



**(Our submission to Green Fashion Week in response to their request
of how our Brand satisfies the Sustainable Development Goals
of the UN's 2030 Agenda)**

We wish to start by explaining that after much thought and assessment, we have decided not to address each of the 17 Sustainable Development Goals separately (except for Goals #6, 7 and 17) but rather we have created 4 groups into which we have included the Goals that are the most interconnected or have the most overlap with each other. In actuality, it is our position that these Goals cannot be separated from each other and should be addressed as a whole; but doing it in this manner would have been simply too cumbersome and thus we have broken them down into more manageable groups. (Please note that Goal #8 appears in more than one group because it encompasses many concepts that fit into more than one group, as such we will discuss it only once.)

The groups are as follows:

GROUP ONE – We have grouped Goals #1, 2, 4, 5, 8, and 15 together and will address these as a whole.

GROUP TWO - We have grouped Goals #3, 8, 9 and 11 together and will address these as a whole.

GROUP THREE - We have grouped Goals #12, 13 and 14 together and will address these as a whole.

GROUP FOUR -We have grouped Goals # 8, 10 and 16 together and will address these as a whole.

As mentioned Goals # 6, 7 and 17 will be addressed individually.

We are hopeful that the Judging Committee will understand and concur with our approach and methodology. We felt that if we had addressed each goal separately that it would not only be too redundant but more importantly would also incorrectly portray these concepts as being individual and separate from one another which, in our opinion, is not how they should appear....we have to address how these separate goals connect and mingle with one another to affect the whole....similar to the how we **must** address sustainable fashion production....that all components/steps/processes etc. contribute either positively or negatively to the whole. Additionally, what struck us after reviewing all the goals was that they could be further sub grouped as to primarily issue oriented which spoke directly to issues while others provided solutions to the issues and thus we will refer to them as solution oriented goals. So based on this analysis, we allowed the attributes of each goal to guide us in our grouping choices..... we grouped the issue oriented goals with what we believe to be the solution oriented goals. (It is interesting to note that the opposite of these solution goals are in fact the cause of the issue goals.) Please note that a few have a combination of both which we will refer to as combo goals. As an example, Goals 2 and 15 are combo goals.


We also humbly wish to have it understood that we have taken this approach not as a means to cut corners but because we sincerely feel this approach is the most comprehensive and efficient manner to provide you with the most accurate answers as to how our Brand satisfies the Sustainable Development Goals of the United Nations' 2030 Agenda.

GROUP ONE

GOALS #1, 2, 4, 5, 8 and 15

It is our belief that the social, environmental and political issue and combo goals (#1, 2 and 15) of poverty, hunger, food insecurity, poor nutrition, desertification, land degradation and loss of biodiversity can be managed, mitigated or eradicated by the solution and combo goals (#2, 4, 5, 8 and 15) namely sustainable agriculture, equitable education, gender equality, accessible and lifelong learning

opportunities, inclusive and sustainable economic growth, and productive and decent employment.

We will now describe how our Brand,  helps tackle each of the above issue goals by contributing to the solution goals.

Our Brand is first and foremost an entrepreneurial venture that is using fashion to address the social, environmental and political issues of our time. It is not a fashion brand for fashion sake and it is not focused on profits for profits sake but on how profits can be used to do good and help our planet rather than destroy it. This means that our business decisions will always take into account what is beneficial not only for our Brand but what is equally beneficial for society, the planet and all animals. It is noteworthy to point out that even before we became involved with Green Fashion Week, our Brand had already aligned itself with the intent of the goals proposed in the UN Agenda 2030.

In keeping with our Brand's focus we decided to make some very specific business choices: to manufacture our own fabrics and labels; to strictly use quality and premium fibre that is organic and certified to a global standard, to strictly use USA made and the most sustainable and eco-friendly notions, trims etc. that we could find, (from our organic thread, to our recycled buttons, to our no heavy metals and recycled zippers, to our recycled hangtags and to our personally designed and manufactured labels) to have a supply chain that we have personally chosen and met, to use processes that are the least damaging as possible, to have as many suppliers as we can that are either certified to the GOTS global standard of textile manufacturing and or adhering to this standard, to create and use designs and colours that are timeless, classic and forever fashionable, to source a supply chain that is entirely USA based starting with our ELS (extra long staple) organic pima and upland cottons to our New York based sewing contractor.

