



**Kings Of Indigo**

**SUSTAINABILITY  
PROGRESS  
REPORT  
2024**



# INTRODUCTION

We are pleased to present our latest Sustainability Progress Report, which covers the calendar year 2024, including our Spring/Summer '24 and Autumn/Winter '24 collections. This report also provides an update on the sustainability objectives set forth in our 2023 Sustainability Report.

At Kings Of Indigo, we are committed to a holistic approach to sustainability that considers both the environment and the people who contribute to the creation of our products. Our objective is to produce high-quality items designed for longevity, while minimizing the use of high-impact materials. We prioritize transparency by collaborating only with suppliers who share our values and commitment to sustainable practices. Part of our transparency efforts includes openly acknowledging areas where we still have room for improvement, as we continuously strive to enhance our sustainability initiatives. To further empower our customers, we provide customized QR codes for each style each season, enabling them to track the full supply chain and product information, and make informed purchasing decisions.

The year 2024 has marked a period of significant growth for Kings Of Indigo. Following a year of reinvention in 2023 after our restart in late 2022, we have been able to focus on making tangible progress towards realizing our brand's sustainability vision.



## A NOTE

### FROM OUR QUEEN OF CSR

Having been with Kings Of Indigo since 2022, prior to the company's restructuring, I have witnessed firsthand the brand's evolution and am incredibly proud of the progress we have made, particularly in the development of our collections and the positive impact we are now able to create.

My role within the production and development team has provided me with a unique and personal connection to our suppliers, offering me a deeper understanding of our supply chain. This experience has been instrumental in building our strengths in key areas such as sustainable materials, certifications, circularity, and transparency.

This year has also been one of professional growth for me, having taken on the role of Sustainability Manager at the beginning of 2024. I am honored to share the advancements we have made at Kings Of Indigo through this report.

Looking ahead, my goal is to further strengthen our relationships with suppliers, explore sustainable innovations in product development, and implement new collaborative initiatives that align with our shared sustainability objectives.

Should you have any questions regarding this report or our sustainability approach, please do not hesitate to reach out.



Queen of CSR & Product;

Alexandra Barker

Alexandra@kingsofindigo.com

# A NOTE FROM OUR CEO

Dear Kings Of Indigo Partner,

What a ride it's been! As we look back on 2024, I'm beyond proud of how far we've come—and even more excited for where we're headed. Kings of Indigo has always been about doing denim right: high-quality, responsibly made, and built to last. This year, we pushed that mission even further.

We hit some big milestones—GOTS and GRS certifications, our first unisex jeans, and the grand opening of our Amsterdam brand store. We also made it easier than ever for you to trace the journey of your Kings Of Indigo pieces with tex.tracer QR codes. And of course, our commitment to the three R's—Reduce, Reuse, Recycle—remains stronger than ever, with over 91% of our collection now made from organic or recycled fibers.

But beyond the numbers, this year was about real impact. About building a brand that people believe in, a product that lasts, and a community that cares. Our three-year repair warranty is now backed by in-store repairs, because good jeans deserve a second (and third, and fourth) life. And we're not stopping there—next up, more circular solutions, more innovation, and even better ways to keep your Kings Of Indigo pieces going strong.

None of this would be possible without you—our team, our partners, our community. Thank you for believing in what we do and for proving that fashion can be both beautiful and responsible. Together, we're making waves.

Let's keep pushing forward.



Our CEO; Sebastian Proft  
Sebastian@goodfashion.group

## Kings Of Indigo

# 2024 Sustainability Achievements

## January - GOTS/GRS certification

On January 1st, 2024, Kings Of Indigo received our official license for GOTS and GRS certifications through Control Union.

## March - Upcycling event x Unisex Launch

We held an upcycling workshop in our HQ for like-minded influencers. We launched our first Unisex jeans, the Noah, during this event.

## July - First products with tex.tracer

After switching transparency platforms, the first AW24 products with tex.tracer QR codes were delivered, showing the supply chain specific to that purchase order with a quick scan of the hangtag.

## August - the 2023 report is published

The 2023 Sustainability Progress report, the first report with new sustainability management, was published.

## September - Brand store opening!

We held the official opening of our brand store in September, bringing the Kings Of Indigo community together. Visit us at Hartenstraat 15 in the 9 streets!

## October - tracing the supply chain

Two of our team members were lucky enough to join Maritas denim on a trip to visit a regenerative cotton field in Turkey. We shared everything learned during this trip with the store and HQ team.

## November - Recertification time!

In November, we underwent the audit process with Control Union to achieve recertification for GOTS and GRS certifications.



# DUE DILIGENCE

The industry in which we operate is, unfortunately, linked to certain environmental and social risks that must be acknowledged. While respect for both the planet and the people in our supply chain has always been central to our business, it is now also a critical expectation from governments and consumers alike. These expectations are globally recognized, particularly within the OECD (Organization for Economic Co-operation and Development) Guidelines for Multinational Enterprises.

As a multinational enterprise, we are required to identify, prevent, mitigate, and account for risks across the countries in which we operate throughout our supply chain. This responsibility is referred to as due diligence. We are only able to fulfill our due diligence obligations by maintaining strong, transparent relationships across our entire supply chain. This allows us to gain comprehensive insight into the materials we use, our production processes, and the locations where our products are made.

## KINGS OF INDIGO'S 3X R

Our sustainability strategy is guided by our interpretation of the 3 R's: Reduce, Reuse, and Recycle. These principles are embedded in both our brand ethos and product offerings, as outlined below.

### Reduce

Our ongoing mission is to minimize our environmental impact through the careful selection of materials, ensuring sustainability without compromising on design or quality.

By crafting high-quality, durable garments, we help reduce the need for consumers to purchase new textile products, promoting longer product lifecycles and more sustainable consumption patterns.

### Reuse

We have consistently encouraged the reuse of our products, even when they may appear to have reached the end of their lifecycle. There are always opportunities to extend the life of your cherished Kings Of Indigo items, ensuring their continued use and reducing waste.

### Recycle

At Kings Of Indigo, we are dedicated to creating beautifully crafted garments while minimizing our environmental footprint and ensuring the well-being of the people involved in our supply chain. A key aspect of this commitment is our focus on transforming waste into valuable resources, contributing to a more sustainable and circular approach to production.



# REDUCE

Our ongoing mission is to minimize our environmental impact through the careful selection of materials, ensuring sustainability without compromising on design or quality.

By crafting high-quality, durable garments, we help reduce the need for consumers to purchase new textile products, promoting longer product lifecycles and more sustainable consumption patterns.

## Comparison to 2022 & 2023 Collections

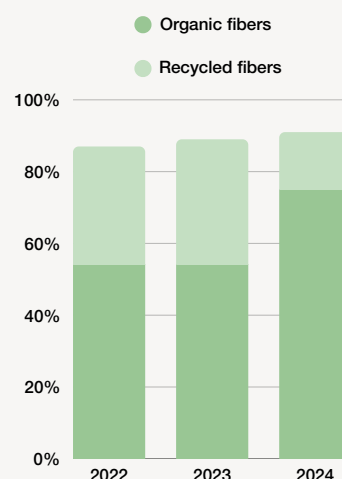
In 2024, we shifted towards using more organic cotton after receiving our GOTS certification, leading to a 21.2% increase in organic fibers and a 19% reduction in recycled fibers between the 2023 and 2024 collections.

In 2023, PBT, or Polybutylene Terephthalate, made up 0.1% of the fibers used, but we set a goal to eliminate this non-renewable, non-sustainably sourced fiber, successfully removing it from our 2024 collections.

In 2024, 0.1% of fibers in our collections were virgin polyester, the same as in 2023, due to carryover fabrics. We aim to eliminate virgin polyester entirely once all existing fabric is used, as part of our goal to reduce non-sustainable fibers.



## Organic & Recycled Fibers Accounted for over 90% of Our 2024 Collections



Share of Organic & Recycled fibers as % of the Collections based on weight

As seen in the graph above, the percentage of the collection which consists of either organic or recycled fibers has increase steadily since 2022 from 86%, to 89% in 2023, and 91% in 2024.

You can see that the ratio of recycled to organic fibers in our collections shifted to increase use of organic fibers in 2024 after our GOTS certification.

## GOTS

As a sustainable brand, we have focused on organic and recycled fibers, working with GOTS fabrics in previous collections for their strict sustainability standards. After discussions since the restart of Kings Of Indigo, we achieved GOTS and GRS certification on January 1st, 2024, verifying the organic and recycled content of our products through Control Union's rigorous audits.



# REUSE



## Implementation of in-store Repairs

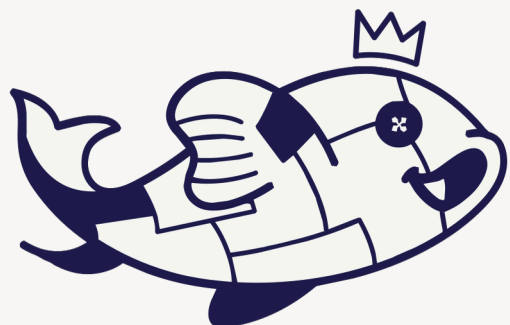
In 2023, we introduced a three-year repair warranty for all Kings Of Indigo products, further supporting our commitment to sustainability. With the opening of our brand store in September 2024, we now offer complimentary in-store repair services, enhancing customer satisfaction and extending the lifespan of our products.

## Design for Circularity

Circularity is central to our design philosophy, with a focus on creating products that are easy to reuse, repair, and recycle, supporting a circular economy. We prioritize mono-material designs for recyclability while balancing durability, and are committed to exploring alternatives to elastane in blended fabrics to further enhance sustainability.

