

This is  
**Unfolded**

GOOD CLOTHES

COLLECTION 02  
PROGRESS REPORT

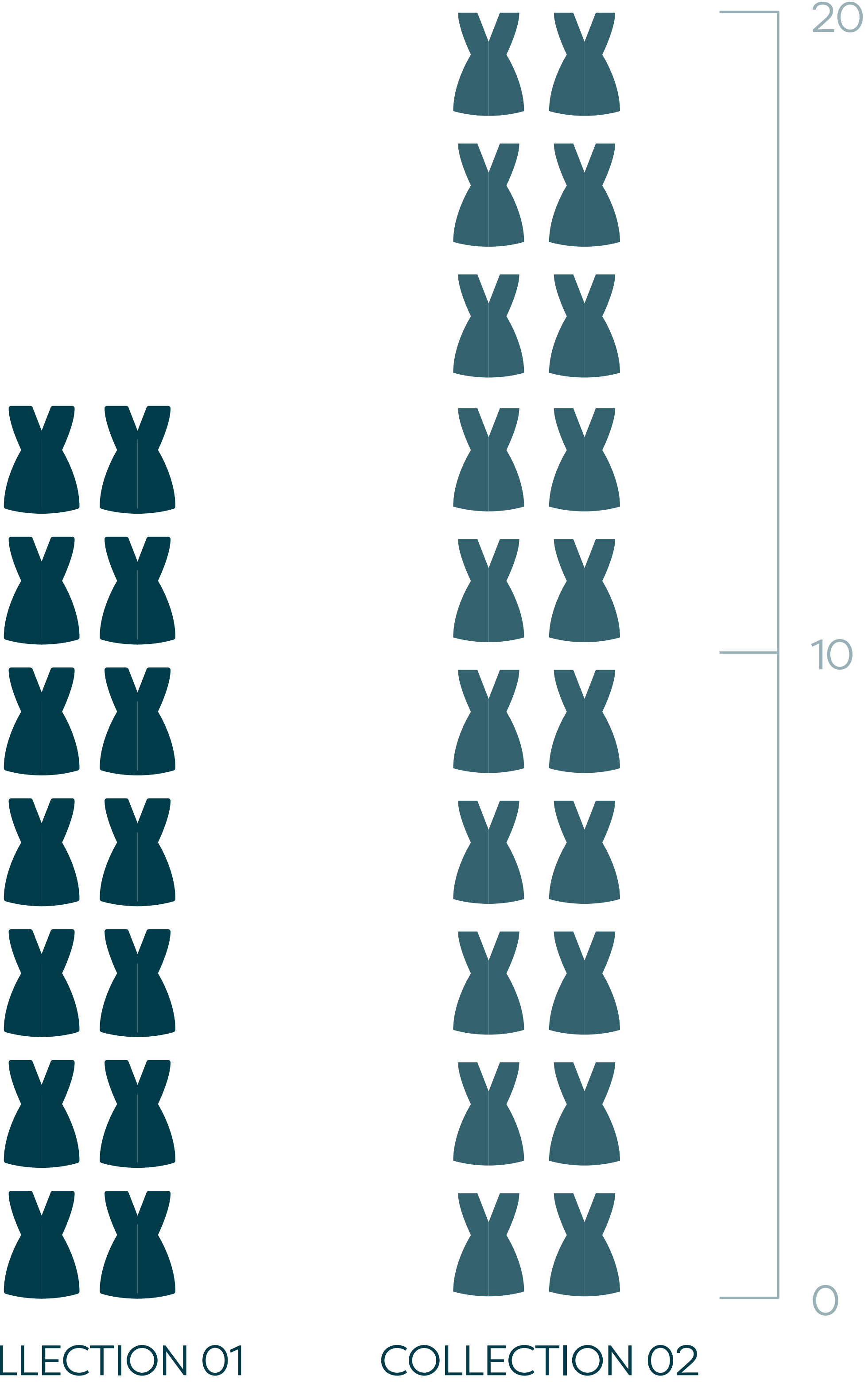
AFFORDABLE, SUSTAINABLE, WASTE FREE  
CLOTHES THAT LOOK GOOD & DO GOOD

This is Unfolded is sustainable, waste free clothing. We remove the waste from the fashion industry and use the savings to create products that are not only sustainable and affordable but have a positive impact in the world. After every collection we produce a report reviewing the impact of doing things differently with This is Unfolded and the amazing people who have joined our movement to make this happen. This is our second report on our progress...

