

# **How Sustainable Fashion Brands Communicate with Online Customers in Comparison with Fast Fashion Brands**

by

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## **Author's Declaration**

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

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## **Abstract**

Sustainability in the fashion industry is a very debatable concept as this industry is commonly known for being unsustainable due to environmental, social, economic, and supply chain issues. As the fashion industry is increasingly being held responsible for its environmental and social impacts, there are growing concerns regarding lack of sustainability practices, the transparency of the sustainable efforts of fashion brands, and discrepancy between people's attitude and behaviour towards sustainability (which includes the purchasing of sustainable products).

This study two aims: 1) explore how fashion brands communicate the sustainability attributes of their products with their online customers and 2) compare the communication of sustainability of 'fast fashion' versus 'sustainable fashion' brands. For this purpose, data from 400 items from the online websites of 40 sustainable fashion and fast fashion brands were selected using an e-mystery shopping technique. The selected items covered numerous fashion categories (e.g., dresses, tops, bottoms, footwear, and accessories) and various textiles.

Analysis of this data showed that over half of sustainable fashion brand items had at least one ecolabel, with about 92% of these ecolabels being from external third-party certifications. In contrast, only 8% of fast fashion items referred to ecolabels, with three-quarters of these ecolabels being internal to the organization. Additionally, it was shown that sustainable fashion items had an average price point that was 63% higher in comparison to fast fashion brands. Although sustainability related features were communicated by the sustainable fashion brands significantly more than fast fashion brands, sustainable fashion brands can improve their sustainability communications by centring their descriptions more around these features. The communication of labor working conditions was previously identified as critical information that affects a consumer's intent towards a sustainable purchase. The disclosure of manufacturing location could satisfy the need for this information, which was missing from a significant portion of the collected data (including sustainable and fast fashion brands' items).

With respect to the extant literature on the intersection of sustainable fashion and fast fashion, the results of this thesis will provide an important baseline for understanding the current message framing and degree of transparency regarding the sustainability attributes of a product at the point of purchase. Further contributions will be made in terms of developing and testing a novel approach to measuring sustainability attributes through the application of e-mystery shopping.

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*To my better half,*

*Erfan*

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# **Chapter 1**

## **Introduction**

The fashion industry is characterized by transient life cycles of products, unpredictable and fluctuating demand, and a multifaceted supply chain (Şen, 2008). In the last two decades, the fashion apparel industry has experienced a significant change globally, due in part to the various changes in the business environment (Bhardwaj & Fairhurst, 2010). Before the mid-1980s, the low cost and mass production of apparel were the main means of success in the fashion sector (Bhardwaj & Fairhurst, 2010). However, in the 1980s, the fashion industry experienced a sudden increase in sales and volume based on a shift from local production to importing fashion oriented apparel (Bhardwaj & Fairhurst, 2010), which led to different marketing approaches for retailers. As a result, in the beginning of the 1990s, retailers started to focus on product ranges by updating the products more frequently to impose the concept of “newness” in fashion trends (Bhardwaj & Fairhurst, 2010). In addition, retailers focused on producing new products instead of only valuing cost efficiencies for manufacturing fashion apparel (Bhardwaj & Fairhurst, 2010); nevertheless, the prices became lower because of high competition and reduced costs along the supply chain. This became known as “fast fashion”.

### **1.1 Defining fast fashion and describing the growth and impacts of fast fashion**

Fast fashion is described as “low-cost clothing collections based on current, high-cost luxury fashion trends” (Joy et al., 2012, p. 275). Fast fashion has numerous impacts on the environment and society such as emission of greenhouse gases, excessive use of non-renewable resources and energy, and unfair labour market. According to a report by the European Environmental Agency, the fashion industry ranked amongst industries with high impact on the environment, just after housing, transport, travel, and food industry (Reichel et al., 2014). Based on these impacts, there have been numerous calls for significant changes in the fashion industry with a push for fast fashion to become more sustainable (e.g. Niinimäki et al., 2020 and H. J. Park & Lin, 2018). Some identified aspects of fast fashion are short cycle of trends, efficient production, high responsiveness (Turker & Altuntas, 2014), and efficient transportation and distribution network (Skov, 2002). Moreover, fast fashion is characterized

by a consumer-driven approach (Bhardwaj & Fairhurst, 2010). In the past few decades, fast fashion became widespread across both developed and developing countries and it is continuing to grow (Figure 1.1). However, in 2020, the fast fashion market value declined by approximately 12% (about \$4 billion) due to COVID-19 outbreak. It is predicted to make a growth recovery of 6.7% by 2023 (The Business Research Company, 2020).

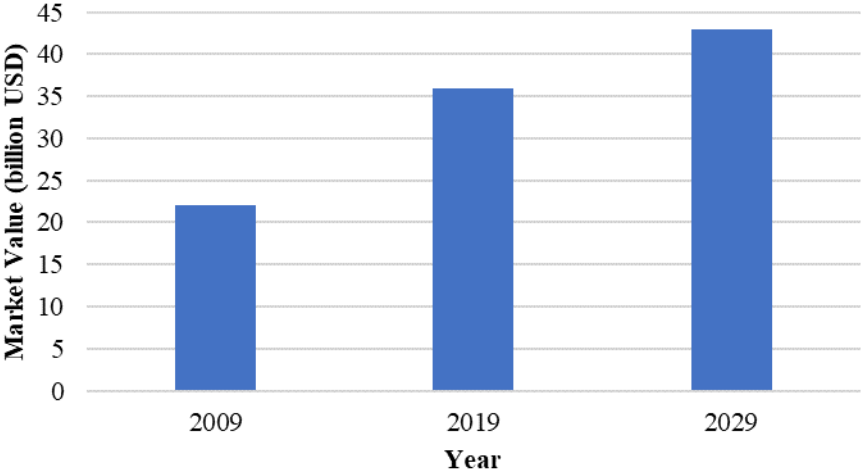


Figure 1.1 Global market value of fast fashion from perspective from 2009 to 2029 (Sabanoglu, 2020a)

As a result of this continuous growth in the industry, social and environmental sustainability are under constant threat (Bhardwaj & Fairhurst, 2010). One of the goals of fast fashion is to attract customers into stores (or onto their website) as frequently as possible in order to encourage frequent purchasing of fashionable styles by repeating customers. (Barnes & Lea-Greenwood, 2006). This goal would not be achievable without reducing the production costs, price, and amount of time that the products stay on the shelves (Turker & Altuntas, 2014); however, only 20% of fashion-related products are recycled or reused. Thus, most fashion products end up as waste in landfills (Pal & Gander, 2018). From 1960 to 2018, the percentage of textiles in municipal waste has grown from 3% to 9% (Tiseo, 2020). This indicates a substantial increase in both fashion consumption and the ultimate demise of this consumption in the landfill.



Proportionate to overall spending, consumers today are spending less on clothes but buying more of them – which reflects the contrast in pricing that has occurred over the past few decades. In the early 1900s, a household would allocate about 14% towards apparel. In the 1950s this decreased to 12%. Today, most financial planners suggest that people should allocate 5% of their income for clothing. The actual per capita budget differs by country with the average American adult (25-34 years old) spending \$160/month on clothing (Kim, 2020), and the average Canadian adult spending \$80/month on clothing (about 2.5% of his/her income (Molina, 2019)).

Fashion brands take advantage of a lack of environmental awareness and regulations in developing countries to lower production costs (Shen, 2014). Due to the prominence of fast fashion in consumers' purchasing habits, hundreds of thousands of tons of clothing are donated or even sold to Africa, flooding the market and suppressing the development of the local clothing economy (Pal & Gander, 2018). For example, in Kenya the textile sector jobs dropped from 500,000 in the 1980s to around 20,000 by 2010 due to clothing donation (Pal & Gander, 2018). High water consumption and chemical treatment pollution are the other impacts of the fashion industry on the environment (Fletcher, 2016). In addition, each type of textile has its own environmental impacts. For example, substantial amounts of water and pesticides are used in cotton and wool productions (Caniato et al., 2012). Also, extensive amounts of non-renewable energy is used in the production of synthetic fibers (frequently used in fast fashion) (Caniato et al., 2012).

Moreover, the fashion industry relies on loose labour regulations in developing countries, resulting in a range of social impacts. For example, even companies such as Zara, which used to manufacture all of its own fashion designs in order to maintain quality control, are now starting to outsource some manufacturing (~13%) to countries with lower minimum wages in order to lower production costs (e.g., China and Turkey). By 2030, it is predicted that apparel consumption will increase 63% (from 62 million tons to 102 million tons) (Kerr & Landry, 2017).

In summary, there are several environmental and social impacts related to fast fashion, including increased consumption of clothing, less durable and in many cases, lower quality clothing (due to the highly cyclical and seasonal fast fashion trends), resource impacts from the production and manufacturing of textiles and social implications of factory jobs with low wages and unsafe working conditions.

Over the past decade, the term sustainable fashion has been attracting increasingly more interest in the fashion industry as an alternative to the exorbitant nature of fast fashion (H. J. Park & Lin, 2018). Over the past 30 years, there has been both a growth in consumers looking for more sustainable clothing products as well as an increase in clothing manufacturers and retailers who are integrating sustainability into their designs. That being said, like many “green” or “sustainable” products, the market share of the sustainable clothing sector is still a niche area and it is not more than 3.7% of the total clothing market (Jacobs et al., 2018). While increasingly more fast fashion brands are claiming some degree of sustainability, there remains a gray area in terms of delineating between sustainable fashion and fast fashion that is somehow more sustainable than it typically has been. In recent decades, consumers’ ethics and awareness of sustainable fashion has increased, although the definition of ethics and ethical consumer is obscure (Connolly & Shaw, 2006; McNeill & Moore, 2015). The challenge is to develop positive attitudes towards sustainable fashion and to convert the awareness (interest) into behavior (actual purchase).

Sustainable fashion (formerly introduced as “green clothing” and “ethical clothing”) is defined as “clothing which incorporates one or more aspects of social or environmental sustainability, such as Fair Trade manufacturing or fabric containing organic-grown raw material” (Goworek et al., 2012, p.398). The collapse of Rana Plaza building on April 24, 2013 became a symbol of poor management and behavior towards the domestic labor working at apparel production sites. The slow fashion movement began as a response to the negative impacts of fast fashion and sustainable fashion emerged as a part of it. Sustainable fashion is often wrongly assumed as the opposite of fast fashion. As a part of the slow fashion movement, it honors fair working conditions, aims to minimize negative environmental impacts

(Pookulangara & Shephard, 2013), and defines the price of production by considering the combination of economic, social, and environmental impacts rather than solely economics.

Transparency has been identified as a key component in this movement towards a more sustainable fashion industry. And while studies related to corporate social and environmental responsibility have looked at how organizations communicate sustainability through reporting mechanisms, few – if any – studies have looked at how this information is being communicated to consumers at the point of purchase. Matthews et al (2017) looked at using a ‘mystery shopping’ approach that explored how sales associates communicated the attributes of electric vehicles at car dealerships across Ontario. This thesis adopts a similar approach by focusing on how the attributes of various fashion items are communicated to consumers in an e-commerce setting, with a focus on how sustainable the attributes of an item in its description are.