## Repair and Upcycling

We are committed to extending product lifecycles through a 3-year repair warranty and promoting upcycling via social media content. In March 2024, we hosted a Kings Of Indigo upcycling event at our headquarters in IJburg, where influencers joined us to celebrate this initiative.



# Reuse

# RECYCLE

## Recycled Materials

In 2024, recycled fibers made up 15.8% of our collections, with cotton being the primary fiber at 88.3%. Of this 88.3%, 15.2% is recycled cotton blended with organic cotton to support circularity and maintain durability. We are focused on reducing the environmental impact of virgin cotton and increasing the use of 100% organic or recycled fibers in future collections.

## Recycling at Production Facilities

Our tier 1 suppliers work with local recyclers who collect cutting scraps from the pattern cutting step in CMT production (Cut-Make-Trim). For our denim suppliers especially, water recycling facilities are essential because of the use of water in many denim finishing treatments.

## GRS Audit and Certification

In 2024, we achieved GRS certification after completing an audit with Control Union at the end of 2023, and we officially received our certifications in January 2024. For our SS24 collection, we introduced certified products, expanding further by AW24, and successfully maintained our certifications during our first recertification audit in November 2024.



## Recycle

## Recycled Wool

In recent years we have incorporated wool into our AW collections because of the resilience and warmth of the fiber, qualities highly desirable for winter garments and outerwear. Because wool is an animal-based fiber, there can be animal welfare issues associated with the use of the virgin wool fiber, so we are working strictly with only recycled wool fibers. By using recycled wool, we not only eliminate the use for the actual virgin fibers, but also the need for the water and chemical intensive treatment processes that wool requires, because post-consumer wool fibers have already been through these processes.



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# ABOUT Kings Of Indigo

## BRAND STORY

### Sustainable Since Day One

Our pioneering journey in the denim world began with a simple yet powerful belief: we must do denim right, one pair of jeans at a time. For us that means allowing no compromises. We create the highest quality denim, with the lowest impact.

Creating a sustainable product for us is all about choosing materials consciously, crafting high quality, and building on a legacy. It's about developing a story that will never go out of style.

### Our Production Focuses on the Denim Craft

We produce as close to home as possible, championing ethical production without compromising on quality.

### But the Most Important Part? Transparency.

As a consumer, you have the right to know where and how your clothes are made. Because knowledge, is power. In this case, knowledge about a supply chain gives the customer the power to buy responsibly and support a supply chain that aligns with their own beliefs.

Therefore, transparency is critical. Let's build a future where transparency is the norm, not the exception.

### Making Waves

Our uncompromising nature makes us no strangers to challenges; but we're resilient. As pioneers in the denim world, dedication is in our DNA - woven into the very fabric of our brand. We constantly push boundaries and set new standards.

Dedication is intertwined in every stitch, every seam, every button on our jeans. We're here to make waves. And we challenge you to join us. Together we can make real change.

### About the Product

Kings Of Indigo is inspired by the timeless classics. At the core is our five pocket jeans. Iconic in every sense, made for everyone.

It's all about appreciating the denim craft and eye for detail. We take tradition into account for each and every item, ensuring high quality that will stand the test of time.

We believe in pushing the boundaries of timeless design and denim craftsmanship. Our commitment to modern innovation defines each Kings Of Indigo item.

At the end of 2022, Kings Of Indigo had to file for bankruptcy and was restarted by Kathrin and Sebastian Proft. Ever since, they are building on the heritage to make denim right, armed with their years of experience.

We are Kings Of Indigo. Denim lovers at heart, pioneers since day one.

# THE TEAM AND HQ

Kings Of Indigo is a globally active denim brand rooted in sustainability, with our headquarters based in Amsterdam, the Netherlands. As of the time this report was written, our team comprises 6 full-time employees, 2 part-time staff members, and 2 interns.

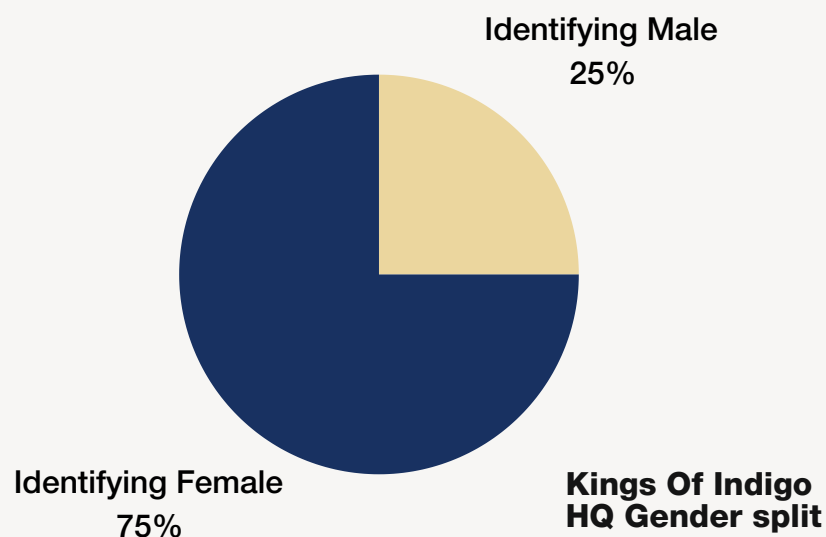
Our Ecomm manager and another marketing colleague work remotely from Portugal. We also have two German sales managers, one in Germany and one in Austria, who are employees of Kings Of Indigo but do not work in the headquarters.

We pride ourselves on an overall commitment to sustainability within the company from all employees. The main CSR responsibility is held by one team member, but is carefully implemented throughout design, production, marketing, and management.

Employees located at the headquarters in Amsterdam work closely with our international agents and colleagues from our partnered warehouse in Apeldoorn.



Store employee product and sustainability training day at the Kings Of Indigo HQ



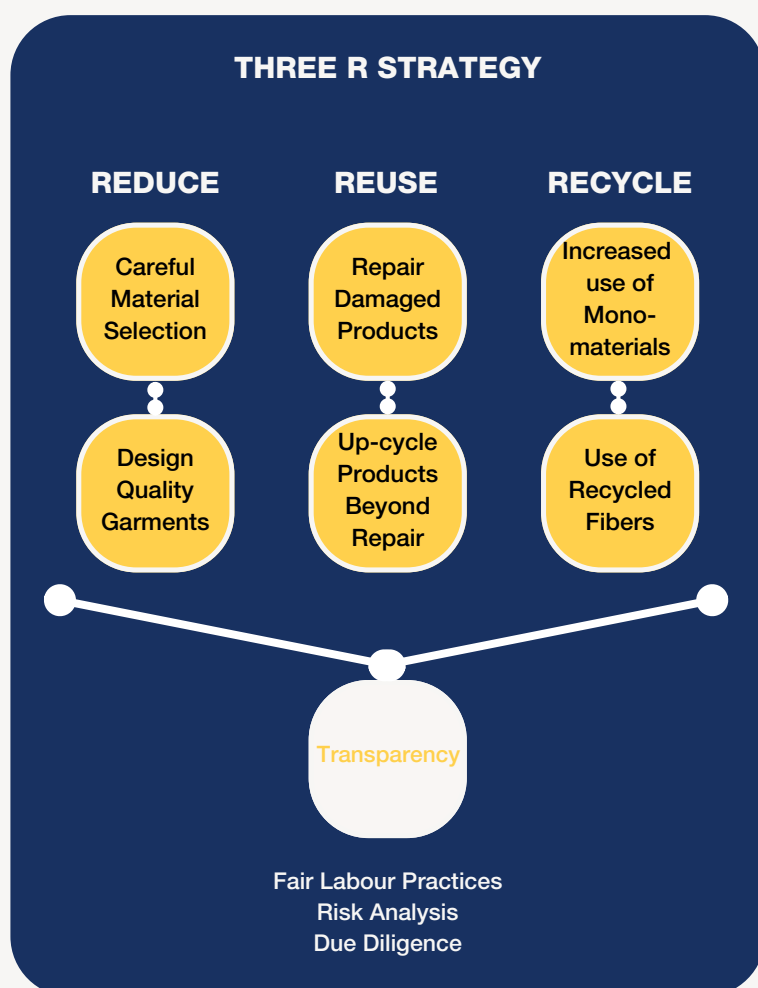


# OUR SUSTAINABILITY STRATEGY

While not all aspects of our sustainability vision are yet fully realized, it is an ongoing, evolving effort. The strategy outlined here reflects our corporate-level initiatives, which will be explored in greater detail throughout the subsequent chapters of this report.

Our sustainability vision as a brand is illustrated in the figure below. It outlines how we define and approach conducting business in a more sustainable way, as well as our commitment to producing sustainable products to the best of our ability.

At the core of our sustainability approach is the goal to create durable, long-lasting garments. We focus on timeless designs, high-quality materials, and expert craftsmanship to ensure that our products require less frequent replacement. By educating and inspiring our customers to extend the lifecycle of their Kings Of Indigo products, we aim to foster a more conscious approach to consumption.



Each of our products is designed with the intention of minimizing environmental impact, achieved through the careful selection of materials and processes, all without compromising on product quality. When these products eventually reach the end of their useful life, we aim to provide our customers with guidance on how to reuse or recycle them. This report will delve into our efforts in reuse and recycling, and explore how we can collectively contribute to the development of a circular economy.

