



*juliette hogan*

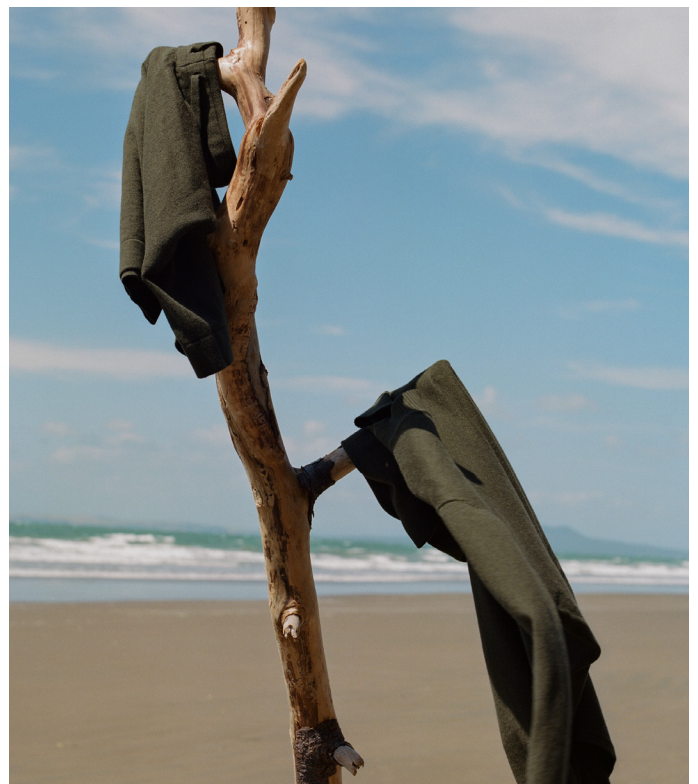
Sustainability Progress Report

August 2022 - March 2023



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# A Note from Juliette

Welcome to our second Sustainability Progress Report. As we continue to evolve in the sustainability space, it is important for us to communicate our achievements and challenges with honesty and transparency. In this report, we provide insight into the work we have done over this time to progress our strategic objectives across our four impact areas: People, Product, Planet, and Prosperity, and acknowledge the ups and downs of our sustainability journey.

Looking back to this time last year, there was a feeling of optimism; as a company, a country, and the wider world. However, in New Zealand, this feeling of calm was soon replaced by uncertainty with storms and flash flooding leaving some of our team, community, friends, and families without homes.

We are now facing a significant cost-of-living crisis, with rising inflation and the looming possibility of a recession. Amidst all these challenges, we are also grappling with a climate crisis, and it is vital we remain focused on this fact.

In a year of highs and lows, I am pleased with our accomplishments, with highlights including; establishing our baseline emission measurement, formalizing our repairs program, introducing sustainable packaging, and increasing our supplier sign-ups to our Code of Conduct. Although we have a long way to go, we are focused on our responsibility towards creating a better future for generations to come.

This report gives some insight into the sustainability efforts we are working on here at Juliette Hogan and I hope you enjoy reading it. Thank you for being a valued member of our community and supporting us as we continue this journey.

x Juliette

"Climate change is a threat to human well-being and planetary health. There is a rapidly closing window of opportunity to secure a liveable and sustainable future for all."

- IPCC SYNTHESIS REPORT 2023

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# Thank you for taking the time to read our second Sustainability Progress Report.

This report covers the period from August 2022 – March 2023 (8 months), with the occasional article reporting on the entire financial year April 2022 – March 2023. Measurements that differ from August to March will state the period being measured.

This report covers an unconventional period to align our sustainability reporting with our financial year (April - March) going forwards.

Our previous, and first-ever report, covered the period from January 2021 - July 2022.

For any questions or feedback on this report, please contact the team at [hello@juliettehogan.com](mailto:hello@juliettehogan.com).



# 01

# Introduction



# Our Business

Juliette Hogan is a fashion brand operating from Auckland, New Zealand. Juliette Hogan consists of two brands – Juliette Hogan and JH Lounge (JHL). Juliette Hogan has five retail stores across New Zealand and ships globally from our websites [juliettehogan.com](http://juliettehogan.com) and [jhlounge.com](http://jhlounge.com). Juliette Hogan and JHL is stocked across the country in our wholesale partners, with JHL being stocked also in Australia.

## *juliette hogan*

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EVERYDAY LUXURY AND SIMPLE SOPHISTICATION.

Juliette Hogan creates clothing suffused with elegance and ease. Each season brings a fresh, succinct, and cohesive offering full of pieces to fall in love with. Collections are not driven by trends, but more an ongoing evolution of Juliette's strong design perspective.

## JHL

BY JULIETTE HOGAN

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A CONSIDERED COLLECTION OF BEAUTIFULLY CRAFTED HIGH-QUALITY KNIT BASICS, DESIGNED TO ELEVATE THE EVERYDAY.

JHL by Juliette Hogan delivers relevance in tune with the life, style, and values of today's customers through garments that are designed to both enable and enhance our way of living and to resonate with a new consciousness.

With a core collection complemented by new styles and limited seasonal colours, JHL delivers both confidence and freshness to our customers as they return to grow and refresh their wardrobes with us.



# Our Purpose, Vision, Mission and Values From Juliette

The Juliette Hogan story is seasoned with swings and roundabouts. Our journey through 19 years of business has given us some amazing highs alongside some challenging lows. As the business and team have grown, upholding our core values has been so important to me and I feel a huge contributor to our success.

Over time, our values haven't changed, but our why, what and how have evolved. At our essence, we will always be about making beautiful clothes, but we also have a goal to be so much more; with what we aspire to achieve, and what we want our legacy to be.

In 2023 we reset our Purpose, Vision, Mission & Values to help guide us to achieve this legacy, creating alignment across the business, and ensuring everyone understands that no matter their role, we are all working toward a common goal. They are there to inspire the team, to help us achieve our shared ambitions, and to make our team excited to turn up to work each day and be a part of a company with purpose.

