

Annual Sustainability Report

2019 ANNUAL REPORT

Sustainability is kind of our thing if you haven't noticed. But we think it's important that we share what we're doing because it's about progress, not perfection. So here's an overview of what we did in 2019.



01

OUR FACTORIES

Boyish is committed to using ethical and sustainable practices in the development and manufacturing of all our products. But we know that our ability to accomplish this mission is dependent on the relationships we have with our suppliers.

In 2019 we struggled finding a partner that was able to support our mission. In trying to find the right partner we had to switch factories twice. This is mainly because we had issues with quality, pricing, and reaching minimums. We are now proud to share that we have found a partner that will help us in our mission to make great jeans.

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Brands who are honest about their supply chain are not afraid of others copying them, not afraid of being called greenwashers, and certainly not afraid of making mistakes.

- Jordan Nodarse

CODE OF CONDUCT

We aim to partner with suppliers who hold similar visions of sustainability, transparency, and continuous improvement throughout their supply chain. The Boyish Code of Conduct outlines the expectations we have of ourselves and our partners.

[**Read our code of conduct.**](#)

AUDITS

We ensure that suppliers meet our Code of Conduct as well as our standards using non-toxic and better materials by auditing our factories with third party auditing companies. Our partner facility works with [SEDEX](#), a leading third party, to undergo a [Sedex Members Ethical Trade Audit \(SMETA\)](#) audit.

The idea behind a SMETA audit is to create one methodology to help prevent audit fatigue or facilities by making all audits publicly available.

[**See it for yourself, here.**](#)

02

SUSTAINABLE COTTON

Is there such a thing as sustainable cotton? There is no simple answer to this question--it's tricky and a lot of brands out there will give mixed answers. So we wanted to share with you what we know for sure.

There are many "sustainable cotton" programs and standards that are currently adopted by brands. The most widely used being BCI (Better Cotton Initiative) which claims to "exist to make global cotton production better for the people who produce it and better for the environment it grows in". An ambitious mission which Boyish Jeans supported when we first launched, by using BCI cotton.

But soon after we realized that BCI represents an entry-level sustainable cotton program which was not as robust as we believed, still allowing the use of GMO cotton, the use of potentially toxic chemicals and had recently been linked to [forced labour issues](#) at farm level. When we discovered that it no longer aligned with our values, we stepped away from it.



So in 2019 we raised the bar and we made it our goal to switch to 100% organic cotton certified by the Organic Cotton Standard 100 (OCS) and/or the Global Organic Textile Standard (GOTS).

How come?



Organic cotton makes up 0.7% of global cotton production.

There have been fraudulent organic certifications.

It's difficult for farmers to transition into organic farming as it takes 3 years to switch from conventional to organic cotton.

With organic cotton making up such a small percentage of the global cotton production, it is hard to support the current shift towards organic cotton. It takes 3 years for farmers to switch from conventional to organic cotton farming if they are using the same land. That's why we think it's important that fashion brands should support organic farms as well as pre-organic transitional cotton to help farmers go organic. [Click here](#) to learn more about the harms of pesticides in cotton farming.

WHAT ARE WE DOING?

We didn't want to blindly replace BCI cotton with organic cotton — we wanted to know exactly what we were buying. It's not enough to just purchase organic cotton, we want to know where it's coming from. That's why our founder, Jordan Nodarse, traveled to Turkey to see the supply chain first-hand.

Once we were 100% comfortable about the cotton we were purchasing — we launched our first fully transparent t-shirt. The t-shirt is made with 100% Organic Content Standard (OCS) certified organic cotton coming from Izmir, Turkey.

OUR FABRICS

Super Eco Rigid

This new Super Eco Rigid denim is one of the most sustainable and eco-conscious fabrics in the denim world. It's made of 83% recycled materials including the new sustainable fiber called [Refibra™ Lyocell](#). Refibra™ contributes to the circular economy by recycling waste from fast fashion retailers, reducing water usage and carbon imprint massively.

Authentic Rigid

This new Authentic Rigid denim uses OCS certified organic cotton blended with Tencel™ Lyocell. [Tencel™ Lyocell](#) reduces the water usage in our fabric by 90% less than traditional cotton denim. Tencel™ Lyocell is made from eucalyptus trees that are grown in sustainable FSC & [Rainforest Alliance](#) certified farms. Eucalyptus trees do not require as much widespread farm land like cotton requires and also takes carbon dioxide out of the atmosphere and adds oxygen back!