While we remain open to new opportunities, we are committed to strengthening the long-term relationships we have built with our existing suppliers. We also conduct thorough screening of potential new suppliers to ensure they adhere to fair practices.

Transparency is the foundation of our sustainability strategy, supported by ongoing due diligence to better understand our impacts, assess risks, and prioritize actions that will drive continuous improvement.

# LONG-TERM SUSTAINABILITY STRATEGY

3-year road map to the 3 R's			
	Reduce	Reuse	Recycle
Main Goal:	Analyze and reduce our impact through product & collection development and maintain increased transparency.	Implement circular strategies to extend and eventually close the loop of our supply chain.	Increase the use of recycled materials and recyclability of products.
2025	<p>Reduce the percentage of elastane in the collection to 0,3% of fibers in SS25 and AW25 collections</p> <p>Reduce our deadstock by 16% to give these garments purpose *target set based on current stock level and previous sample sale numbers</p>	<p>Implement a data collection system for all complaints and repairs. Analyze / reflect and then adjust the design and development process to prevent as many repairs.</p> <p>Pre-loved KOI sales: Implement resale in order to make our supply chain circular. This is the most profitable business model for circularity. Preserve value and prevent waste.</p> <p>CSR training for store employees.</p>	<p>Increase the use of recycled materials: can we increase the percentage of recycled materials to 20%</p> <p>Recycling project for our cutting waste from Maritas Groot fabric</p>
2026	<p>95% of the collection organic, recycled, or regenerative materials</p> <p>Have full transparency for tier 3 / cotton fields on all DPPs</p>	<p>Implement regenerative fibers to support regenerative/ circular farming practices</p>	<p>Increase recyclability of the collection: have 65% of each collection be mono-material</p> <p>Increase recyclability of trims: change jeans buttons and look at alternatives for the jacron patch</p>
2027	<p>Show a full LCA (Life cycle analysis) with footprint data and CO2 impact for 1 product per season</p>	<p>Create a map on our website of KOI-approved local tailors / repair shops.</p> <p>Reduce complaints / repairs needed by analyzing our repair data to increase durability.</p>	<p>Have 0% virgin polyester fibers in the SS27 and AW27 collections</p> <p>35% of recycled fibers in the collection</p>

# REDUCE

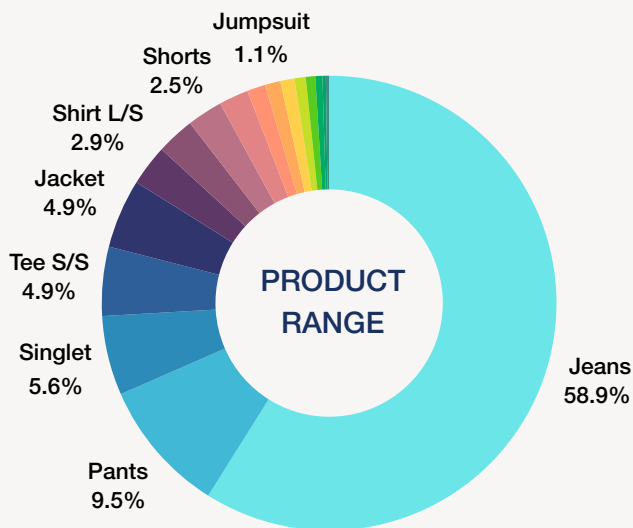
## OUR ONGOING MISSION IS TO...

Minimize our environmental impact through the careful selection of materials, ensuring sustainability without compromising on design or quality.

By crafting high-quality, durable garments, we help reduce the need for consumers to purchase new textile products, promoting longer product lifecycles and more sustainable consumption patterns.

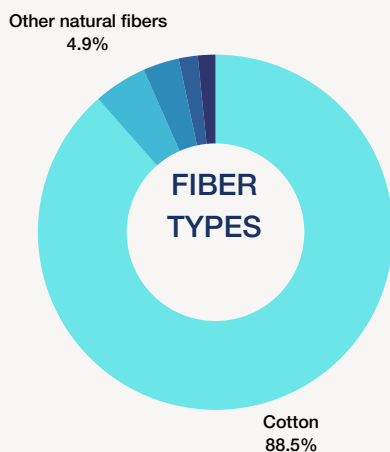


# SS24 & AW24 COLLECTIONS



58.9% percent of the product range in 2024 was jeans, with non-denim pants following as the second biggest product category at 9.5%. 65.4% of all styles were women's, 31.5% were men's, and 3.1% were unisex in the 2024 collections.

## MATERIAL ANALYSIS

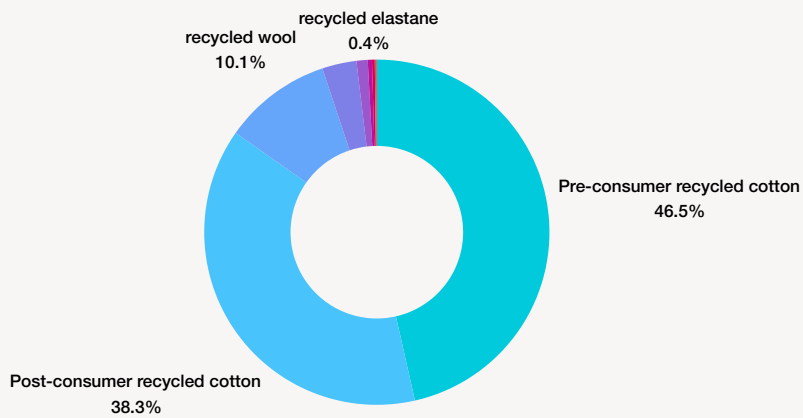


The data in the material analysis is based on order quantities and article weight. An initial division into fiber categories makes it clear that cotton remains the dominating fiber type used throughout our product range, making up 88% of all fibers used in 2024. This has increased compared to the 87% of the 2023 collections which consisted of cotton fibers.

Almost 5% of all fibers are other natural fibers, which are linen and hemp in this case. About 3% of fibers were man-made cellulosic fibers, referring to a variety of Lenzing fibers used in the collections. Lenzing group create and certify different kinds of man-made cellulosic fibers. In our 2023 collections, we are using Lenzing TENCEL™ Lyocell and LENZING™ ECOVERO™ and these would fall under the category MMCF (Man-made Cellulosic Fibers) as seen in the graph above. Almost 2% of fibers are synthetic, 47% of which are recycled.



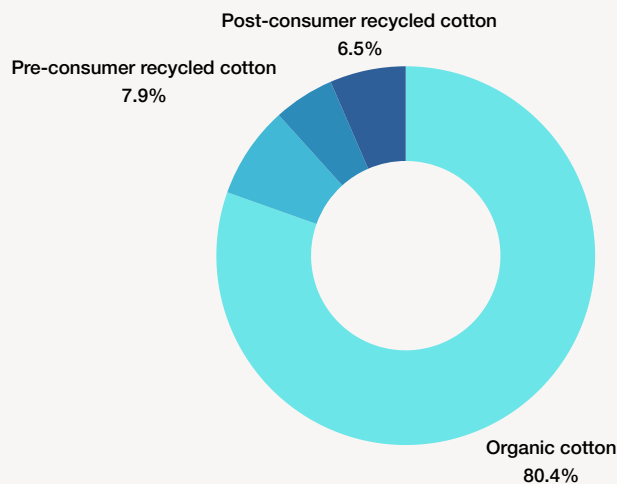
# RECYLED FIBERS



16% of the SS24 and AW24 collections consisted of recycled fibers. In combination with the percentage of almost 75% organic fibers, this means that 91% of the materials used in the 2024 collection were either organic or recycled.

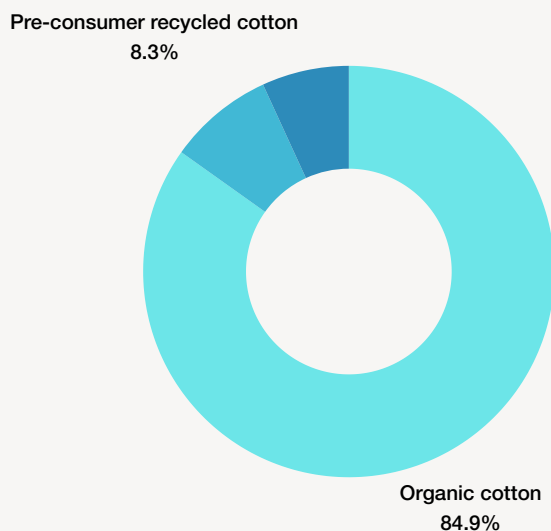
For further explanation on pre- and post-consumer recycled materials, please see these sections on page 19.

# PLANT-BASED FIBERS



Over 93% of the 2024 collections are plant-based fibers. The remaining 7% of fibers used in the SS23 and AW23 collections include 3% Man-made cellulosic fibers, 2% synthetic fibers and 2% recycled animal fibers.

# COTTON



Cotton one of the most used plant-fibers in the fashion and textile industry, accounting for 22% of all global fiber production in 2021, according to the Textile Exchange(Textile Exchange, 2024) and is the most used raw material in our collections, responsible for over 87% of fibers in the entire collection. We do not use conventional cotton, but always either certified organic or recycled fibers.

## ORGANIC COTTON

Determining specific water usage for both conventional and organic cotton is challenging because of the dependency of irrigation water requirements on the farming region. There is a lack of reliable data for water usage made publicly available. The current research shows that water usage can be reduced by up to 91% through the use of organic cotton (Insert source).