To date and to the best of author’s knowledge, while there has been research on consumer perceptions of sustainable fashion, there has been no research on how clothing companies are marketing their products to consumers through the lens of sustainable fashion. The influential nature of the fashion industry provides an interesting lens through which to look at marketing and sustainability because of its potential as an important vector for change.

## **1.2 Rationale for this research**

Understanding green consumption and closing the attitude-behavior gap would be helpful for the sustainability of economies and the environment (H. J. Park & Lin, 2018; Vermeir & Verbeke, 2006) especially in the fashion sector. In addition, it is extremely important to fill this gap; without a clear and comprehensive understanding of sustainability, consumers would not be aware of the consequences of their consumption attitude (Razzaq et al., 2018). A positive attitude towards sustainable products is a starting point to increase the rate of sustainable consumption (H. J. Park & Lin, 2018; Vermeir & Verbeke, 2006). For example, consumers are intending to move towards “ethical consumerism”, in which they demand goods that do not harm the environment or the workers who made them (Pookulangara & Shephard, 2013).

A big step towards translating fast fashion into sustainable fashion could be encouraging the sustainable consumption behavior of customers and increasing the number of consumers who purchase from sustainable clothing sectors. Triggering consumers' sustainable consumption behavior requires the addition of social responsibility to the consumers' shopping criteria in addition to their needs (Vermeir & Verbeke, 2006). Chi et al. (2021) studied the key factors of U.S. consumers' behaviour towards slow fashion apparel and identified attitude, perceived behaviour control, willingness to pay premium, and perceived consumer effectiveness as positive key determinants.

If sustainable fashion relies on providing a product that is at least equal in quality and style but has less social and environmental impact it stands to reason that they should communicate this added value as clearly and transparently as possible. Furthermore, these attributes need to be significantly different from those described by comparable items from fast fashion brands.

The problem raises a series of sub-questions:

- If the product descriptions for 'fast fashion' and 'sustainable fashion' are not that different, how will consumers be able to tell the difference or perceive value for the (anticipated) added cost?
- If fast fashion has adopted similar descriptions to mimic sustainable features how does this impact the ability of the average consumer to tell the difference/see value of the added cost?
- What features are touted as sustainable in the descriptions – does it cast some doubt about whether these brands are really sustainable (or at least transparent) and can brands do a better job of communicating them?

Producing sustainable products without well-structured and transparent communication does not guarantee that customers would prefer green products over other products with no sustainability consideration (Chan & Wong, 2012). The main purpose of this thesis is to study how sustainable fashion brands communicate with their customers in comparison with the communication quality of fast fashion brands.

### **1.3 Thesis purpose, contributions, and structure**

This study aims to identify how sustainable fashion brands communicate sustainability features and values from the most low-level interface of online shoppers and the items they attempt to purchase, and that interface is items' webpage. Communicating the sustainability components of a garment at the point of purchase can have two effects: 1) it can encourage purchase of the item and 2) it can plant the idea in the consumer's head that sustainability attributes are important. We are surrounded by several examples of services, products, or even product features that have not been identified as a "pain point" before being offered or discovered. In other words, some needs are invisible to us until they become an essential part of our lives. As an example, seat heaters in cars were not a part of the core design of cars until they became available in some cars, and the communication of that feature was a success. Resultingly, customers' awareness of and demand for that feature increased. The same can be said for portable electronic devices such as MP3 players or iPods. In order to further the conversation on how to encourage consumers to purchase sustainable fashion items (and likewise encourage fashion brands to be transparent about their products), it is important to develop a baseline of current messaging practices.

With respect to the extant literature on the intersection of sustainable fashion and fast fashion, the results of this thesis will provide an important baseline for understanding the current message framing and degree of transparency regarding the sustainability attributes of a product at the point of purchase. Further contributions will be made in terms of developing and testing a novel approach to measuring the aforementioned through the application of e-mystery shopping. Also, this research provides a set of criteria for examining the communication of sustainability attributes by fashion brands. In part, the communication model can be utilized in the further analysis (importance, effectiveness, etc.) of the communication of sustainability attributes.

This study has three objectives:

- I. Identify what sustainability attributes are being communicated by fashion brands

- II. Explore how sustainable fashion brands communicate sustainability with their online customers
- III. Compare the communication of sustainability in fast fashion vs sustainable fashion brands

This thesis is laid out in five chapters as follows:

Chapter 2 summarizes the literature review of sustainable fashion and communication in this industry.

Chapter 3 elaborates on the methodology used in this research (i.e., research design and sustainability criteria).

Chapter 4 summarizes the results of the data analysis followed by discussions, conclusions, and suggestions for future research in Chapter 5.

## Chapter 2

### Literature review

This literature review focuses on three areas: 1) fast fashion and the emergence of slow fashion; 2) the development of sustainable fashion and its associated supply chains, and 3) the role of communication and transparency between the retailer and the consumer with respect to the sustainability. Before delving further into the literature review, below is a list and definition of frequently used terms.

- Apparel/fashion item/clothing are referred to the finished product that is consumed by the consumers
- Textile is a broadly used term in various industries, which is referred to the unfinished product that can be combined by other materials and fabrics to complete a product such as interlacing fibers, knitted fabrics, or any woven material (Cornellier, 2020).
- Fabric is referred to “a flat-film mass consisting of fine-soft objects connected by intersecting, winding and joining” (Cornellier, 2020).
- Fiber is “a long and thin strand or thread of material that can be knit or woven into a fabric” (*Back to Basics: Fibers vs. Fabrics*, 2017).

The relation between the above definitions is illustrated in Figure 2.1.

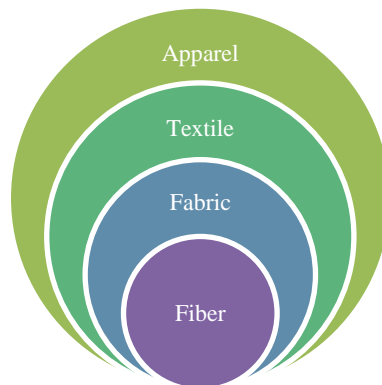


Figure 2.1 Relation between fiber, fabric, textile, and apparel

## 2.1 Fast fashion and tipping point of sustainable fashion

The global fashion industry has undergone a rapid change in its supply chain during the past two decades spurred on by both globalization and technology developments (Joung, 2014). The result has been a shift towards ‘fast fashion’. Fast fashion enables the consumers to wear the latest trends at low costs immediately following their introduction by luxury fashion brands (Morgan & Birtwistle, 2009). Fashion brands attempt to satisfy the high demand of fast fashion lovers by following a vertical business model, which covers and consolidates all the necessary aspects of a fashion supply chain (either backwards to upstream or forward to downstream) to become more responsive to the demands (Figure 2.2) (Richardson & Richardson, 2017). Zara is one such example, but in recent years they began outsourcing some of their manufacturing in order to lower production costs.

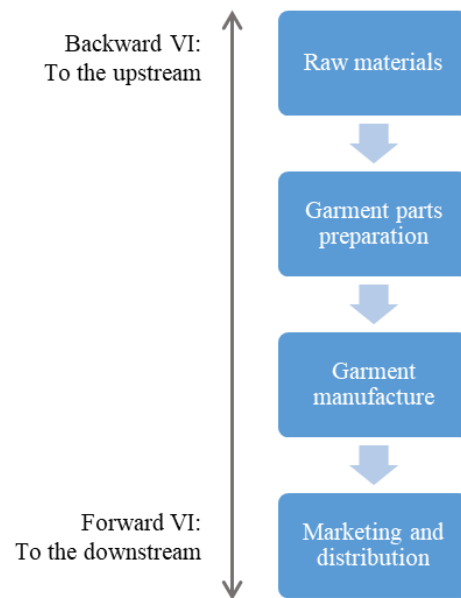


Figure 2.2. Vertical Integration business model in fashion industry (modified from Perry & Wood (2019))



Fast fashion has grown significantly and gained a large market share globally. This growth could lead to a shorter practical lifespan of clothes regardless of the actual durability of the textile due to rapid shifts in the trends and short fashion seasons induced by fast fashion (Zamani et al., 2017). The impacts of the fast fashion industry on the environment are significant. Annual global textile consumption has grown to over 30 million tons, which leads to serious environmental and social issues (Chen & Burns, 2006). A case in point is, in the UK, fast fashion has 20% market share of the total fashion market. This excessive market share has led to more buying and wasting of clothing items. Consequently, based on the report published by Department for Environment, Food and Rural Affairs, annual clothing waste in the UK is between 1.5 to 2.0 million tonnes, with 1.2 million tonnes disposed to the landfill (Defra, 2008). In addition to waste disposal, fast fashion has other significant impacts on environments such as high water and energy consumption, pollution, and greenhouse gas emission (Yousefi, 2020).

It should be noted that people buy clothing more often than before and this consumerism is considered unsustainable with its detrimental effects on the world's natural resources (Ruppert-Stroescu et al., 2015). Every million dollars of expenditure on clothes by consumers negatively affects approximately 400 hectares of grasslands and forests over the world (WBCSD, 2008). In addition, the fashion industry tries to develop an attitude in customers that encourages shorter life cycle for clothes (Morgan & Birtwistle, 2009). To impose this behavior on customers, fashion retailers more frequently renew their stock with fashionable and attractive design outfits to encourage consumers to purchase more frequently (Tokatli & Kizilgün, 2009). This increase in clothes production has a growing effect on environment. There are two fundamental factors which create individuals' behavioral attitudes toward purchase processes: hedonic values and utilitarian values (Herabadi et al., 2009). Each of these attitudes determine the consumers' overall level of engagement with specific products or services (Razzaq et al., 2018). However, still it is not clear that which shopping value has the more important role in sustainable fashion consumption. Moreover, availability, especially in online shopping has a significant impact on the increase of fashion consumption. In a digitalized retailing context,

both offerings and consumers are changing, and customers are enabled to gain fashion inspiration online and in social media based on new information technology tools, for example, audio- and visually displayed, Instagram, and Pinterest (Sundström et al., 2019). Traditionally, fashion retailers used to utilize visual merchandising as a tool to create a positive emotion to increase the impulse sales based on product or brand visual communication (Sundström et al., 2019). However, nowadays, online fashion retailers, focus on marketing strategies such as free deliveries, free returns, and promotions in order to increase the impulse shopping rate (Sundström et al., 2019), which leads to fashion apparel overconsumption and as a result the fashion waste on land fields would increase. Negative impacts of fast fashion are not limited to the environment. Disastrous domestic working condition is one of the human rights scandals derived from fast fashion (Jacobs et al., 2018). Loose environmental regulations and low environmental awareness have helped apparel producers exploit labors with low minimum wage and, consequently, benefit from low production costs in developing countries (Nagurney & Yu, 2012).

