



VOLUME 1 • ISSUE NO. 1

IMPACT REPORT 2022



AOIFE MC NAMARA LTD

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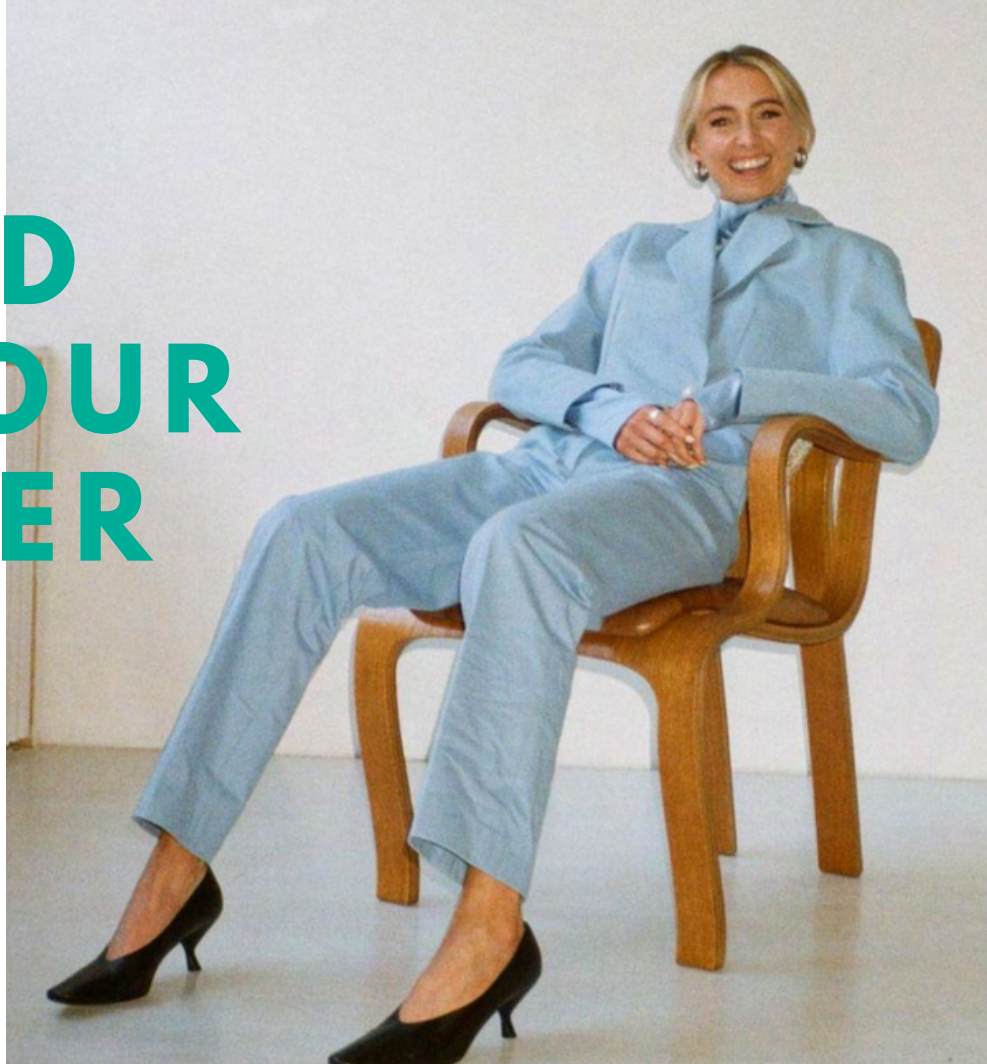
DISCLAIMER

While we have done everything possible to ensure we are being as transparent as possible with our first Impact Report there are some things we cannot do completely right yet:

- Perfect materials - we just aren't there yet but we are making a conscious effort to make sure each next collection is better than the last
- 3rd Party Reporting - we plan to prioritise this even more for 2023 and ensure we are looking into our supply chain further
- Our communication on social media - verifying everything we claim going forward is correct and accurate. We're not in the game of greenwashing, but sometimes we make mistakes.