After becoming GOTS certified in January of 2024, our SS24 collection was our first collection with garment-level certification as GOTS organic products. Please refer to page 23 for more information the GOTS certification.

## RECYLED COTTON

We are using recycled cotton fibers alongside organic cotton in our collections. The reason for this is that the resulting impact of recycled cotton is generally lower in comparison to organic cotton, due to the elimination of the fiber cultivation step. Hence, the use of recycled materials supports the development of a circular economy.

We currently use mechanically recycled cotton, for which the process consists of shredding fibers and spinning the resulting staple fibers into new yarns. The recycled yarns are typically shorter than virgin yarns and slightly lower in strength. This is the challenge with using recycled yarns. We therefore aim to find a balance between the use of recycled materials in a way in which we do not compromise on durability.

## PRE-CONSUMER RECYCLED

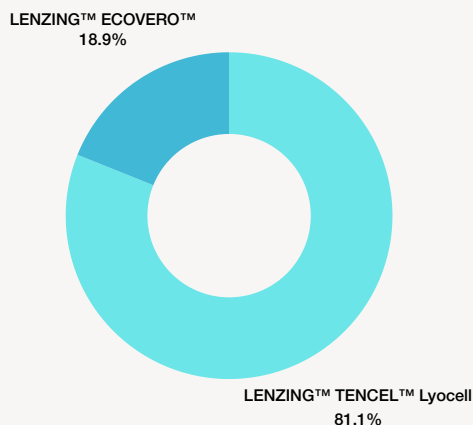
Pre-consumer waste streams refer to all fabrics and textile products that have been produced but not yet reached the consumer use phase. This includes fabric clippings, production errors, and overstock/deadstock. Pre-consumer fibers are equivalent to virgin fiber quality pre-recycling because they have not yet been used. The composition of these fibers is easy to determine since they come directly from the source. This is a clean waste stream and is easier to manage. Pre-consumer waste makes up only about 10-15% of textile waste. (insert source)

## POST-CONSUMER RECYCLED

Post-consumer fibers are derived from products that have been used by end-consumers and have ended up in a waste stream. These fibers account for the majority of textile waste, which is why it is important to find ways to repurpose these end of life materials. Since post-consumer textile products are not mono-material/homogenous, often lack reliable labeling, and generally of lower quality and not clean, they are more difficult to recycle.

For these reasons, we have not been able to produce 100% post-consumer recycled jeans at our desired quality as of yet.

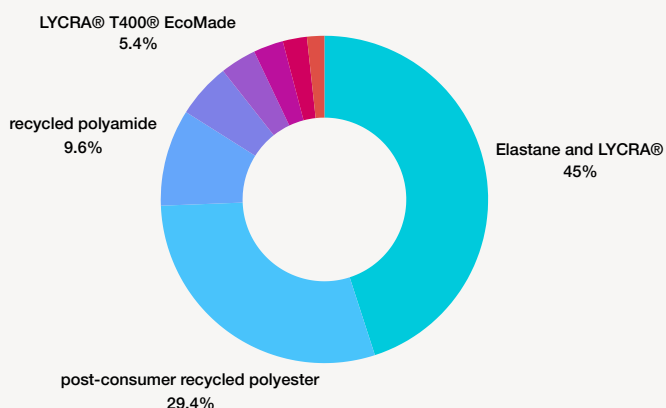
# MAN MADE CELLULOSIC FIBERS



Over 3% of the 2024 collections consisted of man-made cellulosic fibers. These fibers come from a natural, cellulosic raw material, like wood pulp, but require processing to create the fiber. This is why we refer to these as man-made.

The Lyocell fiber is derived from regenerated wood pulp, processed without chemicals. We are mostly working with the TENCEL™ Lyocell fiber produced by Lenzing due to the traceability and verification of the raw material sourced from safely managed forests, certified by the Forest Stewardship Council (FSC). The production of TENCEL™ Lyocell fibers occurs in a closed loop process which recycles almost all solvents used throughout the process, and any remaining solvents decompose in biological purification plants. We also worked with the LENZING™ ECOVERO™ fiber, sourced from certified wood. Lenzing ECOVERO™ is a sustainable fiber made from wood and pulp sourced from certified, responsibly managed forests. It is produced using an environmentally responsible process, significantly reducing emissions and water usage compared to conventional viscose production. ECOVERO™ fibers are fully biodegradable and meet the highest environmental standards, certified by the EU Ecolabel.

## SYNTHETICS



Only 1.7% of all fibers used in SS24 and AW24 were synthetic. Of the less than 2% of synthetic fibers, 46.6% are recycled. The other portion of synthetic fibers includes Ecomade fibers. LYCRA® EcoMade T400® fibers are partially recycled and partially plant-based. Ecomade refers to the recycled part of these fibers which is from LYCRA® production waste (pre-consumer).

0.8% of all fibers in the 2024 collections we would consider to come from unsustainable derivatives, which is a long-term goal for us to reduce in the coming years. The polyester sewing threads of our jeans for example are used in order to create strong, durable seams, which would not be possible with cotton or recycled polyester sewing threads. In this case, we strive to support a high quality, durable end product.

# ANIMAL FIBERS



Pre-consumer recycled wool  
100%

Approximately 1.6% of the 2024 collections consisted of animal fibers, which is made up of 3.1% of AW24 collection and 0% of the SS24 collection. 100% of these animal fibers are recycled and we are not using any virgin animal materials in our collections.

## COMPARISON TO 2023 COLLECTIONS:

In 2024, we moved our focus more toward organic cotton after receiving our GOTS certification at the start of this year. We increased organic content in many denims in order for the fabrics to be eligible for the GOTS organic label grade. This resulted in a 21.2% increase in organic fibers between the 2023 and 2024 collections and the consequential reduction in recycled fibers by 19%.

PBT, or Polybutylene Terephthalate, accounted for 0.1% of all fibers used in the 2023 collections. Because this synthetic fiber comes from a non-renewable raw material, we set a goal to eliminate the use of this non-sustainably sourced fiber. We achieved the complete elimination of PBT in our 2024 collections.

We have not added any new fabrics with virgin polyester composition, but due to carryover fabrics from 2023 with a small percentage of virgin polyester, we were not able to reduce the use of these fibers in 2024. We wanted to use up all of this fabric in our responsible production rather than let this fabric become deadstock in order to hit our material targets. For this reason, 0.1% of all fibers in the 2024 collections were virgin polyester, the same percentage as in the 2023 collections. Our goal moving forward is to completely eliminate the use of this non-sustainable fiber once all carryover fabric is used.

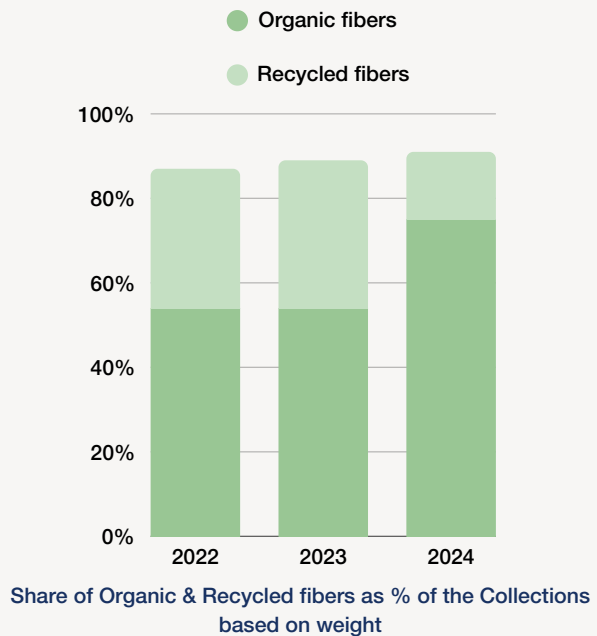


# COMPARISON TO 2022 & 2023 COLLECTIONS CONTINUED

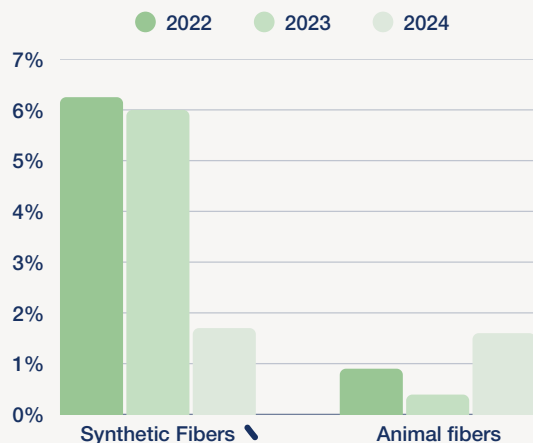
**Organic & Recycled Fibers Accounted for  
Over 90% of Our 2024 Collections**

As seen in the graph to the right, the percentage of the collection which consists of either organic or recycled fibers has increased steadily since 2022 from 86%, to 89% in 2023, and 91% in 2024.

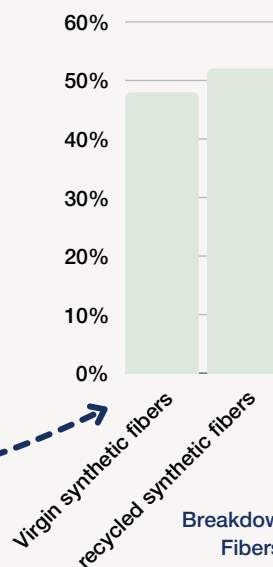
You can see in the graph that the ratio of recycled to organic fibers in our collections shifted to increase use of organic fibers in 2024 after our GOTS certification.