Authentic Comfort Stretch

This new Authentic Comfort Stretch denim is blended with Organic Content Standard (OCS) certified cotton, Tencel™ Lyocell, and recycled yarn. We use 2% or less of petroleum based fibers like elastane or polyester and now only use recycled elastane in all our comfort stretch denim fabrics. Reduce & reuse.

Eco Knits

Introducing the softest and lowest impact knits on Mama Earth. Our newest addition of knits are made with 100% natural materials made

from OCS certified cotton and the newest technology of naturally

sourced materials, Refibra™ x Tencel™ Lyocell. Refibra™ takes fast

fashion scraps and recycles this waste which is then blended in

with Tencel™, a fabric made from eucalyptus trees farmed from

sustainable forests. This combination of material creates one of the

least water intensive natural fibers on Mama Earth and is completely

zero waste.

03

LIFESPAN / LONGEVITY

Our mission is to make good jeans while leaving as little impact on the earth as possible. One of the easiest ways we can do that is through the lifespan of our jeans. How old do you think your favorite pair of vintage jeans are? Pretty old.

The problem is that modern jeans don't last as long because they are made with stuff that makes them fall apart like polyester and spandex. Washing clothes made with synthetics releases microfibers which are bad for the environment. Drying clothes made with synthetics tend to lose their stretch--overall shortening their lifespan.

That's why at Boyish we try to eliminate plastics as much as possible. We focus on using natural materials that are recyclable and made of recycled materials, which helps create garments that will last through the ages.

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The way we produce jeans is causing huge problems with waste and pollution, but it doesn't have to be this way. By working together we can create jeans that last longer, that can be remade into new jeans at the end of their use, and are made in ways which are better for the environment and the people that make them.

- Francois Souchet - Lead, Make Fashion Circular

DESIGN GUIDELINES

Durability

Be able to withstand a minimum of 30 washes.

Provide visible information about how to care for jeans on the garment.

Material Health

Source cellulose-based fibers from regenerative farming, organic or transitional methods.

Chemicals used must comply with [ZDHC Restricted Substance List](#).

Recyclability

Include a minimum of 98% cellulose-based fibers by weight in total textile composition.

Traceability

Use [Jeans Redesign](#) logo on garments to enable easy sorting for recycling when it comes to end of the garments lifecycle.

[Learn more about the design guidelines here.](#)



04

ZERO WASTE

All clothing has waste in its manufacturing cycle as well as at the end of the lifecycle of the garment when it gets thrown away. We don't believe there is an "away" so we utilize all our scraps from cutting and manufacturing to upcycle back into our fabrics, therefore creating a zero waste circular manufacturing process. Our jeans are even made with natural materials that are recyclable after the garments lifecycle with consumers. All our waste that has stretch fibers known as polyurethane gets sent to ReNewcell in Sweden where they separate the cotton from the poly fiber so we recycle both fibers.

CHEMICALS

Chemicals used in textile finishing are a big deal. Approximately 8,000 synthetic chemicals are used in the fashion, textile and footwear industry. These chemicals not only pose health risks to the people in the supply chain but the environment as well. According to the World Bank, an estimated 20% of water pollution comes from textile dyeing and treatment. That's why we are constantly pushing for improvement to ensure the safe use of chemicals.

PUT IT IN NEUTRAL

We do everything we can to make good jeans while leaving as little impact on the earth as possible. But no matter how hard we try, resources are still used in the process--that's why we are dedicated to removing the same amount of carbon we put into the atmosphere.

For our first year in business we worked with [Carbon Fund](#) to purchase CO₂ offsets that supported a hydroelectric power project in Himachal Pradesh, India. The project provides the community with a sustainable source of renewable energy without displacing people or disrupting the biodiversity of the area.

CLIMATE NEUTRAL CERTIFIED

In 2019 we partnered with [Climate Neutral](#) to certify our neutrality. We think it's important to join forces with organizations that are dedicated to helping others and the environment. Oh and it doesn't hurt to have someone else check your work.



2019 CO₂e:
335 metric tons

Ways we reduce our chemical impact



Try to hold the highest standards for chemical use in our materials like [Global Organic Textile Standard \(GOTS\)](#) & [Oeko-Tex® Standard 100](#).