We would love to hear from you. If you have more feedback or suggestions please fill out the anonymous survey linked here: [Feedback Survey](#)

A WORD FROM OUR FOUNDER



I am delighted to share with you the journey of Aoife McNamara, a luxury sustainable fashion brand that embodies my passion for nature and the environment. Founded in 2019, our brand stands for reimagining the future of sustainable design and restoring the bond between the fashion industry and our natural world.

At Aoife McNamara, we place a premium on creativity, beauty, and the well-being of both people and the planet. Our commitment to sustainability runs deep within every fibre of our operations. We diligently source our fabrics from sustainable materials like organic cotton, linen and recycled polyester.

We firmly believe that true sustainability goes beyond the creation of garments. Hence, we have adopted a zero-waste policy, ensuring that every bit of fabric is utilised and waste materials are transformed into new items, such as our eco-friendly scrunchies. We make a conscious effort to reduce our carbon footprint by shipping products in bulk.

Our vision for the future is to lead the charge in sustainable fashion. We aim to expand the use of sustainable materials and push the boundaries of repurposing waste materials to contribute to the circular economy. We are excited to invest in research on textiles made from seaweed in collaboration with MTU a higher education institute in Ireland over the coming year and push the boundaries in Irish Fashion.

Together, we can create a more beautiful and sustainable world. I invite you to join us on this incredible journey as we continue to innovate and redefine the future of fashion, one step at a time.

With gratitude and determination,

Aoife Mc Namara.

OUR COMMIT- MENT

Founded in 2019, Aoife McNamara reimagines the future of sustainable design by reconnecting the fashion industry to the natural world. The brand values creativity and beauty, people and planet, quality over quantity. It aims to create beauty not destroy it.

We are *endlessly* inspired by the **natural world**. Our clothes are a **state of a mind** and a form of **artistic expression**.

We are *leaders*, dreamers, problem-solvers, *activists*.

We BELIEVE in **creativity, ideas and connection**.

We TRUST that *changing* the world starts first by *healing* inside.

We CHOOSE optimism and gratitude.

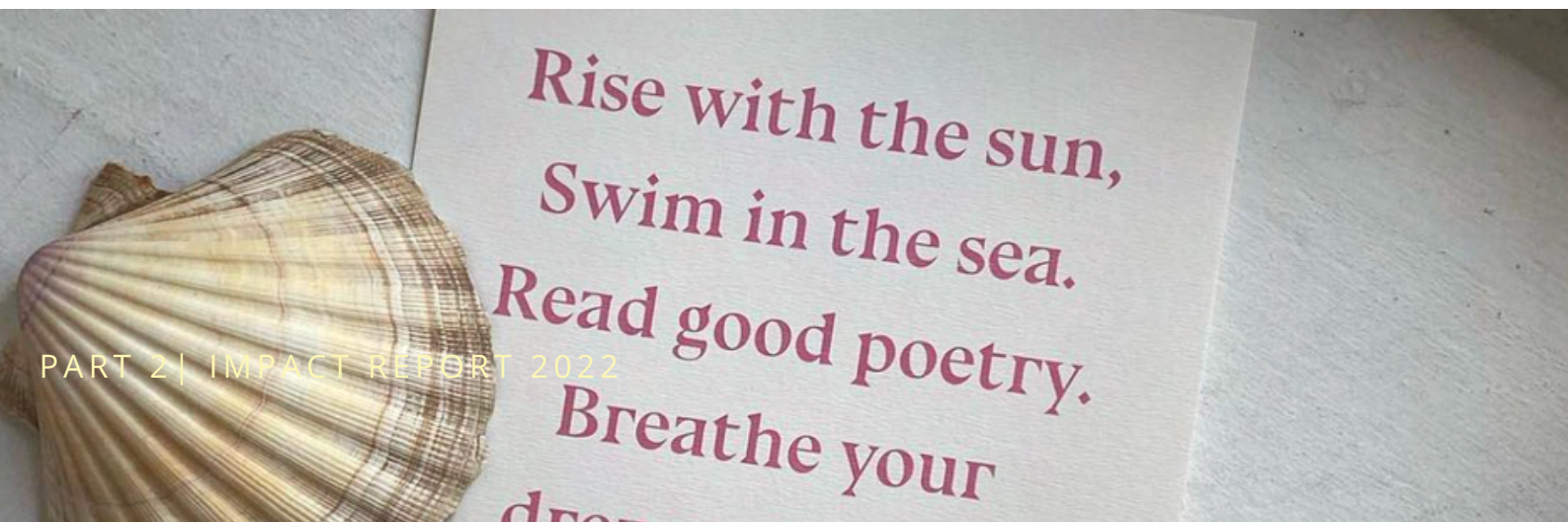
We PLEDGE to **give more than we take**.

