

A woman with blonde hair, wearing a white shirt and gold jewelry, holding a white rose near her eye. The background is a soft, light grey.

sustainability report  
highlights 2019

**gina**tricot



## Highlights of our sustainability efforts in 2019

- Every single piece of our denims are produced in more sustainable materials
- 57% of our products were manufactured from more sustainable materials
- Replaced plastic shopping bags in stores with recycled paper bags
- Launch of Gina Tricot Mini and partnership with World Childhood Foundation
- Launch of RENT your party outfit

### Transparent supply chain

We are committed and dedicated to building full transparency throughout our entire supply chain down to raw material level.

- Today we have full transparency in our supply chain from sewing unit down to fabric producer. Some fibre producers are also selected by Gina Tricot.
- We're currently mapping our cotton, viscose and leather supply chains.
- We collaborate with organisations such as CanopyStyle to help us better understand the complex nature of our supply chains, while providing us with responsible sourcing as surance.
- We are nominating many suppliers' suppliers such as labels, packaging and thread suppliers to maintain a better control.

## Our sustainability pledge

### By 2028, we will only provide:

- **Products made of materials that are more environmentally sustainable.**  
We currently define a sustainable material as being a recycled, organic or innovative new material within this area.
- **Products produced in a more sustainable manner.**  
The entire supply chain from fibre to finished product will be sustainable, transparent, and third-party or internally audited.
- **Products that are designed for the circular economy,** aimed at being reused and in the end recycled.
- **Products that are transported in a sustainable manner** with less carbon emissions and using fossil free fuel alternatives.
- **Products that are sold in a sustainable channel.**  
Stores and online channels that have sustainable interiors, packaging, electricity and waste control.



## UN Women Sweden and Gina Tricot



On International Women's Day 2019, Gina Tricot hosted the second Power Girl Award Gala. The event was a closed event held for our fantastic customers. We wanted to praise people who dare to influence the world in a positive way.

During the gala we handed over 1,655 911 SEK to UN Women Sweden, which includes 100% of the income from the ticket sales and garment sales at the gala, but biggest part of the donation comes from One Bag Habit initiative.

Other activities in collaboration with UN Women Sweden during the year include the Gina Tricot X Aéryne collection, a collection made from leftover fabrics, where 10% of the sales price of the entire collection was donated to UN women Sweden.



In the spring of 2019, Gina Tricot launched a brand-new concept called Gina Tricot Mini.

It's a unisex concept from ages 6 months up to 7 years. The majority of the collection is made from more sustainable materials. Each collection has around 5 uniquely selected pieces where 10% of the sales price is donated to Childhood.

## UNICEF and Gina Tricot



UNICEF works to save children's rights, protect the rights of every child, help them fulfil their potential and improve the lives of children and their families. Gina Tricot has been a close collaborator of UNICEF in Bangladesh since 2009, and this continued during 2019.

### Achievement through UNICEFs trainings, financial and technical support are, among many others:

#### Health

- 90,200 infants were immunised
- 1,000 girls received counselling on menstrual hygiene management
- 2,000 children were covered by birth registration

#### Nutrition

- 1,200 children were screened and treated for severe and acute malnutrition

#### Water and sanitation

- 6,800 children and their parents/caregivers were given access to safely managed sanitation facilities
- 5,200 children and their parents/caregivers increased their awareness on the benefits of hand washing, the use of safe water and clean toilets
- 300 children and their parents/caregivers were given access to safe water and sanitation through WASH Blocks

#### Educational services

- 315 children, benefitted from community-based day-care centres
- Early learning centres for 2,000 children were established
- 4,110 out of school children are receiving basic education in ability-based learning centres



## The Nordic Swan Ecolabel



In the autumn of 2019, Gina Tricot started to work with the Nordic Swan Ecolabel. The Nordic Swan Ecolabel is one of the world's top ecolabels. It is a Type 1 ecolabel, which means it's an independent organisation that works according to the life cycle perspective and with a holistic view when criteria are developed. It's also controlled by the ISO 14024 standard (learn more at: [www.svanen.se](http://www.svanen.se)).

