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A WORD FROM THE FOUNDER & CEO

It seems only days ago when I sent a video into the world, asking you to believe in my sustainable sportswear idea pure by luce.

With all my savings spent on prototypes and a huge amount of hope and courage, I kicked off a crowdfunding campaign that ended up to be a huge success. A success I surely dreamed of, but never took for granted.

My promise back then was that while supporting pure by luce, you would be able to help and make a change. Today I am proud to tell you that we did. All of us together.

Sustainability will always start with transparency. That's why we write a yearly sustainability report. We owe it to you, who supported us, and to the world.

Thank you for believing in us, Thanks to you, we will be able to make even a bigger impact in the future.

LOES VANDEKERCKHOVE
FOUNDER & CEO



ABOUT PURE BY LUCE

“We've got a crush on the world.”

Pure by Luce is a travel-inspired, good karma sportswear brand for the active, conscious and sophisticated woman.

We've got a crush on the world. We create our signature prints together with international artists we meet during our travels.

We put sustainability at the core of everything we do. Each activewear garment is made from sustainable European materials and sewn in ethically-managed factories in Portugal.

We test our limits and offer an activewear line that is made for that purpose exactly.

We want to empower everyone who is designing, making, but also wearing our activewear. We cheer you to share your power.

MATERIALS AND ECOLOGICAL IMPACT

For every piece of clothing we make, we research the most sustainable and feasible options. We only use recycled or organic materials and consider all phases in the production process of these materials. We work mainly recycled polyamide, recycled polyester and organic cotton fabrics.

RECYCLED POLYAMIDE FABRICS

The majority of our uni-colored clothing is made from a sustainable techno-fabric that is made with Econyl® yarn, a 100% regenerated polyamide fiber from post-consumer materials.

The Econyl® Regeneration system starts with rescuing waste, like fishing nets, fabric scraps, carpet flooring and industrial plastic from landfills and oceans all over the world. That waste is then sorted and cleaned to recover all of the nylon possible. Through a radical regeneration and purification process, the nylon waste is recycled right back to its original purity. That means Econyl® regenerated nylon is exactly the same as virgin nylon. The fiber is a product of the Italian company Aquafil.

For every ton of Econyl® raw material, we are able to save 7 barrels of crude oil and 5,7 tonnes of CO2 eq. emissions. So as well as being a solution on waste, ECONYL® regenerated nylon is also better when it comes to climate change.

54% of our collection contains the Econyl® fiber. As we produce sportswear, we also need to include a percentage of elastane in our fabrics. The average proportion contains 80% fully recycled polyamide and 20%. Our elastane is sourced from the extremely durable LYCRA® XTRA LIFE, which we cherish for its strength increasing garment longevity. We buy the fabric from the Italian companies Carvico S.p.A. and Jersey Lomellina S.p.A.

RECYCLED POLYESTER FABRICS

Our printed garments consist of recycled polyester that is made from pre-consumer textile spills and post-consumer materials. As we produce sportswear, we also need to include a percentage of elastane in our fabrics. The proportion is 78% fully recycled polyester and 22% elastane. Our elastane is sourced from the extremely durable LYCRA® XTRA LIFE, which we cherish for its strength increasing garment longevity. We buy the fabric from the Italian company Carvico S.p.A.

Part of our collection is made from the sustainable techno-fabric SEQUAL®, a 100% regenerated polyester and high quality fiber created from marine waste.

The SEAQUAL® organization pays fishermen from the Spanish coasts of the Mediterranean Sea to collect garbage and bring it ashore. Additional garbage harvesting platforms will be built in The Americas and in Asia. Each material, including aluminum, metal, glass or plastic, goes to its own unique recycling chain. Textile technology enables us to take the plastics found in the ocean and upcycle them into new yarns that are used to produce our high quality sportswear fabrics.

We use the recycled polyester fabrics in 25% of our collections.

ORGANIC COTTON FABRICS

All cotton we use is made from 100% GOTS-certified organic cotton. The GOTS (Global Organic Textile Standard) is the world's leading standard for the production process for organic textiles. They guarantee the entire production process for responsibly grown cotton, including the environmental and social aspects of cultivation. This means no hazardous chemicals are used, the farmers are free to choose which crops they grow and they can grow their own food.

