

A Giyi kind of report
2020-2022



Giyi

***A journal of
our very first 2 years***

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The Story of Giyi

Goknil & Giyi: A Story of Creation for the Good

We are the creators of our life. Every day, we make new decisions that pave new paths. Giyi, is a new path for Goknil where she can create, share, learn and play in.

The creator of Giyi, Goknil was raised by strong artisan women who crafted not only their own clothing, but also a house full of passion for life, grace, sharing and respect. These core values have been the compass for Giyi along the way.

"I was raised by strong artisan women who created not only their own clothing, but also a house full of passion for life, grace, sharing and respect."

After a corporate career focused on finance and analytical roles for more than 15 years, Goknil took a leap of faith to follow her gut feeling. She took a career break to spend time with her two kids. It didn't take long before she started a platform YenidenBiz support women during their comeback into the workforce after a time-off. It was during this period that she had an epiphany that self-assurance and courage are two qualities all educated and experienced women need to have in order to persevere in the professional world. Every woman is of more use to herself, her family and the world when they are able to create and work without compromising their unique essence and individuality.

"This social entrepreneurship experience encouraged me to start my new adventure. My vision was that of a powerful woman; one who champions good quality clothing, values natural fabrics, cares about the story and social impact of her clothes and a woman who owns a long lasting and timeless wardrobe."

This vision of Goknil, eventually, became the pathway leading to Giyi, which she hopes to inspire many like minded, caring people and encourage exploring together.



Manifesting for a Better World

Inspired by women's passion and care towards life, Versatile Giyi designs are only completed with your final touch.

We want the dress to fit your ever-changing day, nature and mood embracing creativity and conscious consumption.

Each dress is made from biodegradable materials ethically produced and is finalized with women artisanship and your unique expression.

We care about the fair and circular production process as much as we care about its story, the design and the dress itself.

We believe a dress is more than a dress but a reflection of your stance.

Freely dress the woman that you are.

Wear Giyi

**Wear your stance
for a Giyi kind of world**

Giyi kind of World

It is a kind of world that embraces creativity and care; melts together innovation and tradition.

Giyi kind of world opens the doors of an adventure with oneself, nature and the close-knit community that surrounds you.

In a Giyi kind of world, we portray an environment where the person who wears Giyi feels...

...comfortabl yet chic effortlessly

e

...free to wear the same piece of clothing over and over in endless styles

...saf to wear a clothing that is crafted by artisans with fabrics that do not harm nature

e

...jo of being together with a community that are trying to make an impact in this world

y

What Giyi Does

Giyi is a slow fashion brand that creates versatile pieces that are meant to be worn for years.

Giyi Collections mirror the core values of the brand and is launched once a year.

2020 / Collection 1

Flow of Life

The flow of life becomes a never-ending and exciting dance that we have with life itself.

Giyi's first collection emphasizes the transformative nature of a dress that accompanies your evolving needs. The dresses in the collection are numbered from #1 to #7.

Each piece in our collection can be worn either as a dress or as a long jacket and can creatively be stylized by pairing the piece with different accessories and complimentary pieces.

Everyone has their own dance with a rhythm and unique stance. We don't just become the clothes that we wear but instead our clothes change with us depending on the day, the time, and the mood that we are in.



2021 / Collection 2

Why not?

Collection of Giyi was shaped with the values that we hold close to our heart. We continued to trace a comfortable, chic and characteristic design. During the production process, our goal again was to add value to women's artisanship and effort. Under the principle of upcycling, we re-purposed each piece of fabric that was considered waste.

This collection embodies freedom. Freedom in thoughts, feelings and choices. It also embodies joy. The joy of entering a flow and flowing with, regardless of the area and thing that we are working on. This collection also reflects care. Care towards the people we share our lives with, care towards our homes, our garden and our clothes.

Collection 1 was only 7 dresses. For Collection 2, we welcomed: pants, jumpsuits, blouses, shorts, jackets and kimonos and we diversified the lively and bold Giyi colors with pastel tones.

We added new materials, a healthy and eco-conscious fiber hemp, and the environmentally friendly and sustainable Tencel™ to the already existing vegan silk and denim fabrics.

Continuing with the principle of multi-purpose wear and versatility; we designed the new front-to-back dress. With dresses and blouses that support different front and back looks, we wanted to express our belief that with smart design even 'one' can equal 'two.'

Our aim is to make timeless clothes that do not change every season but instead support long-lasting wear. And so, Giyi's first collection doesn't disappear. Each piece from Collection 1 continues to live within Collection 2.