## **2.2 Sustainable fashion supply chain**

Sustainable society is defined as a society “that meets the needs of the present without compromising the ability of future generations to meet their needs, in which each human being has the opportunity to develop itself in freedom, within a well-balanced society and in harmony with its surroundings” (Brundtland Commission, 1987). Producing apparels with minimal pollution is not only a goal for the companies that recognize the need for sustainable productions, but also a demand from consumers (Shen et al., 2012). Markusen (1999) defines sustainability as a “fuzzy concept” that has not been well-defined previously. This complexity in providing a clear-cut definition for sustainability is due to that it is a multi-faceted topic, which can be studied from economic, social, and, most-importantly, environmental aspects (Han et al., 2017). Sustainability is not a new concept and has been studied previously as early as 1960s with the rise of environmental awareness in consumers of different industries (McCormick, 2001; Peattie, 1995). In part, sustainability in fashion industry has increasingly

became mainstream due to the fact that the consumers in this sector became more aware of the effects of clothing mass production on environment (Jung & Jin, 2014).

The concept of sustainability can be defined by human, environmental, and economic wellbeing. This new concept is referred to “Triple Bottom Line” (Elkington, 2013). In Triple Bottom Line concept, human wellbeing integrates basic needs, personal development and health, and well-balanced society; environmental wellbeing integrates natural resources, climate, and energy; and economic wellbeing consists of transition and economy (Figure 2.3). As fashion industry is intensive with regards to energy and labour, it is important that this industry remains compliant to the sustainable society indicators (Li et al., 2015). In other words, the elements of fashion supply chain, i.e., producers, distributors, retailers, and consumers, must follow the sustainable society indicators to create a sustainable fashion supply chain (Shen, 2014). The firms that promote green behavior and meet sustainability criteria would benefit from attracting more ethical consumers. At the same time, consumers who demand and purchase sustainable products would complete the final piece of sustainable fashion puzzle. In other words, although sustainability in fashion industry affects materials and production processes of fashion products the most, it affects both up-stream, down-stream, and all the elements of the fashion supply chain as a whole.

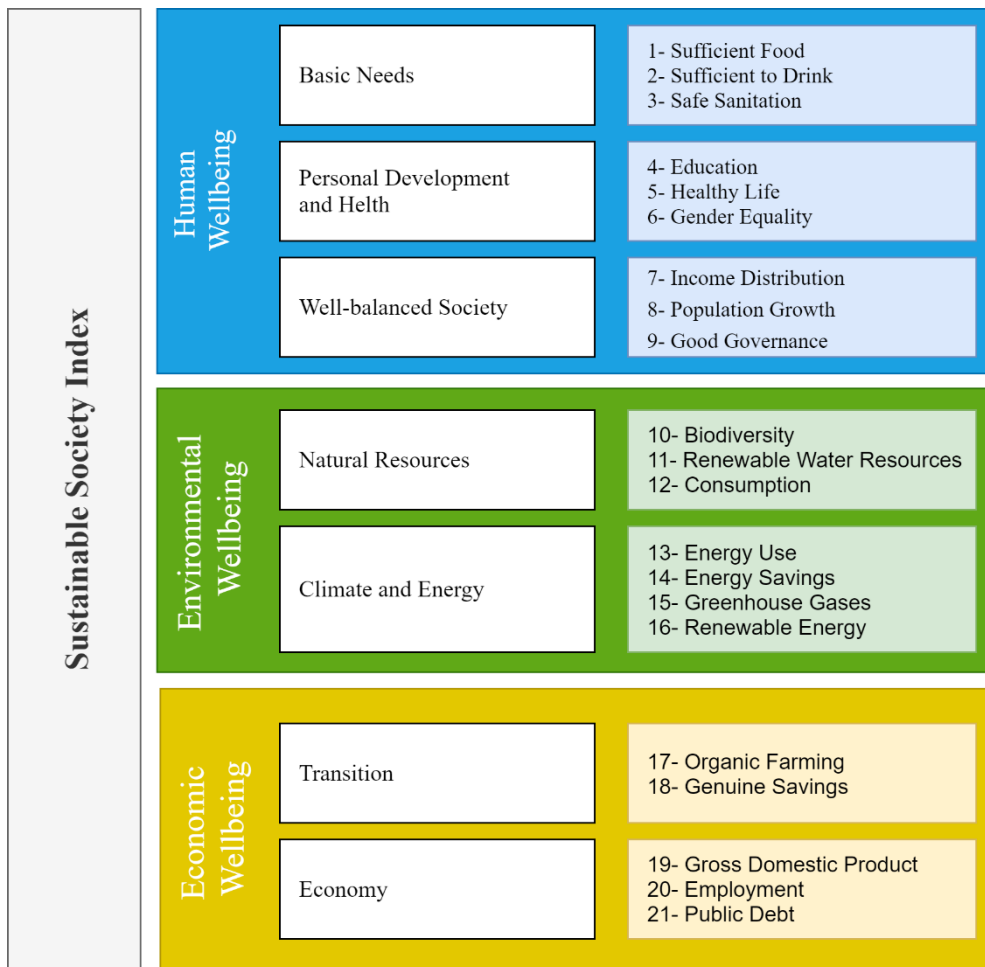


Figure 2.3. Indicators of a sustainable society (copied from Sustainable Society Foundation, n.d.)

The first and most essential part of a sustainable fashion supply chain is the production of organic or eco-friendly material, which is the material produced by minimum water and chemical usages. The main issue of farming organic material is the efficiency of the production. For example, Esquel (one of the leading companies in producing organic cotton in Hong Kong) faced as much as 50% drop in productivity of cottons by switching to organic farming (Lee, 2010); Moreover, organic material production requires more care due to the complexity of the processes to strengthen the fibers. Another way around producing organic material would be recycling materials such as cloths, manufacturing scraps, and plastics. Many brands (e.g., Marks & Spencer, Adidas, Nike, and Timberland) started to dedicate a special line for

manufacturing products using recycled materials and adopt biological agricultural techniques for producing organic cotton.

In addition to sustainability in the material fed into garment manufacturing sites, sustainability in the production procedures and working conditions are crucial. Sustainability, in essence, is a complex issue due to the disintegration of fashion supply chain (Niinimäki, 2010). The consumers' awareness regarding the consequences of their actions on the human rights of the workers who make the garments has increased during the past two decades (Dickson, 1999). Dickson (1999), defines a sweatshop as "an employer that violates more than one federal or state labor law governing minimum wage and overtime, child labor, industrial homework, occupational safety and health, worker's compensation, or industry registration". Although it has been 20 years that the investigators revealed sweatshops in the US and 10 years of law enforcement, sweatshops still exist in the US. The public opinion has raised the concern and question about the use of child labor in the garment industry (Niinimäki, 2010). Social responsibility is another important element of sustainable fashion supply chain, which refers to ethical and fair working conditions complying to fair labor standards, such as fair working hours, health and safety measures, and fair wages (Aakko & Koskennurmi-Sivonen, 2013). Since, in most cases, the employees are not aware of their rights or do not have enough access to their managers, manufacturers should ensure that sustainable measures are taken regarding sustainable working condition. There standards, such as ISO 14000, that can be acquired by manufacturers as an evidence of practicing sustainable production and working condition-related operations (Lai et al., 2010).

Sustainability in the distribution phase of fashion supply chain can be associated with the carbon footprint of distributing fashion products. The most problematic issue of fast fashion in this phase is the short life span of the garments due to low quality fast fashion products. In addition, the fact that the fashion style gets outmoded quickly requires an abrupt response from manufacturers, which means more frequent transportation and carbon emission. Choi (2013) conducted a research regarding the effect of local products on carbon footprint using a quick

response (QR) analytical model in scenarios the retailer should decide between a local source of far-away source.

Sustainability in retailing usually relies heavily on “rethinking value creation” and targets ethical consumers (Niinimäki & Hassi, 2011). Several studies focused on the level of successfulness of the marketing models of sustainable brands (Chan & Wong, 2012; Joergens, 2006; Shen et al., 2012). Basically, they showed a proof of concept of the effectiveness of sustainable marketing in terms of the consumers’ willingness towards sustainable products.

Although the first concept that hearing the word “sustainability” would trigger might be protecting environment, sustainability is associated with labour working conditions and economic advancements (United Nations, 2005, 2015). Sustainability in fashion industry has been a concern predominantly due to negative issues such as labour rights and well-being of animals. Recently, after the second anniversary of the Rana Plaza accident, interests in practicing sustainability in the fashion industry has significantly increased and made the fashion brands to take actions accordingly. such as Shwopping trend in 2012, which was originally started by Marks and Spencer (M&S, n.d.). Sheth et al. (2011) proposes a sustainability approach that directly focuses on the customers to increase “mindful consumption”. Ha-Brookshire & Norum (2011) identified a discrepancy between consumers’ attitude and behaviour and showed the consumers’ willingness of translating their sustainable thoughts into actions has correlation between attitudes, price range, age/gender of the shopper, and the product’s features (e.g. brand, fit/design, etc.).

### **2.3 Sustainable fashion attributes**

In the previous section, a high-level definition of sustainable fashion supply chain was elaborated on. Here, the low-level detailed indicators of a sustainable fashion brand are discussed, via which the brands that truly put effort in producing sustainable products and increasing sustainability awareness can be distinguished.

In order to distinguish between the brands that are truly fighting the climate change battle and the ones that are not or falsely claiming that they are, the criteria (i.e., sustainability

indicators) defined in 2.3 should be incorporated in the filtering process. The bottom line of this process is to distinguish between the brands that practice low environmental impact, carbon footprint, and fair labour rights in all their supply chain sectors, i.e., raw material production, manufacturing, distribution, and retailing. Thus, sustainability features can be distinguished via three main indicator categories:

### **2.3.1 Ecolabels**

Mccarthy & Burdett (1998) define ecolabeling as “a philosophy and way of life that is increasing in importance [...] throughout the world”. In fashion industry, ecolabels are used in identifying the level of sustainability and being environmentally friendly of the fashion products (Henninger, 2015). International Organization for Standardization (ISO) defines the common goal of ecolabels as “...through communication of verification and accurate information, that is not misleading, on environmental aspects of products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement” (Global Ecolabelling Network (GEN), 2004).

The general purposes served by ecolabels are to create awareness and acceptance of ecolabels in consumers, to change in the behaviour of the consumers and manufacturers, and, ultimately, positive environmental effects.

