



Goals Review

Intro



Our purpose has always been to inspire better living. By marrying innovation with eco-friendly processes, we strive to help shape a better, more mindful world where human progress is in harmony with the planet's well-being. In 2019, we unveiled a series of ambitious goals to be achieved by 2022. After 3 years of work, reflection, and challenges, we wanted to share the progress we've accomplished so far.

Removing virgin polyester from our supply chain.



Virgin polyester is a sturdy, functional, and versatile material. Unfortunately, it requires large amounts of fossil fuel to produce, takes hundreds of years to break down, and causes significant microplastic pollution on land and in the oceans.

As such, we are happy to report that our use of virgin polyester has decreased by 22% since 2019. This means virgin polyester is now featured in less than 13% of our collection, mainly in our outerwear assortments to guarantee lasting performance and durability. Instead, we have invested in more natural and progressive materials such as wool, kapok, and hemp, to gradually decrease our reliance on polyester.

What about recycled polyester?

We've increased our use of recycled polyester by 43% since 2019. However, despite recycled polyester diverting significant amounts of plastics from the landfill, we know recycling our way out of plastic pollution isn't a viable long-term solution.

Though we have yet to find a viable alternative to polyester, especially in our outerwear which relies heavily on its sturdiness, we continue to further our research in material science and innovation to gradually phase out polyester from our supply chain.

Virgin polyester

Goal 1

Removing virgin plastics from our supply chain.

Plastic is everywhere and has become a global crisis no one can shy away from. As such, we've worked hard to tackle our use of plastic and have, since 2019, upgraded all of our mailers and boxes to be made from recycled, recyclable, or biodegradable materials—yes, including the tape. 2022 will bring further progress with the gradual rollout of new poly bags made from biodegradable polymers and designed to quickly break down once in the landfill.

We are also pleased to report that all of our tags are now made from biodegradable sugarcane paper and printed using soy-based inks. The back patches featured in our jeans assortments are made from recycled paper, with all other garment trims such as buttons and zippers shifting towards recycled options.



Virgin plastics

Goal 2

Offsetting 100% of our greenhouse gas (GHG) scope 1 emissions.

Making progress, improving, and innovating helps us understand where, why, and when we fall short. Although a noble goal, the profound disruptions engendered by the pandemic forced us to put our collaborations on hold in order to channel our attention towards other initiatives. The great news is that we are deepening our research and once again creating meaningful partnerships to pick up where we left off. We look forward to reporting back soon on what we are doing to offset and reduce our greenhouse gas emissions.



Greenhouse gas

Goal 3

Increasing our use of renewable energies.

As a brand based in Montreal, we are fortunate to get our power from one of the world's largest hydroelectric facilities, which supplies 97% of the power in our province of Quebec, including our headquarters, warehouse, and stores in Montreal and Quebec City.

Our goal as a company as we expand is to continue to choose locations with renewable energies. That is one of the reasons why we decided to open our first store outside North America in Shanghai's Qiantan Tai Koo Li development, which is LEED Gold certified, one of the highest standards for buildings reducing carbon emissions. Swire Properties, the developer, is also a major industry leader in China, with three properties that have already reached 100% renewable electricity.

The next step for us in our journey will be to find ways to convert energy used with offsets from a 3rd party supplier. Since the pandemic, a major overhaul of our physical locations, including closing many stores, has made us rethink the best way to approach this issue, and we look forward to sharing further progress once we have found a solution.



Renewable energies

Goal 4

Encouraging zero-waste philosophy and fostering community spirit.



In 2021 we extended our circular and zero-waste commitments to our entire design philosophy.

We introduced our first-ever fully circular and recyclable shoe in collaboration with Thousand Fell. Once used, every sneaker can be sent back to Thousand Fell to be upcycled into a new pair.

We are also proud to announce that 100% of our denim is now responsible and that 55% of our denim assortment is composed of recycled content.

Our headquarters remain Fair Trade certified, and we continue working with local partners to source sustainably-made or second-hand supplies and furniture.

As we continue expanding our stores to new locations around the world, so has our resolve to build and furnish using eco-friendly considerations. We are proud to report that 62% of the materials used in our recently-unveiled Shanghai store, for instance, are fully recyclable or biodegradable.

In 2021, we collaborated with Town Brewery in Toronto to craft a beer to help preserve Canada's coastal waters and introduced our first line of locally-produced T-shirts made in Saint-Odilon, Québec.

We are hopeful that 2022 will once again provide us the opportunity to reinitiate company-wide training through updated zero-waste policies and challenges, while deepening our commitment to community-driven initiatives and to a circular textile economy.

Zero waste

Goal 5