**Synthetic Fibers Accounted for Less  
Than 2% of Our 2024 Collections**



Share of Synthetic & Animal fibers as % of the Collections based on weight



The graph on the left shows we have significantly reduced our synthetic fiber usage. Animal fiber usage increased in 2024 due to the addition of our knitwear and outerwear from only recycled wool. We stand strong in our choice to not use virgin animal fibers.

The graph on the right looks closer at the polyester fibers used in 2022-2024. You can see that in 2024 we have reduced the use of both virgin and recycled polyester fibers.

# GOTS CERTIFICATION

As mentioned in the materials chapter, as a proclaimed sustainable brand we have a focus on organic and recycled fibers. We have been working with GOTS fabrics for many previous collections because we see the value in this certification due to the strict guidelines and specific requirements for each step involved in the supply chain of the product. We acknowledged this recognizable certification and decided to become a certified brand in order to verify the organic content of our products through a certified third party.

Since the restart of Kings Of Indigo, we began discussions of becoming a GOTS and GRS certified company. The Global Organic Textile Standard (GOTS) and the Global Recycled Standard (GRS) are two key certifications that ensure the sustainability and ethical integrity of our products. GOTS guarantees that textiles are made from organic fibers and processed according to strict environmental and social criteria, from cultivation through to final product.

The GRS certification, on the other hand, focuses on the use of recycled materials, promoting environmentally responsible practices across the entire production chain. Both certifications are verified by Control Union, a reputable and internationally recognized certification body, ensuring that we meet rigorous standards for quality, traceability, and sustainability in our supply chain.

On the 7th of November, 2023 an auditor from Control Union Netherlands visited our Headquarters in IJburg to conduct our initial audit, and on January 1st 2024, we received our GOTS and GRS license as an officially certified brand through Control Union.



# GOALS TO REDUCE

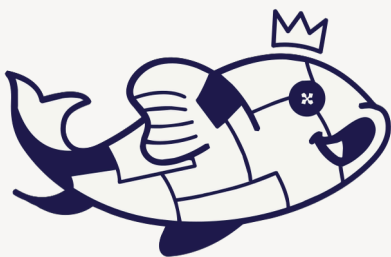
GOAL	TIMELINE	RESPONSIBLE DEPARTMENT	STATUS
Develop a 100% PCR (post-consumer recycled) denim product	2025	Product / CSR	Launching in AW25
Produce our first GOTS certified products with approved GOTS labelling	2024	Product / CSR	Achieved! First certified products in SS24 collection
Develop an interactive messaging/FAQ feature for the use and care guide on the website	2026	Marketing / CSR	Still in early development



# REUSE

## WE HAVE CONSISTENTLY ENCOURAGED...

the reuse of our products, even when they may appear to have reached the end of their lifecycle. There are always opportunities to extend the life of your cherished Kings Of Indigo items, ensuring their continued use and reducing waste.



## Reuse



# IMPLEMENTATION OF IN-STORE REPAIRS

We have always encouraged our customers to repair their cherished Kings Of Indigo items in order to extend their lifespan, but in 2023, we took this commitment a step further by introducing a three-year repair warranty for all Kings Of Indigo products.

Previously, our service team assisted customers with repairs by reimbursing costs for repairs at local tailors and repair shops. However, with the opening of our own brand store in September 2024, we are now able to offer direct support for repairs, providing complimentary repair services in-store. This initiative reflects our ongoing dedication to sustainability and customer satisfaction, ensuring that our products continue to be worn and enjoyed for years to come.



We have implemented an internal system to track all repair data from repairs requested in B2B, B2C, and in store repairs. It is important for us to track repair and complaint data in order to utilize this information for the development of future collections. If we use the data and learn from it, we can improve the quality and durability of our products for the future.

[Free repair web page](#)

# DESIGN FOR CIRCULARITY

Circularity is a cornerstone of sustainability within the textile and garment industry, and it plays a central role in our design philosophy. We design with circularity in mind, ensuring that our products are created to facilitate reuse, repair, and recycling at the end of their lifecycle, thereby keeping materials in use for as long as possible. By promoting the continued use of end-of-life materials, we contribute to the broader concept of a circular economy.

To support circularity, we prioritize designs that are easily recyclable, with one effective approach being mono-material design—where a product is composed of a single type of fiber. While mono-material designs simplify the recycling process, we aim to strike a balance between recyclability and durability, ensuring our products meet both sustainability and quality standards.

In cases where blended fabrics are necessary to achieve the desired quality, such as for certain styles, we continue to minimize the use of elastane. While some of our slim-fit denim styles require stretch for comfort and functionality, we are committed to researching and testing alternative materials and innovations that could reduce or eliminate the need for elastane in the future.



This chapter also highlights our repair and upcycling initiatives, which further promote circularity by encouraging customers to extend the life of their products. We actively share these projects on our social platforms to inspire our community. Throughout 2024, we posted several reels focused on various upcycling projects, receiving positive feedback from our followers. Repairing old or damaged garments is essential for keeping them in use, while upcycling offers a creative way to give unwanted items a new life—reducing the need to purchase new products. Given the success of our upcycling content, we plan to continue sharing these projects, inspiring others to engage in their own sustainable fashion initiatives. Check out one of our favorites from 2024 [here](#).

# REPAIR & UPCYCLING WORKSHOPS

Repair and upcycling are closely aligned with our shared goal of extending the lifecycle of products and reducing the need for them to reach the end of their useful life. As part of our ongoing commitment, we offer a 3-year warranty for product repairs and inspire upcycling through content shared on our social platforms. In addition, in March 2024, we hosted a unique Kings Of Indigo upcycling event at our headquarters in IJburg, where we welcomed several influencers and press representatives to join us.



During the event, we provided various materials such as paints, stamps, and fabric scraps, encouraging participants to get creative and personalize their own pair of Noah jeans. The event went beyond simply upcycling; it was an opportunity to teach valuable skills, including denim patchworking and sewing machine techniques.

It also served as a platform to highlight our first unisex denim style, the Noah, drawing attention to this new addition to our collection while fostering a deeper connection with sustainable fashion practices.

Unisex clothing plays a crucial role in promoting inclusivity within the fashion industry by transcending traditional gender norms and offering designs that are accessible to individuals of all genders. This approach fosters equality and self-expression, allowing consumers to select garments based on personal style rather than societal expectations. By incorporating unisex designs into our collections, we aim to contribute to a more inclusive and diverse fashion landscape, where all individuals are represented and empowered to express their unique identities.



# GOALS TO REUSE

GOAL	TIMELINE	RESPONSIBLE DEPARTMENT	STATUS
Have our own in-store repair service	2024	CSR / Sales / Marketing	Achieved! Offering in store repairs in our brand store since October 2024
Implement a return or take-back scheme into our business model	2024-2025	CSR / Sales / Marketing	In progress! Keep an eye out;)
Have a collaboration for upcycling of any deadstock	2024-2025	CSR / Marketing	After attending an upcycling workshop in 2024, we realize “upcycling” should only be for used products. The most sustainable solution for deadstock would be to resell.





# RECYCLE

## AT KINGS OF INDIGO...

we are dedicated to creating beautifully crafted garments while minimizing our environmental footprint and ensuring the well-being of the people involved in our supply chain. A key aspect of this commitment is our focus on transforming waste into valuable resources, contributing to a more sustainable and circular approach to production.



**Recycle**

# RECYCLED MATERIALS

As detailed in the material analysis (refer to Appendix 2), our 2023 collections included 34.9% recycled fibers, a figure we have continued to increase in subsequent collections. In 2024, recycled fibers accounted for 15.8% of the total fiber content used across our collections.

The primary fiber used in our 2024 collections is cotton, which comprises approximately 88.3% of the materials in both the SS24 and AW24 collections. Of this cotton content, 15.2% is derived from recycled cotton. Most of the fabrics containing recycled cotton are blended with organic cotton fibers, typically in an 80% organic cotton and 20% recycled cotton ratio. This blend allows us to incorporate recycled content, supporting circularity, while maintaining the durability and quality traditionally associated with virgin fibers.

For the virgin cotton used, we are actively working to minimize the environmental impact and improve the welfare of those involved in the supply chain, as discussed in the 'Reduce' chapter. To further support sustainability, we are increasingly focusing on the use of either 100% organic or 100% recycled fibers in our collections.

For additional details on each recycled fiber used, please refer to the Material Analysis chapter or consult the comprehensive material analysis file available in the appendices.

## RECYCLABILITY

Recycling is often associated with material sourcing, but it is equally important to consider recyclability throughout the entire design and development process. During these stages, careful selection of trims, accessories, labels, and other components is essential to ensure alignment with the principles of reduce, reuse, and recycle.



The woven labels used for branding and sizing in Kings Of Indigo garments are produced by Cadica in Italy and are made from 60% recycled Polyethylene Terephthalate (PET) and 40% organic cotton. As polyester is a synthetic fiber derived from non-renewable petrochemicals, the recycling of PET is a crucial step in reducing environmental impact.

# RECYCLABILITY CONTINUED

Our paper trims, including hang tags, pocket flashers, and overrides, are composed of 100% recycled paper and are also produced by Cadica in Italy. For our denim produced by suppliers in Turkey, the override is sourced locally but is similarly made from 100% recycled paper. These paper trims are designed to be removed after purchase and do not impact the recyclability of the finished garment. However, it is important to note that they can be recycled separately.

