



seventy + mochi

GREEN CREDENTIALS



# OUR CIRCULAR MISSION

WE BELIEVE THE ONLY WAY TO BE TRULY COMMITTED TO CREATING A KINDER, MORE SUSTAINABLE PRODUCT IS TO BE CIRCULAR IN OUR THINKING AND DESIGN.

## RECYCLED MATERIALS

UP TO 80% OF A PRODUCT'S ENVIRONMENTAL IMPACT CAN BE DETERMINED AT THE DESIGN STAGE.

This means we consider the materials we use very carefully. We love using recycled cotton - in fact we won't make a denim garment without it in! We take discarded garments, otherwise headed for landfill, shred them back into cotton fibres that we then mix with virgin cotton and make into new denim.

Each pair of our jeans is made using denim from our mill, ensuring transparency in social and environmental responsibility. all of our denims are made using a blend of GOTS certified organic and recycled cotton certified yarns from our GRS certified recycling plant, no virgin or non organic cotton is used. By using only our own yarns and denim we also dramatically reduce our carbon footprint as our facilities are located in the same geographical region.







# DESIGNING OUT WASTE

WE ACTIVELY DESIGN WASTE OUT OF OUR COLLECTIONS. IT TAKES EFFORT AND WORKING COLLABORATIVELY WITH EVERYONE ON THE TEAM; FROM DESIGN, TO PATTERN CUTTING, FROM WEAVING TO PACKAGING. IF THERE IS WASTE WE QUESTION WHY AND HOW CAN WE REDUCE IT.

Here are some of the things we are doing:

Our patterns are laid out smartly to minimise cutting waste.

Denim and non denim off-cuts are redesigned into the collection to create our limited edition patchwork pieces including our patchwork facemarks.

Off-cuts from our recycled cotton pocketing fabric are utilised as wash care labels.

Any unusable waste is sent to our cotton recycling plant, where it is shredded down to fibre form and re-engineered to make new yarn for our denim production.



# MATERIALS

## RECYCLED COTTON

Recycled cotton is our hero fibre. It is repurposed from either pre or post-consumer cotton waste that would otherwise go to landfill and is the most sustainable cotton fibre according to the Sustainable Apparel Coalition's HIGGS Index. Using recycled cotton, as compared to virgin cotton, in our denim gives us an immediate saving of 98% of the energy used and 100% of the water used. This is huge and adds up to 8 bath fulls of water per jean. Our recycled cotton comes from our mill partner's in-house shredding plant which is a stones throw from the spinning facility and mill.

## ORGANIC COTTON

After recycled cotton we love organic cotton. Organic cotton is grown in a way that uses methods and materials that lessen the impact on our environment, it doesn't use any harmful chemicals and the production also benefits soil rather than damaging it. The production of organic cotton fabric uses less energy, releases fewer greenhouse gases and due to the improved soil quality, uses significantly less water. The GOTS certification not only looks at the environmental impact of the growing cotton organically but also the social standards for the workers and by purchasing organic cotton which is GOTS certified, you know that the people who create your fabrics are paid a living wage and fairly compensated for their hard work.







## HEMP

We added hemp into collection °3 and we have not looked back. Hemp has gained popularity in recent years due to its wonder properties. It's a much less thirsty crop than conventional cotton, up to a quarter of the water in fact. It also used less land than cotton to grow in. Hemp is also known to enrich the soil it's grown in, it's very durable and the whole plant can be used with the leaves and roots being ploughed back into the soil to replenish the fertility for the next crop. A short growing season and deep root system allows for aeration and constant improvement of soil structure. We source our hemp from France with an OCACIA certification that proves no pesticides, phytosanitary products, GMOs or irrigation is used in the process.

## ECO MADE ELASTANE AND ROICA

We chose not to use conventional elastane in our products. We select alternatives such as eco-made elastane and roica - premium degradable stretch yarns that are kinder on the environment and use less harmful chemicals in their production. We will continue to select the most innovative and less impact yarns available to us. The industry is changing fast and part of our commitment is to be leaders and early adopters of more sustainable options as they become available.



