

2023 IMPACT REPORT

Loft & Daughter became B Corp certified!

On my *to-do* list since *before* L&D's inception, I finally submitted my application to join a global community of businesses that are reinventing business as a force for good. Scoring 88.1 points, this daunting process forced me to look at all aspects of the brand with a critical eye, keeping me accountable and highlighting areas for improvement. This is without doubt one of the biggest milestones for L&D since I launched back in 2019.

42% increase in artisan hours worked

6 male silversmiths & 20 female artisans were provided work for approximately 75 weeks between them. This is an increase on last year's 53 weeks by an incredible 42%!

This year I was able to give a constant flow of orders to my jewellery partner. Being able to give consistent work is a dream come true!

£4724.13 raised for charity

Overwhelmed by your generous support this year, here are just some of the ways you helped give-back...

- Over £1500 raised in Feb for the DEC to provide emergency aid after the Syria/ Turkey earthquake
- Over £750 raised for Women for Refugee Women through the sales of our *Unity* bracelet and *I Will Always Find My Way* pendant (bringing our total donation to this wonderful charity to over £2500 since 2021)
- £1300 raised in our secret sale for UNICEF & £425 raised for War Child over the Black Friday weekend, with a unified mission to support the children in Gaza

1 new artisan partner joined the L&D family

After vetting during 2 visits, over 2 years, I finally introduced another artisan partner to expand our jewellery offering. This Sedex and recently Fair Trade certified family-run operation compliments my long established relationships with their recycled-brass jewellery offerings.

Supporting environmental causes through 1% for the Planet

By donating pieces to the 1% for the Planet auction, £656.25 was raised. This will count towards my 2023 1% For the Planet contribution.

Over 87.5kg of deadstock fabric saved from landfill

By upcycling pre-loved sarees into our beautiful kimonos and pj sets, we saved an estimated 87.5kg of fabric from landfill. A small but meaningful start to this new area of the brand.

2022 IMPACT REPORT

380kg CO2 Saved

Approximately 380kgs of CO2 emissions were saved through the use of recycled silver. By using recycled silver in all handcrafted jewellery elements (which excludes our chains & findings, accounting for at least 60% of total silver used), our carbon emission (from the silver mining process) is estimated at 61.51kg, vs an estimated 441.2kg had we used virgin mined silver.

26 artisans employed

6 male silversmiths & 20 female artisans were provided work for approximately 53 weeks between them

2 girls kept in education for a year in rural India

£769.21 raised over the Black Friday weekend, enough to keep not one, but two girls in education for a whole year, plus additional funds for a school serving underprivileged children in rural India

1 new all-female artisan partner joined the L&D family

136 meals provided through Food Cycle

£200 raised in aid of the cost of living crisis for Food Cycle, tackling food poverty & loneliness in the UK

£405 raised for Ukraine

Your kind bids over my 3 Instagram auctions raised over £400 for the Disaster's Emergency Committee at the start of the war

Continued support for Women for Refugee Women

Over £470 raised over International Women's Day and through the sales of the UNiTY & I Will Always Find My Way pieces. Our donation to date totals over £1500 for this vital charity supporting vulnerable women seeking refuge here in the UK

2021 IMPACT REPORT

1800 breakfasts provided

Over the Black Friday weekend, we raised enough for 1800 breakfasts for India's vulnerable children through The Breakfast Revolution

16 artisans employed

6 silversmiths & 10 female artisans were provided work over a total of 31 weeks combined.

Ongoing support for refugee women

Our partnership with Women For Refugee Women helps support refugee and asylum seeking women here in the UK. So far over £1200 raised to help vulnerable women rebuild their lives.

Helped India breath again

We raised enough for an oxygen generator during India's 2nd devastating covid wave. This continues to supply 2 hospital beds with oxygen.

Emergency food & nutrition packs provided

Suppling 20 families in rural India for a month

Eliminated virgin cotton

Our homewares collections are now made of 100% recycled PET or 100% organic cotton

Over £200 raised for children's education

Continued support to Vatsalya.org, providing education for Jaipur's vulnerable children