### Circular fashion

Many of our suppliers around the world have stockrooms filled with leftover fabrics from old collections. To see this as the treasure it really is everyone has to get involved.

In autumn 2019, we launched a collaboration with Siri Wikman's brand Aéryne, entirely made from leftover fabrics. Aéryne is a Swedish fashion brand based in Sweden with a design studio in Paris. The collections are made by women for women, and have a very strong feminine touch.

10% of the sales price for each piece in the collection was donated to UN Women, Sweden.

*"The collection was a challenge for us in many ways, and we had to re-think our design process. Instead of sending our requests to our suppliers, we started working by asking our suppliers what they had left."*

**Monika Mellin, Design Manager**

## Second Love

One important step involves collecting garments in Gina Tricot shops once they are worn out or are no longer wanted. The clothes need to be reused by others or recycled and sent back into the production loop as new raw materials. In line with our circular fashion commitment, we are striving to increase our collection of garments from customers by 50% by the year 2020 through different activities in store. In 2019 we collected 50 tons, which is same amount as collected 2018. Collecting garments for reusing or recycling is a crucial first step in prolonging the product's useful life or turning them into new raw materials in a never-ending loop.

Since 2012, Gina Tricot has given customers the opportunity to hand in their old and used clothes in all of its stores to ensure a second life. All clothes, including customer claims, are either donated to Human Bridge ([www.humanbridge.se](http://www.humanbridge.se)) or Fretex ([www.fretex.no](http://www.fretex.no)). Human Bridge is a professional organisation involved in material aid projects. The organisation supports humanitarian crises and development assistance projects by providing money, clothing and other important materials. Our returned garments are either sent to people in need, or they are sold and the proceeds are used to fund Human Bridge's projects.

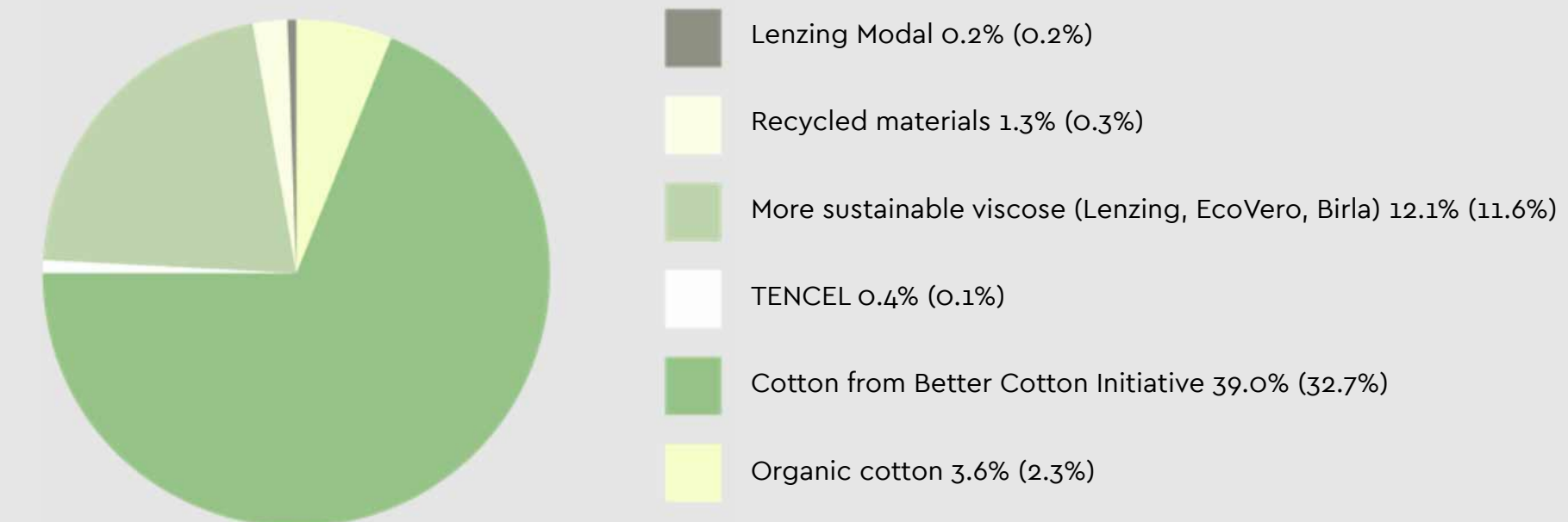
Fretex is a similar organisation in Norway, driven by the salvation army, where the collected garments from Gina Tricot's Norwegian stores end up. Out of the garments collected by Fretex, 78% is re-sold in their own stores, 20% is used for material recycling and 2% cannot be recycled or re-sold. We also sell some clothes to Shoes and Clothes. They purchase our unsold stock or returned items in order to resell the garments second-hand. Gina Tricot then donates 100% of the revenue from such sales to charitable organisations working with various aspects of sustainability.

