

A row of white t-shirts hanging on metal hangers from a wooden rod. The t-shirts are slightly wrinkled and hang in a line, creating a sense of depth. The background is a plain, light-colored wall.

OUR 2030 ROADMAP

SHAINA MOTE

When I started this business ten years ago, I was working as a buyer and creative director at a company operating within a framework that valued speed, efficiency, and volume over quality and care in its design and production methods. I saw firsthand the cycle of overproduction and overconsumption in a trend-based fashion cycle. Much of the clothing we sold was made in high volumes and produced overseas using synthetic materials. Once they landed on the sales floor, these garments typically remained at full price for only a few weeks before they entered the markdown cycle. When the trends faded, so did the relevancy of the product. In September of 2010, I began my own clothing line, one that would encompass principles that I felt were blind spots in the current fashion landscape.

I believe that now, more than ever, we as a society stand at a critical moment. In order to balance the scales for a better tomorrow, we must change our patterns as individuals, but also demand more from the companies we interface with. This year, with the help of our value-chain strategist, Kristine Kim, we have designed tangible goals to serve as markers along our path to improving our business operations and production practices.

It is with great enthusiasm that we present our 2030 Road Map, a comprehensive outline of goals developed in alignment with the United Nations Sustainable Development Goals.

Thank you for being on this path with us. Your feedback has been, and continues to be, an invaluable piece of this process and a source of inspiration.

With gratitude,

Shaina



The Fashion Landscape

By Kristine Kim

Most of the contemporary fashion industry works in a linear system — a system that follows a ‘take-make-dispose’ model where raw materials are extracted, turned into products, and then discarded as waste.

In order to keep costs low and production timing as quick as possible, brands are driven to ‘chase the cheap needle around the planet,’ producing in countries that can make garments in the highest quantities with the lowest price points and quickest turnaround times. This method of fast and cheap production turns a blind eye to systemically low wages, weak labor laws, and minimal environmental regulations. This results in a broken system, amassing wealth for the few at the very top and generating less value for the environmental and human aspects further down the fashion supply chain.

A typical garment is produced through a complicated web of suppliers, often overseas and far from a brand’s oversight. Often, large factories that receive an order from a brand may be pressured to produce the garments faster. This is where smaller, subcontracted factories enter the story; their removal from the direct working relationship makes it difficult for brands to monitor or have visibility into working conditions or to hold individual companies accountable for human rights abuses that may occur in these workspaces.

On top of the human rights issues prevalent in the sector, the fashion industry also has a substantial environmental impact. As the second most polluting industry in the world, the fashion industry produces 10% of global greenhouse gas emissions. This is more than all international flights and maritime shipping combined. Furthermore, these emissions are projected to increase almost 50% by 2030.

Water is a valuable resource that is greatly impacted by fashion manufacturing. Today, the fashion industry is responsible for 20% of global industrial water pollution, with textile dyeing being the second largest polluter of water in the world. The fashion industry is also the second largest worldwide consumer of water worldwide. One cotton T-shirt takes about 700 gallons of water to produce, and a pair of jeans will take 2,000 gallons.

According to studies, new clothing purchases stay in consumers’ closets for half of the amount of time that was typical 20 years ago. Today, only 15% of discarded clothing is recycled or donated, which leaves 85% of all clothing to end up in landfills. Most of these landfills are located in developing countries, with many garments taking up to 200 years to decompose due to high-synthetic fabric content.

Instead, a circular fashion industry is a regenerative system wherein garments are designed in a way that allows them to be able to circulate within our system before eventually returning into the loop by being reused or recycled for material value or by returning to the soil.

We propose a shift toward this circular system — one that keeps value in the hands of those who have worked hard to create garments and generates continuous value while bearing in mind the environmental and social repercussions of the extractive nature of clothing manufacturing.

Circularity

Circularity is defined by the respectful use of both material resources (like fabric, water, and energy) and human resources (like farmers and factory workers): an inclusive, circular economy measures growth by its ability to regenerate value to our material and human resources.

A circular economic system aims to redefine growth, focusing on positive society-wide benefits. This means disconnecting economic gain from the consumption of finite resources and designing waste out of the system. In a circular system, economic activity builds and rebuilds the overall health of the system instead of gradually wearing it down: The aim is to keep resources in use for as long as possible, extract the maximum value from them while they are in use, then recover and regenerate materials at the end of each lifecycle. In this model, value is generated and regenerated for both environment and society.

Our circular process aligns to three key principles:

1. **WE DESIGN WASTE AND POLLUTION OUT OF OUR PROCESS.** We source fabrics that are either recycled or that will decompose safely into the environment, and keep our production local to minimize our environmental footprint. This approach guides our design process as well, with garments created in ways that maximize fabric usage to minimize waste.
2. **WE KEEP OUR PRODUCTS AND MATERIALS IN USE.** Our pieces are designed with longevity and durability in mind, with the intention to be worn season after season. In order to extend the lifetime of garments, we provide customers with detailed care instructions and a free repairs program, as well as a recycling program for garments that have experienced heavy wear and tear. To further reduce waste in our production cycle, any material excess from our production is repurposed, donated, or recycled into new materials, creating new opportunities from otherwise unused raw materials.
3. **WE PROMOTE AND SUPPORT THE WELLBEING OF THE PEOPLE IN OUR SUPPLY CHAIN.** Our circular fashion philosophy works to safeguard the people in our production loop by going beyond the business relationship to create collaborative partnerships. By working closely with our partners through long-term working relationships, we're able to attain the best quality possible through our partners' expert feedback and close communication; we're also allowed direct visibility into our partners' business and employment practices, ensuring we are contracting only with entities that meet the highest standards for employee welfare.