ISO defines three types of ecolabels:

#### **2.3.1.1 Ecolabel Type I (external ecolabel)**

This type of ecolabel is defined and certified by a third-party company, which usually are either supported by governments (e.g., Environmental Choice – Canada, Green Label – Singapore, and Blue Angel – Germany) or third-party companies (e.g., Oeko-Tex – Germany, Green Seal – US). The certificates and licenses authorize “the use of environmental labels on products indicating overall environmental preferability of a product within a product category based on life cycle considerations” (Global Ecolabelling Network (GEN), 2004). Throughout this thesis, this type of ecolabel is called “external ecolabel”. Here is a list of external ecolabel examples:

- B-Corp: B-Corp is the short form of benefit corporation and measures companies' social and environmental activities through an assessment (B Impact Assessment). This evaluation process measures the impact of the company's business model on the employees, environment, customers, and society (*B-Corp*, n.d.).
- Biodegradable Material: In simple terms, a biodegradable material quickly returns to the nature's cycle by being decomposed to environmentally friendly components, ideally, without producing any toxic substance (Chait, n.d.).
- Bluesign® Certified Manufacturing: The company that issues bluesign® certificate was founded in 2000. This certificate ensures minimum impacts of apparel production on environment. Their mission is defined as follows:
- "Because the value chain of the textile industry and similar industries must be increasingly accountable, BLUESIGN inspires and equips brands, manufacturers and chemical suppliers w comprehensive sustainability solutions, so that the industry continuously fosters safer work environments, increasing levels of environmental responsibility, enhanced business value a deeper consumer trust" (*The Bluesign®*, n.d.).
- Fair Labor: Fair Trade Labor Standard Acts was developed in 1999. This standard defends the basic rights of workers such as minimum wage and overtime pay in case the worker works more than 40 hours per week. The companies that comply to Fair Labor standards are Fair Labor Association certified (*Fair Labor Association*, n.d.).
- Fair Trade: This certificate ensures that the artisans in developing countries who produce the apparels are getting paid and treated fairly (i.e., the working environment is healthy). Fair Trade Certified™ is the company that issues this certificate (*Fair Trade Certified*, n.d.).
- Green America: The company that issues the Green America seal was known as Co-op America. This business certificate targets sports apparels, and their standards include (*Green America*, n.d.):
  - Green offices and facilities



- Transparent return and refund policy
- Commitment to green and environmental values
- Use of accurate description for their products without “greenwashing”
- Natural Dyes: This label indicates that the cloths used in the apparel are dyed using plant-based colors (e.g., Henna, Kamala, and Madder Root).
- Natural Fibers: If an apparel is tagged by Natural Fibers label, it means that the cloths are manufactured using plants, animals, or minerals.
- Organic Cotton: This label is one of the strictest labels in the North America and is issued by Global Organic Textile Standard (GOTS). Not only GOTS is strict about issuing this label, earning this certificate is extremely difficult and high maintenance because the company must ensure that the materials are grown having lowest impact on the environment “without the use of toxic pesticides and synthetic fertilizers” (Tomb, n.d.).
- Global Recycle Standard (GRS): This certificate defines standard requirement for “for third-party certification of recycled content, chain of custody, social and environmental practices and chemical restrictions” (*Global Recycle Standard*, n.d.).
- Animal Welfare Approved: This label is recognised as “highly meaningful” by customer reports and is the only label in the U.S. that is issued by auditing. This label “guarantees animals are raised outdoors on pasture or range for their entire lives on an independent farm using truly sustainable, high-welfare farming practices” (*Certified Animal Welfare Approved by AGW*, n.d.).

#### 2.3.1.2 Ecolabel Type II (internal ecolabel)

This type of ecolabelling is defined by and are specific to individual companies. These ecolabels are “informative environmental self-declaration claims” (Global Ecolabelling Network (GEN), 2004). Throughout this thesis, this type of ecolabel is called “internal ecolabel”. An example for this type of ecolabel is Join Life Campaign (*JOIN LIFE / ZARA Canada*, n.d.) run by Zara—a famous fast fashion brand.

### 2.3.1.3 Ecolabel Type III (external ecolabel)

This type of ecolabel are usually “voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party” (Global Ecolabelling Network (GEN), 2004).

In general, eco-labels associated with fashion products can be categorized into the following types (Roy Choudhury, 2015):

- Organic ecolabels: the labels that deal with sustainability of the materials and fibers,
- Fair-trade ecolabels: the labels that ensures well-treated workers and respected social elements,
- Health-related ecolabels: the labels that ensures that all the substances used in the product cause no harm to human health, and
- Animal-related ecolabels: the labels that ensure the animals used in the production procedures are treated well under high-welfare standards.

Ecolabel Index (*Ecolabel Index | Who’s Deciding What’s Green?*, n.d.) “is the largest global directory of ecolabels” that to the date of writing this thesis, this directory is tracking over 450 ecolabels (issued within 199 countries and 25 industry sectors).

### 2.3.2 Fabrics and Materials

The production of textiles is one of the main aspects of sustainable fashion supply chain because materials and fabrics what fashion garments are made of. In order to understand how textiles contribute to sustainability, it is important to consider how textiles consume water and energy during the fabrication process and life cycle (Figure 2.4). Fabrics are usually the starting point for a company to step towards sustainability since the beginning of the green movement in fashion industry. Natural and recycled fibers where the focus of sustainable fashion in the 1990s. Since 2000, the lead ideas in the fashion industry (from populist viewpoints) are based

on alternative materials that meet fair production environment criteria, made from organic materials, and are renewable fibers (Fletcher, 2014).

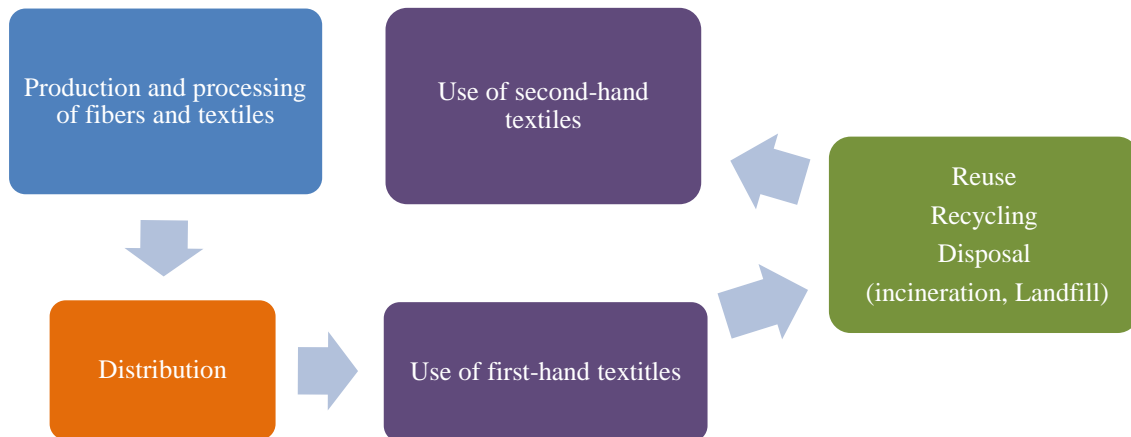


Figure 2.4. Textile life-cycle stages based on LCA model (modified from Beton et al., 2014)

The dominant materials used in the fashion industry are cotton and polyester, which formed 85% of the world's fiber production in 2010 (Simpson, 2010), and this number increases every year. A strategy that is being practiced by sustainable fashion brands is to diversify the materials and fibers used in the garment production. This diversity decreases the risks derived from the dominance of traditional cotton and polyester, e.g.,

- environmental concerns regarding the high consumption of water and energy in producing cotton,
- dependency of polyester on oil-related materials,
- less choices for the consumers, and
- low adaptiveness of the fashion sector against potential changes in the market and environment.

It is difficult to separate materials into sustainable and non-sustainable as there are a lot of gray areas in between. It is important to note that the idea that assumes all synthetic materials are not environmentally friendly and, on the contrary, natural fibers are sustainable might not be quite true. Although there is no doubt that the production of most synthetic materials (i.e., oil-dependent materials) have negative impacts on the society and environment, production and processing of natural fibers have negative impacts on the environment too. The measurement of how environmental friendly a natural material is should be done considering the hidden energy and water consumption in the end-to-end production process in addition to renewability, using pesticides, bio-degradability, and factories pollution (Fletcher, 2014).

Materials used in the fashion industry can be categorized into two main categories: natural and manufactured. “Natural fibers are almost exclusively made from plant or animal sources. Manufactured fibers are made from raw materials that come from a variety of sources, including plant, animal and also synthetic polymers” (Fletcher, 2014). Table 2.1 summarizes natural and manufactured textile fiber types.

Table 2.1 Textile fiber types (copied from Fletcher, 2014)

Natural fibers		Manufactured fibers	
Plant	Animal	From natural polymers (vegetable and animal)	From synthetic polymers
Cotton	Wool	Regenerated cellulosic fibers	Polycondensate fiber
Flax	Silk	<i>Viscose</i>	<i>Polyester</i>
Hemp	Cashmere	<i>Modal</i>	<i>Nylon</i>
Jute	Mohair	<i>Lyocell</i>	Polymer fiber
Ramie		Alginate fibers	<i>Acrylic</i>
Sisal		<i>Acetate</i>	<i>Polypropylene</i>
Banana		<i>Triacetate</i>	<i>PVC</i>
Pineapple		Elastodiene (rubber)	Triexta fiber
		Regenerated protein fiber	<i>PTT (hybrid of synthetic and natural polymers)</i>
		<i>Casein</i>	
		<i>Soya bean</i>	
		Biodegradable polyester fiber	
		<i>Poly (lactic acid) (PLA)</i>	

Both natural and manufactured fibers have environmental implications such as intensive water usage, water pollution, and waste issues (during production to the end of their lifespan)

because textile industry is one the industries that uses chemicals the most (OecoTextiles, 2012). The implications can be discussed in three main stages of textile lifecycle: production, human use, and disposal (Moore & Wentz, 2009).

- **Production:** intensive water use, energy consumption, and harm to animals;
- **Human use:** use of materials that can cause health issues during normal use, which led governments to issue restricted substances lists (RSLs); and
- **Disposal:** energy used during recycling, extensive waste in landfills, and release of harmful substances during decomposition.

As a case in point, cotton is the second-most harmful agricultural crop to the environment due to the use of pesticides and fertilizers (OecoTextiles, 2012). Wool is produced in a way that could be extremely harmful to sheep. Sheep are usually fed with hormones to increase grazing parasiticides to control ticks and lice; also, the capacity of the land on which the animals graze should be controlled (Roy Choudhury, 2015).

This high-level categorization of materials is not sufficient to distinguish between sustainable and non-sustainable materials. In other words, the materials made from natural fibers does not guarantee the sustainability of the material. As a case in point, making the manufacturing procedure of cotton sustainable is very challenging due to the amount of water, pesticide, and fertilizer that is used in the production of cotton (Chen & Burns, 2006). Also, materials made from manufactured fibers are not necessarily considered non-sustainable, e.g., the materials being made from recycled manufactured fibers, the materials that their effects on environment during production procedures are minimized (Roy Choudhury, 2015). Hence, to be able to distinguish between sustainable and non-sustainable materials, other criteria is required. In this study, organic content and recycled content are the two factors that are considered in distinguishing between sustainable and non-sustainable materials. It should be noted that there are “alternative” fibers in the fashion market are made of organic cotton, low-chemical cotton, organic wool, wild (peace) silk, and other biopolymers (Fletcher, 2014). The materials made of these alternative fibers are considered sustainably made throughout this study.

### **2.3.3 Manufacturing location**

Fashion industry is considered a global industry rather than a local. Since fashion products travel around the globe to reach the consumers, this transportation has significant environmental impacts which are often hidden from consumers due to lack of awareness (Fletcher, 2014). There are several environmental effects due to the fashion products not being made locally including but not limited to (C. Brown, 2019):

- The focus of the designers will be mostly towards production than the details and quality of the garments,
- There would more tendency in mass-production while the products are being made in one country and sold in another,
- Shipping distances are extremely high, which means the fuel consumption during transportation is significant, and
- There would be less support for local communities and jobs along with less control over the minimum wage and fair trade.