In making these choices, we have invested and contributed to the solution goals in this group by supporting sustainable and healthy economic growth for not only all our suppliers but all business operations that have the common objective of achieving green growth and a green economy. Our choices also guarantee that our high quality product can demand a premium price so that the rewards of a premium price can be genuinely shared by all involved from our farmers to our sewers. Additionally, choosing a fibre of this calibre and that is grown in the USA ensures that all of our suppliers and their employees are provided with regulated, meaningful and productive employment. This kind of employment is naturally a more inclusive working environment and will thus open more opportunities for all workers on the employment spectrum from white collar, to pink collar to blue collar. In fact, visiting our suppliers and knowing them personally has given us the

opportunity to observe firsthand the existence of a diverse workforce who is respected and is provided with good working conditions. These favourable employment conditions are further bolstered by fact that some of our suppliers are GOTS and/or Oeko-tex and/or Blue Sign certified which means that our suppliers have ecological and social standards in place that are verifiable by the consumer and monitored by a third party. These standards set social and ecological/environmental parameters and ensure that consumers get what they pay for and that farmers, workers and the environment reap the benefits associated with a third party certification. All of these conditions speak to our social justice and business integrity commitments. In fact, in choosing to do our manufacturing in a developed country such as the USA, we can count on employment standard laws that best protect working people by offering decent work and wages, good working conditions, freedom to form unions, limited working hours and employee benefits. It also ensures that all on our the supply chain are paid fair and living wages which translates into reducing and/or eliminating poverty, hunger and food insecurity. With decent wages, people obtain freedom and the means of choosing quality versus inferior, and whole foods versus ready to eat processed foods which in turn guarantees optimum nutritionally value and better health. Living wages also provides workers with good paying jobs that brings them enough income so they can work less hours giving them time not only for activities that promote wellbeing but also time to become politically engaged so that they have opportunity and accessibility to change the political landscape. It is only through political will that we can create equitable education, gender equality and accessible and inclusive learning opportunities for all. We need politicians that have a mandate that aligns with the values of a fair and just society. It is citizen engagement at the grassroots level that will make these changes happen. With civic participation comes the opportunity to fight for and demand education costs that are low enough for all to take advantage; to fight for individual rights and freedoms, to fight for an inclusive society that welcomes gender equality, and to provide accessible opportunities at all points of social interaction.

Additionally, our choice of using a fibre that is natural and organically grown and harvested is at the very heart of supporting and fostering sustainable agriculture. Growing organically ensures that the land, soil, water and air are not degraded with toxic inputs but are kept healthy, clean and resilient. It also assists with maintaining biodiversity because it treats all components as a whole and considers every living organism as it takes into account the importance of looking after not only the land but all within in it that contributes to its wellness, be they animals, insects, plants etc. Lastly organic and sustainable agriculture also aids in keeping

desertification at bay because it does not strip the land of vegetation or degrade other resources such as water, and it does not overuse the soil to the point that it causes dry and arid land conditions but instead allows these to be integrated into the management and maintenance of the land as a complete system. Growing organically also sustains and works with the innate integrity of the land which means that the processes used will be chosen based on how they will benefit the land and by how they will restore and regenerate instead of contributing to the negative impacts of dry and barren conditions leading to desertification and other related types of land degradation. For example, our cotton is primarily rain fed with some grown using a very sophisticated drip system that conserves water by firstly, using a lesser quantity of water to start with, and by deeply channelling water directly to the plant roots so all of the water gets to the plant allowing no loss through evaporation or overflow.

GROUP TWO

GOALS #3, 8, 9 and 11

The issue goal (#3) of lack of health and well being for all has its resolution in the solution goals (#8, 9 and 11) of sustainable and inclusive economic growth and productive employment, inclusive and sustainable industrialization, resilient infrastructure, innovation, and inclusive and resilient societies.

We have already addressed how our Brand has satisfied the solution goal #8 of sustainable economic growth and productive and decent employment in Group One, page 3 paragraphs 2 and 3, so we will not address it again at this time.

