



INDIGENOUS

ORGANIC + FAIR TRADE FASHION

IMPACT REPORT 2017





AREQUIPA, PERU

Unesco World Heritage Site, and home to many of our skilled artisans

SECTION ONE

INDIVIDUALS & COMMUNITIES

Our mission is to elevate artisans in economically marginalized communities to world renowned status in the global textile market.



FREE
TRAINING
& WORKSHOPS

STEADY
YEAR-ROUND
WORK



ZERO INTEREST
LOANS FOR
EQUIPMENT
& EDUCATION



MANY
ARTISANS
ABLE TO WORK
FROM HOME

PROVIDE
FLEXIBLE
HOURS
& SCHEDULE



INVESTMENT
IN LOCAL
SCHOOLS
& COMMUNITIES



WE ARE COMMITTED
TO EACH & EVERY PERSON
IN OUR SUPPLY CHAIN



BERTHA PILLACA
artisan group leader & business woman



ARTISANS

Peru has the longest recorded history of textile design in the world. It's no wonder that Peruvian artisans still handcraft clothing with skill that can be found nowhere else. Each of our artisans earns a fair, living wage while working in safe conditions, either from home or at a local cooperative facility.

SMALL BUSINESS OWNERS

Our business model is built on a cooperative structure that encourages entrepreneurship among independent artisans. We help with low and no-interest loans so that artisans may invest in new equipment and training. Many artisans build their own workshops in their homes, employing members of their communities, and spreading their prosperity.

ALPACA RANCHERS

Alpacas range freely over the Peruvian Highlands, raised with care and respect. Small ranchers and their families are still at the heart of this enterprise. With efforts to revive biodiversity & strength among alpaca herds, ranchers are coming together to preserve their livelihoods. We are supporting their efforts by investing in naturally colored alpaca fiber, and by magnifying their voices in the marketplace.



ORGANIC COTTON FARMERS

We help independent farmers achieve organic certification, ensuring they receive a higher price for their crops while keeping herbicides and pesticides off their land, and away from their bodies & families. Most of our organic cotton is produced in small, often family operated farms in Northern Peru, near Trujillo, Amazonas.



RANA PLAZA FACTORY COLLAPSE, BANGLADESH, APRIL 24, 2013



ENOUGH IS ENOUGH

We are increasingly disconnected from the people who make our clothing, as 97% of items we consume in the US are now made overseas. Producers at the bottom of the supply chain of the fashion industry are some of the lowest paid workers in the world, and roughly 85% of them are women. The human factor of the fashion industry is too big to ignore, as we consistently see the exploitation of cheap labor and the violation of workers', women's, and human rights across the world. (*Andrew Morgan, The True Cost film*)

FAST FASHION ISN'T FREE

SOMEONE, SOMEWHERE
IS PAYING FOR IT.

Lucy Seigle

SECTION TWO

ENVIRONMENTAL COMMITMENT

We strive for sustainability in everything we do,
believing that fashion can & must be soft on the earth.

48,450,000 L
OF AGRICULTURAL WATER
SAVED ANNUALLY

20,750 KG
OF CARBON DIOXIDE KEPT
OUT OF THE AIR EACH YEAR

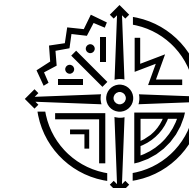
6528 OZ
OF DEADLY TOXIC PESTICIDES
KEPT OFF THE LAND EVERY YEAR





USDA CERTIFIED ORGANIC

The ultimate standard for organic certification. INDIGENOUS has used USDA certified organic cotton since 1994.



OUR TEXTILE STANDARDS

Ensures organic and ethical status of textiles, from harvesting of raw materials, to environmentally and socially responsible manufacturing, all the way to labeling.



OEKO-TEX CERTIFICATION

A worldwide, independent testing and certification system that ensures 100% of materials used are safe and non-toxic.

VERIFIED IMPACT THROUGH THIRD PARTY CERTIFICATIONS

SECTION THREE

SUSTAINABILITY & BIODIVERSITY

Simply organic is no longer enough. We are at the forefront of a movement,
pioneering new standards of eco-friendly design and practices.