# OUR CLOTHES



# NUMBER OF ITEMS IN COLLECTION





37.25%

OUR AMAZING RETURNING CUSTOMER RATE.

(pretty much unheard of for a new brand on their second capsule collection only two months after launch)



26%

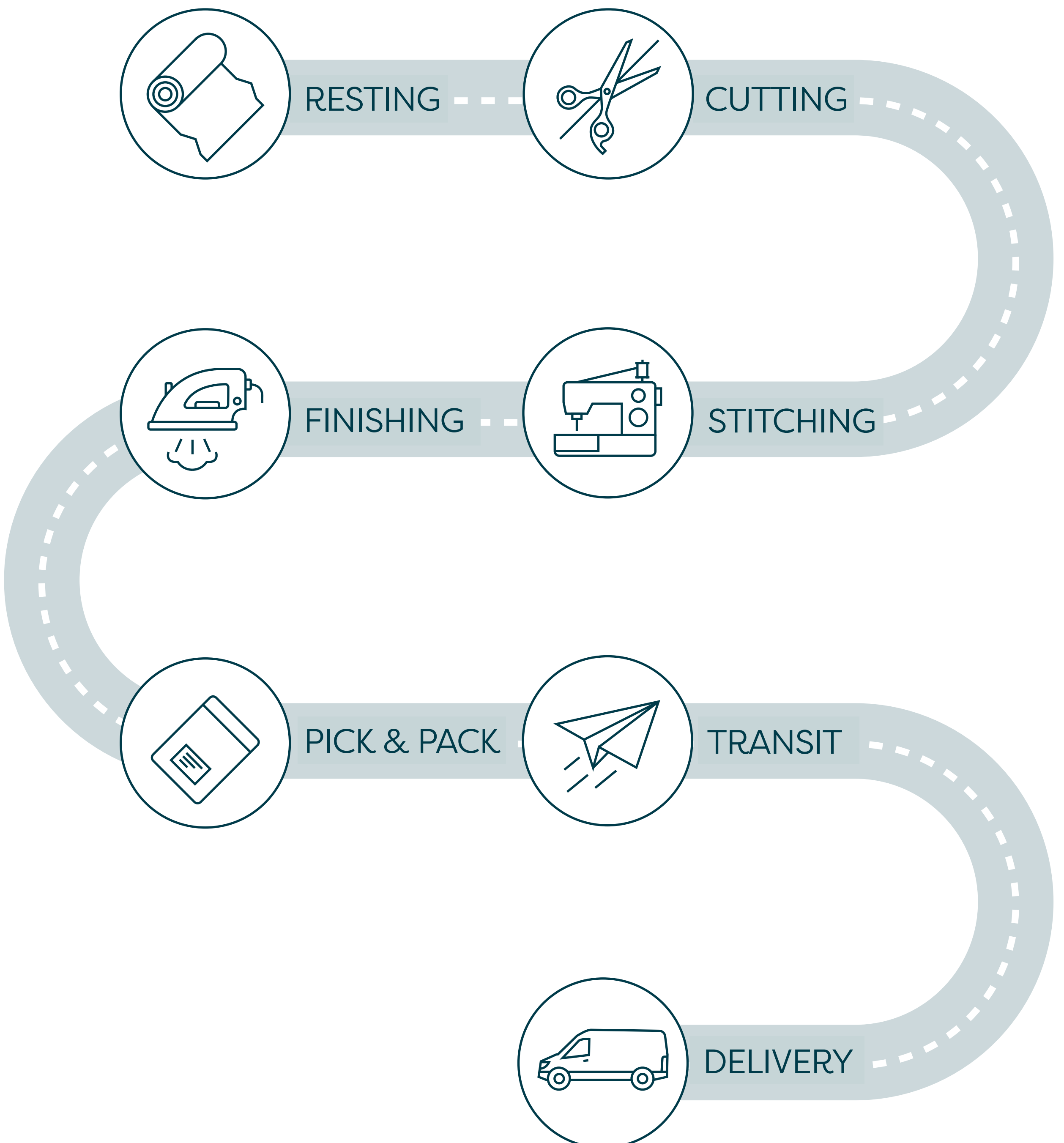
INDUSTRY AVERAGE FOR AN ESTABLISHED BRAND  
PER ANNUM

## WORTH THE WAIT

Collection 02 clothes took between 3-8 weeks to arrive and we sent weekly updates on where each order was in the production process



