 when we proceed to the detailed analysis of our product life cycle.

SOCIAL IMPACT

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CEAR

The Spanish Commission for Refugee Aid (Comisión Española de Ayuda al Refugiado in Spanish), advocates and promotes refugee's comprehensive development and human rights, who are in a vulnerable situation, facing social exclusion or in need of international protection (asylum-seekers). Lefrik efforts to sustain this momentum have led us to partner with different CEAR campaigns and activities throughout the last year. Because caring about the planet also means caring about its people.

Lefrik backpacks were donated to refugees arriving to the Canary Island in one of the most challenging migrant crisis Spain has suffered in recent years. We've also participated in their annual online Christmas charity market, where all benefits were donated to CEAR mission of taking care of the more vulnerable people that come to our country in the hope of a better life.

PSN Camboya

Por la Sonrisa de un Niño (PSN) is a certified NGO whose mission is to lift kids out of extreme poverty, leading them to a qualified and decent job, with a fair living wage. They aim to provide quality education to every kid in order to build a more sustainable and equitable world.

This year, Lefrik donated backpacks and accessories to PSN so they are handed by the volunteers to the kids in Cambodia during the yearly camp the NGO organizes. We're proud our products are given a better use by the people who need them the most and assist kids on their daily school adventures.

Breast Cancer Now

During October 2021, Lefrik held its own Wear It Pink event in support of breast cancer fundraising, where 20% of every online and offline purchase of our bestselling color Dust Pink, in every style available, was donated to this NGO.

Breast Cancer Now's Wear It Pink day is one of the biggest fundraising events in the UK, raising money for breast cancer research to drive forward progress. Moreover, their breast care nurses, expertly trained staff and volunteers, make sure anyone diagnosed with breast cancer gets the support they need to help them deal with the physical and emotional impacts of the disease.

2022 Goals

GOALS

-

[A]

Designing with sustainability in mind means improving the quality of our materials and sourcing more eco-friendly options. In 2022 we'll continue down this exciting path to find recycled trimmings for our bags and backpacks.

[B]

We are developing new display materials to enhance the storytelling of Lefrik in every point of sale, so our retail partners are educated into our sustainable production process and materials and final customers will understand the truth behind the brand.

[C]

Following the Life Cycle Analysis of Lefrik hero products that we've developed together with Dcycle, our goal for 2022 is to compensate the carbon footprint of our bestselling item's entire production. Every customer buying a Scout Mini Backpack in the coming year will not only be purchasing a carbon neutral product but also supporting an environmental project in Asia led by United Nations.

[D]

As well as continuing our commitment with environmental projects, we are looking for new causes to support more organizations with actions focused on social work, with the aim of caring for the planet and everyone who lives on it.





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