In this research, the manufacturing location of the items is considered as one of the sustainability features; thus, the data relevant to the manufacturing location of the items is collected and used in the data analysis.

All in all, a product can be considered sustainable if the following goals are met within the supply chain of that product (Roy Choudhury, 2015):

- Human rights and social elements are respected during in every level of the supply chain,
- The environmental impacts of the product are minimized by using materials falling into sustainably made category, and
- The sustainable products should be economically competitive compared to products that are made less sustainably.

## 2.4 Consumer purchase decision-making process

Consumer behaviour is a complex process, which takes place through the series of activities that leads to the actual purchase (Marjanović & Križman Pavlović, 2018). Figure 2.5 illustrates the five-stage model of consumer's purchasing process (Kotler & Keller, 2014): 1) problem recognition, 2) information search, 3) evaluation of alternatives, 4) purchase decision, and 5) post-purchase behaviour. These stages represent the complex decision-making process and are based on a well-known theory for the important factors influences consumer's decision-making process, i.e., the Engel-Kollat-Blackwell (EKB) model (Engel et al., 1978). This model investigates the external factors such as consumer's characteristics, social impacts, and economic elements to evaluate how influential each factors are on consumer's decision-making process (H. Brown, 2016).

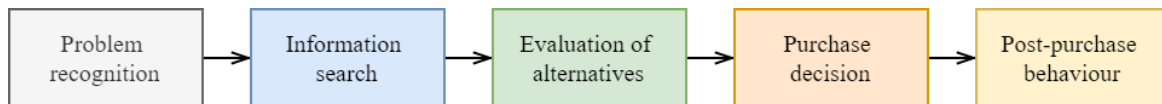


Figure 2.5 Five-stage model of consumer's purchasing process (Kotler & Keller, 2014)

Consumer's decision-making process is affected by a variety of factors. Marjanović & Križman Pavlović (2018) proposed a systematized classification of the factors that could influence consumer's decision-making process (Figure.6): 1) marketing mix, 2) macro environment factors, 3) situational factors, 4) psychological factors, and 5) personal factors. In this research, the influencing factor group of interest is "marketing mix", which includes: 1) product, 2) price, 3) promotion, and 4) distribution. In an online shopping store, most of the factors in marketing mix group would be communicated via the webpage of the items; thus, communication would play a key role within the context of the "marketing mix" category.

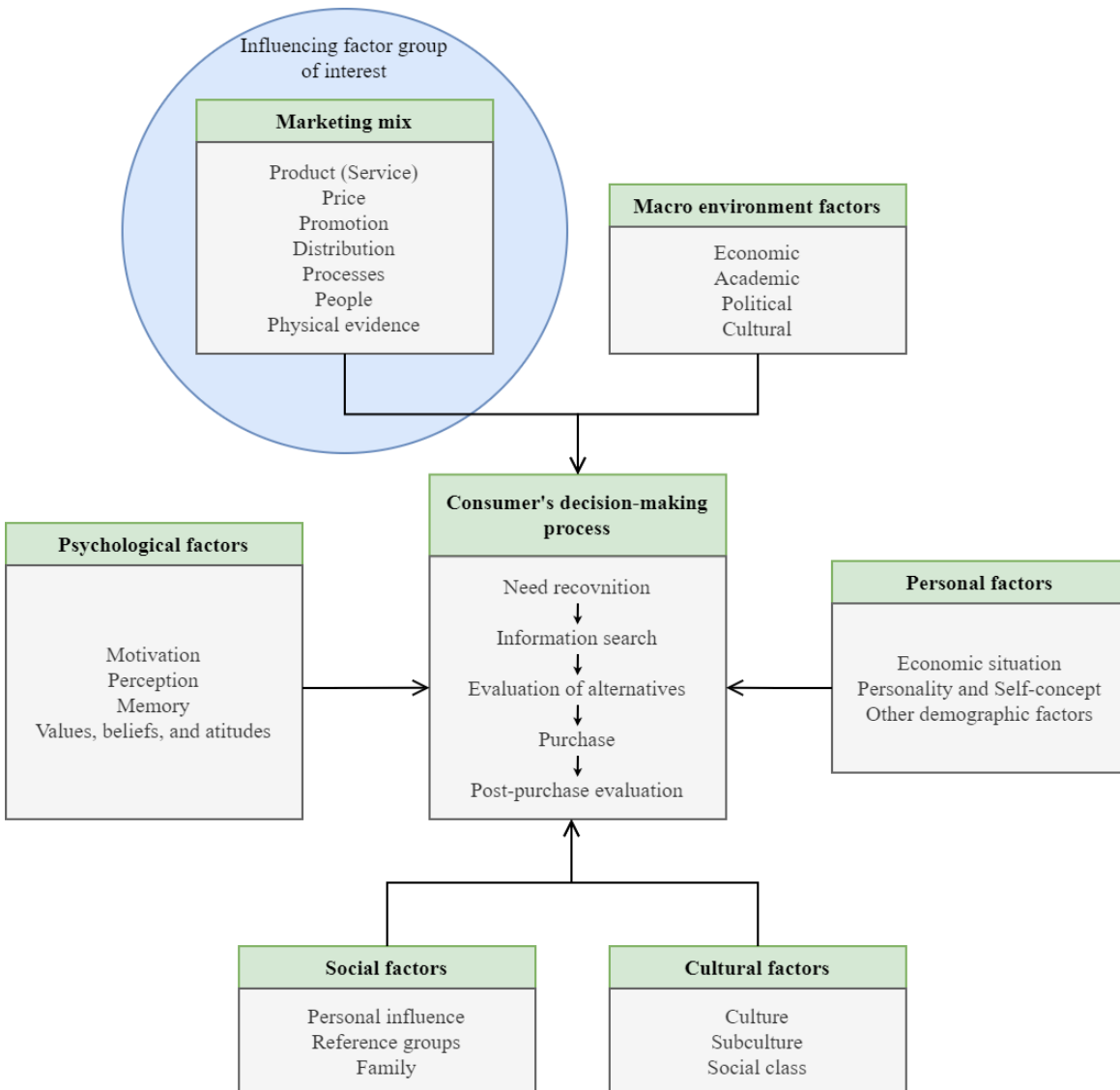


Figure.6 “Theoretical consumer decision-making model in higher education” (copied from Marjanović & Križman Pavlović, 2018, p. 231)

## 2.5 Communication in fashion industry

Communication can be defined as “methods, processes, meanings, perceptions, and actions associated with the ways in which organizations (and their brands) engage with their target audiences” (Fill, 2009) and, primarily, occurs when a message is conveyed from a “source” (companies) to a receiver (consumers) via a “transmitter” (Han et al., 2017). The companies



that are practicing sustainability in their supply chain can create awareness in their customers that they are putting effort in minimizing the impacts of their organization on the environment by communicating their sustainability core values. In order that a sustainable supply chain becomes effective, the consumption of the sustainably made goods must increase. ; therefore, fashion companies' sustainability goals should include increasing customers' awareness regarding that the actions taken by the fashion company is leading to mitigating the negative impacts of fashion supply chain substantially (described by the Triple Bottom Line concept). In other words, an impactful communication of sustainability features of the products with customers become the essential part of a sustainable supply chain. As demand for sustainable fashion increases (on the part of consumers) fashion brands can emphasize the sustainability components of their clothing in order to gain a competitive advantage.

According to a report by The Guardian in 2005, consumers are exposed to more than 3,500 advertisement messages, and almost none of them has any impact. In part, in a 45-minute period of some London commuter's daily life, he/she receives more than 130 advertisement messages that promotes 80 different products; however, he/she can recall none of them without a clue (Gibson, 2005). This ineffectiveness way of promoting goods indicates that the messages are not delivered to the right target, the consumers are overloaded by these messages, and consumers only recall the ads that are relevant to them (Han et al., 2017). Han et al. (2017) describe several strategies and tools that can be implemented by fashion companies to increase the effectiveness of the communication of their core values, e.g., billboards, web-ads, newspaper/magazine ads, "in-store communications", labels. These tools may not be efficient without characterizing a specific market, targeting a group of consumers and a specific need, and offering qualities that are exclusive to the consumer-producer (Hines & Bruce, 2012).

It can be inferred from previous research that fashion consumers prefer cheap garments produced by fast fashion rather than sustainably made products and the main defining factor being the "price" that considers economic values only (Joergens, 2006; Pookulangara & Shephard, 2013). Goworek et al., (2012) concluded that sustainable intentions of the customers do not necessarily lead to sustainable consumption. In order to increase customers engagement

in taking sustainability into account in their purchases (i.e., sustainable consumption), sustainability values incorporated by the fashion company should be communicated coherently and efficiently. Previous studies indicated that sustainable values related to environments is being communicated the most by the sustainable fashion brands (Ha-Brookshire & Norum, 2011; Sheth et al., 2011). Karlsson (2015) studied how the effects of sustainability are communicated to the consumers via ecolabels and the effectiveness of this communication on the consumers' satisfaction. In their case study, the most important factors from consumers' viewpoint are the labours' working condition and chemicals that are used in the production process. Ecolabels can be considered as effective marketing tools for influencing consumers' behavior. Previous studies showed that increasing the environmental awareness of consumers would lead to more "green" purchases (Darnall et al., 2012; Ha & Janda, 2012). Consumers' trust in third-party certification is the key factor in the effectiveness of ecolabels on their behavior towards sustainable purchases (Testa et al., 2015).

Despite the importance of the communicated production-related features, the communication of attributes such as "quality, comfort, and price" have significant effects on the consumers' satisfaction. As a consumer who has sustainability concerns, the main challenge is to distinguish between false claims regarding the compliance of the companies to sustainability and the fair claims of the companies that truly put effort in following sustainability measures. Knowledge is the key determinant of the decision-making process of the consumers who have green intentions (Stöckigt et al., 2018). Consumers with a good understanding of sustainability are less likely to be affected by the companies that their sustainability claims are just playing with words (H. Park & Kim, 2016). Stöckigt et al. (2018) studied how much effect do the sustainability attributes have on converting an intention-to-buy to an actual action of purchase and indicated that providing consumers with clear information about sustainability by the companies would contribute to consumers' positive behavior towards a green purchase. Transparency would increase awareness, and awareness would have positive effect in consumers' attitude (T. J. Brown & Dacin, 1997). In part, the communication

of comprehensive information regarding items' sustainability efforts would “strengthen consumer trust and loyalty” (H. Park & Kim, 2016, p. 120).

## **Chapter 3**

### **Methodology**

This chapter focuses on how this research was designed and conducted. Moreover, the data collection procedure is described along with a sample of the spreadsheet used in this procedure.