## THE STORY OF YOUR CLOTHES

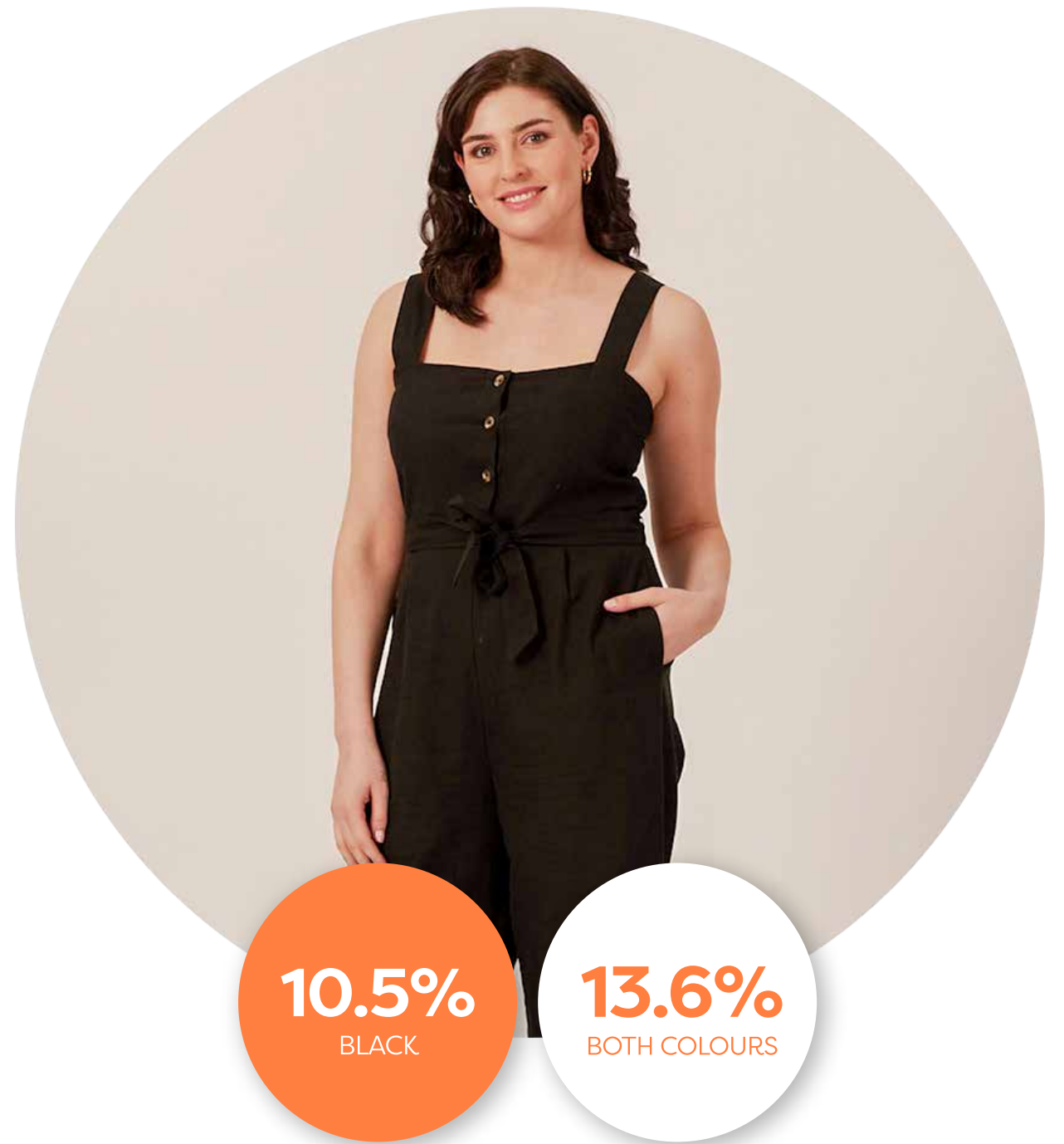


## YOUR FAVOURITE PIECES

MARTHA OVERSIZED SHIRT



BEX JUMPSUIT



Thanks to their popularity we re-allocated some fabric from other garments and added in two extra colour