We believe that the goal of inclusive and sustainable industrialization has been dealt with by our Brand by the mere fact that we have chosen to create a sustainable and ethical fashion venture which means that this very decision has aligned us with and aids in supporting industries that care about our environment, care about how the resources that are available to us are used and that adhere to the triple bottom line accounting framework of social, financial and environmental/ecological management. When all of these criteria are in place, it creates industries that are people oriented, that make philanthropic business decisions and that are fair and just in their dealings and their policies which translate into inclusive and sustainable industrialization.

We have not had the opportunity as a Brand to directly contribute to or satisfy the resilient infrastructure component in goal #9. But we do believe that we have satisfied this goal indirectly in that it is our position that it is political engagement that will affect if and how this goal is achieved. As we have stated earlier, political engagement is only possible when people are given free time in their lives to engage not only in political discourse but other extracurricular activities they so choose. Free time comes from employment that is productive and decent and that provides good wages with regulated working hours alongside all other conditions that are assured by a legislated labour standard. However, free time is not enough to achieve citizen engagement it also requires a state of wellbeing and higher level learning opportunities which affect people's propensity to become politically and civically engaged. The choice of doing an ethical and sustainable line with quality and premium fibre and the choice of processes that require hands on and specialized techniques all contribute to an employment environment that is worker oriented where good conditions are assured by a legislated labour standard. This translates into happier more productive employees that work efficiently and conscientiously which in turn positively affects production output consequently lowering the hours of work required and thus providing more free and precious time to the employee...time to get involved with societal and political activities such as community events, voting, and getting to know and lobbying your political candidates to include important issues in their mandates such as the ones in this Agenda 2030.

Lastly the innovation goal is something that our Brand again has not satisfied directly in that we have not contributed to what one usually thinks of when thinking of fostering innovation, but again we feel that we have indirectly contributed to this goal. In its strictest sense innovation is a new idea, method etc.; in its broadest sense it is revitalizing and changing an existing idea or method etc. So although for the time being we cannot satisfy the strict definition (we are always striving to be more sustainable by assessing new and different fibre options and waste to fibre opportunities and other innovative and unorthodox ideas that have less impact on the planet) we have, we believe, satisfied the broad definition. We feel that since we are the only fashion line that has produced its own fabrics in addition to manufacturing its designs entirely in the USA, this means that we have indeed fostered innovation. We have done something new, something not being done. We look at this way, that by doing everything in the USA we are bringing back an idea, albeit one that has existed, but one that is enhanced with a new spin.....a new way of doing things...a new way of life, a life that encompasses having a healthy environment and happier and healthier individuals because they

now have decent paying jobs from worthwhile and sustainable employment all as a result of bringing back fashion production and manufacturing to North America... and this we believe to be quite a change...quite an innovation! This takes us now to the last component of this group, having resilient and sustainable cities and settlements. We feel that when all of the attributes that we have discussed above are considered and implemented they produce very fertile ground for not just the potential, but the real opportunity of having resilient and sustainable cities and settlements. Resilient and sustainable settlements mean that there is a true and working democracy, healthy ecosystems and green economic development, we have spoken to all of these in our discussion above.

GROUP THREE

Goals #12, 13 and 14

We maintain that the issue goal (#13) of climate change can be severely mitigated with the solution goals (#12 and 14) of sustainable consumption and production patterns and conservation and sustainable development of marine resources. We wish to mention that the causes of climate change are not only limited to the ones mentioned above but also include the existence of factory farms, conventional agriculture, unabated extraction of fossil fuels for our energy and transportation needs, industrial manufacturing, deforestation and overpopulation. According to Bill Nye and the National Geographic, these causes are almost entirely caused by human influence and activities and have caused severe and abrupt climate changes in the last 25 years that have never before been experienced on such a scale.

We shall now address how our Brand influences and supports the solution goals and contributes to the mitigation of climate change.