## We love more sustainable materials

*"In 2019, 57% (47%) of our products were manufactured from more sustainable materials. We are glad to see that the increase follows our targets, and look forward to future challenges and reaching 100% by 2028!"*

**Global Production and Sourcing Manager  
Emma Garrote**

### Distribution of more sustainable fibres



## Customised and repaired denim with Repamera



Henning Gillberg, VD Repamera

With denim being one of our customers' most loved product categories, we tried to give them something extra during 2019.

We teamed up with Repamera, and together we offered customised denim pieces in one of our stores in Malmö, Sweden. We believe that when fitting has been optimised to perfection you will use the denim much longer and treat it with care.

We also sent all denim customer claims to Repamera for repair, instead of giving customers new denim pieces. This represents a great environmental gain, and also sends an important message to customers that the denim still has a value and can be repaired rather than discarded.

Repamera is an e-commerce tailor service that is based in Malmö, Sweden. Their professional and experienced tailors are all immigrants from countries in conflict who have found their first full-time employment at Repamera. Collaborations like this repair not only jeans, but also people.

*"Through good collaborations we can make the fashion industry more circular, which is good for both clothing companies and mother earth."*  
Henning Gillberg, VD Repamera

## Upcycle by Gina Tricot

Together with the research project Re:Textile, XV Production and Färgeriet EK, former Korallen, Gina Tricot launched an upcycled collection made from customer claims and garments with defects. These products and materials would normally have been donated to our partners working with garment reuse, but this time they were given a chance to have a second life. Re:Textile and XV Production set up a micro factory at the Swedish School of Textiles where the old garments were remade. This collection was sewn and launched online within three weeks. The collection was small in terms of the number of pieces, but an important test to give us the confidence to look for a scale-up possibility in the near future. For Gina Tricot, this was also a way to try new and more sustainable business models, and to highlight the importance of circular design internally.

## Re:newcell

Some major breakthroughs in science have been made in textile recycling and Gina Tricot is following these developments closely, through participation in industry initiatives and research projects.

The technology for sorting different types of fibres and reusing them needs to occur in full scale production units. All fibres and garments have value in a closed loop system and Gina Tricot wants to ensure that none of our products end up in landfills or are burnt. Our goal is to offer sustainable, quality-assured products that appeal to our customers. We want fashion to be produced and consumed in a never-ending loop, and Re:newcell is one company that works using circular processes.

In 2018, Gina Tricot started to cooperate and support Re:newcell, pioneers in the recycling industry. Re:newcell uses cotton waste to produce a pure, natural and biodegradable raw material that can then be turned into new clothes of the highest quality – and recycled again and again. Re:newcell opened their first recycling plant in 2017 in Kristinehamn, Sweden. At the plant, they can recycle 7,000 tones of textile waste each year. That's enough to make 30 million brand new t-shirts!