How Giyi Does

A lot of people put a diligent effort into the making of a Giyi garment. Along with the design and the fibres used, an ethical and fair manufacturing process that is transparent and traceable is also fundamental for Giyi.

At Giyi, there are core values each of us is strongly committed to. These are:

- *Trust and respect,*
- *Producing collaboratively and learning,*
- *Providing value and sharing it,*
- *Deriving inspiration from positivity,*
- *Being innovative, open-minded and expressing our ideas independently.*

When the designing process of Giyi Collection 2 was finished with the help of our beloved friend Elif, each garment pattern was created by Selma. Giyihood community is familiar with our very own Adnan Usta. He sews each Giyi with love and care. Our accessories are made by talented artisan women of Ilkadim Women's Cooperative atelier. Lastly, Nuray decorates each Giyi piece with our renown Giyi dot embroideries.



The fair wage policy of Giyi is based on trust. The wages of all craftspeople that work in the making of Giyi products are calculated in accordance with the time spent and depend on mutual declarations. Giyi has a short supply chain. We aim to create products that are good for the planet and every person in our supply chain. We aim to build long-lasting relations with our suppliers. We supply our fabrics from 4 suppliers, sewing in one place, upcycling and hand embroidery in 2 women cooperatives.

Labor cost accounts for %31 of a Giyi's true manufacturing cost on average.

A Giyi Kind of Way



Giyi kind of way means

Standing for and encouraging buying better-quality, timeless garments that will last longer.

Creating clothing and accessory items that are made with sustainable fabrics such as organic cotton, linen, Tencel and vegan silk.

A production process that involves upcycling practices that celebrate the skills of craftswomen.

Making sure the fair treatment of people, animals, and all the planet inhabitants along the way.

Working with a low to zero waste mindset through keeping minimum inventory and made-to-order method.

Slow, Reliable and a Circular Path for a Better World



Packaging

We use hard cardboxes and woven handbags when delivering our items. The cardboxes are encouraged to be used for storage at homes while our bag remains with the customer as a chic accessory.



Tailoring / Embroidery

Involves not only for standard sizes but also customizing every fit for each body and mending if needed is a part of the process. If a customer is done with wearing a piece one way, we are always here to offer our tailoring services to make our customer happy and the life of the piece longer.



Giyihood

Giyi collection is within reach both through our home store which is our website and selected sellers around the world



Ideation

The collection items as a whole at first, then the same diligent effort goes for each garment for each customer during the process, as we care about the fitting very much.



Designing

Be it a fresh garment or an otherwise waste piece, we create a design again and again during our cycle. The design Fundamentals are making low to zero waste, practicality for versatile use and promoting long wearability.



Sourcing

Innovative fibers as well as natural fibers from trusted sources is a key element in our cycle. All sourcing is transparent.

"Versatility expands and stretches my style. Giyi's responsible capsule collection has both versatility and grace"

**Güneş Güner,
Fashion Designer & Strategist**

"Having a stance is crucial, and especially for women. I believe, having a stance and embracing it throughout your life is an important part of growing into our own identity. The clothes we wear have an important part in this, as they reflect our stance towards life. For a better world, I wear my stance, I wear Giyi"

Derya, Giyi Customer

"From the moment I was hooked by Giyi's approach to fashion, my experience with Giyi was incredible. The care they have towards their job is felt at all stages"

Özge, Customer

"Giyi is many things for me; stylish sustainability, less and fair consumption, being yourself, respect for all life, free flow and movement"

**İtir Erhart, social entrepreneur,
academician, long distance runner**

"We can spread lightness and goodness when we approach nature and living beings with kindness. I keep these beliefs with me in every decision I make. In the end, you become what you believe.... Giyi prioritizes respect towards nature and all living beings, that's why Giyi is very close to my heart"

Ayşe Tolga, Giyi customer

"There is always a dress for each body type. When we were working on custom orders of Dress No3, we once opened up the neckline and another time we just canceled the placket in accordance with the customer's brief. The arm length or the fiber changes sometimes. The customer's happiness is the key"

Adnan Usta

"We know how it is crucial for Goknil to not to waste even the tiniest piece. When we weave each offcut piece together and see the colorful pattern of belts, we become the happiest people on the planet"

