

THE DRESS ROOM

IMPACT REPORT

Contents

Vision	01
Values	02
Table of progress	03 - 10
Highlights	11
A check-in on our goals	12



1,000+

How many single-use bags our reusable fabric courier bags will keep out of landfill each year.

18

An average of how many times each rental piece is booked before it's sold on Designer Wardrobe's Marketplace as part of our Reloved initiative.

Our vision

The Dress Room was brought to life with both our community in our hearts and our planet front and centre. We're proud to provide a service that supports our members in leading a more mindful way of life by giving them an alternative and accessible way to enjoy fashion.

We engaged with Go Well Consulting to firstly help us map the impacts we are having as a business and establish what control and or influence we have over those impacts, and secondly build an ambitious and measurable strategy to guide our decision making over the next 3 years .

We're not perfect, but we're committed to doing our part to bring about circularity and tread lightly on the planet we call home.

Here is our comprehensive report of the efforts we've made to reduce our impact. Watch this space, there's more to come.

Many thanks,
Donielle Brooke.

Our values

Empowerment

We use fashion to empower confidence and consciousness.

Sustainability

We consider the impact for every decision we make for our people and planet.

Community

We believe community and connection can make the biggest impact.



Water & chemicals

End Goal: ensure we use water as efficiently as possible and have no negative impacts on waterways.

Targets	Achieved	Not Achieved	In Progress	Notes
Engage with a stain removal expert and investigate the latest in stain removal technology.	*			We reached out to several suppliers to help us find a solution, but their ranges didn't include anything that met our requirements. We are now focusing on testing our new Miele machines, and have reached out to another natural industrial cleaning brand to investigate solutions.
Ensure we are using environmental best practice stain removers.	*			We are working with a company who specialise in industrial cleaning products, who have given us recommendations on stain removal techniques, and less toxic products.
Ensure we have a deep understanding of the environmental best practices of dry-cleaning and washing clothes.	*			We discussed this with our drycleaning partner, Regal and washing partner Miele's environmental specialist to gained a deep understanding of the best practices for drycleaning and washing.
Engage with our dry-cleaning partners to ensure we deeply understand their practices and the products they use to ensure they are following environmental best practice.	*			We meet with our drycleaner Regal on this, and identified the initiatives they are taking to minimise environmental impacts.
Gather data on the volumes of water we are using currently and establish a per garment ratio and set reduction targets.	*			We have mapped our water use over the past 12 months, and have established an Intensity target of 21.68 litres per rental garment. Through the use of our new efficient machines, we hope to reduce our water use by 30% in the FY23 year, and by 50% by FY24 year.

Targets	Achieved	Not Achieved	In Progress	Notes
Investigate the latest in machine washing technology relating to water use and micro-plastics.	*			We have investigated multiple different brands of washing machines and decided to engage with Miele.
Engage with machine washing manufacturers / designers / industry bodies to proactively support a solution to capturing micro-plastics and minimising water use.	*			Since Miele began in 1899, they have worked tirelessly to deliver world-leading technology, incorporating sustainable practices into their business every step of the journey from design to manufacture. Using recyclable materials and a minimalist approach, the end result consumes less power and water due to its efficient drum rib technology, patented wash rhythm and high spin efficiency.
Trial new washing machines to reduce water usage and micro-plastic release.	*			We have purchased one PWM908 DP SST 16A Washer from Miele, and are testing how it washes and cares for our delicate rental garments. We pride ourselves on taking extra special care of our rentals to ensure they're able to be loved for longer. Our new machines enable us to gently, yet efficiently clean many of our beautiful rentals in-house.
Develop a brand sustainability discovery list to gain full visibility of the environmental practices of the brands we stock.			*	We have developed a framework for reviewing the brands we stock with Go Well Consulting. Through this we are deep diving into each of our brands, and rating their sustainability actions.

