ALPNROCK | AN R+





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1. A Note From the CEO

OUR APPROACH TO SUSTAINABILITY CENTERS AROUND MINDFUL CONSUMPTION.

Our approach to sustainability centers around mindful consumption. Since our beginnings in 2007, Alp N Rock clothing has been designed to reflect how important longevity and mindful consumption are to us. We think of our clothing to be timeless and seasonless. We hope our customers share this sentiment. Our goal is for customers to buy Alp N Rock pieces trusting that the quality and design will look good and feel good for years. When we buy only what we will keep and love, we are voting with our dollar - for a future in which we honor the planets resources and do our best to preserve them.

Our intention is to shift away from the mindset of over consumption - one that inevitably leads to damaging the environment. We believe that clothing is not meant to be worn once or twice and thrown away, but rather to be cherished and repurposed when the time comes. To us, respecting one's clothing is equivalent to respecting the planet and the billions of lives that depend on it.

Beyond mindful consumption, our commitment to social equity is key to our definition of sustainability. It is important to us to address the ethics of the fashion business and be the best we can be. We ensure that our factories are ethical and fair to the hard workers that bring our designs to life. We work with Room to Read to support girls' in low income communities across the world. Though we are a small company, we never forget that the way we do business has an impact.

Read more about our successes and goals for the future in the report ahead.

2. Our Sustainability Mission Statement



At Alp N Rock, mindfulness has always been in our DNA. We believe that in many ways, sustainability and mindfulness are synonymous. Of course, we aim to be economically sustainable, but beyond that, we strive to fulfill the social and environmental responsibility that is a fundamental part of being an ethical company. We keep this ethos close along each step of the way - from how we choose our materials, to our factory selection, all the way to the closets of our valued customers.

3. Our Commitments

ENVIRONMENTAL SUSTAINABILITY, SOCIAL SUSTAINABILITY, 100% CRUELTY-FREE, & LEARNING & SHARING KNOWLEDGE

Environmental Sustainability

WHEN WE TALK ABOUT
SUSTAINABILITY, WE THINK
ABOUT DOING WHAT IS RIGHT
FOR THE PLANET.

This is precisely what Alp N Rock aims to do - minimize our impact on the earth so that the needs of future generations are not compromised.

Climate change is one of the greatest problems humanity faces. It is our responsibility as a company to fight along with activists, civilians, and like-minded businesses to ensure that our footprint is as small as possible. We are learning more each day and like most, we have a ways to go.

We value our products, which means we care about protecting and preserving the earth's resources. We have taken strides towards treading more lightly on the planet - reducing our use of plastic, choosing recycled and sustainable materials, and much more. Learn more by reading about our sustainability achievements of 2021/22.

Social Sustainability

TO US, BEING SOCIALLY
SUSTAINABLE MEANS GIVING BACK
TO COMMUNITIES IN NEED.

That means our impact as a company stretches beyond making clothes, but also brings lasting change to the lives and futures of many people.

Over 750 million people are illiterate, two thirds of which are women and girls. This is why we partnered with Room to Read, an organization that supports the education of girls in low income communities across the world. We believe that there is no greater tool than education.

In fact, educated women are healthier, earn more income for their families, and are greater contributors to their community and country. Those are impacts that span generations. That is social sustainability to us.

100% Cruelty-Free



Since our Fall/Winter 20 collection, 100% of our pieces are cruelty-free. We replaced our down, wool, leather, suede and fur with alternatives that look and feel better than ever.

We also know that using animal products often has a larger impact on the environment because the processing of these materials generates higher carbon emissions. Therefore, we believe that it is not only the ethical choice, but the most sustainable. Sounds like a win-win to us.

Timeless Design & Mindful Consumption

WE'VE ALWAYS HAD THE INTENTION TO CREATE TIMELESS CLOTHING.

Now more than ever, we design our collections with versatility in mind. Alp N Rock pieces are made for every occasion and season - street to slope, spring to winter, and year to year. This encourages our customers to purchase mindfully, to invest only in pieces they will wear for years. We want our customers to trust that when they buy Alp N Rock, they will be receiving a product in which no detail is spared. This is how we support the thoughtful consumer - so that together we can shape a future where resources are not taken for granted.

Learning & Sharing Knowledge

We are committed to providing information about sustainability to our customers, being transparent with our successes and failures along the way. We believe in the power that you, as the customer, have to educate yourself on what sustainable decision-making looks like for you. But often this information is not always accessible or easy to digest. We want to make sustainability approachable - providing clear information on what we do and what we are learning.

We will be the first to say that we are far from what we hold as the true definition of sustainable. We are committed to learning and evolving to be the company we want to be - for the planet and for you.

4. Our 2021 & 2022 Sustainability Achievements

THE PAST TWO YEARS HAVE BEEN FULL OF UPS AND DOWNS - HOWEVER, WE'VE MAINTAINED OUR COMMITMENT TO SUSTAINABILITY AND MADE STRIDES TOWARDS OUR GOALS.

1,000 Girls to School



IN 2022, WE REACHED OUR MILESTONE.

In 2022, we reached a milestone. With our partners Room to Read©, and our wonderful patrons, we have officially funded the education of 1,000 girls. We set this goal in our 2020 report and are so proud to say that we met it.