Bringing our Purpose, Vision, Mission & Values to life with the collaboration of our entire team ensured they are collectively owned, celebrated, agreed, believed, honest, and true. We aim to embed our values in our common language and use them as benchmarks to celebrate team and individual success, and guide our actions as we go about our day-to-day.

x Juliette

## PURPOSE Our Why

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POSITIVE IMPACT THROUGH  
MEANINGFUL DESIGN.

## VISION Our What

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LEADERS IN AND FOR OUR INDUSTRY,  
ELEGANTLY DELIVERING BEYOND  
EXPECTATION.

## MISSION Our How

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TO MAKE BEAUTIFUL THINGS,  
THE RIGHT WAY, THAT INSPIRES.

## VALUES

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RESPECT

INTEGRITY

PEOPLE FIRST

BEYOND EXPECTATION

WITH ELEGANCE



# Our Team

At Juliette Hogan, we listen to and value the ideas of our team and believe that everyone has an important part to play in our success.

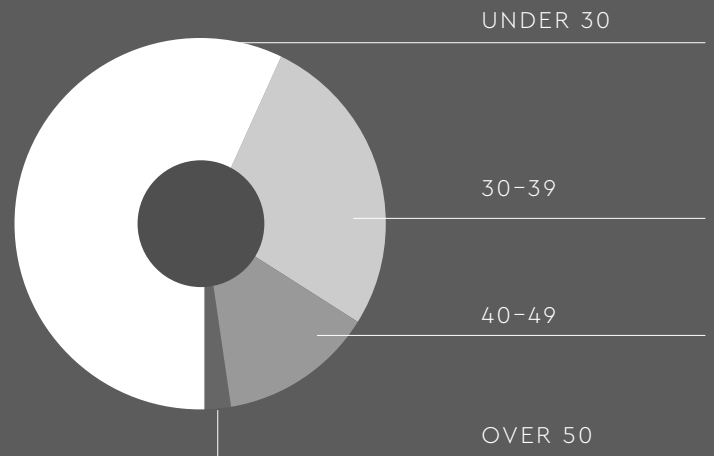
We respect our people by fostering individuality, committing to developing potential, and aligning with the Living Wage. We act with kindness and empathy to build an inclusive environment that enables our team to be their true self in the workplace, regardless of age, gender identity, orientation, race, ethnicity, family status, physical or mental ability.

[Meet our team here >](#)

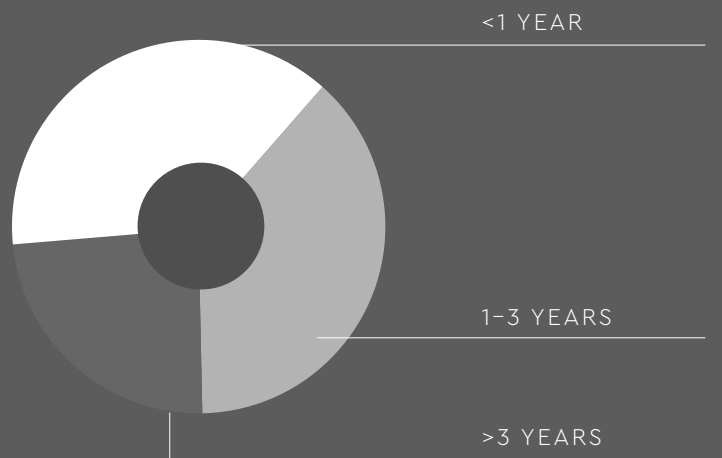


OUR RETAIL MANAGER AND RETAIL SUPPORT TEAM

## AGE\*



## TENURE\*



\*Our team, 31 March 2023 including permanent and casual team members



## 02

## Our Strategy

Our approach to sustainable action starts with looking at the United Nation's Sustainable Development Goals. The SDGs guide our mindset in addressing social, environmental, and economic challenges. In everything we do, we aim to minimise negative impact while maximising positive contribution in a way that makes sense for us. While all 17 goals are interlinked and impact can be far-reaching, we have identified specific goals where we feel we have the most direct impact upon the delivery of our objectives.

# SDGs & Our Contribution

PEOPLE

- Embrace and support our wider community
- Maintain engagement and well-being within our team
- Nurture responsible partnerships



We foster a dynamic and supportive workplace that puts our stakeholders first and prioritise giving back to the community.

PRODUCT

- Design for a long life
- Improve material decisions and decrease waste
- Utilise certifications to support brand values
- Enable circularity



Our design ethos has always been to design pieces driven by longevity and by Juliette's strong design perspective. We strive to create products that minimise environmental harm throughout the product's life cycle.

PLANET

- Use minimal, sustainable packaging and consumables
- Understand and reduce our emissions footprint
- Zero waste



We are working towards the reduction of environmental impact in our business operations and increasing opportunities for circularity in our product life cycle.

PROSPERITY

- Long-term sustainable success
- Share our journey with our shareholders



We work towards long-term success with ethical outcomes for all business stakeholders.



Our sustainability strategy looks to four pillars to guide our objectives and goals: People, Product, Planet and Prosperity. Each pillar speaks to clear sustainability goals , and initiatives within each pillar are closely aligned with our broader company strategy and values. This ensures a commitment to becoming a sustainable and responsible business is at our core.

Our progress against each of our pillars is tracked below.



# Progress Highlights



# \$10k

DONATED TO CHILD  
POVERTY ACTION GROUP



ACHIEVED

# 80%

EMPLOYEE NET  
PROMOTER SCORE



# 9

NEW CODE OF  
CONDUCT SIGNEES



SET OUR BASELINE  
EMISSIONS YEAR



COMMITMENT TO BECOME  
B CORP BY

# 2025



LAUNCHED THE  
JH COMMUNITY PROGRAM  
TO OUR TEAM



FORMALISED OUR  
JH REPAIRS PROGRAM

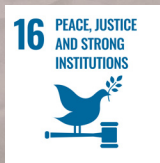


ROLLED OUT NEW  
RESPONSIBLE PACKAGING

*jh*



# 03 People



At Juliette Hogan, we believe our people are one of our greatest assets and we work hard to create a culture that resonates with our values. We have reflected these values within the People pillar of our Sustainability Strategy to formalise our commitment to providing a workplace where everyone feels valued and heard.