Use naturally occurring indigo from [Indigofera](#) plant which is native to the tropics, specifically India.

Collaborate with [Zero Discharge of Hazardous Chemicals \(ZDHC\)](#) to make sure that our wastewater is free of hazardous chemicals and clean for the environment.

Require our suppliers to comply with our [Manufacturing Restricted Substance List \(MSRL\)](#) and [Restricted Substance List \(RSL\)](#) that is in accordance with the ZDHC.

05

SOCIAL CHANGE

We want to fight climate change—one tree at a time. That's why we partner up with [One Tree Planted](#), to plant a tree for every pair of jeans we sell.

A mature tree can sequester (AKA capture) about 48 lbs of CO₂ per year. Which means the trees planted in 2019 will sequester approximately 353,376 lbs of CO₂ from being released into the atmosphere every year!

We think it's important for companies to use their profits for good. That's why we partner with [1% For The Planet](#), a non-profit organization that connects businesses and individuals passionate about making a difference together into a global network to maximize impact, to give at least 1% of our annual profits to organizations that share our core values of sustainability and equality.

NUMBER OF TREES WE'VE PLANTED:



7,362

THAT'S EQUIVALENT TO DRIVING:



397,739 miles



In 2019 our profits went to support some really cool nonprofits that help promote sustainability and fight for climate justice.

COOL TO CARE

Cool to Care is a volunteer program where the Boyish team and some influencer friends get together to give back. The focus is on organizations who help support the environment and women's rights.



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People need to realize that it's cool to care about the planet. What will be left for the generations beyond ours if we don't make good decisions now?

- Jordan Nodarse

WHERE WE VOLUNTEERED

[LA Women's March](#)

[Downtown Women's Shelter](#)

[Earth Day Beach Cleanup](#)