The United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) are the world's shared plan to address our biggest problems like poverty, inequality, and climate change. The SDGs consist of 17 goals agreed upon by 193 countries. We have framed our 2030 Roadmap upon these global goals.

The 2030 Roadmap: Our Product

SDG 6

SDG 12

SDG 14

SDG 15

Clean Water and Sanitation

Responsible Consumption and Production

Life Below Water

Life on Land

OUR 2030 ROADMAP

COMMITMENT	TASK	YEAR GOAL
To use materials that have the lowest possible impact on humans and the environment	Use at least 90% organic, recycled, fair trade, close-loop, surplus, or certified process materials in our main line	2022
	Use 100% organic, recycled, fair trade, close-loop, surplus, or certified process materials in our Foundations collection	2022
	Use 100% sustainable (organic, Better Cotton, recycled, surplus, or fair trade) cotton qualities as a part of the 2025 Sustainable Cotton Challenge	2025
	Conduct due diligence and inquire with each of our fabric suppliers to ensure that no forced labor is used in the extraction and creation of our raw materials	2021
	Remove all polyester and recycled polyester from our collection	2022
	Develop a responsible chemical usage protocol for local dye houses	2021
	Develop a responsible chemical usage protocol for overseas dye houses	2025
	Remove all electroplated metal trims from our collection and replace with biodegradable, natural materials	2023
	Remove all synthetic fiber blends from our entire fabric assortment	2023

OUR 2030 ROADMAP

COMMITMENT	TASK	YEAR GOAL
To only use animal byproducts that have been produced using non-harmful practices	Use 100% deadstock wools, non-mulesed wools and/or responsible down	2025
	Conduct due diligence and inquire with each of our fabric suppliers to ensure that no animals were harmed in the creation of our raw materials	2022
	Use 100% yarns that have been shorn without harm to the animal	2022
To use recyclable and compostable shipping materials	Use 100% compostable and recyclable materials for shipping with clear instructions for customers on how to recycle or compost their shipping materials	2022

The 2030 Roadmap: Our Process

SDG 7
SDG 12
SDG 13

Affordable and Clean Energy
Responsible Consumption and Production
Climate Action

OUR 2030 ROADMAP

COMMITMENT	TASK	YEAR GOAL
To create “built to last items” and ensure the longevity and responsible disposal of our pieces	Create a consumer facing free repairs program in order to extend clothing lifecycle	2021
	Educate customers on how to care for their clothing to extend clothing lifecycle	2021
	Provide consumer with reliable end-of-life resources for responsible recycling of clothing	2021
To reduce fabric waste	Upcycle or recycle 100% of our production fabric waste	2030
	Work with local entities to reuse, repurpose and recycle excess materials created through the production cycle	2025
	Responsibly donate or repurpose any surplus already-sewn garments	2025
To minimize our carbon footprint	Prioritize local sourcing of raw materials over imported materials	2020
	Offset our e-commerce shipping with carbon neutral programs	2025
	Use local manufacturing in Los Angeles for 100% of our wovens production	2021
	Use 100% fibers local to Peru for our knitwear production	2025
	Use an all-electric vehicle fleet for Shaina Mote employee operations	2021

OUR 2030 ROADMAP

COMMITMENT	TASK	YEAR GOAL
To minimize our water consumption across our production processes	Explore our water management process and develop a strategy to minimize our water consumption across our production processes	2025
To maximize transparency with our customers and partners	Publish updates and progress made on our Roadmap to our customers and partners every year	2030
	Audit all production partners to ensure that their sources and processes are in alignment with our commitment to environmental stewardship and human and animal welfare	2030

The 2030 Roadmap: Our Partners

SDG 3	Good Health and Well-being
SDG 8	Decent Work and Economic Growth
SDG 11	Sustainable Cities and Communities
SDG 12	Responsible Consumption and Production
SDG 17	Partnership for the Goals

OUR 2030 ROADMAP

COMMITMENT	TASK	YEAR GOAL
To maintain open channels of communication with our production partners in order to pursue continuous improvement	Distribute our Code of Conduct to each of our partners and require each to sign and post the agreement along with clear channels outlined for any individual worker to report a violation of agreement	2021
	Provide Spanish language lessons for each of our production-facing employees to better facilitate communication with each of our partners	2021
	Commit to continuous improvement in each of our production facilities and collaborative problem-solving as a unified team	2030
To innovate solutions around waste and environmental impact with our partners	Create waste management and collection system with each production partner for Shaina Mote fabric and scraps	2025
To support our production partners as they grow and improve their work process	Offer a “good faith” approach to any limitations or challenges in meeting deadlines, budget constraints, or production issues	2030
To scale our business at a pace that is sustainable for people and planet	Produce new collections and items in sustainable quantities to avoid overproduction of goods and production byproducts (such as emissions, water consumption, etc.)	2021

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COMMITMENT	TASK	YEAR GOAL
To generate a positive impact on our local community	Participate in local efforts to revitalize the Los Angeles manufacturing community, including campaigning for a state-mandated hourly minimum wage for garment workers	2021
	Explore and contribute to philanthropic initiatives within the local community, with particular focus on women's issues and environmental regeneration	2030

The 2030 Roadmap: Sources

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