We EMBRACE that protecting the planet can feel both *scary* and *exhilarating*.

We FIND *calm* in chaos, *wonder* in **wildness**.

We STRIDE **boldly** in the direction of **our future**.

We CREATE beauty, we make *waves*.





CLOTHES INSPIRED BY NATURE, TO PROTECT NATURE.

OUR MISSION

OUR BUSINESS

2022 was an interesting year here at AMN. We are proud of our ongoing progress towards being one of the most sustainable Irish brands for womenswear on the market. Reducing our carbon footprint and supporting social responsibility has been a priority for us in 2022 and the results show for it with our better choices of sustainable materials.

In September 2022 we began our BCorp journey to gain certification. While the journey is not over for this, we have embraced the lessons we have learned with this rewarding process.



2 Pop-Ups at Kildare Village

A roaring success, we managed to pull off not one, but two pop-up shops at Kildare Village.

Countless new events at our cottage

Our new and immersive experiences began and this sings so true to our hearts. Being able to join forces with the incredible creatives and artisans of Ireland has been a huge win for us.



KEY ACHIEVEMENTS IN 2022



Hired our first Head of Sustainability

We are Earth-logic rather than Growth-logic focused and this meant we needed to level up our systems and processes. This new addition to the team has pushed us to become more accountable in our efforts towards being as sustainable as any fashion brand can be in the world we live in.

Nominated for Best Sustainable Business Award

Along with being shortlisted for the Image Creative Business Woman of the Year and making incredible collaborations with Clean Coasts along with many others, this year was about truly pushing our limits and reaching new heights.

OUR CUSTOMERS & COMMUNITY

IMPACT SNAPSHOT

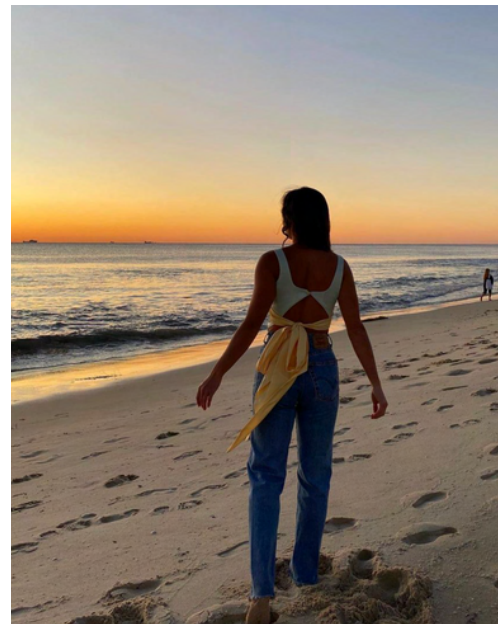
94.6%

of our customers are from Ireland

44%

our of suppliers are based in Ireland

Our customers and our community are everything and this year we began to immerse within our community further through community events, charity products and ensuring we have a public commitment to our local suppliers across Ireland.

