



# FOREVER NEW

CONSCIOUS

We are committed to  
being Conscious of every  
decision we make

Forever New Conscious is our  
contribution to help build a better fashion  
industry. We aim to reduce our impact on  
the environment by implementing change  
at all levels of our business.



# Our Commitment

We are committed to becoming a champion for change in our industry and that flows through to the materials we use to make our products. We commit to being Conscious of every decision we make and the impact it has on our world.

Using responsible fibres that have a lower environmental impact is one of our main strategies to reduce our environmental impact on the Earth.

We are constantly looking for more responsible alternatives and are excited to share the progress we've made with our customers.



## **Responsible fibres**

Using responsible fibres that have a lower environmental effect is one of our main strategies to reduce our impact on the Earth.



## **Environment**

We aim to reduce our overall environmental footprint and so have transitioned to a range of responsible products and processes around our office and in-store.



## **Ethical Supply**

We are committed to the principles of responsible sourcing and respect for the environment in the manufacturing of our products.



## **Community**

We are passionate about creating positive change through our charity partnerships and community initiatives.



## **Diversity and Inclusion**

We are consistently working to evolve our business practices to create a culture that promotes and celebrates diversity.



# 2022 Responsible Fibre Goals

At least 80% of our garments will be Conscious by the end of 2022.

## Sustainable Cotton

**100%** of our cotton range will be sustainable by the end of 2022

## Recycled Polyester

**50%** of our polyester styles will be made with recycled polyester by the end of 2022

## Cellulose

**70%** of our cellulose fibres will be from a sustainable source by the end of 2022

## Vegan

**100%** of our faux leather will be vegan by the end 2022

## What is Conscious?

Our products are 'Conscious' if they contain at least 30% responsible materials or are produced with responsible processes.

**All Forever New items which are labelled as 'Conscious' must be either:**

- Certified against independent, third-party verified standards, traceable from origin to final product; or
- Crafted with a more responsible process compared to traditional methods

We define a more responsible material and process as one which results in an improved environmental and/or social sustainable outcome in comparison to conventional production processes.

## How to shop Conscious?

Look for this label to shop our Conscious garments. The label provides information on type of fibre or material and its responsible properties.





# Responsible Materials

Forever New makes a conscious decision to use global, verified third-party standards. Certified standards can assist to verify environmental, chemical, and social practices down to the raw material stage.

We have identified our most used fibres and materials and have found more responsible options. Here are some of our preferred responsible fibres and materials you can currently find in our products:



## Recycled Polyester

Recycled polyester is derived from existing material such as plastic bottles and textile waste. Recycled polyester helps reduce and divert waste that could end up in our oceans and landfill. Forever New purchase recycled materials from suppliers certified through the **Global Recycled Standard**



## Sustainable Cotton

Sustainable cotton is cotton that is grown and/or produced in a way that reduces the environmental impact compared to the conventional process. Forever New is a proud member of **Better Cotton™**. Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment. Better Cotton trains farmers to use water efficiently, care for soil health and natural habitats, reduce the use of the most harmful chemicals and respect workers' rights and wellbeing.



## Responsible Viscose

Responsible viscose is fibres sourced through independent third-party organisations. This means the raw material is sourced from controlled and sustainable forests. This means the raw materials does not come from ancient or endangered forest and does not contribute to illegal logging. Forever New use **LENZING™ ECOVERO™**, **Livaeco by Birla Cellulose™** and **FSC Viscose** among others. These branded viscose fibres also meet high environmental standards from sourcing to production.



## Animal Friendly

Animal friendly products are product that are completely free of animal products, by-products or derivatives. Forever New are members of **The Vegan Society** and all our animal friendly products are registered with the Vegan Society.





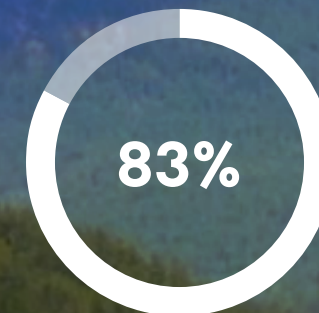
# Progress on Targets

Currently, 72% of our clothing range is made using sustainable fibres or processes.

By the end of 2022, that number will be **80%**

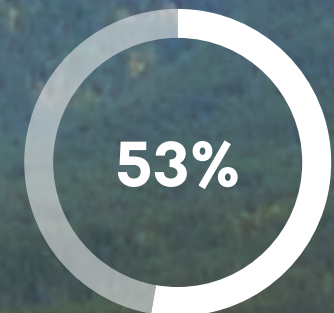
## Cotton

83%\* of our cotton garments were made with more sustainable cotton.



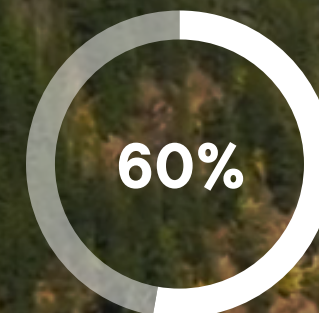
## Recycled Polyester

53%\* of our polyester garments were made with recycled polyester.



## Cellulose

60%\* of our cellulose garments were made with fibres sourced from sustainable alternatives.



## Vegan

Our entire footwear, handbags and belt range is vegan.




\* Uptake is based on total units meeting conscious requirements. Uptake is calculated from when goals were introduced in March 2021 to the time of this report (April 2022).





# Next Steps

We have worked hard to increase our uptake of responsible fibre and materials but recognise there is still a long journey ahead.



See below for some of our focuses for the near future.

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Reach our **2022 Responsible fibre goals**

Our current minimum requirement to be considered Conscious is 30% of the garment to contain responsible materials or fibres, however, we want to **scale up of efforts** and **aim for a higher %** where we can

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Increase our uptake of **organic and recycled cotton**

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We are on a constant evolving journey – We **value our long-term relationships with our suppliers** and will support them to evolve on this journey with us. For example, we will help guide key suppliers to get full chain of custody certified to show further depth and credibility to our joint sourcing commitment



# Product Stewardship

We want to celebrate the effort and progress we have made using more responsible fibres and materials, but also understand that our products have an environmental impact throughout the whole life cycle.

Responsible product stewardship is important to Forever New and for us this means to manage the environmental impact of a product or material throughout the life cycle, including 'end of life'.

We have internal guidelines and policies to ensure we forecast and plan for demand to avoid over-production. If a product doesn't sell, we carry this over into the new season or sell it in a different market. We also hold public warehouse sales and donate clothing to charities such as Red Cross and Thread Together.

## End-of-life

Items we are unable to donate or sell such as design samples, faulty returns and trims are recycled through our partnership with Upparel or donated to the Reverse Art Truck, a Melbourne-based reuse program.

## Wash and care

Washing and caring for your clothing can increase its lifespan considerably, meaning your favourite pieces stay in your wardrobe for longer. Caring for your clothing in a Conscious way can include using less water and energy in the laundering process. These practices can help to reduce your impact on the environment and the climate. We have created a full guide available to our customers [here](#)

## Looking Forward

We want to address further stages in a product life cycle.

### Looking forward, we will:

- Define circular design criteria and start implementing from 2023 onwards
- Implement a take-back scheme
- Explore more responsible production methods to reduce water, energy, and waste in our supply chain