Organic cotton uses less water and energy because it gets more time to grow. The land also gets more time to recover after harvesting, so the soil doesn't slowly become infertile. GOTS sets strict conditions for factories where hand-picked cotton is processed: good labor conditions and a good working environment.

21% of our collections contain organic cotton.

HARMFUL SUBSTANCES

All of our fabrics are certified with the STANDARD 100 by OEKO-TEX®. This is a worldwide consistent, independent testing and certification system for raw, semi-finished, and finished textile products at all processing levels. The certification means that no hazardous chemicals such as Azo colourants, Phthalates, Perfluorinated chemicals... are used. The standard contributes to high and effective product safety from a consumer's point of view.

PACKAGING

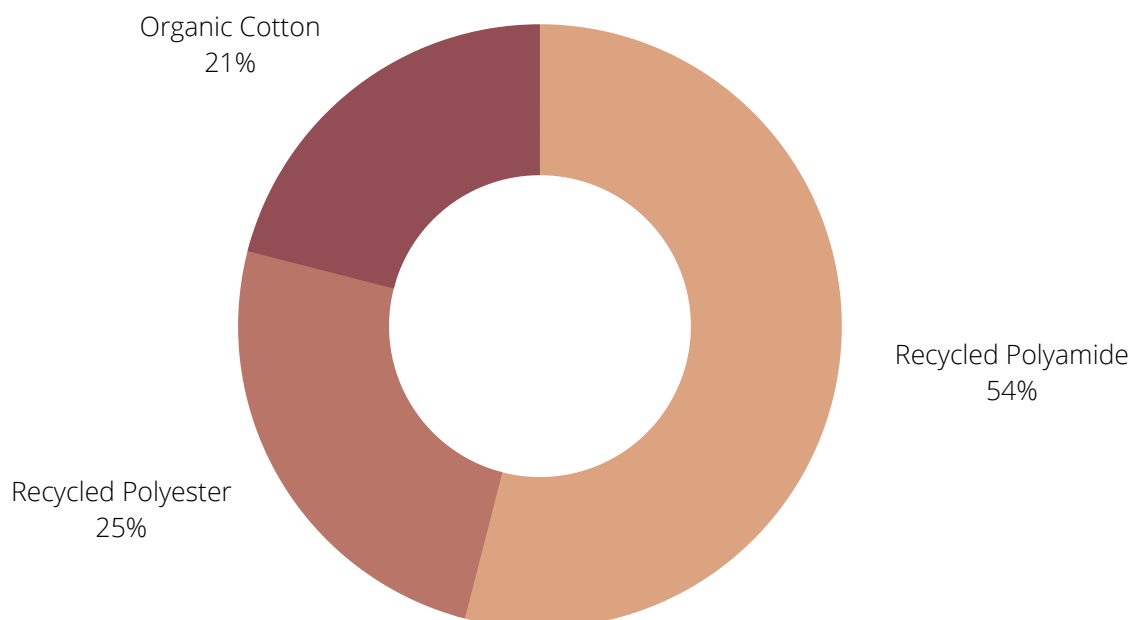
When we receive our garments from the factory, they are packaged in recycled plastic. We are currently working on an alternative for the plastic packaging of these productions. By 2021 we want to have a ban on these plastic packages.

All packaging for e-commerce is plastic-free and made from 100% recycled paper products or compostable bio-based films. Our hangtags are made from 100% recycled paper and serve multiple uses: after being a price tag, customers can use it as a travel tag to attach to their luggage.

VEGAN AND PVC FREE

We are a vegan brand. We do not use materials from animal origin. Also, our products are PVC free.

USE OF MATERIALS



SUPPLIERS AND ETHICAL IMPACT

As we want to keep our ecological footprint as low as possible, we choose to only work with suppliers within Western Europe. In addition, all of our suppliers are subject to EU legislation, which implies no forced or slave labor, no child labor, no discrimination of any kind and a safe and hygienic workplace. In addition, staff do not work more than 48 hours per week on average, receive a sufficient living wage and have voluntary and paid overtime.

FABRIC SUPPLIERS

Our fabric suppliers are established in Italy and Portugal. This is a list of our fabric suppliers:

Carvico S.p.A. Via Don Angelo Pedrinelli, 96,
24030 Carvico BG, Italy.

Jersey Lomellina S.p.A. Via Don Angelo Pedrinelli,
94, 24030 Carvico BG, Italy.