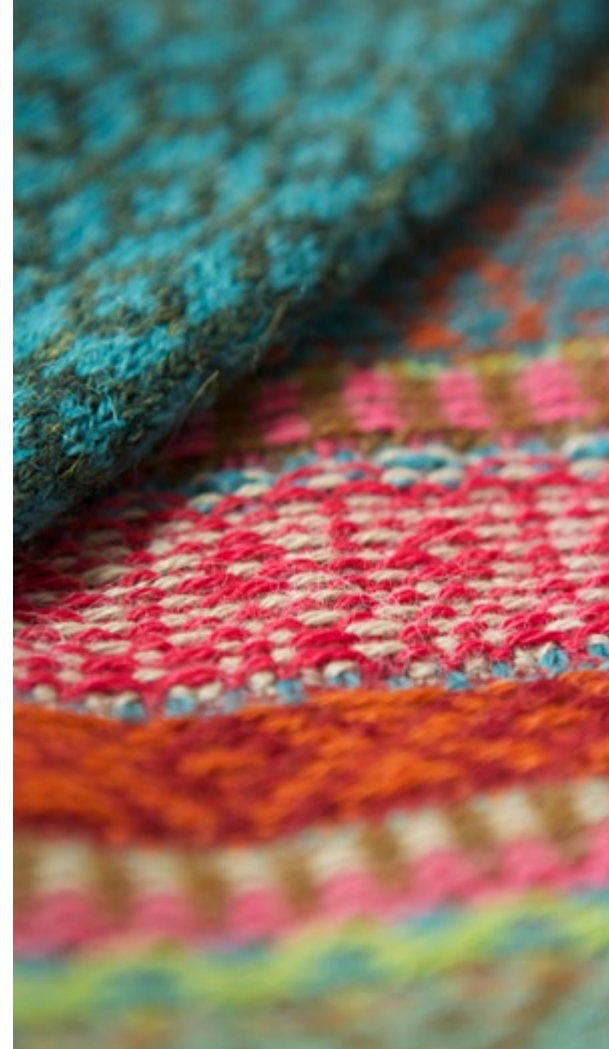


THE COLORS IN THIS SWEATER ARE DERIVED SOLELY FROM
COLOR-GROWN ORGANIC COTTON & FREE RANGE ALPACA



COLORED ALPACA

For too many years, alpaca ranchers in the Peruvian Highlands raised only white alpacas. Their wool absorbs dye best, and that's what markets demanded. The results: weaker, sicker herds needing antibiotics to survive. Insecurity and increased poverty for people who were already struggling. By creating a demand for colored alpaca wool, we actively increase the genetic diversity of Peru's Alpaca populations. And here is a far happier result than the last: hardier herds of alpacas and greater economic security for ranchers.



SAFE DYES

We ensure that all dyes used to create our color palettes do no harm to the earth. Our low-impact dyeing process eliminates harmful chemicals and waste. We refuse to use any processes or dyes that harm the planet, even ones that are in mainstream use by the textile industry and available at a cheaper cost. We utilize dyes that are approved by the Oeko-Tex Standard 100.



COLORED COTTON

When we picture cotton, a field blanketed in fluffy white comes to mind. Yet cotton comes in a variety of gorgeous colors that render dye unnecessary. Rich, natural hues reminiscent of the earth, make lovely and versatile organic cotton cloth. Many of these colored varieties need less pesticides and water to thrive, making them a more sustainable choice for clothes and beyond.



PURE COLLECTION

What's better than low-impact dyes? No dyes at all. The PURE collection derives its tones solely from nature, with gorgeous shades of alpaca, sheep's wool, and organic cotton. PURE clothing gives economic security to people in the Andean Highlands while treating the earth and its animals with respect.

SECTION FOUR

COMMUNITY GRANTS & REINVESTMENT

Through the Fair Values Fund, INDIGENOUS has made grants available to these worthwhile organizations.

Daily Acts

AA Foundation

Good World Solutions

Social Venture Network

Green America

Not For Sale

Ceres Community Project

Teens Turning Green





ZERO PERCENT INTEREST LOANS FOR ARTISANS



In partnership with the Rudolf Steiner Foundation, INDIGENOUS DESIGNS was able to put into place a 5-year, zero percent, 150,000 loan to elevate our artisan communities.

One of our investors independently helped to make & guarantee this loan.



