

2022 ECO REPORT

ABODE OUTSIDE

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Part 1: Author



NATHAN BALLER

Founder at **ABODE OUTSIDE**

ABODE OUTSIDE is not a faceless corporation jumping on the sustainable bandwagon. We are a small group of family and friends that genuinely love the outdoors and care about clean, responsible clothing.

My name is Nate and I developed the idea for ABODE OUTSIDE in 2020. I have a deep reverence for nature that comes from a father that put a premium on time spent outdoors, and an upbringing filled with camping in the Summer and snowboarding in the Winter.

I graduated with a degree in Political Science and a focus on Journalism.

After college, while working in various retail and marketing positions, I studied Sustainable Clothing through the London College of Fashion, and graduated from the National Outdoor Leadership School as a Wilderness First Responder.

With the help of some talented individuals, and inspired by the need for clean, responsibly made clothes, we developed and launched ABODE OUTSIDE in March of 2020. ABODE OUTSIDE is here to be a reliable, trustworthy source of outdoor apparel made with exceptional quality and minimal environmental impact.

Part 2:

Understanding

Why is sustainable clothing important?

In order to make any real progress in improving the health of our environment, we must identify what is causing the most damage.

The most polluting industries in the world:

1. Energy
2. Fashion

Awareness

Clean energy is a mainstream issue. Most people around the world are aware of the pollution and damage caused by fossil fuels.

Solar panels and electric cars are becoming commonplace in neighborhoods around the world. Regulations and institutions are in place to encourage clean energy. We are making real progress when it comes to the global energy industry.

Unfortunately, the same can't be said for clothing. The issue of clean fashion is new. Most people are not aware of the impact the fashion industry has on human and environmental health. There are few regulations and institutions to ensure clothes are made in a clean, responsible way despite how closely linked the fashion industry is to our health and wellbeing.

Size

The fashion industry is massive and has a huge footprint on our planet.

Clothing is one of our basic necessities. Fashion items are the #1 purchased item online in almost every country around the world, making it a leading contributor to packaging waste.

On top of that, the fashion industry takes up an immense amount of land area. From farms to factories, retail stores, offices and warehouses, the fashion industry consumes a large percentage of our planet's real estate.

It is estimated that 300 million people around the world are employed somewhere in the fashion supply chain. Farmers, factory workers, designers, and retail employees all depend on the fashion industry to make a living.

Impact

The size and scope of the fashion industry impacts our world in many ways. The Center for Sustainable Fashion has identified the key issues facing the fashion industry including air and water quality, biodiversity loss, diminishing resources, land use, water availability, waste and pollution.

The United Nations has referred to the Fashion Industry as the 2nd most polluting industry in the world, only behind Energy.

Addressing the fashion industry, specifically the way we produce and consume fashion products, with the same urgency and concern as Energy is imperative in the effort to protect and improve environmental health.

Part 3:

Foundation

The foundation of our environmental strategy.

We launched ABODE OUTSIDE with the commitment of making clothes as eco-friendly as possible.

We are confident we can make outdoor apparel with higher quality and less environmental impact at the same or lower cost than what is currently available. These principles guide our business and product development:

EDUCATION

Educating people about the impact of clean clothes is central to our business and crucial to making progress.

ECO-FRIENDLY YARN

We use recycled and biodegradable yarn in every style.

CLEAN ENERGY

Every style is designed and developed in our 100% solar powered headquarters located outside of Minneapolis.

EMPLOYEE WELLBEING

A business is not sustainable if the employees are not paid and treated humanely. Employee wellbeing is a top priority at every stage in our supply chain. This includes animals, too. We work with certified wool farmers to ensure the sheep we get our wool from are treated responsibly.

AVOID PLASTIC

We avoid plastic at all costs and use recycled materials whenever available - especially when it comes to yarns and product packaging.

GIVING

We donate a portion of all sales to wilderness protection.

ECOSIZING™

Ecosizing™ is a new sizing system we developed in response to consumer trends in the outdoor industry.

we carefully design every style to comfortably fit all people. This gives customers the freedom to choose from our entire collection, and this greatly reduces the amount of pollution, waste and deadstock in our supply chain.

Part 4:

Upgrades

Recent improvements to our environmental profile.