As we have outlined previously, to support sustainable consumption and production patterns we have created a line that mirrors, as much as possible, the Three Pillars of Sustainability, environmental sustainability, social sustainability and economic sustainability. We are conforming to this concept by producing entirely in one country, the USA, and more precisely by producing mainly in one area so that our carbon foot print is reduced as much as possible, by choosing a supply chain that is certified to a textile production standard and/or adheres to this standard and thus focuses on methods and practices that limit and control harm to environment, by devising designs that do not follow fashion trends or cycles so

that they can remain timeless and forever current and by choosing fibre that is of the highest quality so as to ensure excellence and durability in our pieces which makes them long lasting and not contributing to the present day excessive waste problem and consumption patterns. The last component in this Group #14 being conservation and sustainable development of marine resources is supported and satisfied by our Brand as follows: we use organic fibre and we have chosen a supply chain that is certified to a textile production standard and/or adheres to this standard and thus utilizes methods and practices that limit and control harmful toxins that go into our environment, including all water resources so that these resources can regenerate and stay robust. As Robert Rodale of the Rodale Institute, a research institute for organic agriculture in the USA, pointed out....we have to go beyond sustainable when using resources to the idea of improving them with each use. Additionally, our Brand assists in conserving marine ecosystems by not using sources of fibre, inputs, notions etc that come from forests which means that more forests are left untouched and are able to sequester carbon dioxide which is one of the leading causes of climate change and the destruction of aquatic ecosystems which affect the integrity of oceans, seas and marine resources. We further satisfy this solution goal by setting a business model standard that demonstrates how a business enterprise must act with a conscience in how they treat the environment, society and non humans.

GROUP FOUR

Goals # 8, 10 and 16

Again we see these goals as issue goals and solution goals. Goal #10, inequality within and among countries is the issue goal. While goal # 8 (a solution goal that has been applicable to many groups) being sustainable and inclusive economic growth and productive employment and goal # 16 inclusive societies, justice for all and inclusive institutions are the solution goals.

We believe that the answer to inequality in all its forms can be found when a true democratic system exists. All inequality, be it societal, institutional or economic and regardless of whether it appears within or among countries has the same attributes and is all rooted in politics. It is politics that dictates and legislates how inclusive and open its societies will be, how well people will be treated or how honest and genuine a business must be. Furthermore it is politics again, through global institutions that are influenced by multinational corporation, that dictates the power dynamics between countries and is responsible for the disproportionate

economic standing between them. Therefore, it is only through politics that we will change situations for the better. We feel that firstly, we have to become consistently civically engaged so that we can pressure our politicians for changes through voting; secondly we have to work to enfranchise all that do not have this capability and power so they too can participate, vote and contribute to bring about a just and fair world. We have to fight and therefore be present and available to create a true democratic world where all are included, all have a voice, all have equal treatment and all have basic constitutional rights. As stated by the Office of the High Commissioner of the UN, democracy is one of the *universal core values and principles of the United Nations*. Respect for human rights and fundamental freedoms and the principle of holding periodic and genuine elections by universal suffrage are essential elements of democracy. These values are embodied in the Universal Declaration of Human Rights and further developed in the International Covenant on Civil and Political Rights which enshrines a host of political rights and civil liberties underpinning meaningful democracies.

We will now discuss how our Brand helps with tackling inequality at all levels. This is done through a variety of ways..... providing employees with higher wages, choosing the USA as our manufacturing country, choosing ethical and sustainable practices in our manufacturing processes and by choosing to do a vegan line. We plan to contribute further to equality for all with our long term plan of personally bringing our business philosophy and business best practices to developing countries so that they too can benefit from our business model.

We have already addressed how our Brand has satisfied the solution goal #8 of sustainable economic growth and productive and decent employment in Group One, page 3 paragraphs 2 and 3 above, so we will not address it again at this time.

In satisfying solution Goal 16, we have chosen to do our manufacturing in the USA, a country where the rule of law and democracy is paramount and there are open and fair elections. This contributes to meaningful political engagement where people have the opportunity to choose their leaders and thus influence laws and policies which can help change inequality in all aspects of society. In addition, we have chosen supply chain operations that employ sustainable and ethical production practices in their processes with organic fibre certification to GOTS certified knitters, dyers and finishers. We have also chosen never to use animal products in our choice of fibre because we feel that in doing this we are negating the worth and dignity of animals which in our eyes are our equals. We want to support justice and the wellbeing and equality for all in the manufacturing of our

fabrics and our pieces and we want to do this at all levels and for all species. In fact we are proponents of the Deep Ecology worldview coined and developed by Philosopher, Arne Naess in 1972, the 8 points of which appear below.

1. The well being and flourishing of human and non human life on earth have value in themselves (intrinsic/inherent value). These values are independent of the usefulness of the non human world for human purposes.