# People

GOAL	OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
<b>01. Embrace and support our wider community</b>	Donate a minimum of \$10,000 per year to Child Poverty Action Group	●			
	Launch our Community Program to the team	●			This program launched in March 2023.
	Increase diversity of models		○		We did not meet our goal for FY23, however, we have re-set these goals to be more holistic. Read more about this on page 18.
<b>02. Maintain engagement and wellbeing within our team</b>	Level 3 Retail Certification defined and implemented			—	We have chosen to delay rolling out our Level 3 Retail Certification for several reasons. Efforts have been redirected to enrich our Level 2 program, including the addition of a sustainability module.
	Involve our team in the defining and setting of our new Purpose, Vision, Mission and Values	●			



juliette hogan





## Giving back to our community

We have been formally aligned with Child Poverty Action Group (CPAG) since 2020 to promote the important work they do. Outside of our partnership with CPAG, we are committed to the community and causes that are meaningful to us. We aim to support charitable alignments holistically – both internally through donations and team involvement, and externally by raising awareness through our platforms and with our community.

### OUR COMMITMENT

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- To embrace and support our wider community.
- Meet our annual pledge of a \$10,000 donation to CPAG and raise awareness through our channels of their work.

### OUR FY23 CONTRIBUTION

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- Donated \$10,005 to CPAG in FY23, including a contribution of \$4,787 from our CPAG baby bloomers.
- The reach of awareness initiatives for CPAG can be measured through engagement metrics. Since April 2022, we have had over 6,105 interactions and 20,674 impressions with CPAG content through our eDMs, online, and social content.

- Launched the JH Community Program to our team in February 2023.
- Donated \$8,500\* of previous season clothing to Dove Hospice in August 2022, who support and empower the community who are living with and dying from life-threatening illnesses.
- Donated 39 kgs of previous season fabric and trims to a community sewing group in Grey Lynn.
- Participated in seven Breast Cancer Cure Fashion for a Cure shows across Aotearoa during this period and contributed \$5,726\* of products and experiences that were auctioned for charity. We also supported the Breast Cancer Cure Tees for a Cure winter campaign with a Juliette Hogan designed sweatshirt.
- Donated \$5,117\* of products and experiences to five Charity auction evenings – Maia Health Foundation Feast 2022, Catwalk Trust Grocery Ball, Pillars Charity Auction, Women's Refuge Runway for Refuge and Cyclone Gabrielle Silent Auction.
- Donated \$3,984\* of product to the Muriwai Community in February 2022 towards Cyclone Gabrielle relief.

# \$33,332

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TOTAL RETAIL VALUE OF OUR FY23 CONTRIBUTION

\* Retail value.



## OUR FY24 PRIORITIES

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- Goal for the JH Community Program – 85% team participation in 2023.
- Meet our annual pledge of a \$10,000 donation to Child Poverty Action Group (CPAG).
- Promote CPAG through our channels by posting a minimum of six series of stories and four feed posts per year.
- Continue to support Breast Cancer Cure Fashion for a Cure and Tees for a Cure.
- Promote, support, and maximise our relationships and the work we do with our community wherever possible.

## JH COMMUNITY PROGRAM

The JH Community Program aims to create community engagement opportunities for the Juliette Hogan team that are meaningful, purposeful, and aligned with our values.

The program encourages team members to participate in volunteer activities by providing one paid day of leave per calendar year – either individually, or as a team. This program was launched in February of 2023 and we are committed to meeting our participation goal.

We look forward to sharing more in the future.



JULIETTE DESIGNING OUR 2022 BCC SWEATSHIRT

## ABOUT BREAST CANCER CURE

Breast Cancer Cure is a not-for-profit charitable trust in New Zealand, established solely to support research into finding a cure for breast cancer. BCC has funded over \$11M of research in New Zealand over 26 years.

[BREASTCANCERCURE.ORG.NZ](http://BREASTCANCERCURE.ORG.NZ)

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JULIETTE & DAISIE IN THE 2023 BCC HOODIE

## Model Diversity / Past & Future

Increasing the diversity of models we use across Juliette Hogan and JHL is an ongoing focus for us. Our 2022 commitment was for 100% of JHL and 40% of mainline Juliette Hogan eCommerce imagery to be photographed on an above sample size model.

### OUR PROGRESS

Whilst we have made progress this year, we did not reach our 2022 model diversity goal. We know that our community values this and wants to see more. In hindsight, we believe our initial goals were too narrow and need to also encompass the diversity of diversity – gender, sexuality, religion, ethnicity, size, and physical ability.

### INSIGHTS INTO OUR ECOM IMAGE PROCESS

Juliette Hogan garments are photographed six months before they launch into stores; after the design and sampling process, and before wholesale sales and bulk manufacturing. At the time of photography, one of each garment has been made and this is (usually) in our standard sample size 8. To produce additional sizes at the design and sampling stage is not currently feasible due to a number of reasons (sampling costs, time constraints, alternate pattern sizes not yet available).

Our best window to capture above sample size imagery is; once bulk manufacture is complete, additional garment sizes are available, and we are shooting an upcoming collection. Ensuring alignment with our budget, shooting schedule and model availability, we will put renewed focus on this opportunity to capture more above sample size eCom imagery.

Note: We look to review the diversity of models across a calendar year. Our sample size is 6-8/XS-S



### OUR COMMITMENT FOR 2023 AND BEYOND

- The JH + JHL website will have imagery available on both sample size and size L-XL models for 100% of the core JHL range.
- The JH website will have imagery available showing size 12-16 for 20% of the mainline JH range.
- For collection campaigns and ad-hoc content shoots to reflect the NZ population through being diverse in size, ethnicity, and age.