options the Green Martha and Blue Bex. This was only possible due to the This is Unfolded model.

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## THE CLAIRE

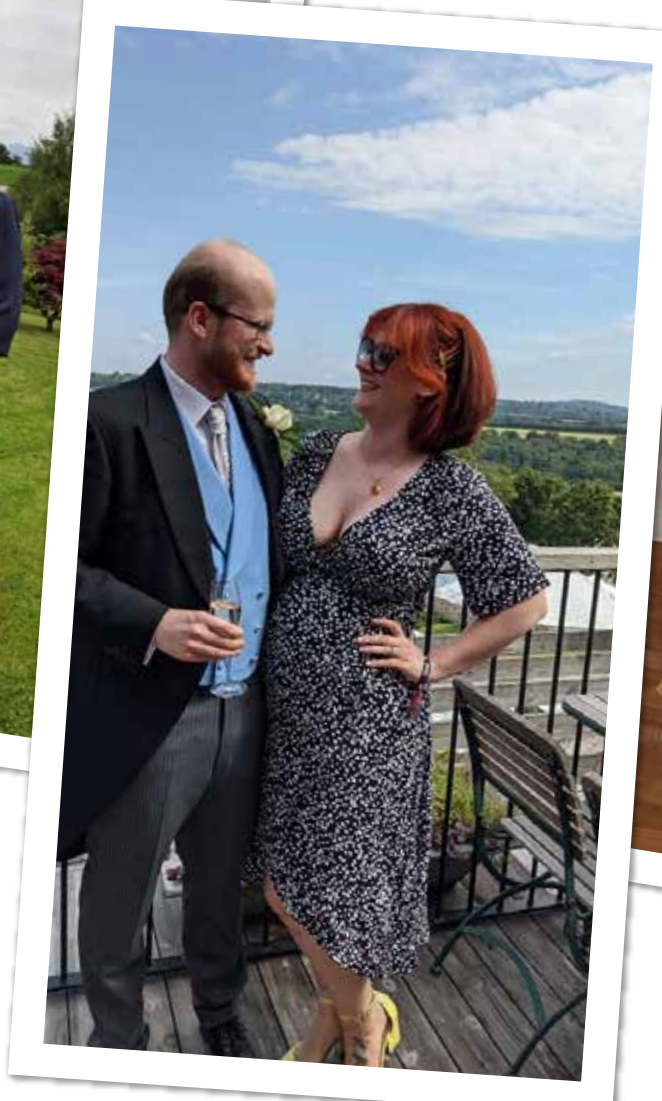
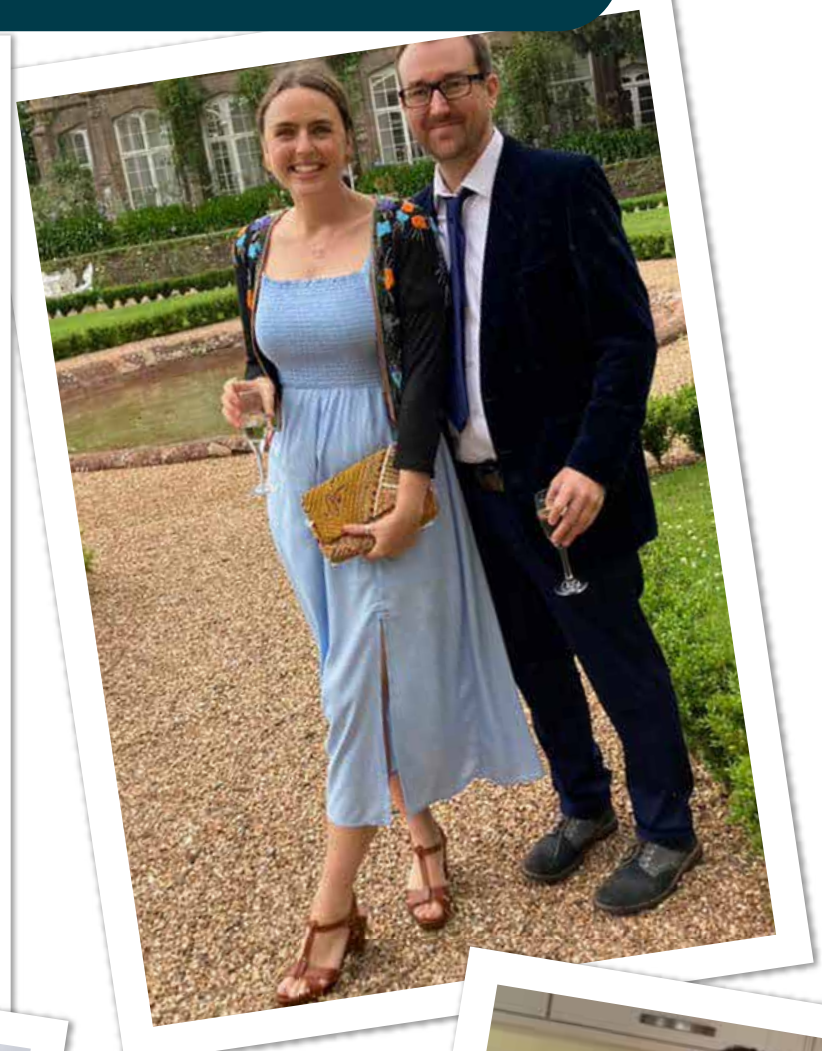


