

## Noon By Noor *Choice*

Noon By Noor Choice is Noon By Noor's sustainability pillar based on the concept of luxury in its purest form – freedom and choice.

Noon by Noor Choice is designed to give customers the freedom to choose products that are ethically made and environmentally sustainable. It is designed to empower customers to make choices that align with their values.

### RANGE

Noon by Noor Choice regularly updates its sustainable product range by researching and experimenting with new materials and production techniques. The brand currently uses organic cotton, recycled polyester, Tencel, and natural dyes.

### VALUES

The Noon By Noor Choice pillar is built on three core values: transparency, responsibility, and innovation.

- Transparency. We are committed to providing customers with complete information about the materials used in our products.
- Responsibility. We take responsibility for our impact on the environment and society and are committed to reducing our carbon footprint and minimizing waste.
- Innovation. We are dedicated to developing new and innovative sustainable materials and production techniques, while maintaining the highest standards of quality.

Noon By Noor Choice is a testament to the brand's commitment to sustainability and ethical practices. It offers customers the freedom to choose timeless, high-quality designs made from sustainable materials that are kinder to people and the planet.