# Employee Engagement Survey

Each year we ask the team to tell us about working at Juliette Hogan through an anonymous engagement survey facilitated by an external company. The survey focuses on all aspects of employee experience and gives our team a channel for direct feedback on culture, sustainability, workplace practices, and management.

# 80%

EMPLOYEE NET PROMOTER SCORE IN 2023



OUR FIRST TEAM HIKE / KAUAERANGA KAURI TRAIL (PINNACLES WALK)

In 2023 the survey introduced specific sustainability-related questions, to enable us to benchmark and measure our team's thinking on how we are progressing in our sustainability journey.

Our overall 2023 result has seen us improve against our last two surveys, and we continue to score ahead of the industry benchmark for the second year running (based on other businesses who completed the same survey).

The survey results highlighted wins in the following area:

- A highly engaged team – some of our highest ranked questions speak to engagement and commitment
- Communication is a strength – the team feel informed and appreciate transparency in communications
- The business cares about its people and is interested in their views and opinions
- B Corp is seen as a positive step in our sustainability journey

And also the following opportunities for us to action over the coming year:

- Unconscious bias training
- Simplifying our retail incentive scheme
- Ensuring managers give quality feedback and direction
- Review and improvement of sustainable practices in our retail stores

These takeaways will inform our current and future key business initiatives until the next survey.

# Our Commitment to Team Learning

At Juliette Hogan, we believe our people are our greatest asset. We work hard to nurture our team to enable them to grow. To give our retail team the ability to excel and develop, they need to be equipped with the knowledge and confidence to do so.

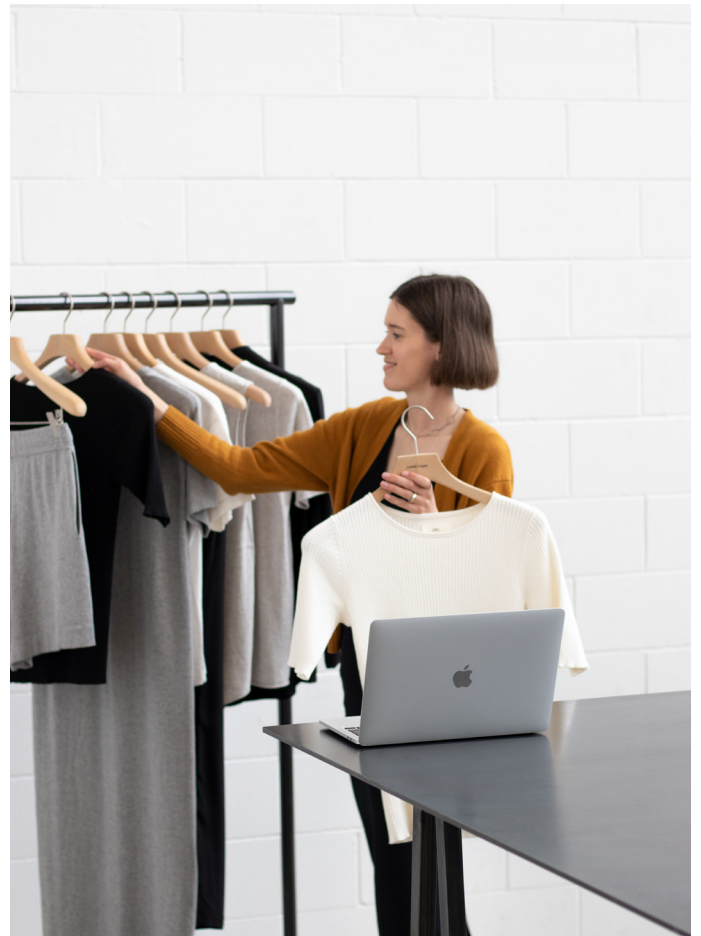
Our Retail Training Lead is responsible for creating, delivering, and maintaining training material for the retail team. This encompasses many aspects of the retail stores' operations, including in-store process training, and specific collection knowledge. This role provides Retail Managers with tools, in the form of documentation, confidence, and in-person training, to successfully operate their stores, and in turn, train and equip their team with the necessary skill set.

Retail Training at JH encompasses four key areas: Induction, Collection Training, Process Training, and JH Certification, alongside ad-hoc training and support as needs arise. In addition to this, we hold quarterly 'Manager's Days' to strengthen leadership skills, build business proficiency, capability, and confidence.

Our JH Retail Certification is a bespoke training program designed to provide a platform for personal development, creating engagement and celebrating success. Our certification program consists of two levels – Level 1 is compulsory for all retail team member and builds core knowledge on the brand. Level 2 elevates the teams learning, and builds excellence across the client journey with a focus on personal development.

