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MAYA



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OUR MISSION

To make sustainable clothing by sourcing eco-friendly fabrics that are good for the planet, people and that supports the creative community in Egypt. To continue with providing our customers with transparency of our operations, all the way from the cotton farms, to the hands of our artisans. Transparency is important to us and we want to highlight the artisans that create our pieces and make this information visible to our customers.

OUR PLEDGE

We work in reverse and our story starts with the fabric. As the brand continues to grow, our pledge to commit to this practice will stay. It takes 120 days to make up one collection, all the way from the sourcing of the textiles to the final end product look. Co-founded by two women, we will stay committed to design collections that have a positive impact on the creative community in Egypt but also to our customers that value ethical transparency.

Our goals are to expand to different countries to help out different manufacturing communities in Turkey and India. We only work with suppliers that has signed our Code of Conduct which sets out detailed standards to which we are holding our supplier(s) accountable.

OUR VALUES

To continue designing with longevity in mind and not follow trends or seasons.

Fair trade and fairly paid. We believe that paying people a living wage is non-negotiable and we make sure that everyone that works across our operations, whether it is in Egypt or Kuwait, meets the legal minimum wage standards of that country.

We believe in the power of giving back and as a responsible business with an impact, we are currently planning for our upcoming collections to give back to the local community in Egypt and to assist with setting up art workshops in that region for the artisans and their families.

OUR COMMITMENTS

We stand for ethical production, slow fashion and creating items that don't need a season to define them.

Fair pay for an honest day's work. As the brand continues to grow, we understand the responsibility of being financially responsible for the artisans in Egypt and the team that works for Maya Eco, which is why we pay the minimum wage for ethical transparency.

We believe that our customers have the right to know about every step of how we operate. Being transparent and disclosing that information is key when it comes to creating a positive impact.

COMMUNITY
& PLANET

Reducing our operational carbon footprint is very important to us as a sustainable brand. Our production has been taking place in Egypt and we make sure that when it comes sourcing eco-friendly textiles, we make sure fabric suppliers exist in the same country and are locally based next to our manufacturing partner. Working in this way, allows us to take active steps to reduce our operational carbon footprint and source what is locally based.



02

MAKING A CHANGE

As a Kuwaiti brand, co-founded by two women, we have ambitious aims that we would like to achieve by 2025:

- Deliver carbon free shipping by partnering up with delivery partners that implements this.
- Introduce a Second Chance programme, once customers are ready to depart from previous Maya Eco items, they can contact us to return it back. What we will do as a brand is partnering up with NGOs based in Kuwait or any other country and donate the pre-loved items to their organisation. For the customers that give back, we will award them a 10% discount that they can use for future collections.
- We understand that one size doesn't fit all, which is why we are currently working on introducing a variety of inclusive sizes for different genders and body types.
- Introduce a 'Giving Back' from each collection that we launch, and highlight the charities that we are wanting to donate to. We are true believers in fostering creative communities and teaching people skills of craftsmanship, and this is something that we are looking to work together with as part of this program.



03

2025 GOALS

The UN SDG's Goal 8 'Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all', and Goal 12 'Ensure sustainable production and consumption', are a key driving factor in achieving our 2025 vision.

At Maya Eco, we value slow fashion, and we are a seasonless brand, we understand the impact that we have on the planet and people - which is why by 2025 our #MayaEcoValues will be set.

WHAT WE ARE
WORKING TO
ACHIEVE BY 2025

We have ambitious plans to expand our brand further with sustainability guiding our steps.

We set our goals as a brand we can practically achieve and that has a positive impact on people, planet and community.

- Work with our suppliers and assist them with their journey to become a certified manufacturer.
- Launch our Second Chance programme and work together with NGOs, charities and organisations that gives back to the most needy people, by customers returning their pre-loved items and in return offer a 10% discount on their next purchase.
- Introduce a collection made from only recycled fabrics that supports women from marginalised communities and work collaboratively with them to establish this limited collection.
- Take active steps and auditing our supply chain and only work with suppliers that signs our Code of Conducts.
- Expanding our collaborative efforts and work with local artisan @FromMud, in order to honour craftsmanship of handmade ceramic buttons and feature this at Maya Eco.
- Reducing our online returns by working with VESTICO and empower our customers to see their body double before placing an order at Maya Eco.
- Offering inclusive sizes for our Maya Eco pieces so that everyone can wear the timescales designs, made to last, functional and practical items that we design.



PEOPLE



- Have full-time employees that oversee our manufacturing operations of Maya Eco.
- Invest in the creative communities in Egypt by offering workshops in art and ceramic making.
- To pay the living wage across our operations for all of our employees that are directly or indirectly working with Maya Eco.
- Grow our team and offer training programs that empowers our production houses whether it's in India, Egypt or Turkey. We think it's important to engage with communities and explore what materials we can use at Maya Eco that can uplift the region and create opportunities for them.
- We are always considering a sustainable and ethical approach during every step of our collections whether it's sourcing new eco-friendly textiles or exploring options of working with a new production community.
- To grow our team and make it as diverse as possible. Currently our team consists of five women and two men. For 2025 we have ambitious plans of growing the team one role at a time in order to achieve growth for Maya Eco.

COMMUNITY



- We work in reverse. We research and source the fabric first before we embark on a new collection. There is a 120 days gap between each collection as we want to give our customers enough time between collections and allow them to fully immerse themselves.
- We want to showcase how you can practice a slower state in your lifestyle and we do this by promoting sustainable living across our social media channels and our brand.
- We are transparent and show our customers where we manufacture and the artisans that create the seasonless items for Maya Eco.
- To be a brand with an impact that creates a fair world for the artisans and the cotton farmers in Egypt.
- To offer a fully traceable supply chain from farmer to finished product by investing in technology that shows this.
- To always be transparent about our operations at Maya Eco from where we source our materials from to the people that make them and the team behind the brand.

INVEST



- Investing back into the communities of our Maya Eco artisans and provide them with opportunities where they can upskill themselves on a creative basis.

PLANET



- We are always seeking new solutions when it comes to shipping and logistics.
- Always seek out ways of reusing what already exists, which is why all of our packaging is made from recycled paper and why we use eco-friendly packaging for our swing tags. If we need to send out physical invoices, we make sure to only use FSC papers and soy-based ink (but this is if we absolutely need to).
- All of the size labels and our tags are made from 100% sustainable cotton and we make sure across our production that nothing goes to waste.
- Reducing carbon emissions by switching to renewable energy and improve energy efficiency across the Maya Eco supply chain.
- Prioritise delivery partners that are sustainable and offer carbon-free shipping.

01 Fabric sourcing





SUSTAINABLE
GROWTH
GOES
IN PARALLEL
WITH
SUSTAINABLE
SLOW STITCHING

Want to know more?

Learning about the effort that goes into making a piece helps us to appreciate it more.

At Maya, we aim to be as transparent as possible. We want to share our production and thought process with you.

What do you want to know about Maya?
How can we do better?

Drop us an email at hello@mayaeco.com

MAYA