We wish to be transparent about a current limitation regarding the attachment of these paper trims to the garment. The back pocket flasher is fastened with a small plastic staple made from virgin plastic, and our denim supplier currently does not have access to a recycled alternative. Additionally, the waistband override is attached using polyester thread. While the paper trims themselves are made from recycled materials, the attachment methods do not yet fully align with our sustainability goals. We are committed to eliminating these methods in the future.

The sewing thread used in all of our denim products is 100% recycled polyester, specifically 'Epic yarn' from COATS. This high-quality thread enhances the durability of the garments, leading to fewer repairs and, ultimately, extending the product's lifespan. However, it is important to acknowledge that the use of polyester thread may limit the overall recyclability of the jeans.

In our commitment to sustainable sourcing, we use Natulon zippers from YKK in all Kings Of Indigo denim products manufactured by our tier 1 supplier, Ereks. These zippers feature tape made from 100% recycled polyester, as opposed to conventional zippers, which are typically made from virgin polyester. The Natulon zippers are produced using recycled materials, such as mechanically recycled PET bottles.

Attention to detail is paramount when assessing the recyclability of a textile garment. By considering all components, we ensure that even the smallest details are accounted for, recognizing that they can have a significant impact on the overall sustainability of our products.



Kings Of Indigo

# RECYCLING AT PRODUCTION FACILITIES



In addition to the use of recycled materials and product recyclability, we also consider the resources utilized throughout our supply chain and the policies we have implemented for the recycling of these materials. Our Tier 1 suppliers collaborate with local recyclers who collect cutting scraps generated during the pattern-cutting phase of CMT (cut, make, trim) production. This ensures that waste material is minimized and recycled efficiently.

For our denim suppliers, water recycling plays a critical role, particularly due to the significant water usage involved in many denim finishing processes.

Ereks Garments and Blue Matters, our primary denim suppliers, have been long-term partners with whom we have developed strong relationships. We have previously had the opportunity to meet with Romain Narcy, the partner responsible for innovation and strategy at Ereks, to discuss opportunities for enhancing the sustainability of our denim production.

The water recycling facility at Ereks operates through a comprehensive seven-step process, which includes the separation of sludge and water, chemical recycling, biological recycling, ultrafiltration, and reverse osmosis. As of February 2023, Ereks has achieved an impressive 95% water recycling rate. The facility uses a steam generator to heat water required for processes involving peroxide or nitrate, which are essential for specific denim treatments. Additionally, the implementation of a continuous hot water system has successfully reduced natural gas consumption by 25%, further contributing to the overall sustainability of their operations.

## GRS AUDIT & CERTIFICATION

As previously mentioned, we successfully completed the auditing process with Control Union in 2023, achieving certification as a GOTS and GRS certified brand. The Global Recycled Standard (GRS), developed by Control Union, verifies the recycled content of products containing at least 20% recycled materials. This certification is now managed by Textile Exchange, and as a result, we have been assigned both a Textile Exchange identity number and a Control Union certification number. To retain our GRS certification, we are required to undergo annual audits following our initial audit in November 2023.

We were pleased to have our initial audit approved and officially received GOTS and GRS certifications in January 2024, marking a significant milestone for our brand. For our SS24 collection, we introduced GOTS certified products with a single supplier and product group, allowing us to familiarize ourselves with the rigorous guidelines and procedures related to GOTS production and logo usage. By AW24, we expanded our collection to include GOTS certified products across additional categories and suppliers.

Third-party certifications provide an essential framework for building trust with our customers. These external validations from recognized organizations like Control Union and Textile Exchange ensure that our claims regarding recycled content are not only credible but also independently verified.

In November 2024, we underwent our first recertification audit and successfully maintained our GOTS and GRS certifications.

# TEXTILE MANAGEMENT FEE AGREEMENT

Stichting UPV Textiel is a Dutch non-profit organization focused on promoting sustainability and the circular economy within the textile industry. As part of our commitment to responsible practices, our company participates in the Textile Management Fee (TMF) agreement facilitated by UPV. Kings Of Indigo signed the TMFA in 2023. This initiative involves a financial contribution from textile companies to fund the collection, recycling, and responsible disposal of textile waste. By participating in the TMF agreement, we are actively supporting the efforts to reduce textile waste and improve the recycling infrastructure in the industry. This collaboration aligns with our sustainability goals, helping to close the loop on textile materials and contribute to a more circular and eco-friendly textile sector.

The UPV Textiel organization collects textiles through a network of collection points, which includes designated bins at various locations such as recycling centers, clothing stores, and other public spaces. These collection points are part of a broader effort to encourage consumers to recycle their old garments and textiles, ensuring they are properly sorted for reuse, recycling, or responsible disposal

For our customers, the process is simple: they can drop off their old Kings Of Indigo garments at one of the UPV collection points, or they can inquire at participating stores about any special textile collection initiatives that may be offered. By participating in these collection efforts, our customers contribute to the circular economy and help reduce the environmental impact of textile waste. We encourage customers to check our website or contact our customer service team for information about the nearest collection points and any ongoing garment take-back programs.





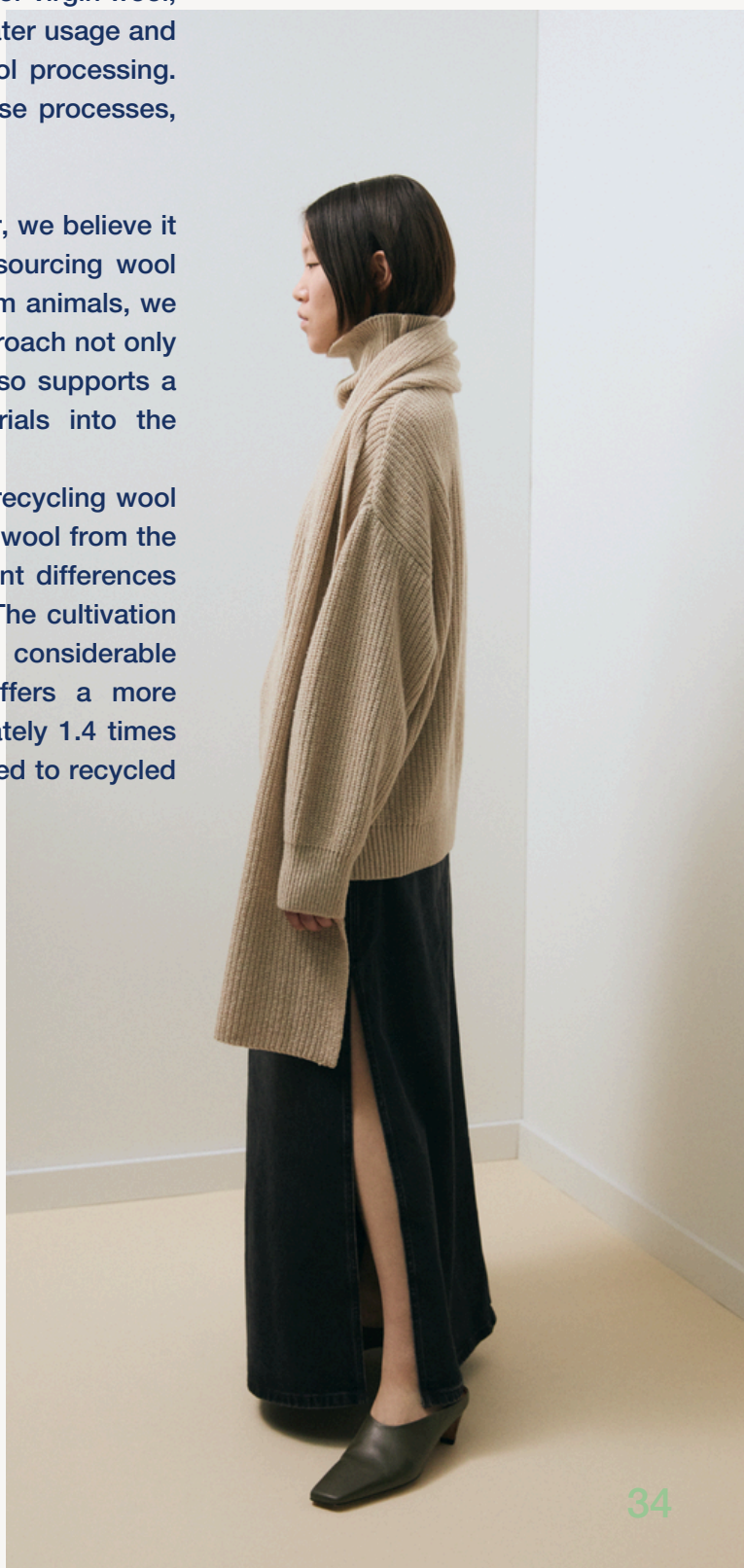
# RECYCLED WOOL

In recent years, we have integrated wool into our Autumn/Winter collections for its exceptional resilience, warmth, and natural insulating properties—qualities that are highly valued for winter garments and outerwear. However, as wool is an animal-derived fiber, concerns related to animal welfare and the environmental impacts of virgin wool production have led us to seek more sustainable alternatives. To address these concerns, we have committed to using only recycled wool fibers in our designs.

By utilizing recycled wool, we reduce the demand for virgin wool, while also eliminating the need for the intensive water usage and chemical treatments typically associated with wool processing. Recycled wool fibers have already undergone these processes, significantly lowering their environmental impact.

While recycled wool remains an animal-based fiber, we believe it aligns more ethically with our brand values. By sourcing wool from post-consumer waste rather than directly from animals, we help close the loop in the textile industry. This approach not only mitigates the need for raw wool cultivation but also supports a circular economy by reintroducing waste materials into the production cycle.