#### **3.1 Research design**

As described in Section 2.4, the “marketing mix” is the influential factors group of interest in this research. In online shopping, this group of influential factors on consumer’s decision-making process would be mostly communicated by the fashion brands via the webpage of their items. The aim of this research was to observe what type of information fashion retailers provide their online consumers about their products, with a focus on comparing ‘fast fashion’ brands with ‘sustainable fashion brands’. In particular, the research focused on the extent to which brands were transparent about certain social and environmental impacts such as product origin, certification, materials used, and so on, and what kind of information sustainable fashion brands provided to encourage their clients and improve awareness regarding sustainability. A secondary objective of this research was to explore if there were differences between how a fast fashion brand communicates attributes of an item to its consumers as compared to a sustainable fashion brand. A variation on the mystery shopping technique (Matthews et al., 2017) was used to collect data from 40 online fashion retailers (20 sustainable fashion and 20 fast fashion retailers). For each retailer, the online description of a total of 10 items were analyzed.

It should be noted that this research is designed based on the idea that coherent and clear communication has positive impacts of consumers’ behavior. Previous research indicates that consumers prefer fast fashion garments due the cheap price of the products. In other words, price is a critical attribute affecting the decision-making process of the consumers (Joergens, 2006; Pookulangara & Shephard, 2013). In order to convert consumers attitude into behaviour (i.e., translating sustainability intentions into an action of purchase), sustainable brands should increase their customers’ awareness. “For consumers to be able to make an informed decision,

especially when purchasing sustainable fashion, information needs to be broadcasted to the audience in a clear and coherent manner” (Han et al., 2017, p. 130).

### 3.2 Selection of the 20 “sustainable brands”

This section includes a description of how the 20 sustainable brands were selected for this study. Particular focus was placed on the “environmental” initiatives of the organization, although socially responsible initiatives were also taken into consideration. The summary of the brands included in this study is listed in Table 3.1, Table 3.2, and Table 3.3. Three main criteria were used in the selection process: 1) the brand needed to be available in North America, 2) the organization prominently had claims regarding sustainability specifically on their website, and 3) they were listed as being a top ‘sustainable’ choice by an external source (e.g., The Good Trade (*35 Ethical & Sustainable Clothing Brands Betting Against Fast Fashion*, n.d.) and good on you (Rauturier, 2020)).

Table 3.1 Selection of the 20 sustainable brands

#	Company name	Criteria 1: Availability in North America	Criteria 2: Environmental claims/certifications	Criteria 3: External validation as a sustainable fashion brand	Description
1	Allbirds	✓	<ul style="list-style-type: none"> <li>- Materials from responsibly harvested trees</li> <li>- FSC<sup>1</sup> certified</li> </ul>	(Burnyeat, 2016; Murray, 2018)	<ul style="list-style-type: none"> <li>- Focuses on footwear made from natural materials</li> </ul>
2	Ecologist	✓	<ul style="list-style-type: none"> <li>- Plastic-free and organic materials</li> </ul>	(Burnyeat, 2016)	<ul style="list-style-type: none"> <li>- Focuses on eliminating plastic from its production</li> <li>- Made-in-Canada</li> </ul>
3	Encircled	✓	<ul style="list-style-type: none"> <li>- Certified B Corporation®</li> <li>- Partially natural fibre</li> </ul>	( <i>Encircled - Sustainability Rating - Good On You</i> , n.d.)	<ul style="list-style-type: none"> <li>- Focuses on biodegradable materials</li> </ul>
4	Frank and Oak	✓	<ul style="list-style-type: none"> <li>- Natural fibres</li> </ul>	(Burnyeat, 2016)	<ul style="list-style-type: none"> <li>- Canadian designed</li> </ul>

			- Recycled cotton and nylon		
5	<b>Everlane</b>	✓	- Ethical - Transparent - Labor welfare	(Chi Xu, 2020)	- Focuses on sustainable footwear
6	<b>Nisolo</b>	✓	- Craftspeople benefits - 47% more entry-level salaries	(Goddard, n.d.)	- Focuses on ethically made footwear
7	<b>Pact</b>	✓	- Organic cotton - Fair Trade certified	( <i>PACT - Sustainability Rating - Good On You</i> , n.d.; Sachs, 2020)	- Offers clothes for all family members
8	<b>Patagonia</b>	✓	- Fair Trade certified - Donation of 1% of its revenue to environmental activities - Organic cotton	(Sachs, 2020; Wolfe, 2020)	- 68% recycled material
9	<b>Refomation</b>	✓	- Labors' working condition - Recycled material - High production transparency	(Burnyeat, 2016)	-
10	<b>VETTA</b>	✓	- Locally made - Environmentally friendly materials	( <i>VETTA - Sustainability Rating - Good On You</i> , n.d.)	-
11	<b>Mara Hoffman</b>	✓	- Natural and recycled materials - Fair Trade	(Bauck, 2017)	-
12	<b>United By Blue</b>	✓	- Certified B Corporation® - Organic cotton	(Burnyeat, 2016)	- Focuses on outdoor clothes
13	<b>Alternative Apparel</b>	✓	- Organic and recycled cotton	(Hegel, 2020; Sachs, 2020)	- Eco-friendly packaging

			<ul style="list-style-type: none"> <li>- Recycled polyester</li> <li>- Natural dyes</li> </ul>		
14	<b>People Tree</b>	✓	<ul style="list-style-type: none"> <li>- Organic cotton</li> <li>- Low-impact dyes</li> </ul>	<i>(Ethical Analysis of People Tree – Ethical and Sustainable Fashion, 2016)</i>	<ul style="list-style-type: none"> <li>- First company that was Fair Trade certified</li> </ul>
15	<b>Cuyana</b>	✓	<ul style="list-style-type: none"> <li>- Excellent durability</li> </ul>	(Whicker, 2020)	<ul style="list-style-type: none"> <li>- Good quality clothing</li> <li>- Maximizing lifespan</li> </ul>
16	<b>Verloop</b>	✓	<ul style="list-style-type: none"> <li>- Uses fabric scraps</li> </ul>	(Sachs, 2020)	<ul style="list-style-type: none"> <li>- Family-owned</li> </ul>
17	<b>Vera Bradley</b>	✓	<ul style="list-style-type: none"> <li>- Recycled plastic bottles</li> </ul>	(Sachs, 2020)	<ul style="list-style-type: none"> <li>- Focuses on producing handbags using recycled plastic bottles</li> </ul>
18	<b>Manduka</b>	✓	<ul style="list-style-type: none"> <li>- Certified by GOTS<sup>2</sup> and GRS<sup>3</sup></li> </ul>	(Sachs, 2020)	<ul style="list-style-type: none"> <li>- Focuses on yoga clothes</li> </ul>
19	<b>TOMS</b>	✓	<ul style="list-style-type: none"> <li>- Certified B Corporation®</li> <li>- Vegan materials</li> <li>- Donates \$1 of every \$3</li> </ul>	(Mulqueen, 2019)	-
20	<b>Levi's</b>	✓	<ul style="list-style-type: none"> <li>- Reduced water consumption by 96%</li> </ul>	(Sachs, 2020)	-

<sup>1</sup>FSC = Forest Stewardship Council

<sup>2</sup>GOTS = Global Organic Textile Standard

<sup>3</sup>GRS = Global Recycle Standard

### 3.3 Selection of 20 “fast fashion” brands

As mentioned below, the data collected from sustainable brands will be compared with similar data collected from brands that are popular as fast fashion brands or not providing information about their production. This list of fast fashion brands distinguished by their popularity and availability in North America (Amato-McCoy, 2017; *Fast Fashion Brands to Avoid*, 2020).

Table 3.2 Selection of the 20 fast fashion brands

#	Company name	Criteria 1: Availability in North America	Criteria 2: External validation as a fast fashion brand
1	Adidas	✓	(Thomasson, 2015)
2	American Eagle	✓	(Robertson, 2020b)
3	ASOS	✓	(Monroe, 2021)
4	Banana Republic	✓	(King, 2020)
5	Free People	✓	(Robertson, 2018)
6	Garage	✓	(Ryan, 2020)
7	H&M	✓	(Ryan, 2020)
8	Hollister	✓	(Berthiaume, 2014)
9	Le Chateau	✓	(Kopun, 2017; <i>Le Château - Sustainability Rating - Good On You</i> , n.d.)
10	Little Burgundy	✓	Footwear retail store for famous brands such as Nike, Adidas, and Converse.
11	Lululemon	✓	(Grasso, 2019)
12	Nike	✓	(Segura, 2019)
13	Old Navy	✓	(Segran, 2020)
14	Roots	✓	( <i>Roots - Sustainability Rating - Good On You</i> , n.d.)
15	RW & Co.	✓	(Kopun, 2017)
16	The Gap	✓	(Segran, 2020)
17	TopShop	✓	(Robertson, 2020a)
18	UnderArmor	✓	(Burnyeat, 2016)
19	Vans	✓	(Rauturier, 2019)
20	Zara	✓	(Monroe, 2021)



Table 3.3 Summary of the selected brands

Sustainable brands	Fast fashion brands
1. Allbirds	1. Adidas
2. Ecologist	2. American Eagle
3. Encircled	3. ASOS
4. Frank and Oak	4. Banana Republic
5. Everlane	5. Free People
6. Nisolo	6. Garage
7. Pact	7. H&M
8. Patagonia	8. Hollister
9. Refomation	9. Le Chateau
10. VETTA	10. Little Burgundy
11. Mara Hoffman	11. Lululemon
12. United By Blue	12. Nike
13. Alternative Apparel	13. Old Navy
14. People Tree	14. Roots
15. Cuyana	15. RW & Co.
16. Verloop	16. The Gap
17. Vera Bradley	17. TopShop
18. Manduka	18. UnderArmor
19. TOMS	19. Vans
20. Levi's	20. Zara

### 3.4 Data collection

#### 3.4.1 Mystery Shopping technique

Mystery shopping is a technique that has traditionally been used by managers of a company to screen the performance of their product/service and evaluate customer satisfaction (Wereda & Grzybowska, 2015). In the extant literature, this technique is also referred to as “mystery client”, “virtual client”, and “anonymous customer”. The Mystery Shopping Professionals Association (MSPA) defines mystery shopping as a tool for “measuring service quality, performance, and the customer's experience” (*Industry / MSPA Global*, n.d.). This technique has two main elements:

1. **Anonymous shopper:** a well-trained person who acts as an ordinary shopper while precisely measuring the pre-defined criteria
2. **Measurement (sampling) tool:** a tool for measuring the criteria that are being studied. This can be a questionnaire or a list of criteria, which the anonymous shopper tries to precisely measure/complete for the analysis of the studied criteria

In the retail sector, it is common practice to use mystery shopping as a technique to improve their customers' experience, and various research has been conducted in this area (e.g., Holliday (1994) and Leeds (1995) implemented the mystery shopping technique to measure customer satisfaction in banks; Anderson et al. (2001), Erstad (1998), and Wilson & Gutmann (1998) incorporated this technique in services industries such as travel and tourism; and Matthews et al. (2017) incorporated mystery shopping to investigate the customer experience when shopping for electric vehicles at car dealerships.