The Claire (our most popular dress in Collection 01) was also made in very limited quantities in re-allocated fabrics and these sold out within days.

# HOW GOOD DO YOU ALL LOOK!



WE LOVE HOW FLEXIBLE YOU FIND OUR CLOTHES





## COMMUNITY

We love how positive and empowering our TIU community is.

Delighted with the quality of the Unfolded products. The process of swapping/selling - with postage sorted - for items that don't fit or suit is superb. Can't wait for the next edit

P.S also want to thank this group for always being so kind on people's pictures and to all the gorgeous ladies here who have posted your pictures without fear - it's been very empowering for me whilst I learn to love my new mum bod!!!

I received this Katie as a swap from another Unfolder and I just LOVE it!! Can't believe I didn't pick it first time around, but it really took seeing it in real life in this group to make me consider it. Love that I can pull the sleeves down to change the vibe of it. I got a compliment on it today from a lady in the canteen and the lady asked me to repeat where I got it twice so she could remember it

Not only do the community swaps avoid waste and the high costs of processing returns but the sense of community that is being built is so positive

Loving my Clare in the gorgeous blossom print. The fabric is so soft! I was inspired to go for it by all the beautiful pictures from collection 01 so thank you Unfolders.

Great new concept - ethical clothing that is tracked from creation to delivery and gives back to the communities that make it. Really pleased with my choices so far. Fantastic quality, perfect fit, beautiful designs and environmentally friendly packaging. This company really cares about it's products and customers. I'm really excited to see the third edit!

IN THE NORMAL FASHION RETAIL MODEL  
HUNDREDS OF DIFFERENT PRODUCTS  
ARE PRODUCED IN THE HOPE THAT  
SOME BECOME BEST SELLERS -

THIS LEAVES MANY WITH THE POTENTIAL  
TO END UP IN LANDFILL.

WITH THIS IS UNFOLDED THIS OVER  
PRODUCTION OF ITEMS HAS BEEN  
REMOVED,  
EVERY PIECE OF MATERIAL IS UTILISED -  
FROM MAKING MASKS, TO MAKING  
POPULAR STYLES IN EXTRA FABRICS.