2. Richness and diversity of life forms contribute to the realization of these values and are also values in themselves.

3. Humans have no right to reduce this richness and diversity except to satisfy vital needs.

4. The flourishing of human life and culture is compatible with a substantially small human population and the flourishing of non human life requires a small human population.

5. Present human interference with the non human world is excessive and the situation is rapidly worsening.

6. Policies must therefore be changed. These policies affect basic economic, technological and ideological structures. The resulting state of affairs will be deeply different from the present.

7. The ideological change will be mainly that of appreciating life quality (dwelling in situations of inherent value) rather than adhering to the increasingly higher standard of living. There will be a profound awareness between the difference of bigness and greatness.

8. Those who subscribe to the following points have an obligation directly or indirectly to try to implement the necessary changes.

We feel that these points epitomize the true nature of equality which is that all are equal and there are no boundaries or exclusions where equality is concerned.

GOAL #6

We are going to address all of the three components contained in this goal being availability of water, sustainable water management and water sanitation as one since all are intermingled with each other. Sustainable water management is the only real goal here because once that is achieved the other two will follow; furthermore, the very use of “sustainable” as a descriptor incorporates the fact that the result will not only be available water but water that is uncontaminated and pure. We see one component very much influencing the others...so sustainable water management leads to water availability which leads to clean and healthy water.

We believe that the global community must be above all extremely vigilant about the overuse of our water resources to ensure future water availability. We are presently using more water than our resources can replenish and according to studies from the University of California based on NASA satellite data, one quarter of the planet's biggest aquifers are classified as being stressed meaning too much water is being taken out for human activities and not enough surface water (from rainfall) is available to replenish the underground water. Our Brand earnestly strives to satisfy this goal in a number of ways: firstly and most importantly we have chosen designs and materials that are meant to last a very very long time (we suggest 30+ years, seriously ☺) so as not to contribute to our present day landfill waste crisis. Secondly, we are part of the Slow Fashion Movement which entails taking time to ensure quality production, to give value to a product and to contemplate its connection with the environment that surrounds it. Our pieces are constructed with a goal of not being disposable fashion, of not contributing to the inexcusable, excessive and constant mass production of apparel, and of not being part of or supporting the rampant consumerism that exists today. We both learned the meaning of long lasting clothing at a very young age, I from my parents and my son, of course, from me. To this day, I, Teresa have and continue to wear clothing that I designed when I was in my 20's...I am now 63 years old....while I, Giovanni, have some very treasured pieces that I have owned for 20 years plus. So this philosophy is what we wish to share with the world...this sense of holding onto clothing like you would a family heirloom. Secondly, we have chosen organic agriculture and manufacturing process that seriously consider conservation in their approaches. Organic agriculture is a full spectrum approach that considers all aspects of its surroundings and thus includes sustainable water management which positively affects water conservation and increases water availability. Organic agriculture does not degrade by not using manmade toxins and as such leaves soil

more resilient and healthier and therefore able to absorb and retain water overwhelmingly better than conventional soil. This means much less water is required for the cultivation of crops. Some of the many other management practices of organic farming that contribute and assist in sustainable water management include maintaining organic soil matter, mulching and devoting areas to allow for plants and trees to grow and thrive. All of these techniques help to absorb as much water as possible and thus reduce runoff and ultimately preserve water all of which assist in recharging underground aquifers and eliminating water stress. According to the Rodale Institute Reports, organic fields hold more water during droughts and that 15-20% more water seeps down to the aquifer under organic fields than does under conventional fields.

We wish to state that the water sanitation component of this goal is in our opinion primarily a political matter which means it can only be resolved by changing the political regimes that govern a country and this, as we mentioned previously, can only be done through strong, consistent civic engagement.

We wish to emphasize that we believe that 100% sanitation does not exist in the world at this time....meaning there is no such thing as 100% clean and healthy drinking water anywhere. Even the most industrialized and advanced countries in the world have water that is unhealthy, perhaps not deadly but contaminated enough to cause ill health in the long term which eventually will contribute to sickness and disease. We maintain that there are 2 tiers of sanitation that exist in the world today neither of which is absolute....Tier 1 is sanitation as it occurs in the developed and western countries and Tier 2 sanitation, or more precisely semi to complete lack thereof, is sanitation that occurs in the poorer and underdeveloped countries.