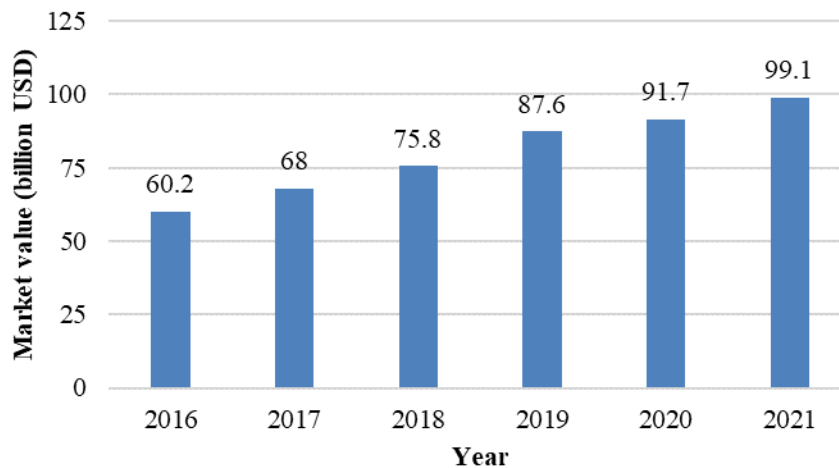


Figure 3.1 Apparel e-commerce market size in the United States from 2016 to 2021 (in billion U.S. dollars) (Sabanoglu, 2020c)

In this research, the e-mystery shopping technique was implemented. E-mystery shopping follows the same logic as mystery shopping technique except the data is sampled using the online e-commerce websites of fashion brands. The main reason for conducting an electronic version of mystery shopping (i.e., online vs. in person) is that online shopping is one of the

fastest (if not the fastest) growing distribution channels for many companies (Figure 3.1). In addition, due to COVID-19 pandemic, in-store shopping was not available during the main part of data collection of this research. The author acted as a mystery online shopper and collected the data. Data was collected using an Excel spreadsheet (i.e., e-mystery shopping measurement tool). This spreadsheet consisted of three tabs:

- 1- Fast fashion brands data (List A): The data collected from the websites of the selected 20 fast fashion brands. For each fashion brand, 10 random products were selected from womenswear and genderless categories.
- 2- Sustainable brands data (List B): The data collected from the websites of the selected 20 fast fashion brands. For each fashion brand, 10 random products were selected from womenswear and genderless categories.
- 3- Criteria: the lists of criteria and features of each criterion used for analyzing each data-point (i.e., fashion product).
- 4- A variation on stratified random sampling was used, in which samples were randomly selected from one of five categories.

The reason behind choosing 10 items per brand was

to be able to cover the enough items from womenswear and genderless categories. In addition, different materials (i.e., textiles) have a significantly different production process and their level of sustainability varies (Ozturk et al., 2016); thus, to be able to choose various items that are manufactured using different fabrics and materials, it was decided that 10 items per brand would provide a reasonable variety of items from each brand. A total of 400 samples were collected.

An example of how the data is collected from an item's website is illustrated in Figure 3.4. The sustainability criteria and features are detailed in Appendix A. It should be noted that the items were selected from womenswear and genderless categories because, as shown in Figure 3.2, women form the majority of online fashion shoppers (Sabanoglu, 2020b).

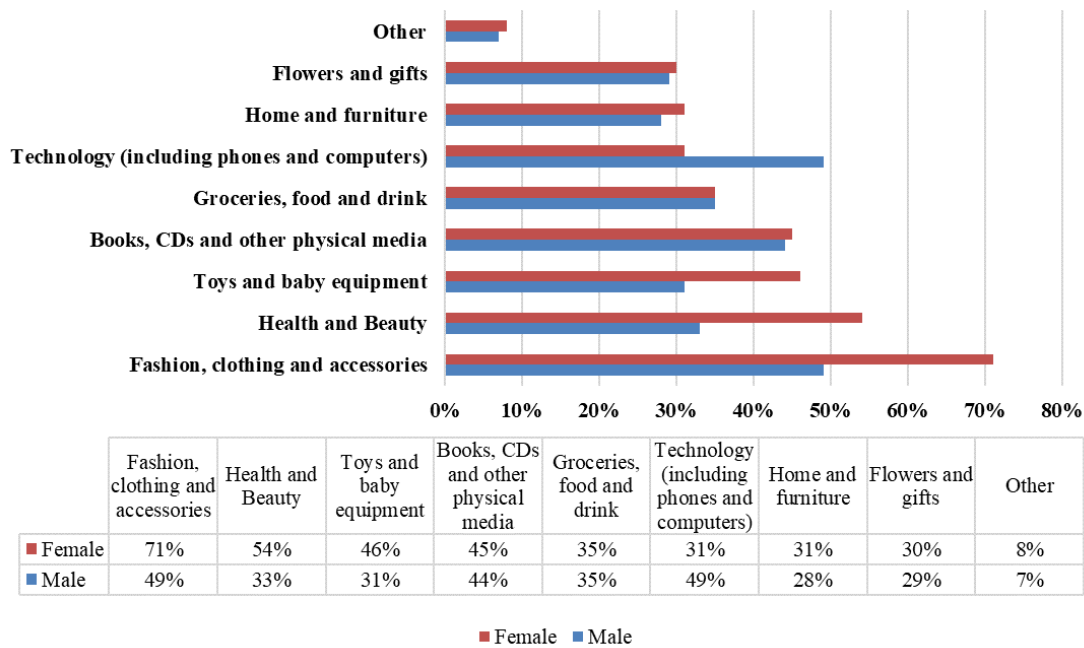


Figure 3.2 Online shoppers by gender as of November 2017 in the U.S. (Sabanoglu, 2020b)

The items were selected following the pattern illustrated in Figure 3.3 and choosing from various textiles. When entering the online store for each brand, the focus was on ‘new arrivals’ in the category of womenswear. A variety of items would then be randomly selected from the categories of tops, bottoms, dresses, and accessories. Some items that were found in womenswear were also identified as “genderless”. These items were also included in the data collection.

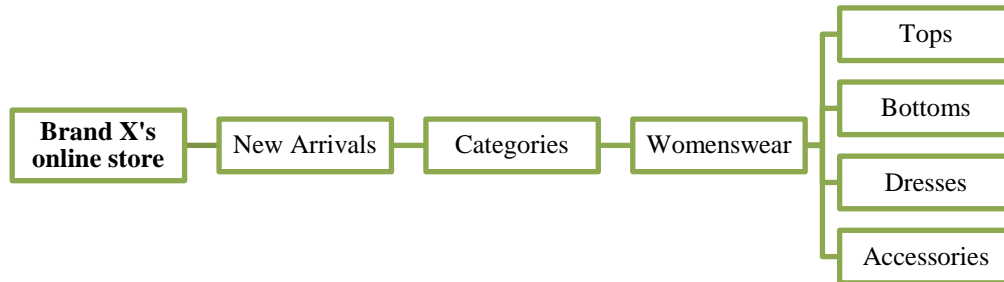


Figure 3.3 Item selection pattern for e-mystery shopping

All the information collected for a specific item of clothing was taken from what was available on the webpage for that item. For example, some brands might have additional information about their sustainability initiatives on their corporate webpages, but this information would not normally be seen by a customer shopping online unless they sought it out specifically, so was not included in the data collection process. The focus was on collecting data related to information that a customer would see when browsing/shopping for different clothing items. Figure 3.4 provides screen shots taken from one of the items that was included in the sustainable brands data collection. The green arrows illustrate the type of information that was analyzed from the item description.



### Marina Plumeria V-neck Dress

100% TENCEL™ Lyocell

**\$103.51** / \$149.00

Vibrant yellow knee-length dress with tie at the back in drapery TENCEL™ Lyocell. Details include feminine flutter sleeves and V-neck. The botanical floral print was inspired by the Plumeria flower which is distinctive of Sicily.

SIZE  8  10  12  14  16 [What Size am I?](#)

**ADD TO BAG**

Free Returns on all UK orders

SHARE



Figure 3.4 Example of data collection from an item's website

### **3.5 Sampling technique**

For this study, an adaptation of the stratified sampling technique was used. In stratified sampling, a population is divided into non-overlapping groups, also referred to as Strata Data and is then collected from a random sample of the population within each group (Salkind, 2012). In this study the groups were the sub-categories of womenswear which included: dresses, tops, bottoms, jackets/coats/blazers/, footwear and accessories. Due to the differing structure and design of each fashion brand's website, it was difficult to conduct a truly random stratified sampling of items. Systematic sampling was also considered as a sampling technique, however, again, due to the structure/design of the websites it was challenging to capture a range of items (such as x number of tops, x number of dresses, etc.) using a systematic sampling technique.

### **3.6 Data analysis**

The data analysis was primarily completed in Microsoft Excel. First, the statistics of the collected data based on the general features for both sustainable and fast fashion brands' items will be presented to illustrate the distributions of the price, category, and type of the data. Then, the sustainable brands' items will be statistically analyzed based on sustainability-related features followed by an analysis of communication level of the items. Finally, the results are compared with the fast fashion items' analysis.

### **3.7 Sustainability attributes**

To determine the type of information being communicated to consumers – and the degree to which online retailers are focusing on providing information related to the sustainability of an item, some sustainability features should be first defined. These features are meant to indicate first, how transparent the sustainable brands are regarding their claims of being sustainable and lowering their carbon footprint, second, how well they communicate with their customers regarding their green products. In this study, the features are defined as below:

### **3.7.1 Description features**

The description of each item was analyzed, and the category of the first three features that are mentioned in the item's description is recorded. The categories would fall into the following categories:

- Design: descriptions related to style, aesthetics, trend, or practicality of the item, e.g., minimalist chic, classic, trendy, and vintage style;
- Sustainability: descriptions related to sustainability practices in fashion, e.g., ecolabels, sustainable materials, and fair trade practices;
- Fabric: descriptions related to the material of the item, e.g., organic cotton, soft touch, comfortable, and cozy;
- Fit: descriptions related to the cut and fit of the item, e.g., flowy, stretch, fit, curvy, and short/tall;
- Maintenance: descriptions related to the durability and maintenance effort of the item, e.g., machine washable and care instructions; and
- Retailer: descriptions related to marketing strategies, availability of the product, and production location.

### **3.7.2 Ecolabel**

Ecolabels is a key tool in terms of as it provides a certain degree of credibility in the eyes of the consumer (Testa et al., 2015). Some of the nuances of ecolabels were described in Section 2.3.1. For the data collection in this research, ecolabels were categorized as either 'internal' or 'external'. Internal Ecolabels are initiated by the company itself and generally are not subjected to third-party validation while external labels are managed and verified by an external organization. In this research, only the ecolabels that were communicated directly on the webpage of the items were recorded, and the ecolabels that were on the main website were not taken into consideration. The rationale behind this decision was one of the key elements of the



research scope, i.e., studying the communicated sustainability features on the primary interface between the customers and retailers.

### **3.7.3 Materials (textiles)**

In order to distinguish between the products made from sustainable materials and less sustainable materials, first, the primary material (e.g., 80% cotton) and secondary material (e.g., 30% polyester) that the apparels were manufactured with are recorded. This information provides insights into whether the brands are focusing on more sustainable textiles, particularly for companies who do not have an ecolabel is associated with their brand. As mentioned in Section 2.3.2, drawing a fine line between sustainable and non-sustainable materials is challenging since sustainability has complicated aspects. In this study, to identify whether the item is manufactured using sustainably the following procedure is implemented:

- If the primary or secondary material is made of alternative fibres (defined in Section 2.3.2), the garment is considered sustainably made.
- If the item contains organic or recycled material, the garment is considered made of sustainable material.