Valérius Textêis Rua Industrial do Aldão,
Apartado 219, 4750-078 Vila Frescaínha,
S.Martinho, Barcelos, Portugal.

GARMENT PRODUCTION

All our garments are produced with one supplier: Valérius Textêis in Barcelos, Portugal.

The supplier is subject to EU legislation and consequently EU labour law. The EU complements policy initiatives taken by individual EU countries by setting minimum standards. In accordance with the Treaty - particularly Article 153 - it adopts laws (directives) that set minimum requirements for working & employment conditions and informing & consulting workers.

Besides being subject to EU legislation, they are also members of BSCI and audited by Sedex (SMETA). Sedex stores information on ethical and responsible practices covered by International Labour Organization Conventions, Ethical Trading Initiative Base Code, SA8000, ISO14001 and industry specific codes of conduct.

AMFORI BSCI PRINCIPLES



The Rights of Freedom of Association and Collective Bargaining

Our enterprise respects the right of workers to form labor unions or other kinds of workers' associations and to engage in collective bargaining.



Ethical business behavior

Our enterprise does not tolerate any acts of corruption, extortion, embezzlement or bribery.



Fair remuneration

Our enterprise respects the right of workers to receive fair remuneration (minimum living wage).



No discrimination

Our enterprise provides equal opportunities and does not discriminate against workers.



Occupational health and safety

Our enterprise ensures a healthy and safe working environment, assessing risk and taking all necessary measures to eliminate or reduce it.



Decent working hours

Our enterprise observes the law regarding hours of work.



Special protection for young workers

Our enterprise provides special protection to any workers that are not yet adults.



No child labor

Our enterprise does not hire any worker below the legal minimum age (18 years old in Portugal).



No bonded labor

Our enterprise does not engage in any form of forced servitude, trafficked or non-voluntary labor.



No precarious employment

Our enterprise hires workers on the basis of documented contracts according to the law.



Protection of the environment

Our enterprise takes the necessary measures to avoid environmental degradation.

AMFORI BSCI APPROACH



Code Observance

Our enterprise is obliged to protect workers' rights as mandated by the law and the amfori BSCI Code.



Supply Chain Management and Cascade Effect

Our enterprise uses the amfori BSCI Principles to influence other business partners.



Workers' Involvement and Protection

Our enterprise keeps workers informed about their rights and responsibilities.



Grievance Mechanism

Our enterprise provides a system to collect complaints and suggestions from employees.

USE OF ENERGY AND FURNITURE

Our Belgian office, warehouse and shipping facilities run 100% on renewable energy. We generate solar energy from our own solar panels and warm water from our own solar water heating. Our furniture is made from recycled materials or bought second-hand.

TRANSPARENCY

We strongly believe that transparency is the only way to achieve a more sustainable future of fashion. This is why we will publish [an annual sustainability report](#) to inform our customers about the products they buy from us.

In addition, we try to provide more easily accessible information on product level. When buying an item through our webshop, customers can immediately find the suppliers of our fabrics and garment production.

END OF LIFE



We encourage our customers to return their pure by luce garments after use. In exchange, they get a 10% discount on their next order. We will collect these items and fabric scraps from our own production and make carpets out of them. This will be a cooperation with [carpet of life](#), a fair design brand.

SHORTCOMINGS AND GOALS

We realize that, despite our efforts, we are still not perfect and need to keep working to ensure a more sustainable future for pure by luce. We have some issues that we want to tackle in the future.

MICROPLASTICS

We are concerned about microplastics coming off garments during the washing process. Although working with recycled fibers is much more sustainable in terms of raw materials and use of energy, small plastic parts could still come off.

The smoothness of our fabrics already result in a minimal amount of plastic particles coming off while washing. We are planning to offer a washing bag that holds the small particles so they can be disposed properly.

FUTURE FABRICS

While developing future collections, we keep looking for the most sustainable options. We want to keep learning and keep developing more sustainable garments. We are currently exploring the options of using other sustainable textiles in our collections.

CARBON EMISSIONS DUE TO TRANSPORT

We only work with suppliers within Europe but would like to decrease the distance between our suppliers even more in order to decrease the carbon emission due to transport. Also shipping for e-commerce has an impact on our carbon footprint. We are looking into ways to find more sustainable shipping managers.