In 2019, Gina Tricot donated 36 066,5 kg (6849 kg) of to Re:newcell's factory with the help of three different suppliers in the world, Maydenim Tekstil San Ve Dis Ticaret Ltd Sti, Baykanlar Tekstil Sanayi Ve Ticaret Anonim Sirketi, Shasha Garments Ltd, ready to be turned into new textile fibres to be used over and over again. Making clothes from wastage is a dream that will soon become reality! The aim is to make clothes from wastage that will already be in stores in 2020, and then gradually increase the amount.

## RENT your party outfit

We all need to consume less and explore other more sustainable ways, not in the future but now. We know for a fact that we need to use our clothes more, and one way to consume more sustainably is to rent your garments instead of buying them. Twice as many uses per garment lifecycle eliminated almost 50% of impact.

In spring 2019 Gina Tricot launched a new business model called RENT. The business concept was first tested in one store at the Femman shopping centre in Gothenburg, Sweden. And in December, 2019 the business model was expanded to two more stores, Linköping and Stockholm.

We started the concept with party clothes since party clothes are also occasion wear and normally a bit more expensive than everyday clothes, and might therefore be of more interest to rent for our customers. It's a good way for us to test the market and see if there is a new business opportunity. So far, it's an ongoing business case study, but we already have ideas for how we can develop the offer to our customers during the coming year.

*"It's also a great way to test and actually wear the clothes before you as a customer make up your mind whether you want to keep the garment or not. This will eliminate the number of wrong buys and clothes that are not used."*  
Emma Garrote, Global Production and Sustainability Manager



Agnes Steingruber, Buying Assistant Gina Tricot

## Care for the planet

Climate change is the biggest challenge we face. All our production, transport, travel and facilities involve emissions and impact the size of our carbon footprint.

*“We have updated our sustainability commitments, and as one part of our climate strategy we will look deeper into our suppliers’ wet processes. We will start by measuring the climate impact, and continue by taking actions to minimise it.”*  
Global Production and Sustainability Manager Emma Garrote.

### Gina Tricot commits to, at minimum, reduce our greenhouse gases in line with 1.5 C warming pathway.

During 2019, we signed up to the World Wide Fund for Nature (WWF) Fashion Water Stewardship Pledge.

#### Under the pledge we will:

- Assess water risks in our supply chain. Understand challenges and communicate these risks.
- Implement industry best practices with all our wet processing units in our supply chain.
- Join water stewardship collective action programme, working beyond factories and addressing root causes of challenges in areas of production.

We have started to use WWF's online tool the Water Risk Filter (WRF), which empowers us as a brand to explore, assess and respond to water risks in our supply chain. This is the first step towards setting a strategy, a more sustainable and responsible use of water in our supply chain. We have started to analyze one of our biggest denim producers in Turkey and its water intense facilities.

## Inspiring customers to become more sustainable

### Addressing the problem of overproduction

Since 2017, we worked progressively on reducing over production and the number of pieces produced. From an financial point of view, this is to reduce the number of garments sold to a reduced price. From a sustainability point of view, it's mainly to minimise overproduction. We think this is a very good example of how financial and environmental sustainability go hand in hand and how they're a win-win for everyone. Our price level has increased, but we have filled our products with more sustainable materials and processes, and they are of higher quality. At the same time our turnover has increased.

	Volume	Average garment price	Sustainable materials
2019	-17%	+8%	57%
2018	-14 %	+2%	47%
2017	100%	100%	45%

If we use our garments, in their original form, twice as much as on average – the environmental impact on a national level will decrease by 49%.

If a customer walks or rides their bicycle to go and buy a product instead of driving a car – this means a minimum environmental impact reduction of 12% for the average distance.

In January 2019, Gina Tricot stopped producing our traditional plastic shopping bag. Instead we developed and produced a shopping bag made from recycled FSC branded paper. All of the plastic bags already produced will be used before the change to paper bags. The decision was made based on the fact that paper is 100% biodegradable, and we want to minimise plastic littering which causes serious problems for animals and the environment. This decision saves us about 65 tons of plastic every year.