# 292

TRAINING HOURS / AUGUST 22 - MARCH 23



OUR RETAIL TRAINING LEAD IN ACTION



# 04

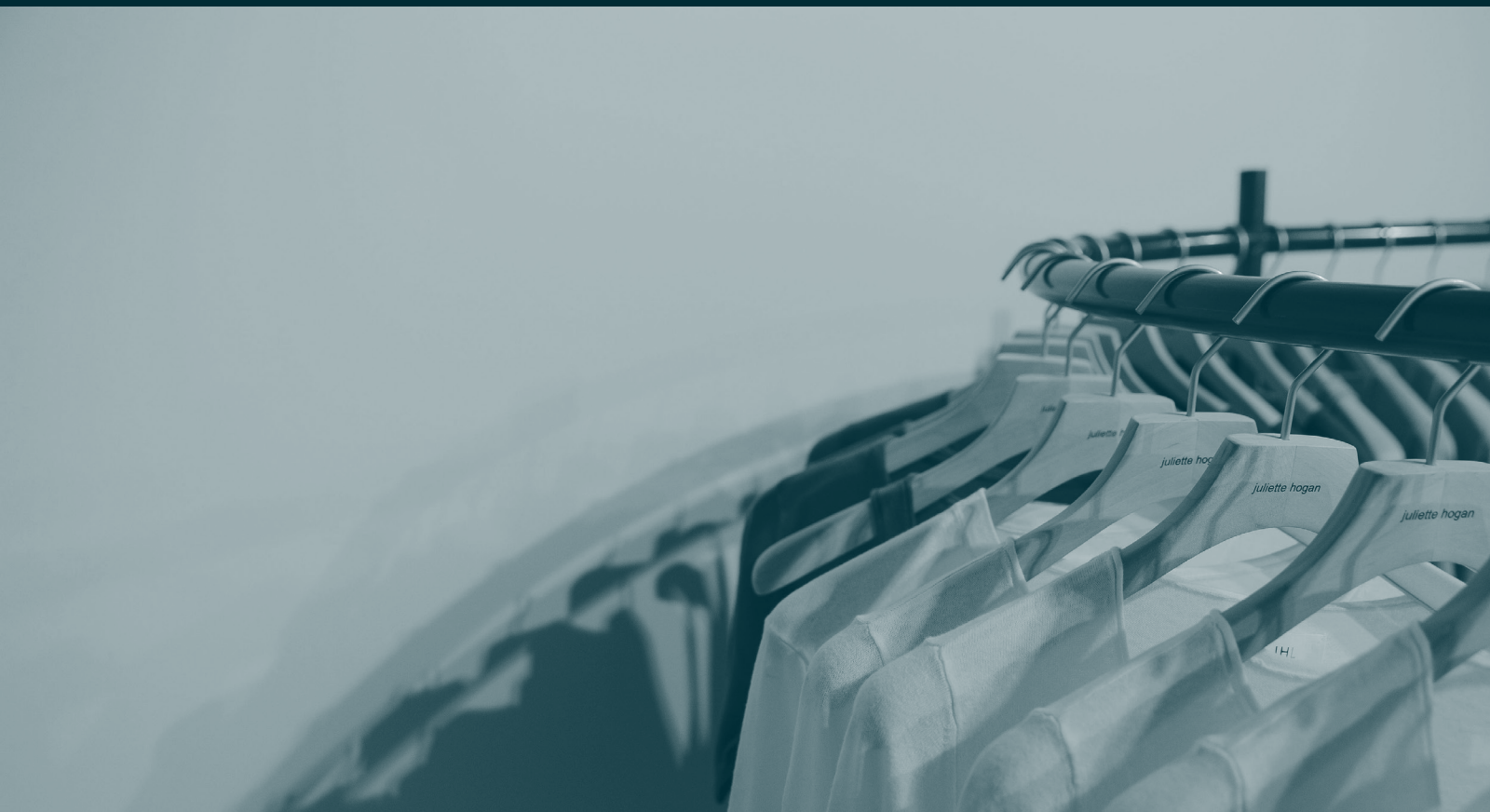
# Product



As an industry, we are excited by the continued evolution to transparent sharing of knowledge - both from our suppliers and to our consumers. Combined with the ongoing improvement in technology and fabric production, we are pleased to be able to make more consciously sustainable choices with our fabrics and designs, now more than ever before.

# Product

GOAL	OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
<b>01. Design for a long life</b>	Implement a formal JH Repair Program	●			<a href="#">Our refined JH Repairs Program launched at the end of March. Read more about this here.</a>
<b>02. Improve material decisions and decrease waste</b>	Develop a Fibre & Materials Strategy		○		Our JH Materials Strategy is a work in progress and is due to be finalised in early FY24.
<b>03. Utilise certifications to support brand values</b>	Increase the % of fully certified product ranges - utilising Oeko-Tex certification			—	While we use several certified fabrics and components, we have been unable to source fabrics and components for a 100% pre-certified fabric story.
<b>04. Enable circularity</b>	Implement a take-back initiative			—	These initiatives are on hold.
	JHL End-of-Life Solution			—	These goals are important to us and the improvement of our business. However, this year saw resource constraints and the tightening of our budget which has led us to focus on more pressing goals. We aim to re-evaluate these goals in the next two years.





# Local Manufacturing

Where possible the Juliette Hogan collection is produced here in New Zealand, and the symbiotic relationships we have with our skilled pattern makers, cutters, makers, sewers, pressers, printers, pleaters, and knitters are all so important to our ongoing prosperity and the people and businesses connected to us.

The NZ Fashion Industry faces a number of challenges, primarily with a decline in local skilled craftsmanship pushing NZ designers to look offshore to meet production needs. We remain committed to continuing to manufacture the majority of our Juliette Hogan label garments in New Zealand and to support an industry that has been so integral to our success to date.

## MINDFUL FASHION NEW ZEALAND (MFNZ)

Established in 2018, [MFNZ](#) is a collective of leading New Zealand designers, fabric supplier and manufacturers with a vision of 'a clothing and textiles ecosystem in Aotearoa NZ where business, people and nature all thrive'. The mission 'to unite the industry to create an innovative, full circle and thriving future' should be celebrated. Juliette Hogan (business) was a founding member of MFNZ in 2018 and a number of our team are active participants in working groups and initiatives under the MFNZ umbrella. Juliette joined the MFNZ Board in 2022 and was appointed Chair in April 2023.

## JH INTERNSHIP PROGRAM

With the long term sustainability of the NZ Fashion Industry in mind and providing opportunity to up and coming talent, at JH we offer an intensive two week paid internship

program to individuals who have a passion for working within our industry. Launched in 2021 the program involves going behind-the-scenes, and getting an insight into the departments and people who contribute to the success of the Juliette Hogan brand. To date we have welcomed three interns into our workroom. [Discover more about their individual experiences on our journal.](#)

## LOCAL MANUFACTURING COMMITMENT

In 2022, 92%\* of the Juliette Hogan collection was made in New Zealand. We have made a formal commitment to ensuring that at a minimum 75% of manufacturing remains onshore. Offshore production is an important and necessary part of our manufacturing mix, both to mitigate production capacity risk, and for access to specialised production techniques not available through local NZ manufacturers. When selecting our manufacturing partners, our Code of Conduct, Materials Strategy, and Responsible Purchasing & Suppliers Guidelines (both a work in progress) will ensure that we uphold our high level of ethics – especially around fair working conditions.