From a sustainability perspective, the process of recycling wool is fundamentally similar to the production of virgin wool from the point of yarn spinning onward. However, significant differences in environmental impact arise prior to this stage. The cultivation and processing of virgin wool fibers entail considerable environmental costs, whereas recycled wool offers a more sustainable alternative. Virgin wool has approximately 1.4 times the environmental impact over its lifecycle compared to recycled wool.





# GOALS TO RECYCLE

GOAL	TIMELINE	RESPONSIBLE DEPARTMENT	STATUS
Look into collaborations with small designers or artists for projects with triple R materials	2025	CSR / Marketing	Working on reuse / rework for Pre-loved KOI collection
Completely eliminate the use of virgin synthetic materials	2026	Product / CSR	100% cotton flex: no elastane Launching AW25!
Incorporate our first GRS certified products into our collections	AW24	Product / CSR	Success! First GRS certified products in AW24



## Recycle

# TRANSPARENCY

The supply chain of a textile product is inherently complex, encompassing numerous steps from fiber production to the final product reaching the consumer. This complexity often leads to a lack of transparency, as brands and retailers may not always have full visibility into the various stages of the supply chain. Such opacity can present significant risks, as it becomes challenging to assess and manage the environmental and social impacts associated with production when critical information is missing.

Without clear insight into the entire journey of a product, it is impossible to effectively evaluate and mitigate risks within our supply chain. For this reason, it is essential that we maintain transparency throughout our entire supply chain, ensuring we have access to all relevant data, map potential risks, and take responsibility for addressing these risks. Only by doing so can we develop actionable plans for continuous improvement.

In recent years, the industry has witnessed a shift towards greater transparency and an increasing recognition of the importance of sharing information across the entire supply chain. This shift not only allows us to better assess our own supply chain but also enables us to provide consumers with the information they need to make informed and conscious purchasing decisions.



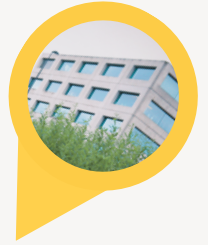
The above image shows the supply chain of our SS25 Penda t-shirt in Tiger Cloud Dancer as it appears in tex.tracer

## NEXT LEVEL TRANSPARENCY

Transparency has been a foundational principle for Kings Of Indigo since our start. In 2020, we made a significant advancement by partnering with Retraced, a supply chain transparency platform that allowed us to clearly communicate the journey of each Kings Of Indigo product via a simple QR code. This commitment to full supply chain transparency enabled us to maintain a thorough record of our sustainability initiatives, ensuring accountability and mitigating the risk of greenwashing within the fashion and textile industries.

Building on our experience with Retraced, we began discussions with tex.tracer in 2023, when they approached us about a collaborative project involving other Dutch brands and textile companies focused on improving sustainability within their supply chains. This collaboration presented an exciting opportunity to connect with a network of like-minded, sustainability-driven companies in our home city, something that Retraced, based in Germany, was unable to provide.

# NEXT LEVEL TRANSPARENCY CONTINUED



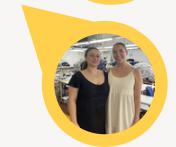
We initiated supply chain tracking for our new products starting with the AW24 collection, after successfully onboarding all suppliers to the tex.tracer platform with the support of their dedicated team. One year later, our suppliers are now highly proficient in using the platform, and we have established our own internal procedures and timelines for creating supply chains and generating corresponding QR codes.



Through tex.tracer, we have also enhanced the efficiency of managing certifications and compliance documentation, ensuring that our supply chain practices align with our sustainability standards. Additionally, in 2024, we updated our [Code of Conduct](#). Through tex.tracer's compliance module, all supply chain partners were able to digitally sign the revised document, further strengthening our commitment to responsible practices.



## PRODUCTION LOCATIONS FOR SS24 AND AW24 AND RISKS

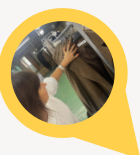


We conduct thorough risk assessments across our production locations to identify potential hazards and risk factors within the countries where we operate throughout our supply chain. This proactive approach allows us to monitor and mitigate risks, ensuring that our operations align with our sustainability and ethical standards.

To support our due diligence efforts, we utilize the [MVO Risico Checker](#) (CSR Risk Checker) tool, which helps us assess the Corporate Social Responsibility (CSR) risks present within our international supply chain (MVO Risico Checker, 2024). This tool allows us to evaluate the risk levels associated with various countries and regions, enabling us to take informed actions to manage these risks. For example, according to the MVO Risico Checker, the Netherlands is classified as a very low-risk country with only one identified risk—environmental impact and waste.

Among our production countries, Turkey stands out as the location with the lowest number of risks, recording 11 risks in total. It is our primary production hub, responsible for over 87% of tier 1 production for our SS24 and AW24 collections. Other production countries show varying levels of risk, with Portugal having 17 identified risks, North Macedonia 25, Ukraine 28, and Tunisia 33.

By consistently utilizing risk assessment tools such as the MVO Risico Checker, we ensure that we maintain due diligence in our operations, identifying risks and addressing them in a timely manner. This approach helps us not only meet local and international regulations but also uphold our commitment to responsible sourcing and sustainable practices across our entire supply chain.



# TIER 1 PRODUCTION LOCATIONS



## 2023 Team Visits:

Uzhhorod: 1\* (1 person icon)

Goldenstitch: 2 (2 people icons)

Orimpex: 2 (2 people icons)

Denim Team: 2 (2 people icons)

Mergü: 2 (2 people icons)

Art Lab s.a.r.l: 0 (red X)

Aleks: 0 (red X)

Ereks: 4 (4 people icons)

\* Visited by Kathrin, one of Kings Of Indigo's owners

✗ Discontinued in 2024

# TIER 1 PRODUCTION LOCATIONS RISK ANALYSIS

Tier 1 Production locations						
		Turkey	Tunisia	Ukraine	Portugal	North Macedonia
Type of Risk	Fair Buisness Practices	<ul style="list-style-type: none"><li>Market distortion and competition</li></ul>	<ul style="list-style-type: none"><li>Corruption</li><li>Market distortion &amp; competition</li></ul>	<ul style="list-style-type: none"><li>Corruption</li><li>Market distortion &amp; competition</li></ul>	<ul style="list-style-type: none"><li>Market distortion &amp; competition</li></ul>	<ul style="list-style-type: none"><li>Corruption</li><li>Market distortion &amp; competition</li></ul>
	Human Rights and Ethics		<ul style="list-style-type: none"><li>Government influence</li><li>Consumer interests &amp; product safety</li></ul>	<ul style="list-style-type: none"><li>Government influence</li><li>Conflicts &amp; security</li></ul>	<ul style="list-style-type: none"><li>Community impact</li><li>Consumer interests &amp; product safety</li></ul>	<ul style="list-style-type: none"><li>Government influence</li></ul>
	Environment	<ul style="list-style-type: none"><li>Climate &amp; energy</li><li>Water use &amp; water availability</li><li>Air pollution</li><li>Soil &amp; (ground)water contamination</li><li>Environment &amp; waste</li></ul>	<ul style="list-style-type: none"><li>Climate &amp; energy</li><li>Water use &amp; water availability</li><li>Soil &amp; (ground)water contamination</li><li>Environment &amp; waste</li></ul>	<ul style="list-style-type: none"><li>Biodiversity &amp; deforestation</li><li>Climate &amp; energy</li><li>Water use &amp; water availability</li><li>Soil &amp; (ground)water contamination</li><li>Environment &amp; waste</li></ul>	<ul style="list-style-type: none"><li>Biodiversity &amp; deforestation</li><li>Climate &amp; energy</li><li>Water use &amp; water availability</li><li>Soil &amp; (ground)water contamination</li><li>Environment &amp; waste</li></ul>	<ul style="list-style-type: none"><li>Climate &amp; energy</li><li>Water use &amp; water availability</li><li>Soil &amp; (ground)water contamination</li><li>Environment &amp; waste</li></ul>
	Labour Rights	<ul style="list-style-type: none"><li>Freedom of association</li><li>Discrimination &amp; gender</li><li>Wage &amp; remuneration</li><li>Health &amp; safety at work</li></ul>	<ul style="list-style-type: none"><li>Freedom of association</li><li>Forced labour &amp; human trafficking</li><li>Child labour</li><li>Discrimination &amp; gender</li><li>Wage &amp; remuneration</li><li>Health &amp; safety at work</li></ul>	<ul style="list-style-type: none"><li>Freedom of association</li><li>Forced labour &amp; human trafficking</li><li>Child labour</li><li>Discrimination &amp; Gender</li><li>Wage &amp; remuneration</li><li>Health &amp; safety at work</li></ul>	<ul style="list-style-type: none"><li>Freedom of association</li><li>Labour conditions (contracts, working hours)</li><li>Forced labour &amp; human trafficking</li><li>Child labour</li><li>Discrimination &amp; Gender</li><li>Wage &amp; remuneration</li></ul>	<ul style="list-style-type: none"><li>Freedom of association</li><li>Labour conditions (contracts, working hours)</li><li>Forced labour &amp; human trafficking</li><li>Child labour</li><li>Discrimination &amp; Gender</li><li>Wage &amp; remuneration</li><li>Health &amp; safety at work</li></ul>
	TOTAL RISKS		11	33	28	17

\* Stopped production in Tunisia and North Macedonia

# SOURCING POLICY FOR NEW SUPPLIERS

At Kings Of Indigo, we prioritize building strong, long-term relationships with our suppliers, recognizing that continuity in partnerships fosters trust and mutual respect. This trust ensures that suppliers are committed to maintaining high levels of craftsmanship, knowing that our ongoing business will continue each season. When we invest in these enduring relationships, suppliers are motivated to consistently deliver high-quality products, understanding that their success is closely tied to our continued collaboration.