THE SAVINGS CREATED  
ARE THEN INVESTED IN  
CREATING POSITIVE  
IMPACT

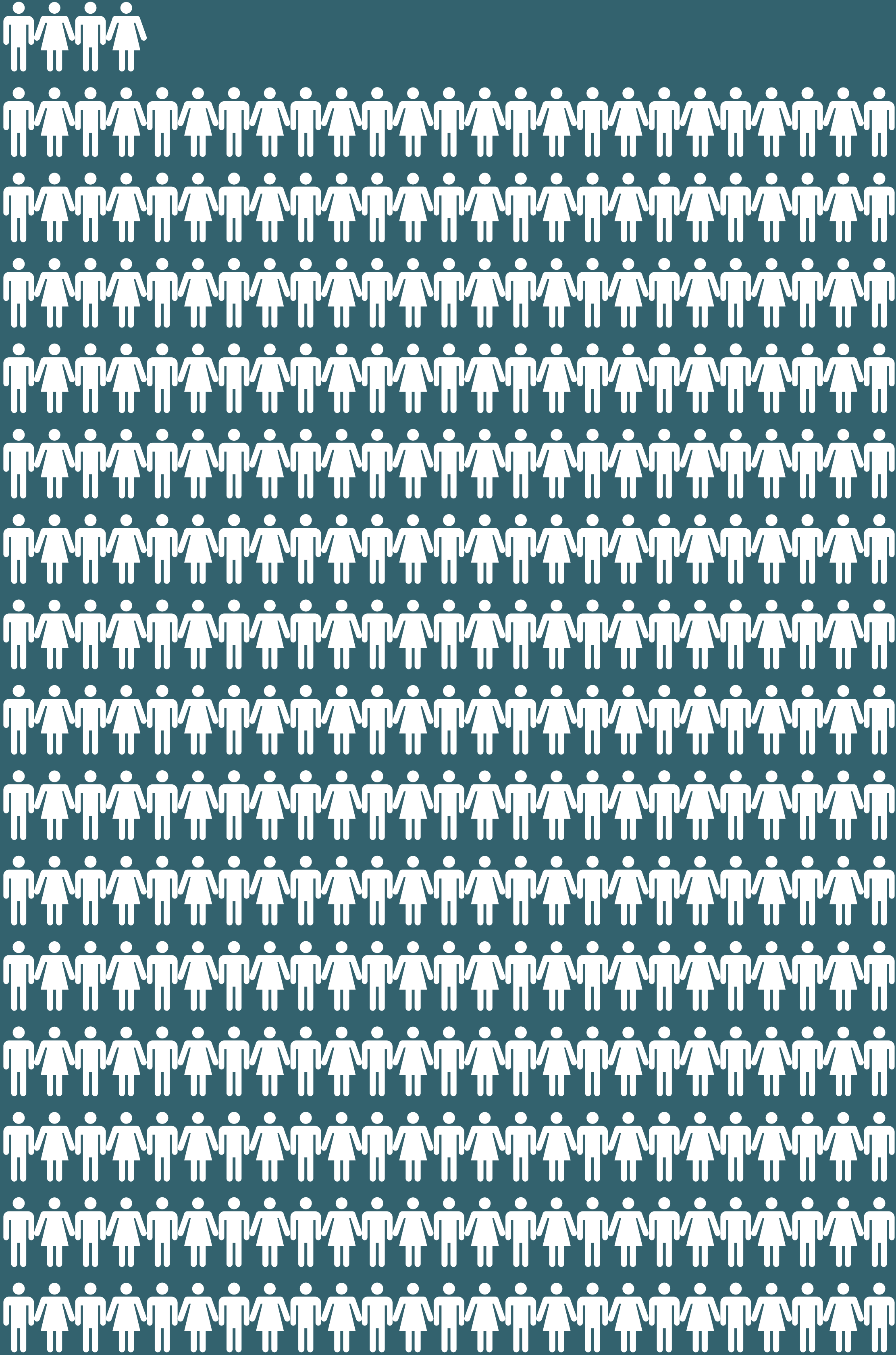
*\*a small number of additional items are made to allow for any replacements  
etc - these items do not go to waste but are used to promote the brand with  
journalists/influencers*