The sustainable fashion industry is young and growing quickly.

For example, eco-friendly yarns are still more expensive and more difficult to acquire than traditional yarns. As more retailers and consumers demand clean, eco-friendly products, it will be easier to implement more eco-friendly materials and processes. Here are some of our big improvements over the last year:

Recycled Nylon

We have a few styles made with a combination of BCI cotton and nylon. In 2022 we secured post-consumer recycled nylon yarn, so now all future production using nylon will be made with recycled nylon.

100% Recycled Bags

All apparel items are immediately wrapped in some kind of bag when it comes off the factory knitting machine. This is required to protect the garment from damage during storage and transport. Starting in 2023, all items will be packaged in 100% post-consumer recycled bags.

Recycled Zippers & Tags

In 2022 we secured zippers made from recycled materials, and our branded product labels and tags that show up on the inside collar and outside seam of the garments are made with recycled materials starting in 2022

1% Donated for Retail Store Sales

In 2020, we launched as strictly an online business. Now, in 2023 we will be selling in over 30 stores around the Midwest, as well as online.

Starting in 2023 we will be donating a portion of our retail sales, in addition to our online sales, to wilderness protection.

Part 5:

Outlook

Environmental goals and challenges for the future.

Sustainable Clothing is a comprehensive, ongoing process.

Businesses should monitor its environmental footprint and work to improve on it, much like a business does with profits.

1

100% Eco-friendly Yarn

We consider natural and recycled yarns to be "eco-friendly". 12 of the 23 styles in our upcoming FW23 Collection use 100% eco-friendly yarns. The other items use a blend of eco-friendly yarn and synthetic yarn. We will continue to work toward a collection that uses only eco-friendly.

Clean Clothing is a new issue that is growing rapidly. As the industry continues to grow, it will be easier to access eco-friendly yarn.

2

Eliminate Plastic

Recycled plastics are great, but they are still harmful to the environment. It is better to use natural, biodegradable materials instead of virgin or recycled synthetics.

We avoid plastic at all costs and continue to work toward a 100% plastic free supply chain.

3

Measure Impact

We have done an excellent job at implementing eco-friendly materials and processes throughout our supply chain. Now we want to measure our footprint.

We have searched for applications to help us measure our environmental footprint, but have yet to find one that works for our operation. We will continue to look for tools and organizations to help us quantify our impact for customers to more easily understand.

4

Education & Transparency

Education and transparency are crucial in progressing the clean clothing industry.

the primary tools we use are our website and social media. We plan to expand our resources in the coming years with workshops, events and other ways of connecting with the public.

5

USA Manufacturing

We have been looking for a US-based factory to partner with since we launched. Currently, we have a great relationship with our factory overseas. They have an exceptional record of quality, reliability and employee wellbeing. Still, we hope we can find a US factory and make at least a few styles domestically.

Pricing, supply chain issues, wages and worker availability are just some of the issue that make it challenging to manufacture clothing in the US.

6

Eco-friendly Dyes

We have explored the market for natural and eco-friendly dyes and the options are incredibly limited, or non-existent.

This is an area where the industry needs to make a lot of progress, as there are few options for manufacturers.

Suppliers respond to the needs of consumers and retailers, so the more noise we can make about eco-friendly clothing and dyes, the more it will help move the industry in the right direction.

Part 6:

Summary

The future is bright.

The future is bright, and we are optimistic about the progress being made across all industries.

It might not always seem like it because of the noise and distractions cultivated by today's online discourse, but the "sustainable living" movement is progressing at a rapid rate.

Now more than ever, people are concerned about the quality of their food, water and other household items. Now more than ever, people are turning to the outdoors as a place of refuge and rehabilitation from the tumult of daily life. People want to support responsible businesses that offer clean, high-quality products, and care about more than only increasing profits.

ABODE OUTSIDE will continue to push the sustainable movement forward and be a trustworthy source of apparel made with exceptional quality and minimal environmental impact.

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THANK YOU

THANKS FOR YOUR CONTINUED INTEREST IN ABODE OUTSIDE AND ECO-FRIENDLY CLOTHING.

HOPE TO SEE YOU OUT ON THE TRAILS.

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