89% achieved

Greenhouse gas (GHG) emissions and energy

End Goal: to minimise our GHG emissions and set a course to become a carbon positive business

Targets	Achieved	Not Achieved	In Progress	Notes
Engage with carbon mapping experts.	*			We have engaged Go Well Consulting to help map our emissions.
Engage with our courier partner to communicate our goals and better understand their pathway to net-zero.	*			We are in regular contact with NZ Post to keep abreast of their pathway to net-zero.
Investigate the emissions policies of the brands we stock.	*			Through our brand discovery framework, we are now investigating the actions taken by the brands we stock in regards to emissions.
Establish our energy footprint and set a reduction target.			*	We have measured our energy use over the past 12 months, and established an intensity target of 1.43kwh per rental. We plan to set a energy reduction target on this once we have measured our emissions, and as part of our carbon reduction plan.
Investigate the latest in machine washing technology relating to energy efficiency.	*			We spent time finding the right solutions for our business, but have ended up purchasing a new Miele machine - PWM908 DP SST 16A Washer.

80% achieved

Fabric & raw materials

End Goal: to prioritise recycled and/or renewable materials in the garments we rent.

Targets	Achieved	Not Achieved	In Progress	Notes
Educate our buying team on the impacts of the different raw materials.	*			We created a Fabric Best Practice Guide with the help of Go Well Consulting, this is used by our buying team to ensure we are prioritising recycled and organic materials.
Measure the percentage of existing rental garments we stock that we have bought second hand and set a target to increase.	*			This is currently about 1% of our rental offering and we'd like to grow it to 3%.
Trial and gather feedback on performance and durability of garments made from recycled materials.	*			We have kept a close eye on garments made from recycled materials and have learnt that the vast majority perform well, with the exception of one dress (which we believe was a one-off). We'd love to open a space for designers to receive feedback on the recycled as we may be able to offer valuable insights here.
Design a website filter relating to the ethics and environmental impacts of fabrics, garments, and/or brands.			*	We are currently working with our digital team to see if the scope of this is possible.
Investigate working with the Microfibre Consortium.	*			We have looked into partnering with the Microfibre Consortium, however due to the large investment required we will not be progressing at this stage.

80% achieved

Materials to landfill

End Goal: send no organic materials from the sites we operate to landfill.

Targets	Achieved	Not Achieved	In Progress	Notes
Send no organic materials from the sites we operate to landfill.	*			All organic materials are put into our compost bins and commercially composted.
Review our rental data to establish the longevity and durability of garments and brands.		*		This hasn't been completed this year, but we do have a good understanding of the data. We plan to look into this next year.
Set a "rental benchmark" for the minimum number of rentals we expect per garment, or length of time it hasn't been rented.	*			Currently each item has, on average, 18 wears, with some worn as many as 40 times. We would like this to grow by 10%.

67% achieved

Supply chain ethics

End Goal: to have and communicate complete transparency of the supply chains of the brands we stock, to ensure human rights and environmental standards are upheld.

Targets	Achieved	Not Achieved	In Progress	Notes
Engage with our partner brands to deeply understand the existing transparency of their supply chains.			*	As part of our brand discovery framework, we are reviewing the transparency of the brands we stock.
Engage with our customers to gather insights and data on their understanding of, and the importance they place on, supply chain ethics (and environmental impacts).	*			<p>In a recent Instagram Poll, when asked how important sustainability and supply chain ethics are to our customers they answered:</p> <p>Very. I make decisions based on this: 40% Somewhat. It's an added bonus: 54% They aren't: 3% I don't know, but I'd like to know more: 4%</p> <p>We were really impressed to see that the majority of our customers have an awareness about these impacts.</p>

50% achieved

Diverse, inclusive & accessible

End Goal: to be an inclusive workplace that values diversity and uses our communication channels to champion a diverse and inclusive industry, while making fashion accessible.

Targets	Achieved	Not Achieved	In Progress	Notes
Review our hiring practices to ensure we eliminate unconscious bias and provide equal opportunities for all.	*			We have consulted with Sprout on optimising our hiring process
Reduce weekly photo shoots to fortnightly, so we can afford to use two models at a time, that represent diversity - including race, size, age, and gender.	*			We have taken action on this, and we now ensure we represent a diverse range of people at each shoot.
Continue to ensure indigenous representation in our marketing and communications.	*			This is consistently front of mind for the marketing team.
Investigate brands that represent a diverse range of cultures.	*			We started this action by investigating the current brands we stock. We looked into the founders of our brands, as we had a gut feeling that we do this already and we were really pleased with the results as it's our brand DNA to support diverse cultures.