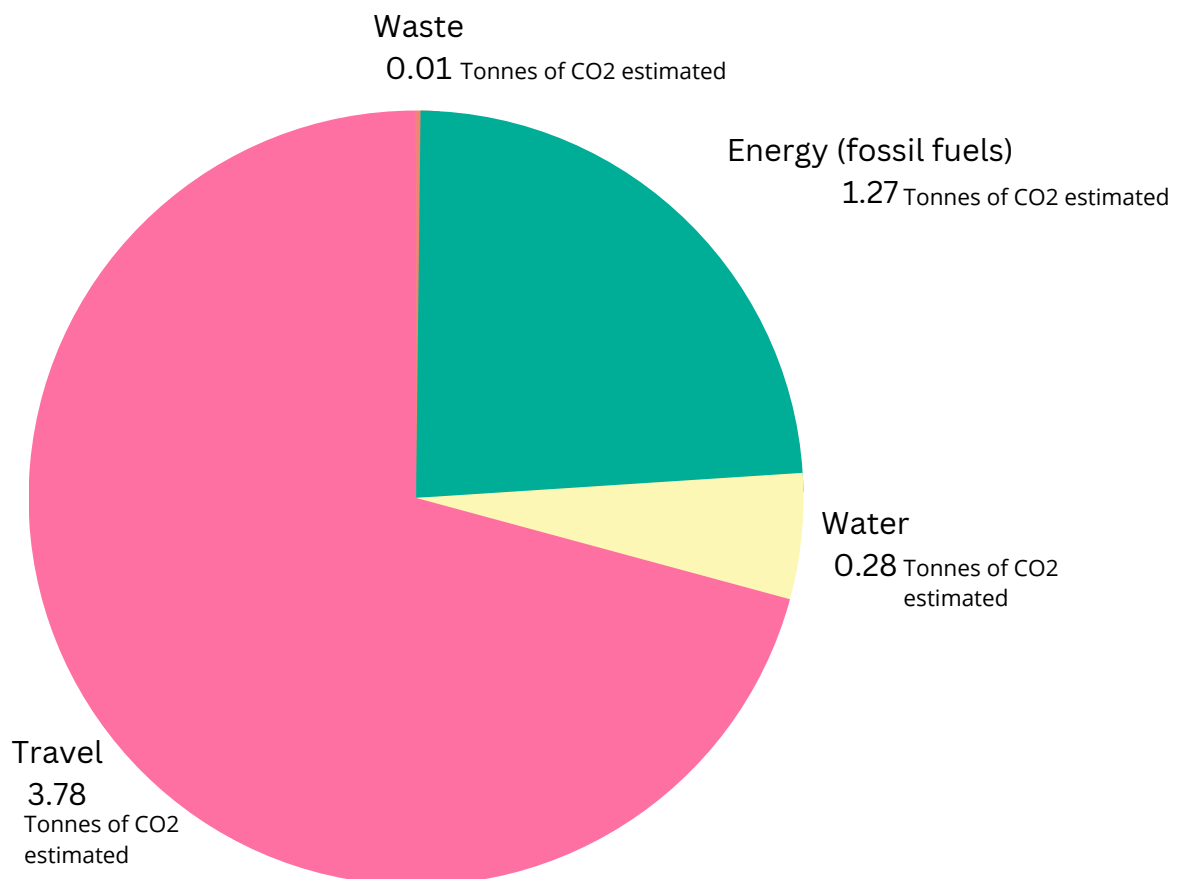


OUR ENVIRO- NMENT

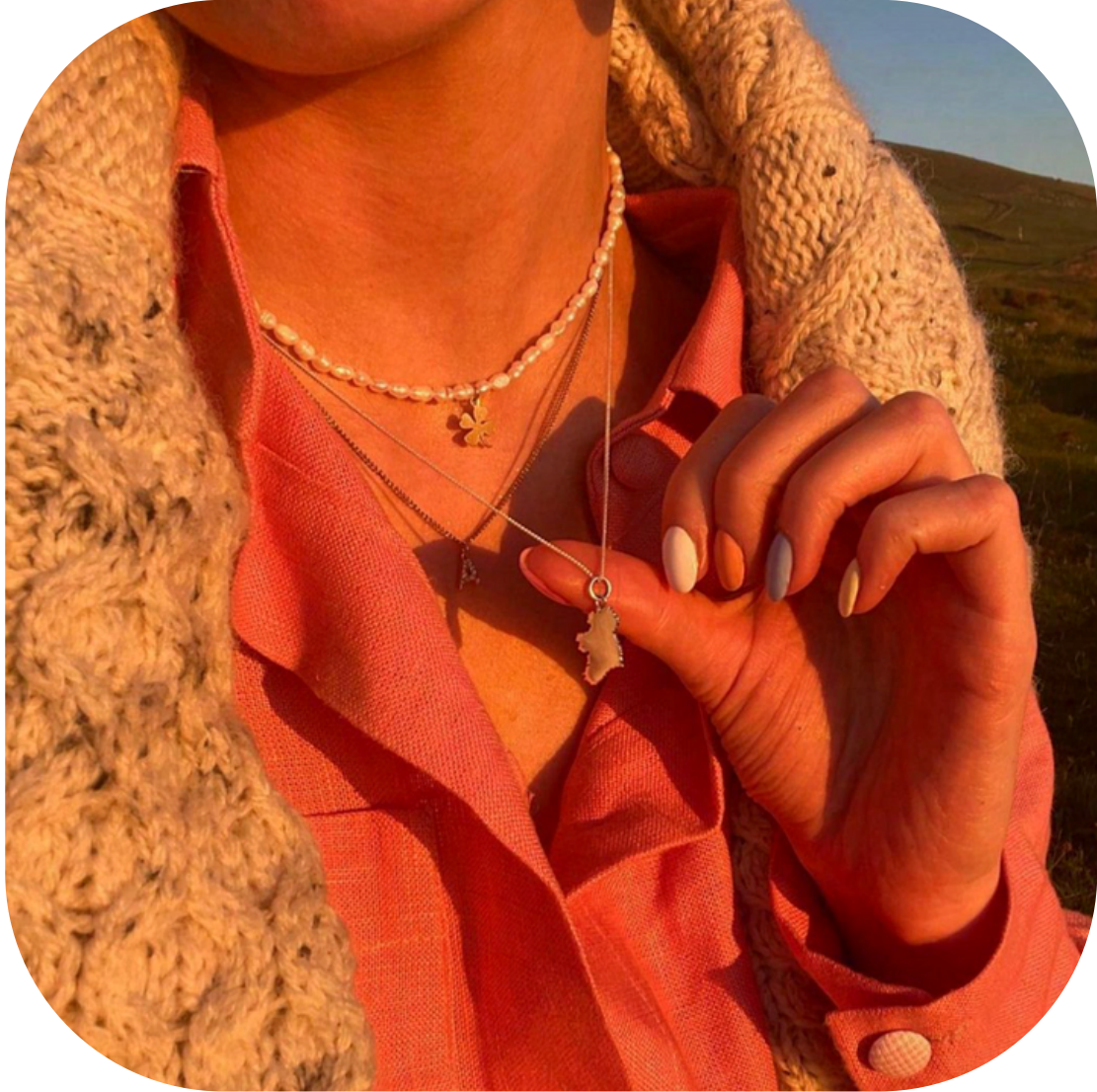


YOUR CARBON FOOTPRINT IS ESTIMATED TO BE 5.33 TONNES CO₂

Using the Government of Ireland Climate Toolkit 4 Business we were able to calculate an estimate of our Scope 1 emissions. In the grand scheme of things, our carbon footprint is minimal compared to fashion brand H&M, for example, which had 13.59 thousand tonnes of CO₂ equivalent in 2021*. In saying that, this measurement does not take into consideration Scope 2 & 3 emissions which includes our supply chain, suppliers' emissions and our product sustainability. Going forward we plan to take all of that into consideration using 3rd party certification.



MATERIALS



Our top used materials this year:

Irish Wool

Duchess Satin

Irish Linen

Organic Cotton

PYRATEX® seacell

Tencel

Peace Silk

We couldn't have
done it without
your generous *support.*

Thank you
to all our customers.

A special thanks for all the team at AMN for a positive and fruitful year that brought us one step further to a more responsible and sustainable fashion industry.



Loife
M C N A M A R A