# IMPACT



**625** CHILDREN SUPPORTED IN EDUCATION FOR 12 MONTHS

# IMPACT



**379** WORKERS RECEIVED ADDITIONAL PAYMENTS ON TOP OF WAGES

## RETURNS & SWAPS



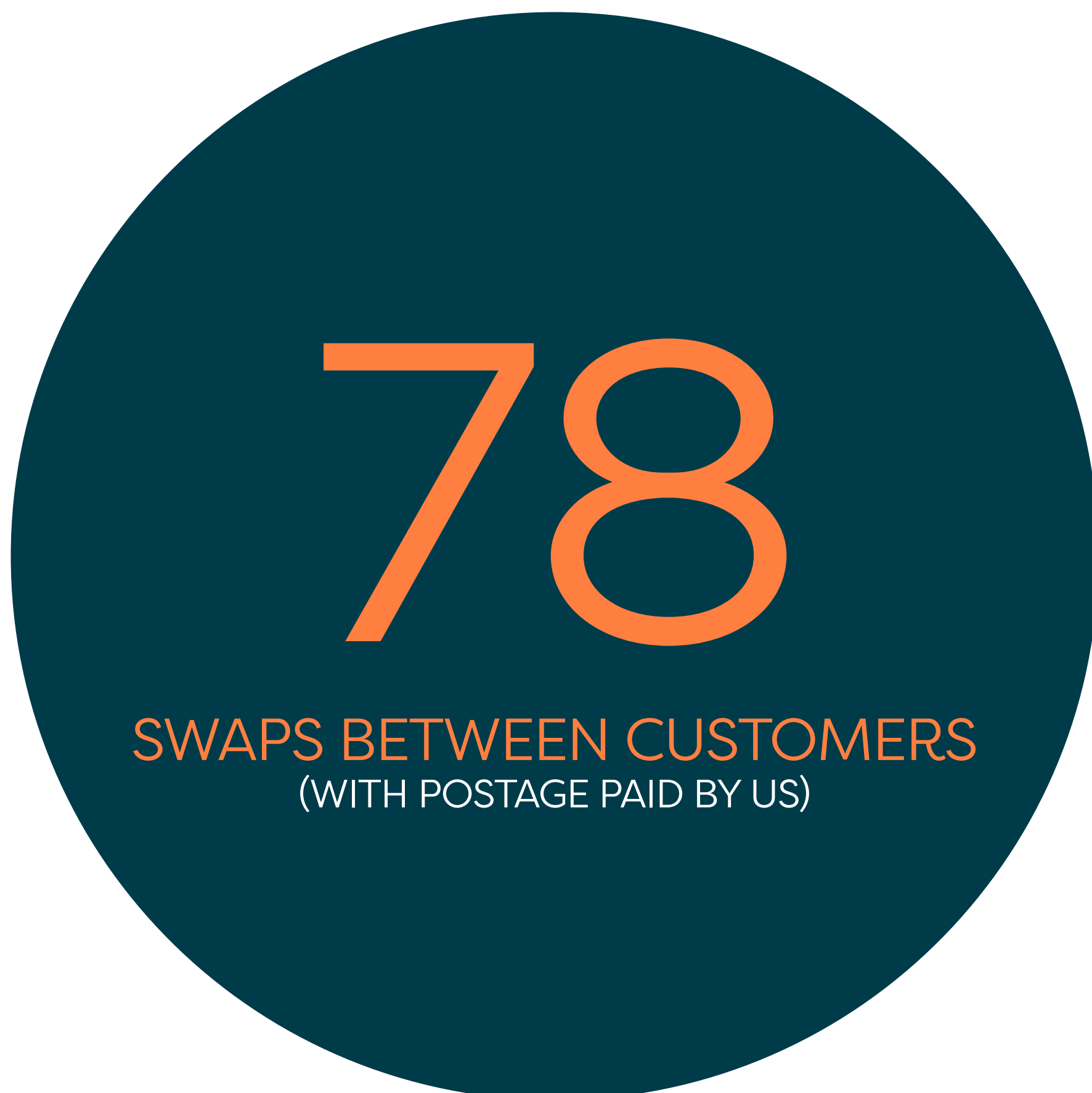
INDUSTRY STANDARD RETURN RATE



THIS IS UNFOLDED RETURN RATE

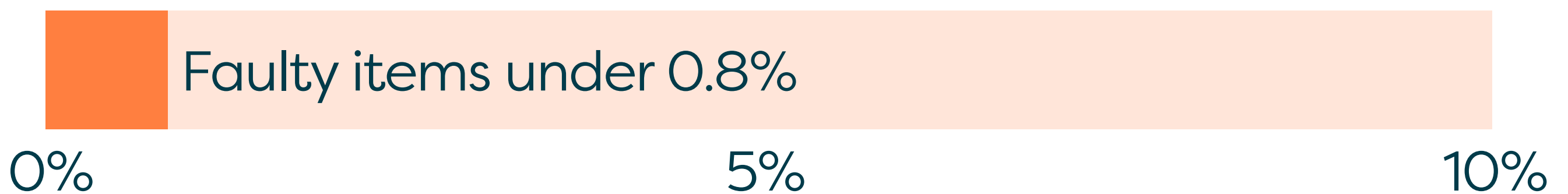
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THE THIS IS UNFOLDED SWAPPING INITIATIVE ENABLED



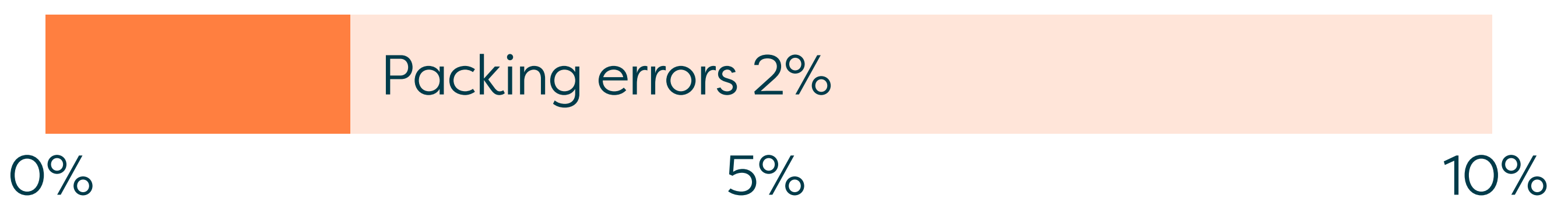
## ERRORS & FAULTS

No one is perfect but we're better than most  
(and we promise to keep learning)




Caused by an issue with a zip in one of our items;

In line with our nothing wasted mission, customers were given the option of keeping the item and receiving the majority of the cost refunded to allow them to pay to fix the zip (avoiding the item going to waste and maintaining the contribution to Pratham).





We saw an increase in packing errors when we removed the requirement to buy 3 items at once - this was human error and we have simplified the packing process going forward.


## YOU SPOKE WE IMPROVED

 You wanted increased flexibility to pick one or two items at a time rather than 3

Done

 You wanted to see the products on real people and not just models  
We included more of the amazing images you sent us and even had our team do their own photo shoot

You wanted items in different colours/fabrics  
 Where we could re-allocate fabrics we did this taking the number of pieces in this Collection (albeit some of them in very limited quantities) from 15 to 29 options

 You told us you wanted size 6  
We'll be introducing this with Collection 03

## PRE-REGISTRATION FOR COLLECTION 03 IS NEARLY CLOSED

Pre registering is good for us as it allows us to alert you when our limited collections go live which saves spending on marketing and enables us to redefine how revenue is allocated (higher garment wages, Pratham etc).

Pre registration is good for you as it gives you early access to our limited collections as sizes and styles do sell out (although made once orders are placed, in order to minimise material waste and to reduce stress on our factories we can only make a set number of each item in each size).

Pre register at [thisisunfolded.com](https://thisisunfolded.com)





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