100% achieved

Education and empowerment

End Goal: to be a business that is well informed on sustainability and fashion and a trusted source of information that empowers our customers with knowledge.

Targets	Achieved	Not Achieved	In Progress	Notes
Add a Sustainability page to our website.	*			Our Sustainability Page includes sections on our Miele machines, shipping and the garment care process.
Produce a glossary of sustainability and circular economy related terms.	*			We have completed this and will be using it for staff education.
Develop an educational communications plan for our staff.	*			We have appointed a Sustainability Officer who will help us to communicate our initiatives with our team.

100% achieved

Designer love

RUBY

We're incredibly proud to call Ruby one of our longest-standing brand partners and like-minded collaborators. They were an early supporter of our rental concept — recognising the opportunity to do things differently and shift the needle on New Zealand's fashion industry.

It has been an absolute privilege to work with the amazing minds behind Ruby. We look forward to growing, inspiring and working together for years to come.

Partnership highlights include:

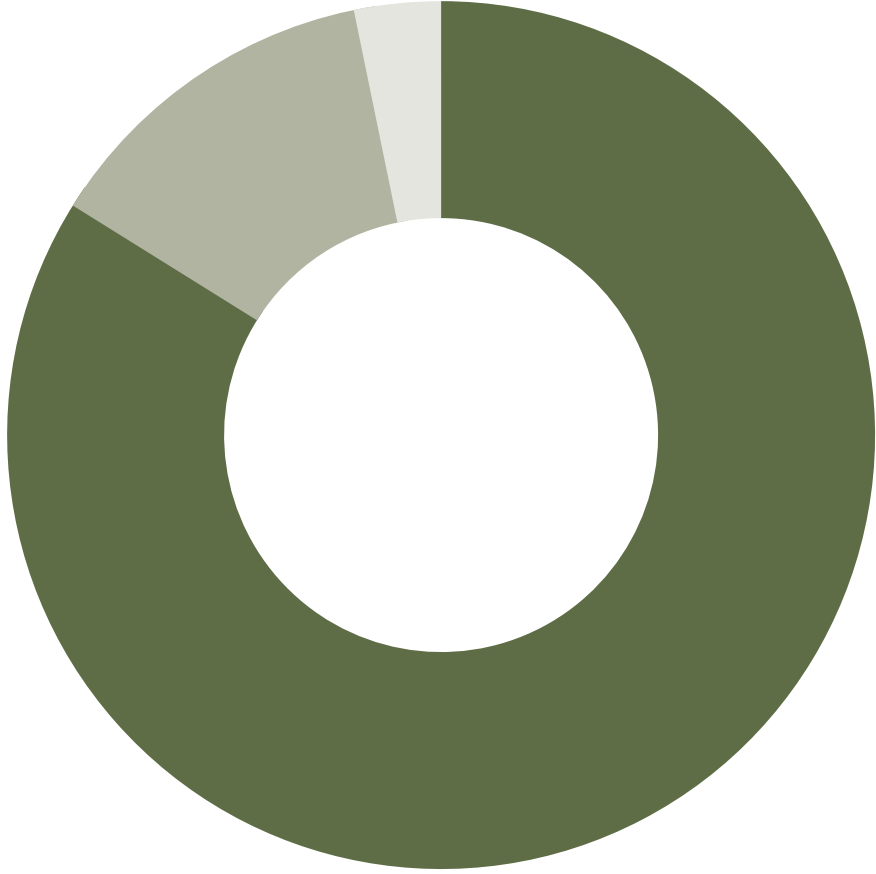
- Working together to solve the “one-off-wear” conundrum
- A collaboration on the Mirella Dress, in a print exclusive to us
- Our rentals becoming available at www.ruby.co.nz

Ruby's initiatives and goals include:

- Member of Mindful Fashion NZ
- Shifting from a linear to a circular company
- Building skills in our local manufacturing industry
- Play their part in NZ meeting its goals in the Zero Carbon Act
- Manufacturing their product responsibly

Learn more at www.rubynz.com/toolbox-for-change/





87% achieved

10% in progress

3% not achieved

