Apparel companies are driving sustainability improvements using several strategies:

- Reducing Chemical Impact
- Improving Water Management
- Improving Energy Management
- Investing in Reduction of Material Waste
- Implementing Sustainable Raw Material Sourcing
- Investing in Circularity and Innovation
- Investing in Employee and Supplier Well-Being
- Investing in Sustainable Brand Marketing and Communications

*Strategy highlighted in green are built out in this presentation*
Defining the Sustainability Strategies

Reducing Chemical Impact
Company reduces the impact of chemicals in its supply chain

Improving Water Management
Company focuses on water management through increased water efficiency, conservation, and reduction of wastewater quantity, while improving wastewater quality

Improving Energy Management
Company focuses on practices to decrease greenhouse gas emissions by focusing on improving energy efficiency, changing distributions modes, and increasing use of renewable energy

Investing in Reduction of Material Waste
Company implements practices to mitigate waste in areas such as fabric, consumer clothing, peripherals, and packaging

Implementing Sustainable Raw Material Sourcing
Company spurs innovation of new materials development and substitutes more sustainable materials in existing products and packaging

Investing in Circularity and Innovation
Company invests in innovation to achieve new circular business models which focus on product takeback and innovative design methods

Investing in Employee and Supplier Well-Being
Company improves labor conditions in their supply chain and across their corporate workforce through practices that directly and indirectly benefit the health and safety of the workforce

Investing in Sustainable Brand Marketing and Communications
Company invests in marketing and education around sustainability through engagement campaigns and branding
Investing in Reduction of Material Waste*

*Includes Fabric, Packaging, Consumer

Reduce Fabric Waste
- Partner with Fabric Recycle and Reuse Programs for Fabric Discards

Reduce Consumer Clothing Waste
- Develop Alternative Uses for Products that Do Not Meet Standards

Reduce Peripherals and Packaging
- Sell More Product Bundles
- Eliminate Paper Invoices (Direct-to-Consumer)
- Eliminate Duplicate Packaging and Peripherals in Store

Improve Material Packaging and Peripheral Sustainability
- Increase Recycled Content of Peripherals in Packaging
- Invest in Biodegradable and Compostable Material Alternatives

Improve Packaging Efficiency
- Develop Alternative Uses for Products that Do Not Meet Standards

Retail
- Reuse and Resell Non-Purchased Products/Excess Inventory

Distribution
- Improve Packaging Efficiency

Raw Materials
- Develop Alternative Uses for Products that Do Not Meet Standards

Product Development/Procurement
- Partner with Fabric Recycle and Reuse Programs for Fabric Discards

Consumer Engagement