# THE DETAILS

Our entire collection is consciously designed to reduce our impact on the planet and all of our components are carefully researched and selected to help us create the most sustainable products possible.

## FSC CERTIFIED SWING TICKETS

The FSC certification is considered the "gold standard" designation for wood harvested from forests that are responsibly managed.

## OEKO-TEX STANDARD 100

Our jacron paper back patches are biodegradable, vegan and are verified by OEKO-TEX to ensure they have been tested for harmful substances beyond national and international requirements.

## YKK ECO FINISHED HARDWARE AND RECYCLED POLYESTER ZIPS

Our metal trims are made by YKK using their environment-friendly finish, which does not involve an electrical plating process, reducing the amount of water and electricity used and eliminating the use of hazardous substances. Our zippers are also supplied by YKK and use recycled polyester instead of virgin polyester, helping plastic from landfill.

## WOVEN LABELS, POCKETING AND WASH CARE LABELS

We use only certified organic cotton or recycled polyester for our labels. Our pocketing has recycled content and our wash care labels are made from our own pocketing off-cuts, helping us reduce waste.







# CERTIFICATIONS

Having a simple supply chain gives us the transparency to make consciously kind choices that are mindful of the planet and its people. The factory that produces seventy + mochi denim has been in our family for over 70 years.

We are helping to pioneer a manufacturing process that reduces water energy and harmful chemical consumption as well as designing out waste. Our facilities have the below certifications:

ISO - certifies that a management system, manufacturing process, service, or documentation procedure has all the requirements for standardisation and quality assurance.

GLOBAL ORGANIC TEXTILE STANDARD - the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain.

ORGANIC CONTENT STANDARD - applies to any non-food product containing 95-100 percent organic material. It verifies the presence and amount of organic material in a final product and tracks the flow of the raw material from its source to the final product.



**RCS AND GRS CERTIFICATIONS** - The recycled content in our denim is third-party certified. Global Recycled Standard and Recycled Claim Standard are international, voluntary standards that set requirements for third-party certification of recycled input and chain of custody, set by the Textile Exchange.

**CONTENT CLAIM STANDARD** - provides companies with a tool to verify the content of specific input materials. Each organisation along the supply chain is checked by an independent third party. Any type of input material may be claimed. The CCS is the foundation for all of Textile Exchange's chain of custody standards.

**CRADLE TO CRADLE GOLD** - a globally recognised measure of safer, more sustainable products made for the circular economy. We introduce our first cradle to cradle products in our second collection and continue to add to our cradle to cradle certified lines.







# ETHICAL FINISHING AND WASHES

Our mill employs the latest technological developments to reduce water and hazardous waste and is a world leader in sustainable processes and fabrics:

**ZERO WASTE WATER** - our mill uses proprietary techniques to eliminate waste water from dyeing and finishing processes, saving 4800 litres of water per meter.

**LAUNDRY LASER MACHINES** - we use laser machines for our vintage look fades and rips. Laser machines help us ensure workers safety, eliminate water waste and are energy efficient.

**OZONE MACHINES** - we say no to hazardous hypo-chloride bleach, using ozone machines instead for vintage fades.

**JEANOLOGIA SCORES** - we use the EIM or Environmental Impact Measuring tool from Jeanologia to monitor each denim items impact on the workers and our planet. Our latest collection °4 achieved 100% low impact scores on all denim products.



# THE JEANS REDESIGN

WE'RE PROUD TO HAVE JOINED THE JEANS REDESIGN PROJECT. AN INITIATIVE LAUNCHED BY THE ELLEN MACARTHUR FOUNDATION'S MAKE FASHION CIRCULAR CAMPAIGN IN 2019, TO TACKLE WASTE AND POLLUTION ASSOCIATED WITH CONVENTIONAL JEANS PRODUCTION.

The project sets out guidelines for the minimum requirements for: DURABILITY, MATERIAL HEALTH, RECYCLABILITY & TRACEABILITY

Based on the principles of the circular economy, the guidelines will work to ensure jeans last longer, can easily be recycled, and are made in a way that is better for the environment and the health of garment workers.