\*Excluding JHL.

# Product Certification Efforts

"One of the biggest areas of impact in the fashion and textile supply chain is the production of raw materials. Certification offers a way to verify improved environmental, social, and animal welfare practices at the beginning of the supply chain and keep track of that material as it makes its way to the final product. It helps both companies and consumers verify that sustainability claims such as "organic", "recycled", or "responsible" are accurate."

- TEXTILE EXCHANGE

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Certifying our products is a long-term goal for us at Juliette Hogan. While we have been using certified components and processes for several years across different products, we continually face the same challenges in certifying final products.

It is often said that fashion is one of the most unregulated industries in the world. Within the industry, over 100 certifications exist across multiple governing bodies, with different interests and priorities, which claim to address circularity, elimination of toxic chemicals, end-of-life management, and overproduction. No one certification enables verifiable transformational change, the result being a "pick'n'mix" of environmental certifications on a variety of fabrics, components and finished products.

Gaining finished product certification (and therefore the permission to speak externally about it) is an expensive exercise, that requires a long-term financial investment from all stages of the supply chain. When requesting certified materials, we are often faced with large minimums far beyond what we usually order.



A key initiative within our Product pillar is to release a fully certified product range, and we had identified our staple Micky Ts as our first range to work towards. While all non-fabric components and processes were pre-certified, we have been unable to obtain certification for the base fabric from the supplier, and to achieve certification the minimum fabric order would be five times higher than our annual requirement.

To meet requirements for a fully certified finished product, production stages throughout the supply chain must obtain the specific certification at their own expense. For a majority of our New Zealand based partners, the cost of certification is financially and operationally unviable. Upstream, our purchasing volumes often do not offer us the ability to influence our current raw material suppliers.

Despite this reality, we believe certifications play a useful role in the industry to regulate materials until industry-wide regulation is implemented. Legislation is a clear path forward for the fashion industry to level the playing field and ensure the burden is on companies rather than consumers.

In the absence of legislation, we are working on a Materials Strategy and Responsible Purchasing and Suppliers Guidelines, which together will provide our teams guidance and commitments for certifications. This will be a continued area of work for the business, as developments are made both internally and externally, but we are committed to improvements in this area.



# 05

## Planet

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13 CLIMATE  
ACTION



15 LIFE  
ON LAND



16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



We are hopeful that the fashion industry can be a 'leader of change' in this current climate where it is widely known that individuals, businesses & industries all need to work together to achieve a greater good - for our people, for our planet and for our collective prosperity.

# Planet

GOAL	OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
<b>01. Use minimal, sustainable packaging and consumables</b>	Complete a packaging evaluation, and implement new packaging solutions made from responsible materials	●			<p>Our improved packaging has been rolled out throughout stores in March 2023. More information on our new packaging can be read on page 28.</p> <p>To support our new packaging, we are working to roll out internal guidelines for responsible paper and packaging consumption as part of our Responsible Purchasing Guidelines to provide structure across the business and reduce the impact of our consumption.</p>
	Eliminate plastic JHL protection bags		○		<p>The current protection bags are compostable, and we have rolled out composting for these across our locations.</p> <p>As we dive deeper into the requirements of future potential retail partners, it may not be possible to eliminate the individual packaging for JHL pieces. We are pleased to have the compostable solution already in place and will continue to explore better alternatives.</p>
<b>02. Understand and reduce our emissions footprint</b>	Measure our FY23 carbon emissions to use as a baseline	●			<p>We have set a baseline measurement year using the EKOS Carbon Lite measurement tool.</p> <p>Read more on this on page 30.</p>
	Implement carbon neutral online deliveries			—	<p>We have opted to measure our full scope emissions before tackling this initiative.</p> <p>Our Responsible Suppliers &amp; Purchasing Guidelines, which will be rolled out internally in FY24 Q1, will ensure we are utilising delivery partners who are working to reduce their emissions and impact.</p>
	>90% of materials shipped via sea freight		○		<p>Since our last report, we have been working toward a revised supply chain critical path for collections. This new path enables higher volumes of sea freight. We will be fully transitioned by Collection 2023.FOUR.</p>



# Planet

GOAL	OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
<b>03. Zero waste</b>	Implement a solution to reduce cutting waste going to landfill		○		<p>We have identified an appropriate solution that will recycle all fabric offcuts (and more) within Auckland, NZ. Upparell down-cycles fabrics and garments into building materials, such as insulation.</p> <p>We have collected around 173kg of offcuts from the previous years that are yet to be recycled.</p> <p>We will progress this solution in FY24.</p>
	Introduce reusable store-to-store garment bags		○		<p>Prototypes that were tested in 2022 did not meet our quality standards. Alternative solutions are currently in development.</p>
	Elimination of single-use plastics in business operations		○		<p>Currently, this is still a work in progress as we are unable to find specific solutions that are not plastic based.</p> <p>This goal will be at the centre of our Responsible Purchasing Guidelines.</p>



## Our New Packaging

We are always looking to balance our impact at every touch point, and we recognise that packaging has an impact on ecosystems at all stages. From raw material extraction and production, down to disposal. Addressing the impact of packaging requires a holistic approach to minimise harm across all ecosystems.

We aim to be as conscious about the materials we use for our packaging as we are with our garments. We are constantly looking for innovative ways to minimise our consumption of virgin paper and non-biodegradable consumables.

Whilst it is not a necessity to have our product in packaging throughout its lifetime (unlike the beauty industry), packaging is necessary for garment storage and transport and acts as an important extension of our brand. Because of this, we are always striving to learn and improve our packaging as better resources and options are developed.

We have recently undergone a source reduction exercise to reduce the impact of our packaging. We are proud to have transitioned to this new responsible, and beautiful packaging in March of 2023.