**Gülten Hanım –
İlk Adım Women's Cooperative**

Material	Description	Supplier	Certification	Giyi Piece
Organic Cotton Denim	It is produced without any toxic pesticides, synthetic fertilizers, or genetically modified seeds (GMOs). This usually implies a sustainably managed fabric production process, though it is not always a given without proper certifications or transparency.	ORTA , Turkey	GOTS (Global organic Textile Standard) & OCS (Organic Content Standard)	Denim Dresses Denim Bag Denim Ribbon Denim Wrap Jacket Waste Not Denim Kimono
Linen	It is one of the oldest fibers known. Made from Earth friendly flax plants. Naturally needs no pesticides. Every part of the flax plant has traditionally been used to create a worthwhile product – nothing is wasted. Clean to grow. Durable and has an airy feeling. Wicks moisture away from your body.	ORTA , Turkey		Dress no3
Cupro	It is made from cotton linter, the short downy fiber enfolding cotton seeds, and is normally disposed without being used as a fiber source. Asahi Kasei removes all impurities from the pre consumer waste and transforms it into a pure regenerated cellulose fiber. Production process uses zero-waste policy, and the closed loop manufacturing in which solvents are fully recovered. Any cellulosic waste is used as fuel to generate electricity. According to the company, the conducted Innovhub third party lab test has proven that Cupro can claim full biodegradability end of life option.	Ipeker Textile , Turkey		Cupro Dresses Free shirt Everywhere top Easy shorts
Gen H - Hemp	Gen H is made from hemp, a net-positive plant that supports greater biodiversity of soil, which is important for mitigating climate change. It is also naturally antibacterial, anti-microbial, super soft and breathable. Gen H with Hemp is like denim eco-nirvana, as it doesn't shred as much as other fabrics in the wash cycle– which means it doesn't release microplastics into the water ways. Even if it does shed a bit, it's completely biodegradable.	ORTA , Turkey		Wrap Jacket
Tencel™	Lenzinger's Tencel™ is produced through a closed-loop process, contributing to the circular economy in the textile industry. Derived from the sustainably sourced renewable raw material wood. The use of resources and energy is reduced to a minimum, at the same time we achieve a distinguished level of environmental protection and resource preservation. As a plant-derived fiber, Tencel is also biodegradable.	Motif		Light Trench Tencel Dresses Wrap jacket Easy pants Easy shorts
Deadstock				Dedicated exclusive collection
Mother of Pearl				Buttons
Coconut Kernel				Buttons
Paper		Sunetiket		Cardbox and Price Tags



ENCOURAGING CONSCIOUS CONSUMPTION

Working with Minimum Stock

The major reason behind the huge carbon impact of the overall fashion industry is overproduction. Aligning our brand's purpose with especially no 12 of the Sustainable Development Goals, we work with limited inventory and prefer an agile workflow. This allows us to act in a rapid manner according to the orders coming from the customers.

Custom Made Service For Longevity

Everybody has its own uniqueness that should be cherished. Standing up for freedom in clothing, we have a size chart that expands beyond set categories. Giyi pieces are all designed for longevity, and we make sure they are worn many many times with countless versatile options. Giyi offers custom made service both for new orders and also for already worn pieces. This enables a very flexible process, where we truly listen to the needs of our customers.

CIRCULARITY AND ZERO WASTE MINDSET

Upcycling Practices

We integrate the fabric waste of Giyi items to manufacturing process again. Through our upcycling process, the fabric wastes are turned into new items such as woven belts and brooches. In the recycling process, the textile waste is shredded and turned into fibers and yarns that are ready to be used; while upcycling indicates a creative and productive process where the waste is used as the main source. Hence, the materials are given a second chance of existence through re-use.

Fabrics make up most of the waste generated during the manufacturing of the clothes. Starting from the design process, we work on cutting off the garment patterns in a way that requires minimum waste. The fabric waste that comes from the manufacturing stage is at first cut into strips and then woven in the hand loom to become new Giyi belts. At Giyi, the denim fabric waste on the other hand is transformed into versatile ribbon accessories.



Following the Grace of Giyi World

Impact we achieved so far

"What you do makes a difference, and you have to decide what kind of difference you want to make."

Jane Goodall

Building on the core definition of sustainable development, Giyi envisions and industry where:

- Equal rights and wages throughout the supply chain are not a goal but a standard;
- Earth's resources are taken care of
- Brands conduct ethical and honest business
- Consumers are making conscious choices and
- Policy makers are keen on monitoring the whole ecosystem while continue encouraging innovative solutions



The excerpt from Brundtland Report, 1987

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

1. the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and
2. the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present & future needs.

Giyi employs a holistic approach to sustainability as it provides a realistic foundation for the brand's journey while driving a nonstop motivation for improvement. This journal-like report that includes the 2 very first years of Giyi also enabled us to see the overall impact we have had so far.