So having explained our position to you, we are now comfortable in addressing this issue under the pretense of absolute sanitation but knowing full well that that is not the case.

We feel that our Brand addresses the Tier 1 sanitation issue in as much as that we have chosen to manufacture in the USA, a developed and westernized country which in our mind should and can ideally provide one of the best water sanitation system worldwide. However, we do acknowledge that although the USA has the greatest potential of having the best possible sanitation system in the world it does not, and in fact, its implementation is very skewed and unjust. It is the privileged and richer areas that have access to the best sanitation while residents living in the

marginalized and lower socioeconomic areas have the worst sanitation. One example that comes to mind is the Flint, Michigan water crises.

We also feel that we have satisfied this Tier 1 sanitation issue through the following actions: our use of organic agriculture, our choice of manufacturing processes, our choice of using post consumer recycled paper and water based inks for all our promotional needs, i.e. hangtags, business cards, brand profile brochures etc., and by using notions that are eco friendly. Specifically, organic agriculture ensures less to no contamination by using non toxic inputs and by using specialized management practices that help eliminate run off that can pollute watersheds. Our processes are as clean as possible and certified to a standard and/or adhering to a standard and thus do not use harmful chemical inputs and treat and recycle discharge water and waste as much as possible; our notions etc are as eco friendly as we were able to find them without compromising functionality and to a lesser degree aesthetics...they are natural, contain no heavy metals or petroleum, recycled and as many as we could find were made in the USA...all of these qualities assist in safeguarding the purity of our water and all contribute to the emission of fewer toxins and pollutants which means less go into our environment and into our water resources. In fact we are left with purer and cleaner at the point of pre sanitation thus requiring a much lesser degree of sanitation to begin with.

GOAL #7

Our brand satisfies this goal in that using energy sustainably is naturally part of starting a sustainable and ethical fashion business. When one has this objective in mind, then consideration is always given to working with operations that seriously consider the conservation and good management of resources. Our farms are organic meaning that by their very nature, attention and consideration is given to all aspects of the environment including non renewable resources. Our processes are GOTS certified and/or adhere to GOTS standards meaning that energy conservation and consumption is a component that forms an integral part of the operations of our suppliers. Our manufacturing occurs all in one area which means that we are cutting down on travelling and transport and thus reducing energy consumption, our pieces are long lasting and made from quality fibre meaning that they will last a long time and thus cut down on over manufacturing which once again means energy is conserved.

However, it is our objective to better and further satisfy this goal in the future. Trusting that our Brand will be successful, we plan to own and run our own supply

chain operations for which we will attempt to implement the use of renewable energy such as solar and wind as much as possible, hopefully as our sole energy sources. Additionally it is also our future goal to have all our operations whether self owned or not, certified to the GOTS standard which takes into account environmental management of energy. This standard maintains that once entities are certified that they must have available and provide data on energy resources and its consumption per kg of textile output, and they must have target goals and procedures to reduce energy consumption per kg of textile output.

GOAL # 17

We believe our Brand has contributed to this goal because we as designers have created with a passion and conviction that we hope will put us on the road to quantifiable change in all realms -- economic, environmental and social. This is an unrelentless passion and conviction to create and make better and to gravitate to ideas/concepts/fibres/ processes etc. that nurture this focus. Our decision to do things this way aids in the implementation of sustainable development and aids in strengthening the global partnership to make these changes happen. Sustainability is much more than natural fibres and clean processes etc.....it is also very political...if we look at sustainability wholistically, it incorporates the concepts of social equity, economic justice and ecological integrity and this is the very criteria that we want not only our business to be guided by but we want to see demonstrated as part of the standard business model worldwide.. We are attempting to do this through our many partnerships and collaborations; one such partnership of course is being part of Green Fashion Week. We are also planning to participate in the Ethical Fashion Show Berlin.

In closing, we wish to say that fashion is not just about aesthetics but is and can be used as a driver of many movements (social/economic/political) and is a formidable source for doing good. So by incorporating sustainable development into fashion we believe we go beyond attaining just mere profit margins but attaining substantive changes to global problems. Sustainability in any business serves to genuinely align the status quo business mandate with the broader, altruistic and far reaching mandate of serving society, the natural environment and all animals.

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