## OUR NEW PACKAGING IS MADE FROM:

- Garment swing tags: Curbside recyclable and made from FSC® certified and Oeko-tex-certified 100% recycled paper.
- JH tissue paper: 70% recycled content. Unbleached and printed with water-based ink. Compostable and curbside recyclable.
- Postcards: Made with Elemental Chlorine free (EFC), FSC® certified wood pulp. Curbside recyclable.
- Carry bags: White kraft with 40% post-consumer recycled materials and paper ribbon handles and printed with non-toxic soy inks. The virgin material from our carry bags and paper envelopes is produced from the by-products of timber used in the construction and furniture industry. Curbside recyclable.
- Paper courier envelopes: White kraft with 60% post-consumer recycled materials and printed with non-toxic soy inks. Upon dispatch, we remove and recycle the soft plastic adhesive protection. Curbside recyclable.  
Our courier bags are designed with two adhesive strips so that they can be used twice or more.
- Delivery boxes: 100% recycled kraft material. Curbside recyclable.
- Courier labels: Paper-based and curbside recyclable. So no need to be removed before recycling the courier envelope or box. We use FSC® certified labels with non-toxic adhesive in some of our locations and are looking to transition our other locations based on product availability.

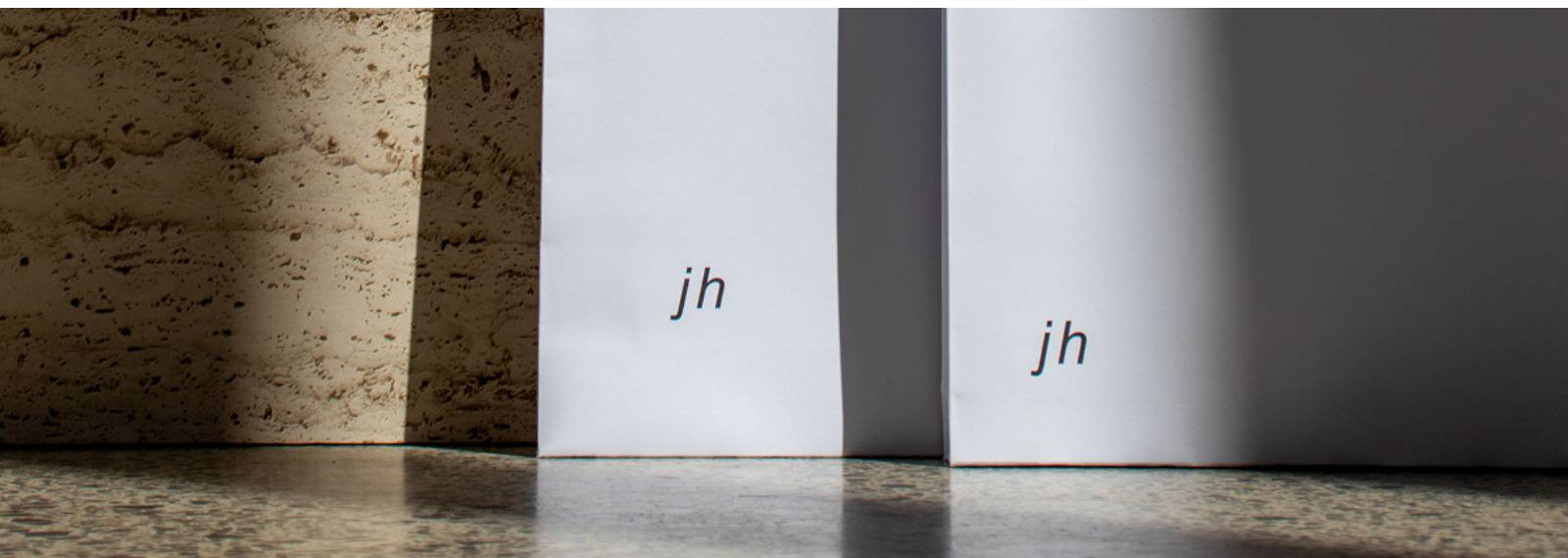
## INTERNALLY, WE USE:

- OfficeMax 100% post-consumer recycled paper or OfficeMax carbon neutral FSC® certified paper.
- While not strictly packaging, coat hangers are a key tool used for storage, transport, and display of clothing across our operations. In our workroom and retail store backrooms, we use plastic coat hangers that are sourced from second hand locations. Plastic hangers are moved throughout the supply chain – from the makers to the workroom for quality checking, and eventually to the stores. Once the hangers are no longer required to store product, they are bundled and moved back to our workroom for reuse. When the hangers come to the end of their life, they are recycled where possible.

## PACKAGING ELEMENTS THAT NEED SOME WORK:

- Garment swing tag strings: Our seal-able strings are made from 100% virgin plastic. We will be exploring non-plastic options for us to use.
- Large delivery boxes: Our large boxes are used for internal and wholesale deliveries. They are currently made from virgin kraft material. We will be working on moving these boxes to FSC® certified kraft or recycled material.

The JH team re-use courier bags, carry bags and boxes wherever possible and we encourage our clients to return bags to us for re-use.



# Understanding our Emissions

"With an assumption that the industry makes up 4% of global emissions, fashion's current growth trajectory misses the Paris Agreement commitment to limit global warming to below 2 degrees by 2030, by 50%."

- VIVIENNE WESTWOOD WEBSITE

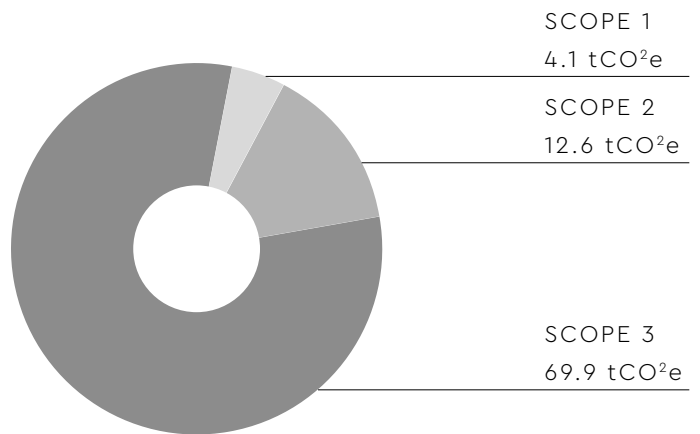
Climate affects nearly every aspect of our lives and fashion makes a significant contribution to the growing climate crisis. This is an area that calls for immediate action to slow the rate of global warming and climate change. We recognise the necessity of measuring, reducing, and offsetting our emissions.