We approach supplier sourcing with the utmost diligence, carefully evaluating potential risks before entering into any new partnerships. We ensure that all necessary compliance documents, certifications, and relevant risk assessments are obtained before proceeding with sampling. This thorough vetting process is part of our broader due diligence efforts, ensuring that new suppliers meet our stringent ethical, environmental, and operational standards.

As part of our risk management strategy, we utilize tools such as the MVO Risico Checker (CSR Risk Checker) to assess potential risks within our supply chain. By using this tool, we can evaluate country-specific CSR risks, such as labor practices, environmental impact, and regulatory compliance, before formalizing a partnership. This helps us identify any potential risks and address them proactively, ensuring that we only engage with suppliers who align with our sustainability and business values.

For further transparency, we have included the initial [Supplier Questionnaire](#) in the appendix, which outlines the information and documentation required for new suppliers to meet our compliance standards. Through these thorough assessments and continuous monitoring, we ensure that our supply chain remains responsible, ethical, and aligned with our long-term sustainability goals.





# SUPPLIER VISITS 2024



**Uhzgorod,  
Uzhorod  
Ukraine**



**Orimpex,  
Izmir Turkey**



**Mergü,  
Izmir  
Turkey**



# SUPPLIER VISITS

## 2024



**EREKS,  
Istanbul  
Turkey**



**MARITAS,  
Kahramanmaras**



# SUPPORTING CORPORATE GOALS

At Kings Of Indigo, sustainability is not just a goal—it is deeply embedded in our identity and integrated into every facet of our operations. It shapes our decision-making processes, influences our corporate culture, and drives us to continuously challenge ourselves to do better. We are committed to regularly evaluating both our individual and collective environmental footprints, always seeking opportunities to reduce our impact and contribute positively to the planet and the communities we serve.

Through our annual CSR report, we reflect on the achievements of the past year, acknowledging the progress we have made as well as identifying areas where we can improve. This transparent evaluation is a crucial part of our sustainability strategy, allowing us to stay accountable to our goals and remain dedicated to ongoing improvement. By embracing this process, we ensure that our commitment to sustainability is not only maintained but strengthened, year after year.





# DIVERSITY

Over the past year, we have made significant strides in incorporating diversity and inclusivity into our business strategy on a more structured basis. In our previous CSR report, we set the goal of becoming an inclusive brand, accessible to all ages, sizes, abilities, and races. While we had previously focused on representing different ethnicities through our model selection, we now aim to expand this approach by ensuring our model selection reflects the diversity of all age groups, gender identities, ethnicities, and beyond.

Prior to SS24, our products were traditionally categorized as women's or men's for the purposes of fitting and design, although we also made a concerted effort to promote unisex styling options through our social channels. For instance, the Leila style was originally developed as a women's fit, but we are seeing an increasing number of male-identifying customers embracing this style for its perfect baggy balloon fit. We are proud to feature these customers on our social platforms, with the hope that it will inspire others to step outside of traditional gender norms and explore new ways to express their style.

In our SS24 collection, we introduced our first unisex denim fit, the Noah. This unisex fit has been a great success for us and has carried over into 2025. Since the launch of our first unisex style, we are always checking in product development if a style is fitting as a unisex development and we are trying to expand our unisex offering. This ongoing effort reflects our commitment to inclusivity and to challenging conventional gender conformity in fashion.



# CORPORATE GOALS

GOAL	TIMELINE	RESPONSIBLE DEPARTMENT	STATUS
Include a wider variety of models in our E-com and feature a variety of customers on our socials	SS24 / AW24	Marketing / E-com	A work in progress! We try to represent different ages, ethnicities, and body types but it is of course a continuous effort in casting.
Set up a social impact program for Kings Of Indigo Employees	2024-2025	CSR	Still in progress! We haven't managed to arrange this, but it's still on our radar.
Become a certified B-corp Brand	2025	CSR	Work in progress! Managing GOTS / GRS certifications was a focus in 2024, so we can put more time into B-corp assessment in 2025
Upcycling / Redesigned Collection	Start discussions for collaborations in 2024 and execute by 2025	CSR / Product	A shift in goal! Working on a pre-loved / re-worked project instead to give new life to old KOI.
Pop-up Store with in-store repairs	2024	Marketing / Benelux Sales / CSR	Success! Find us at Hartenstraat 15, 1016 BZ Amsterdam

# APPENDIX

Supplier Questionnaire

Code of Conduct

Material Analysis



# SUPPLIER QUESTIONNAIRE

Kings Of Indigo is a sustainable oriented denim brand. Before we start our collaboration, it is important for us to receive information about your organization, operation practices and sustainability efforts. Transparency is highly important for us. Only by sharing information we can grow together. please fill in as much information as possible in the light blue fields. Where possible, please share additional information or evidence in the form of certificates or other documents, via e-mail.

When you have any questions or feedback, feel free to send these to

Alexandra Barker  
alexandra@kingsofindigo.com

Thank you for taking the time to fill in this form.

1. GENERAL SUPPLIER INFORMATION		DATE: <input type="text"/>
Supplier name		
Street + street number		
Zip code		
City		
Province		
Country		
Name contact person		
Phone number (incl. country number)		
Email address contact person		
Website		

## 2. SUPPLIER PROFILE

Please fill in your in-house activities, tick if yes:

Sewing / assembly	
Laundry / garment dye	
Fabric production - weaving / knitting	
Fabric printing / dyeing / laundry	
Embroidery	
Yarn spinning	
Raw material supplier	
Other:	
Do you work with sub-contractors? (External locations / partners you work with for any part of the production you don't offer in-house)	If yes, please fill in next tab of this file
Number of buildings the company uses	
Number of employees	
Age of the youngest worker	

MAIN 3 CLIENTS	SHARE % TURNOVER
1.	
2.	
3.	
MAIN PRODUCT GROUPS	SHARE % TURNOVER
1.	
2.	
3.	

## 3. SOCIAL CERTIFICATES / INITIATIVES

Are you a member or certified by a social initiative?  
Tick if yes:

If yes, please share evidence:

SAC - HIGG index		
Fair Wear Foundation		
SLCP (Social & Labour Convergence program)		
Amfori BSCI		
ETI (Ethical Trading Initiative)		
FLA (Fair Labor Association)		
WRAP (Worldwide Responsible Accredited Production)		

SEDEX - SMETA		
SA8000		
Other		

#### 4. ENVIRONMENTAL CERTIFICATES OR PROGRAMS

Are you a member or certified by any of the following environmental standards? Tick if yes:

If yes, please share evidence:

Oeko-Tex standard 100		
Oeko-Tex Step		
Oeko-Tex Made in Green		
Amfori BEPI		
GOTS		
OCS		
GRS		
RCS		
Bluesign		
ZDHC Membership		
Cradle to Cradle		
Other		

#### 5. POLICIES

Do you have environmental policies in place? Think of the following topics, tick if yes:

Please describe and provide evidence where possible:

Water use		
Energy use		
Chemical use		
Greenhouse gas emissions		
Raw materials		

## 5.2 SOCIAL POLICIES

Do you have social policies in place?  
Think of the following topics, tick if yes:

Please describe and provide evidence where possible:

Child labour		
Forced labour		
Working hours		
Discrimination, gender, sexual harassment		
Freedom of association		
Living wages		
Health & Safety in the workplace		
Employment relations - homeworkers - migrant workers		
Bribery and corruption		
Do you have a functional grievance mechanism for your workers?		
Cradle to Cradle		
Other		

## 5.3 ANIMAL WELFARE POLICY

Please describe and provide evidence where possible, tick if yes:

Do you have an animal welfare policy?		
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## 6. TRANSPARENCY

If no, please provide a reason. Tick if yes and please share information (via email or in this document).

For fabric suppliers - are you able to share your sources for raw materials?		
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## COMMENTS OR EXTRA INFORMATION

## SUBCONTRACTION INFORMATION

Please share in this file the contact information for your subcontractors or other facilities you work with. Subcontractors are any external locations / partners you work with for activities you don't offer in-house.

### UNIT 1

Activity	
Supplier name	
Street + streetnumber	
Zip code	
City	
Country	
Name contact person	
Phone number (incl. country number)	
Email address contact person	
Social audit?	
Environmental certificates	



## UNIT 2

Activity

Supplier name

Street + streetnumber

Zip code

City

Country

Name contact person

Phone number (incl. country number)

Email address contact person

Social audit?

Environmental certificates

## UNIT 3

Activity

Supplier name

Street + streetnumber

Zip code

City

Country

Name contact person

Phone number (incl. country number)

Email address contact person

Social audit?

Environmental certificates

## UNIT 4

Activity

Supplier name

Street + streetnumber

Zip code

City

Country

Name contact person

Phone number (incl. country number)

Email address contact person

Social audit?

Environmental certificates

## UNIT 5

Activity

Supplier name

Street + streetnumber

Zip code

City

Country

Name contact person

Phone number (incl. country number)

Email address contact person

Social audit?

Environmental certificates

# UPDATED CODE OF CONDUCT

# MATERIAL ANALYSIS

March 2025

Kings Of Indigo B.V.  
Krijn Taconiskade  
440 1087 HW  
Amsterdam  
The Netherlands

Questions?  
Contact our  
Queen of CSR

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