Tapping into each aspect we tried to transform our journal in a compact style in below titles:

CARING FOR THE RESOURCES OF OUR PLANET

Materials used in Giyi Pieces and Suppliers

Since the fabric is the main material in the manufacturing of a clothing item, we pay utmost attention to choosing fabrics with the lowest possible carbon footprint. The fabrics we use at the manufacturing process of all Giyi items are biodegradable and do not include petroleum - derived ingredients.

Giyi sees fabric as the magic of our clothes. Therefore, we prefer using breathable, natural and seasonless fabric types. Any fabric that we wear on our skin should be **natural and healthy**.

For the second collection of Giyi, in addition to the organic cotton denim, linen and cupro that we used in the first collection, we used hemp, which is a healthy fiber and Tencel™ which is an eco-friendly and sustainable fiber. Sustainable fibers are a major area for the scientists working on creating materials that have lower impact on the environment. Therefore, carefully following the industry, Giyi is open to using innovative fabrics that will come to market in the near future.



Two Years of Giyi in Numbers

Giyi started off with the epic phenomenon of our times, 'the Covid pandemic' in 2020. Though it was a hard start as the pandemic completely changed how we live our lives; we preferred to stick to the fact that it has been a milestone in transforming the way we embrace sustainability. Therefore, there is always hope that we can lean on and build upon.

Here's the 2 years of Giyi

Giyi makes one Main Collection per year. Limited collection includes upcycled pieces and pieces from deadstock fabrics.



Collection, Versatility, Custom Made

3 Main Collections, 1 Limited Collection

67 main collection pieces, 19 deadstock and upcycled limited collection pieces.

Circularity, Artisanship, Women Co-operative Collaborations

120 upcycled Giyi belts

100 upcycled Giyi bows

55 upcycled Giyi bags

48 upcycled kimonos

Total 675 of womanhour in upcycling

Economic benefit for 13 women artisans

2600 embroidered dots by 5 woman artisans

56 custom made dresses

8 types of fibers used (Organic cotton, BCI cotton, cotton, vegan silk (cupro), Tencel Lyocell, linen, hemp, viscose.

Community, Reach & Thought Leadership

- Giyihood reach - 7K
- Online & Printed media reach - 20K people
- Talks, Community Speeches - reach (Bilgi University, Meta talks, Circular Fashion Collective to name a few) - 1K
- Founder Göknil is a member of SMP (Sustainability Fashion Platform)
- Giyi is a supporter of the Fashion Revolution initiative

Team

In house (Design, Operations, e-commerce, sales) - 3

Outsource (Communications & Digital marketing) - 3



Many long nights

Some disappointment, some tears

Lots of love and passion

Collection Dedicated to Deadstock (Reclaimed) Materials

Deadstock fabrics are the left-over fabrics of the manufacturers or brands, who overestimated their needs. Generally, these leftover stock end in the landfills. We love discovering different deadstock fabrics with different colors and patterns, we turn them into beautiful Giyi pieces.



Using deadstock means, rarely finding large quantities of any one fabric. Small rolls, small production runs. Deadstock collection pieces makes only limited number of Giyi pieces with that fabric, each of them special.



Using deadstock fabrics, we find it sustainable to include beautiful fabrics to our collection without polluting the planet.

HONEST COMMUNICATION

What makes up our price?

Here is the general structure of how our prices are made up.

USD	Dress No1 Cupro	Denim Wrap Jacket	Tencel Jumpsuit
Materials	22.26	8.31	10.75
Labor	14.79	12.41	13.79
Logistics*	8.00	8.00	8.00
Sales commission	49.50	37.00	48.75
Sales tax	7.56	5.26	6.50
True Cost	102.12	70.98	87.79

* Packaging, shipping, transaction fees

Materials	This cost includes the purchase of the fabric, buttons, threads, labels and rubber bands.
Labor	This is the price we pay for the production of one garment according to time spent. It also includes the costs for pattern-making and sampling.
Logistics	Logistics include packaging, the transportation of goods, and transaction costs.
Sales Commission	Sales commission includes the share of online and offline retailers that sell Giyi products.
Company Cost	Our markup allows us to pay for our company expenses and invest in future products. This includes expenses like wages for employees and freelancers, insurance, website and transaction fees and marketing. It also gives us the opportunity to invest in future collections, since most of those production costs have to be paid months before the final product is sold to customers.
Tax	We pay 8% sales tax for garments according to Turkish law. This price does not include income tax.