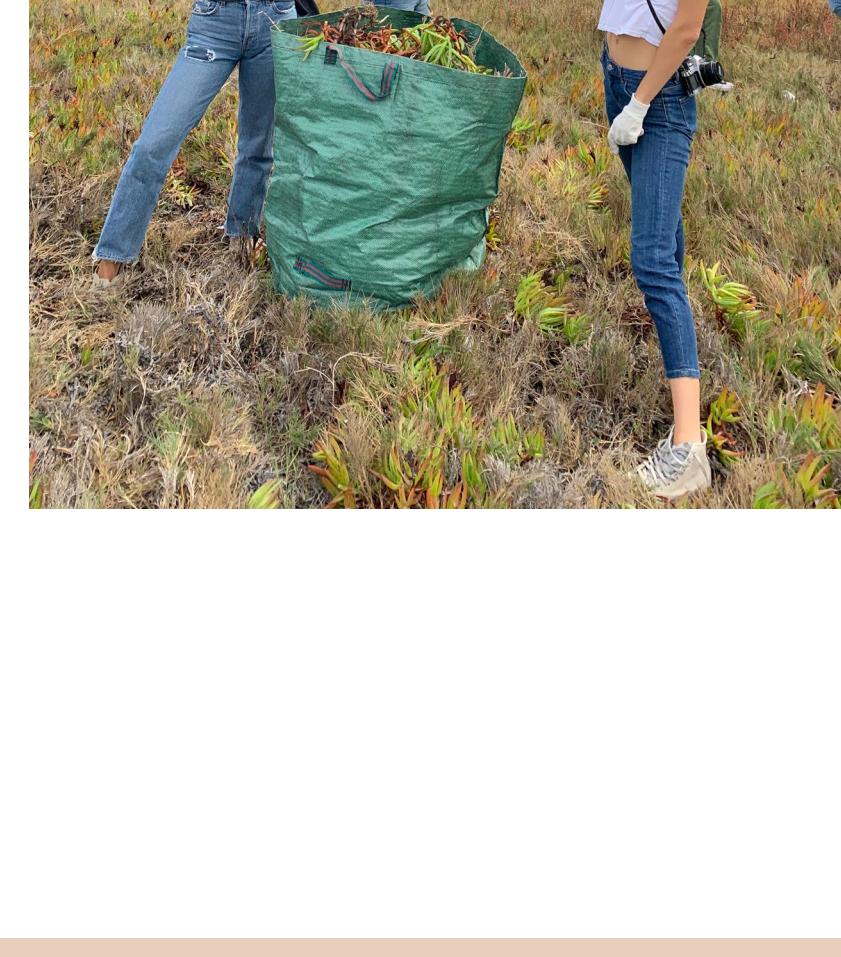
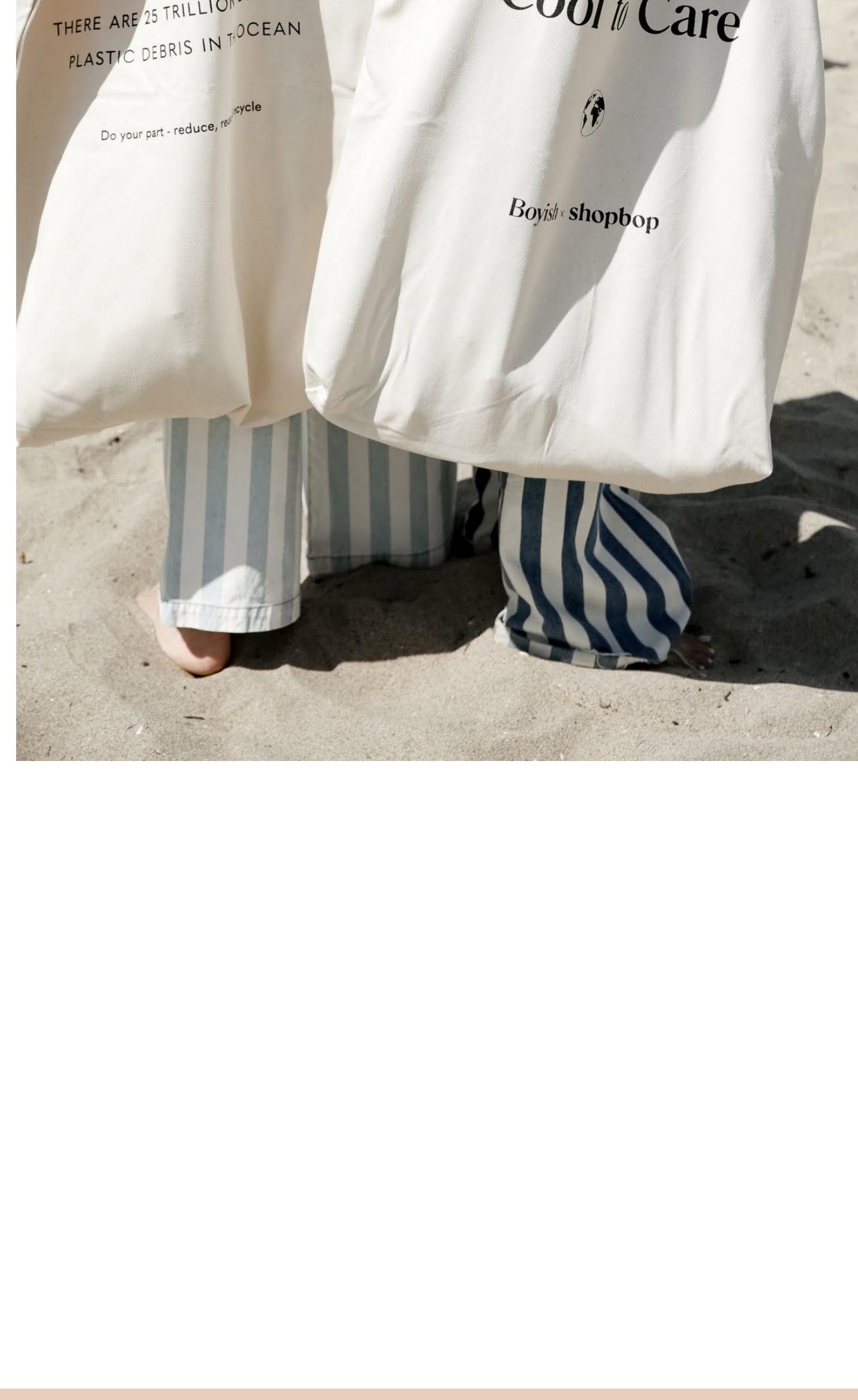
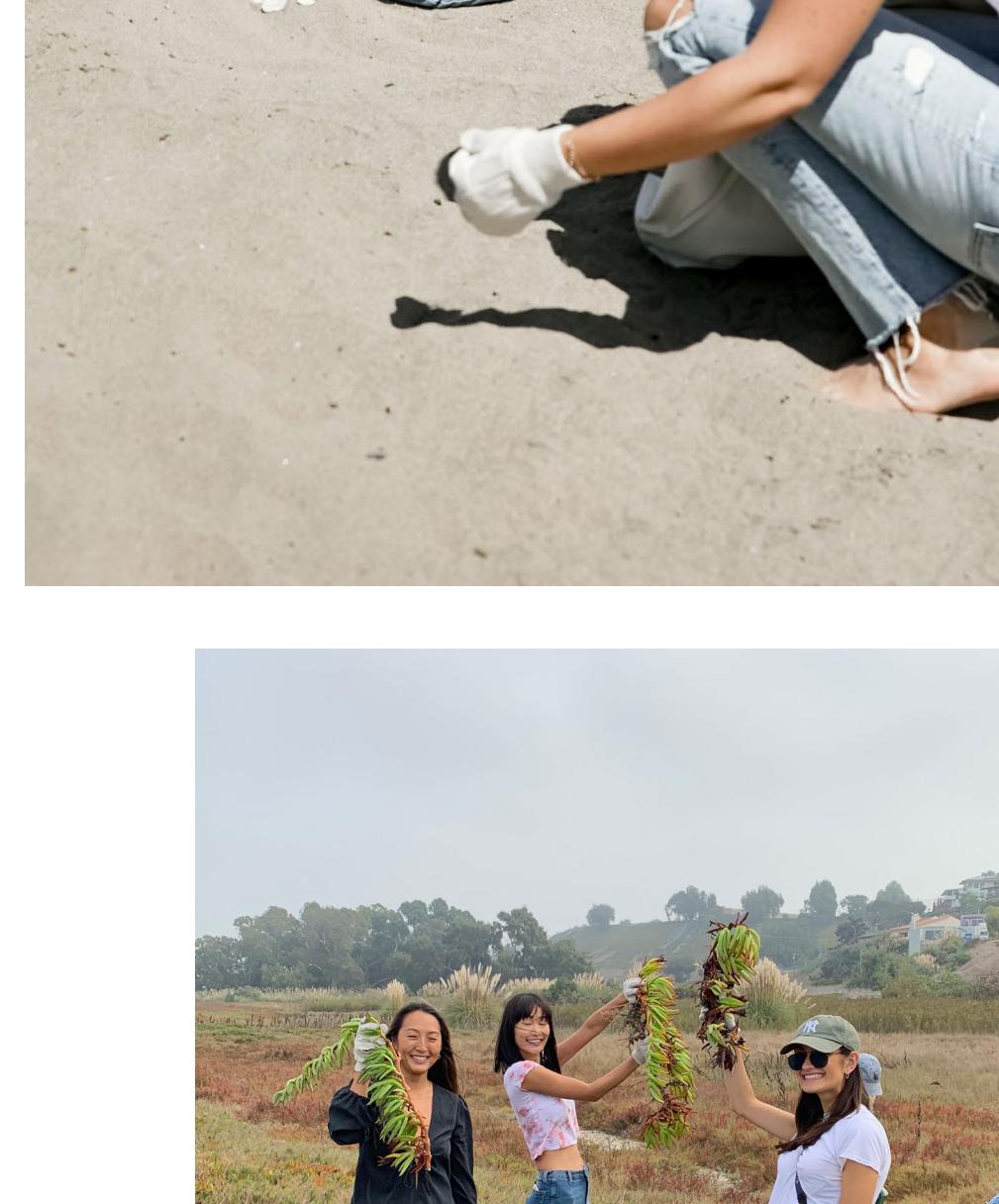
[Generation Her](#)

[Alexandria House](#)

[One Tree Planted](#)

[Debs Park](#)

[Ballona Wetlands](#)



2020 VISION

Fabric

We're committed to shifting our cotton to 100% certified organic cotton.

Traceability

We want to know "who made our jeans" at every level of the supply chain. In 2020 we will be partnering with [Retraced](#) to build a real time traceability into our supply chain.

Environmental Footprint

We're working with [GreenStory](#) to analyze our environmental footprint and share it with you to help you make more informed decisions.

Workers Rights

We're committed to working with suppliers that have fair, safe, and healthy working conditions.

Transparency

We're committed to working with suppliers that have fair, safe, and healthy working conditions. That's why we joined the [Lowest Wage Challenge](#) (LWC) where we will showcase the lowest wage at our factories.