And we are certainly not stopping there.

Shift to Sustainable Materials



We continue to make steps toward phasing out unsustainable materials replacing them for ecologically friendly alternatives that look and feel amazing.

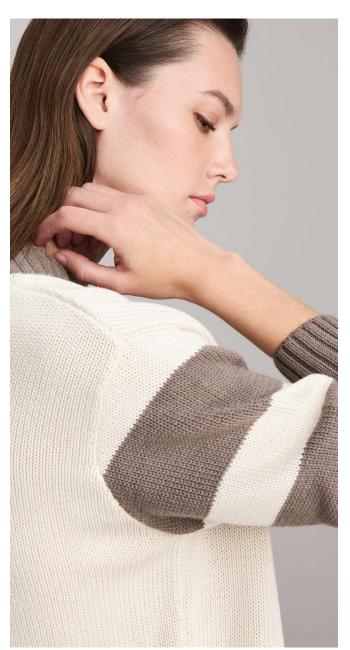
In our 2021 Fall/Winter collection, 100% of our outerwear was made with Bluesign materials. Both in this collection and Spring/Summer, our pieces featured organic cotton, recycled polyester, Primaloft recycled eco down and Dupont Ecodown. Our website displays this information for each product, making it accessible for our customers to make an informed choice on what they purchase.

Recycled Packaging

Back in 2020 we successfully completed the first phase of our packaging overhaul. Since then we have solidified our relationship with our eco-friendly packaging provider.

Along the way, we've reduced our waste by eliminating unnecessary packaging elements like tissue paper. Our poly mailers and boxes are made from 100% recycled materials and can be recycled again. Even the tape and ink are plant based and recyclable.

Ethically Made Clothing



PART OF BEING A SOCIALLY
RESPONSIBLE COMPANY IS
PRODUCING CLOTHING ETHICALLY.

This means treating workers with the respect they deserve, paying them fair wages and ensuring that they are working in a safe environment with zero tolerance for discrimination. 100% of all factories we work with abide by a strict set of guidelines in our vendor manual.

Zero Product Waste

We care deeply about the clothing we craft. We also know that one of the central reasons the clothing industry harms the planet is because of how much product is thrown into the landfill. This is why we have a zero waste policy.

We never throw away off-season, unsold product. Instead, we seek out creative solutions to sell or donate to those in need. Just this year we donated a variety of past season product to four causes that align with our values. These include One Warm Coat, Solutions for Change, No Silence No Violence SD, and Phoenix Project.



5. A Better Tomorrow: 2023 and Beyond

EACH YEAR WE STRIVE TO BE A BETTER COMPANY. 2023 WILL BE NO NO DIFFERENT. WE HAVE GOALS TO ACCOMPLISH AND CHALLENGES TO FACE. THESE ARE THE OBJECTIVES WE HAVE TO WORK TOWARDS IN THE COMING YEAR AND THOSE THAT FOLLOW.

Sustainable Material Selection

As we've mentioned, we currently use a number of eco-friendly materials. However, we also still use of others that are not sustainable and are always looking for alternatives.

Sometimes, making long-lasting change takes time. Slowly but surely, we are designing with more and more sustainable materials. Alongside quality, this is our number one priority when we are crafting new items.

2,500



2,500 is the number of girls we aim to send to school by the end of 2025. This means 2,500 lives that are changed forever through the gift of education and empowerment.

As we continue our work with Room to Read, we will share what we learn about the importance of literacy with our customers.

Goodbye Virgin Plastic

Virgin plastic is a problem. In phases, we aim to reduce our use until there is no new plastic in our supply chain. We completed our first phase by eliminating virgin plastic in our external packaging. Now, we are working with our suppliers to phase plastic out of their shipment materials.

Let's be honest. This has been a challenge for us. Plastic is used without a second thought all too often. But, by the end of 2023, our goal is to reduce supplier virgin plastic by 50%. We intend to continue these phases until we can say goodbye to virgin plastic for good.

Certified Fair Trade Factories



While we do have a strict vendor manual, third party certifications, like fair trade, add an extra level of confidence that our pieces are being made in the best working conditions. So far, we are proud to be working with one Fair Trade Certified factory.

In the coming years, we want to work with our other suppliers to push for fair trade certification or to form new relationships with to those that are already certified. Part of our struggle to accomplish this goal has to do with challenges that come with being a small company but we are determined to make it happen.

Supply Chain Transparency

A traceable supply chain is paramount to running a sustainable business. What does this mean? It means that from start to end, we can tell you how, where and by who the product was assembled.

It is up to us to measure and monitor our impact. That means knowing where our materials come from so we can make the best decisions. In the coming years, we will put emphasis on tracing our materials back to their beginnings. Our hope is to share this information with our customers so they too can feel proud of each Alp N Rock item's backstory.

THANK YOU FOR READING OUR SUSTAINABILITY REPORT.

We appreciate you and your support.
We are dedicated to creating sustainable products for many reasons, one being that we want our customers to be able to choose clothing of the highest quality that also has the most minimal impact on the planet.

We know that this is our responsibility as a company alongside a commitment to honesty, transparency, evolution and positive social impact. Our journey to sustainability is underway, and there is still much to discover and work towards. We hope you join us down this path in the pursuit of a hopeful future. Exciting things are coming.

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