ARTISAN STORY

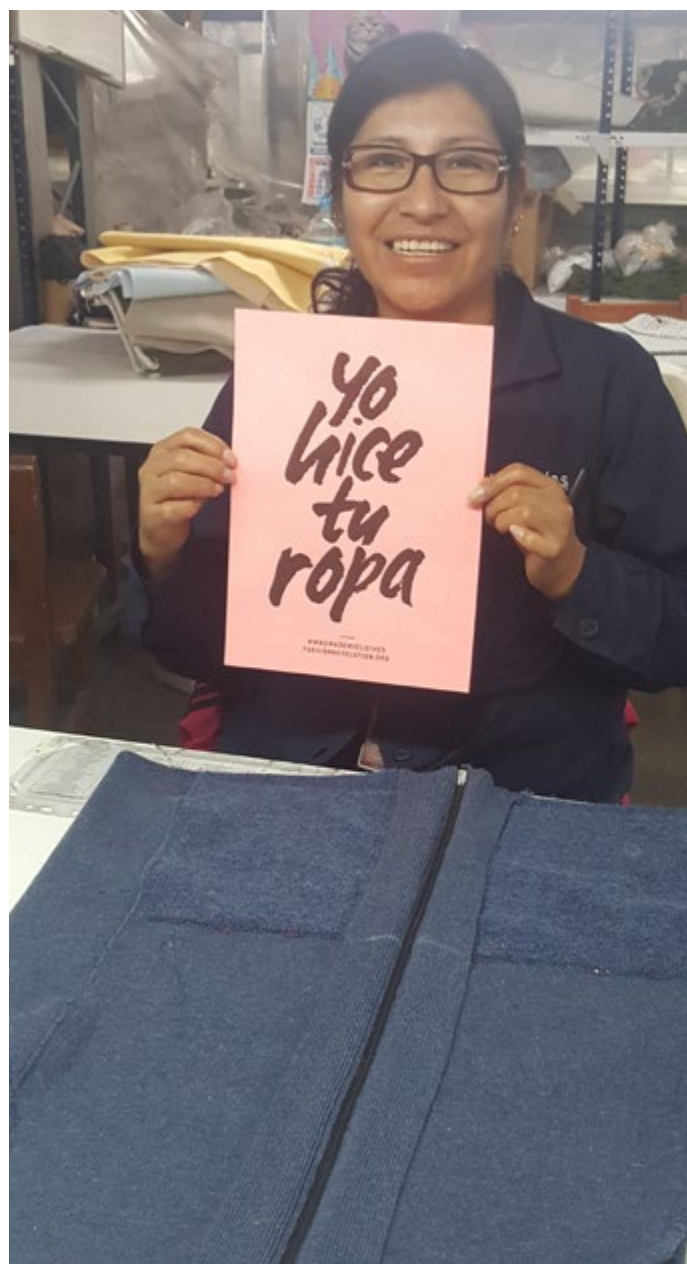
ANA CORNEJO

A single mother of two, Ana lives with her children and her visually impaired father in “Luz y Alegria,” a community for blind people and their families in Arequipa, Peru. It is here that Ana opened her knitting workshop where she provides work for the people in her community, allowing them to help support their families.

Ana’s workshop produces mostly hand knit garments. She is well known for her creativity, always inventing new hand knit designs.

After receiving two no-interest, micro-finance loans through our Kiva partnership, Ana was able to expand her workshop. With the first loan she purchased a linking machine. With the second, Ana acquired a gauge-3 knitting machine, giving her the ability to create finer, lighter knits in her workshop. This widened the scope of knitting projects that Ana and her workers are assigned, allowing them to work throughout the year.





What makes us a better company?

B Impact Report

Certified since: May 2007

Summary:	Company Score	Median Score*
Environment	36	7
Workers	18	18
Customers	10	N/A
Community	49	17
Governance	17	6
Overall B Score	130	55

80 out of 200 is eligible for certification
 *Of all businesses that have completed the **B Impact Assessment**
 *Median scores will not add up to overall



COMMUNITY

We believe in the power of collaboration... We continually learn and share best-in-class practices that are regenerative. Practices that lift up the communities in which we work. We will continue to educate and collaborate on sustainability, human rights, and gender justice with partners throughout our entire supply chain. We are all part of a global community, and together we can move mountains. Because we are all knit together.

FAIR TRADE COMMITMENT

You believe that all people matter. So do we.

That's why we adhere to fair trade standards.

Our artisans earn a fair, living wage while working in safe conditions.

1 OPPORTUNITIES FOR DISADVANTAGED PRODUCERS 	2 TRANSPARENCY & ACCOUNTABILITY 	3 FAIR TRADE PRACTICES 	4 FAIR PAYMENT 
5 NO CHILD LABOUR, NO FORCED LABOUR 	6 NO DISCRIMINATION, GENDER EQUITY, FREEDOM OF ASSOCIATION 	7 GOOD WORKING CONDITIONS 	8 CAPACITY BUILDING 
9 PROMOTE FAIR TRADE 	10 RESPECT FOR THE ENVIRONMENT 	TEN PRINCIPLES OF FAIR TRADE	



OUR PHILOSOPHY

WE BELIEVE

fashion can be a force for good.

We believe in wearing clothing that lifts up the communities that make it.

Each piece of clothing we make is not only soft on your skin, but also soft on the earth.

Impeccably handmade and unique.

We believe in supporting true artisans who use traditional skills combined with modern technology.

We believe that what your wear speaks volumes about who you are, and that a label can be much more than a status symbol. It can be a symbol of integrity and heart.

We believe diversity is a key ingredient to a healthy planet, and a more vibrant life.

We believe words like 'Organic' and 'Fair Trade' must have an honest meaning. We have dedicated ourselves for over 20 years to ensure that they do.