For measuring our emissions, we used the EKOS Carbon Lite tool. We wanted to note that our emissions reporting has not been audited or verified at this stage, however we are confident to use this data as our baseline.

This measurement covers our head office, and all of our retail stores and ecommerce operations. We recognise that this approach accounts for only part of our impact as it excludes the inventory for our full value chain. Now that we understand what our footprint looks like, we can work towards reducing emissions where we can and offsetting where we can't reduce.

Our Scope 3 emissions measurement makes up over 80% of our total measurement – predominantly through flights, accomodation and freight. Understanding our Scope 3 emissions allows us to focus our efforts where we can have the greatest impacts the most quickly.

## OUR FOOTPRINT APRIL 2022 – MARCH 2023



**Total** 86.7 tCO<sub>2</sub>e  
2.99 tCO<sub>2</sub>e per FTE

### MEASUREMENT BOUNDARY:

- Scope 1 – Fuel – Company vehicles
- Scope 2 – Electricity
- Scope 3 – Freight – upstream & downstream
- Business waste
- Business travel & accommodation
- Water & waste water

### WHAT'S NEXT FOR US

- Work to further understand our emissions footprint.
- Set science-based emissions reduction targets aligned to a 1.5°C warming trajectory, and a carbon neutral action plan by the end of FY24 Q2.
- Continue to report companywide emissions annually.



# 06

## Prosperity

16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS



Sharing our progress openly and honestly with our community helps to drive us to become a more responsible business. Being more transparent with our key stakeholders means that our customers can have more confidence in investing in our product, as well as keeping us accountable by ensuring that we deliver on the key objectives we have set for ourselves.

# Prosperity

GOAL	OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
<b>01. Long-term sustainable success</b>	Become B Corp Certified by 2025		○		We completed our baseline assessment in 2022, and are underway in planning our B Corp project journey.
<b>02. Share our journey with our shareholders</b>	Product supply chain transparency		○		Our specific goals towards product supply chain transparency will be incorporated into our Materials Strategy due to be released in FY24.
	Increase the frequency of communication about our sustainability initiatives via digital channels	●			We have embedded sustainability throughout our marketing and communication channels – with a variety of 'always-on' content and sharing when specific sustainability initiatives have been completed.







# 07

## The Year Ahead

"Sustainability is a work in progress. So many things are changing and there are new developments all the time. One has to keep an open mind to all innovation and see what one can incorporate successfully."

- TATA HARPER

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# Our FY24 Initiatives

Informed by our work in the previous year, and aided by recent learnings in the industry, we have set our initiatives for FY24. We have been ambitious with our aims to set strong foundations, policies, and processes that will result in positive environmental impacts whilst continuing our progress. While being ambitious, we are also acutely aware of the limited resources available and have considered these along the way. We are committed to driving initiatives that result in positive measurable outcomes for us, the community, and the wider fashion industry.

	COMMITMENT	GOALS & KEY RESULTS
PEOPLE	Embrace and support our wider community	Promote, support, and maximise our charitable relationships and work we do with our community wherever possible.
	Care for our people and provide safe and inclusive spaces	Ensure our presence is diverse and inclusive by meeting our model diversity goals.
PRODUCT	Use sustainable & responsible materials	Implement our JH Materials Strategy within our team by the end of Q1.
		Implement our Responsible Purchasing and Suppliers guideline – including purchasing goals. Supported by the implementation of a supplier survey to understand their impact.
PLANET	Reduce emissions and manage environmental impact in business operations	Continue to roll out our Code of Conduct – gain a minimum of two new signees each month.
		Set a carbon neutrality goal supported by science-based reduction targets and supporting local offsetting projects.
PROSPERITY	Business for Good	Improve on existing and implement new environmental process and guideline to reduce company impact – with a focus on waste reduction across our business.
		Become a certified B Corp in 2025.
		Ensure sustainability is at the forefront of decision making for the business and reported on to the highest level.



## Final Note from Juliette

Looking to the future of sustainability and what needs to be done is both a daunting and exciting task. For myself, as an owner of a small but growing business, in an industry that contributes 4% of annual global carbon emissions, it is one that I am committed to and that will continue to be at the forefront of our decision making.

We have grown so much within this space, and while I am proud of what we have achieved, I am also aware that there is still much work to be done and goals that will continue to evolve as we learn from challenges and successes. In the coming years, we anticipate new challenges for the business. These challenges will also present us with valuable opportunities to look internally, and evaluate and reset our practices to align with our strategy.

The year ahead will be challenging, however I have confidence in my dedicated team. As our purpose states, we are here to create a positive impact through meaningful design and this includes driving meaningful change.

Personally, the year is going to be one of immense learning and development. As I work with Mindful Fashion New Zealand on their Board, I continue to grow and gain invaluable knowledge from industry leaders. Our industry, especially in New Zealand, has the opportunity to come together and I remain hopeful we can be a 'leader of change'.

Thank you again, for your time and support. You are an important part of the Juliette Hogan community and I look forward to sharing our journey with you.

x





# Thank you for taking the time to read our second Sustainability Progress Report.

Thank you so much to everyone in Team JH who contributed to bringing this report to life, with a special mention to Margeaux Frizelle, our Project & Sustainability Manager.

If you would like any further information, or to discuss anything in the report, we would love for you to get in touch with us at [hello@juliettehogan.com](mailto:hello@juliettehogan.com).





*juliette hogan*