BUILDING AWARENESS & GIVING BACK TO COMMUNITY

Versatility and the Cost Per Wear Calculation

As a slow fashion brand, Giyi focuses on versatility throughout its communication with its customers. Therefore, as a core concept, we started building awareness around the “cost per wear” concept which is a methodology of breaking down the initial upfront cost of a garment by how many times someone is actually going to wear it. Designed to last, each Giyi piece is encouraged to be worn at least 30 times. We educate and encourage our Giyihood community to make this simple calculation before making a purchase decision both for Giyi and any other garment.



Anti-Black Friday Stance

Giyi refuses to be a part of overconsumption throughout November and chooses to divert the focus on consumption to the giving back. As an anti Black Friday campaign, in 2020 for each November order, we donated a tree to the leading non-governmental organization for reforestation and the protection of natural habitats in Turkey, TEMA. Likewise, in 2021 we donated % 15 of our sales revenue to an NGO in Turkey which empowers people affected by homelessness, Hayata Sarıl.

Supporting Second Hand Fashion

Giyi participated in Secondhand Sustainability Market organized by Chrissy Güleç in 2021, to raise funds for charities with an NGO acting for climate change, bizimdunyamiz.org. and another one supporting students in disadvantaged village schools in Turkey, Minik Kalpler Mutlu Olsun.



Re-Use & Re- Purposing of Giyi Pieces

Giyi donated pieces used in photoshoots and special projects to a social enterprise that fundraises for foundations through second hand clothes sales, GIVIN. The fund was used for girls’ education through the Turkish Education Foundation.

Another recent collaboration was with ‘Puduhepa and Sisters’ a social responsibility project to support young girls in different aspects of life. Mini Giyi dresses for Puduhepa and sisters designed from leftover fabrics are being sold for fundraising for education scholarships through charity Toçev, Tuvana Foundation for the Education of Motivated Children.

WOMEN EMPOWERMENT

Giyi works with İlkadım co-operative, from the network of KEDV (Foundation for the Support of Women’s Work - FSWW) and SIMURG (Women’s Co-operative Union). Women co-operatives way of working is multipurpose, they provide economic and social activities thus income generating for the women working in the community. İlkadım Women’s Co-operative manufactures upcycled Giyi belts and accessories using leftover fabrics from our production. Zeytinalı Co-operative in Ankara manufactures upcycled Giyi bags. Hand embroidery in each Giyi piece is done by 4 artisans in İstanbul and Ankara.



POINT OF SALES

Giyi works with İlkadım co-operative, from the network of KEDV (Foundation for the Support of Women’s Work - FSWW) and SIMURG (Women’s Co-operative Union). Women co-operatives way of working is multipurpose, they provide economic and social activities thus income generating for the women working in the community. İlkadım Women’s Co-operative manufactures upcycled Giyi belts and accessories using leftover fabrics from our production. Zeytinalı Co-operative in Ankara manufactures upcycled Giyi bags. Hand embroidery in each Giyi piece is done by 4 artisans in İstanbul and Ankara.

From the global sales perspective, Giyi is listed in wolfandbadger.com which is a Bcorp

What Lies Ahead for Giyi

Believing in the fact that sustainability is a living concept that requires constant improvement, Giyi strives to monitor its overall process without giving up on hope and envisions better practices.

Pricing Policy

Being a very popular dilemma of small and sustainable businesses, we also struggle to find a balance between high fabric prices and affordability. Thus, our pressing goal for the next years is meeting at a common ground in between these two ends of the spectrum.



Repair & Take Back Policy

Addressing the overconsumption problem of the fashion industry has always been the leading concern for Giyi. Going beyond creating pieces that are versatile and timeless for our collections, we are working on defining a repair process where we will be able to provide additional value added services for the Giyihood community. Ranging from repairing service for any defects on pre-owned Giyi's, to complete transformation projects where we can redesign a piece all over again to fit the changing needs of our community.

Empowering Giyihood Community for Repair

In addition to a potential repair service for our customers, as a way of empowering our close community, we would like to host workshops on simple to advanced repairing techniques which could be used at home by individuals.

Cherishing Anatolian Artisanship

Giyi's third collection welcomes handwoven fabrics. The latest collection that is to be launched in spring 2022 includes an exceptional hand woven fabric that is 100% cotton. The fabric is woven by women living in a town of Anatolian city, Tokat Dive.



Continuing a skill that comes from heritage, artisan women living in Aegean city of Mugla, used dastar weaving technique on raw cotton fabric which contributed greatly to the Warm Weather Edition of Collection 3. We have collaborated with the Provincial Agricultural Directorate to provide the weaving looms they have used.