In addition to noting the primary and secondary material, data was collected on whether the garment included organic and or recycled content.

### **3.7.4 Manufacturing location**

This attribute indicates the location where the garment is manufactured. The reason behind selecting this attribute as a sustainability feature was that this information is related to fair-trade claims because multinational firms are known for hiring foreign workers from low-income countries and have them work under extremely bad working conditions (e.g., low wage and long working hours) (Baldwin et al., 2013). Also, the awareness of labors' working condition (as a result of communicating this attribute) is one of the most important attributes that effect decision-making of consumers interested in sustainable fashion products (Stöckigt et al. (2018) identified it as the second most important factor).

### 3.7.5 Other communicated sustainable features

Other important sustainable features that are not covered by previous features is recorded in this field, such as the communicated information related to durability, ecolabels (more than one), and labour working conditions. The communicated features are then categorized into 6 sustainability-related categories: 1) water efficiency, 2) energy efficiency, 3) fair trade and ethics, 4) ecolabel certifications, 5) sustainable textile, and 6) durability.

The summary of the attributes and potential values used in our spreadsheet is listed in Table 3.4.

Table 3.4 Summary of sustainability attributes, variables, and values

Attributes recorded (variables)	Values	Notes
<b>Brand</b>	List of 40 brands included in this study	-
<b>Type of brand</b>	Fast fashion Sustainable fashion	-
<b>Item</b>	Dress Top Bottom Jacket/coat/blazer Footwear Accessory Other	-
<b>Regular price</b>	In Canadian Dollars	-
<b>Description of item</b>	Design Fit Sustainability Maintenance Retailer Fabric	The description of the item was coded into values based on the attributes of the clothing that were included
<b>Attributes related to sustainability</b>		
<b>Primary material</b>	List of different materials	-
<b>Secondary material</b>	List of different materials	-
<b>Recycled content</b>	Yes/no	% recycled content
<b>Organic content</b>	Yes/no	-
<b>Manufacturing location</b>	List of countries	-
<b>Ecolabel</b>	Yes/no	Specify ecolabel type (internal/external) and name
<b>Other sustainability related features</b>	-	-

### **3.8 Limitations of adopted research approach**

This study investigates the communication of sustainability attributes via the online webpage of the items, but the effectiveness of the communicated sustainability attributes on increasing awareness, creating willingness, and turning consumers attitude into behavior remains unknown. In addition, the technique that was used in this research (i.e., mystery shopping) has drawbacks such as limited

- **Data volume:** since data collection is done by one person and is time-expensive, the volume of the sample size of the data would be low, and
- **False assumption of the mystery shopper:** the person collecting data (i.e., the anonymous shopper) is not unbiased, has his/her own shopping pattern and behavior, which may result in biased data points.

A further challenge, which is, in part, associated with the implemented data sampling procedure, was that not all online stores that were sampled had a full range of clothing items on offer. For example, some brands focus more on footwear, some on tops. Moreover, the results based on this research method would be specific to womenswear and brands available in North America, and no further conclusion can be made.

## **Chapter 4**

### **Results & Discussion**

In this chapter, the collected data is presented and analyzed. Data was collected for 200 clothing items from 40 different brands. The results are presented in two main categories:

- General features of the clothing items: this includes the analysis of the features such as price and type of item that are not specifically related to sustainability, and
- Sustainability-related features: this includes analysis of the features that are related to the communication of sustainability attributes of a fashion item.

In some data descriptions included in this chapter, the abbreviations FB and SB will be used to denote fast fashion brands and sustainable fashion brands, respectively.

#### **4.1 General features**

Before delving into the analysis of the communicated sustainability features, the statistics of general information (i.e., general features) of the collected data is provided. This section includes an overview of the data collected from the various clothing categories and the range of prices that items were being sold for.

##### **4.1.1 Item categories**

Since women form the majority of the online fashion customers (Sabanoglu, 2020b), the items were selected from womenswear only, with a small portion of the items being listed described as ‘genderless’ within the womenswear category (Figure 4.1), and a genderless item is referred to the item that is suitable for any gender.

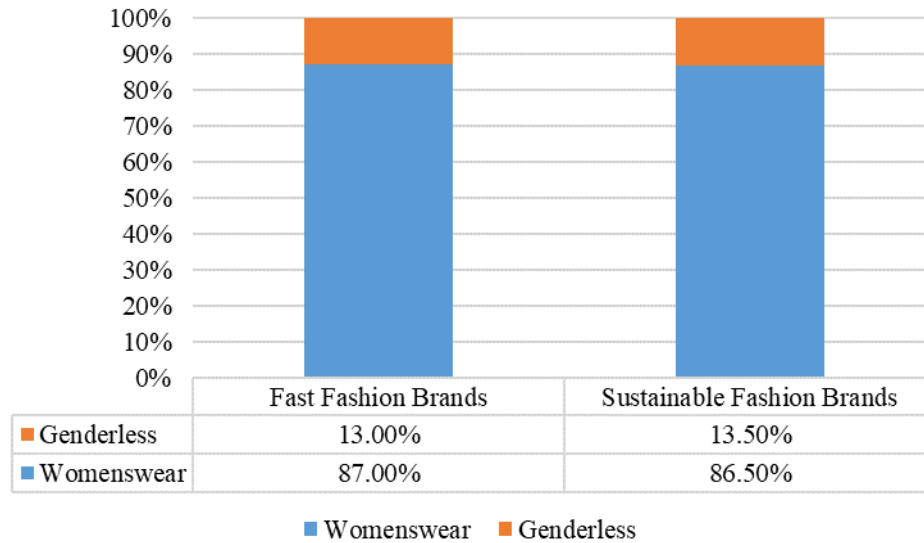


Figure 4.1 The item categories that the data is collected from (a total number of 200 items for each brand category – i.e., sustainable and fast fashion brands)

#### 4.1.2 Item types

The proportion of items sampled from each category is depicted in Figure 4.3. It should be noted that items such as swimwear, jumpsuit, and nightwear were categorized under ‘other’.

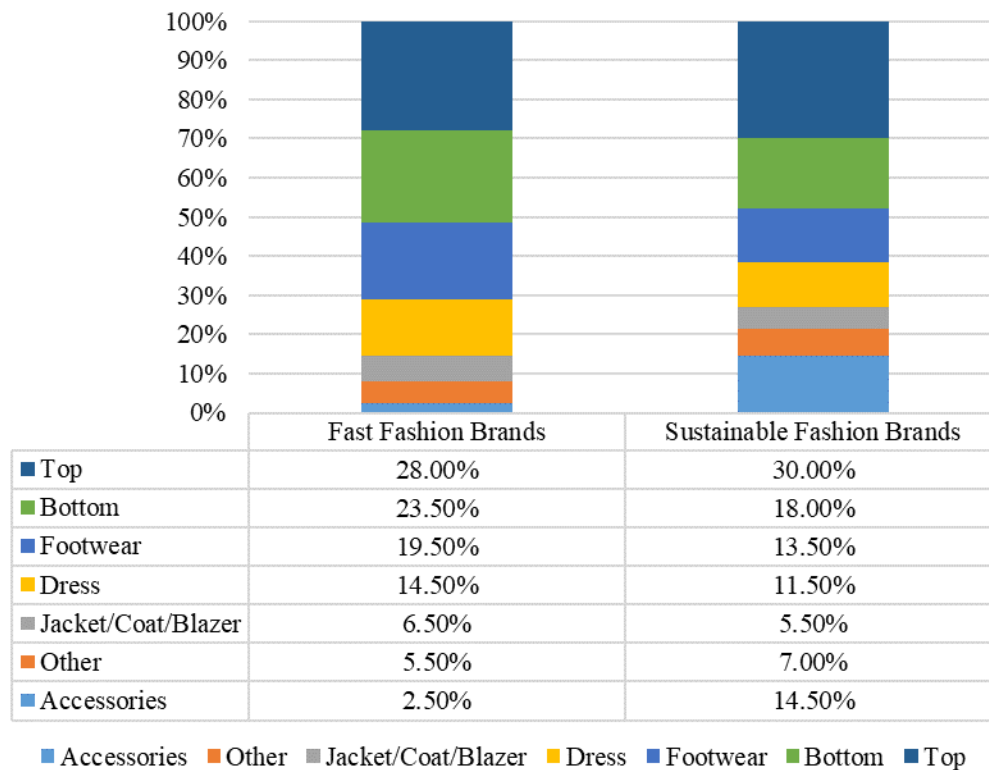


Figure 4.2 The item types of the collected data

The aim of using stratified sampling, was to select items from different item categories (i.e., dresses, tops, etc.) but also include a range of textiles; for the most part, the percentages of the type of items selected from the websites of the sustainable fashion and fast fashion brands were similar; however, there is a considerable difference between the number of accessories collected from sustainable and fast fashion brands. This is due to the fact that the variety of the items offered by some sustainable fashion brands was limited in many cases; for example, Verloop only offers sustainable accessories such as scarves, gloves, and purses (Figure 4.3); and Vera Bradley mostly offers accessories (Figure 4.4).

verloop

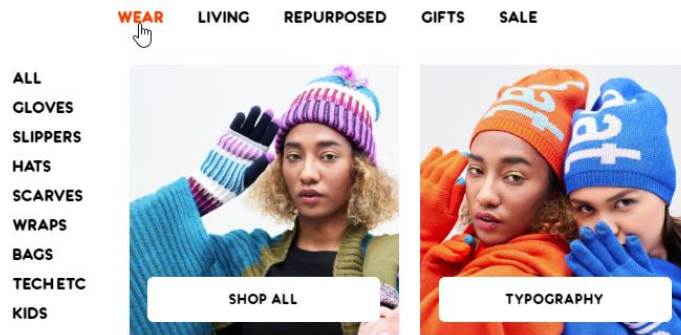


Figure 4.3 Screenshot of Verloop's website (Verloop, n.d.)

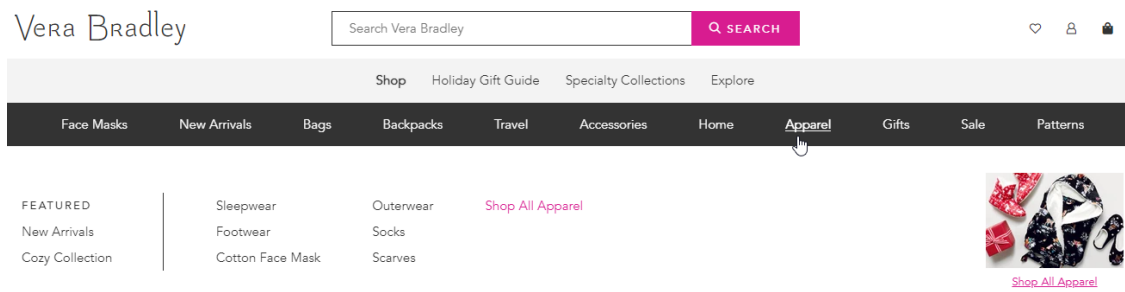
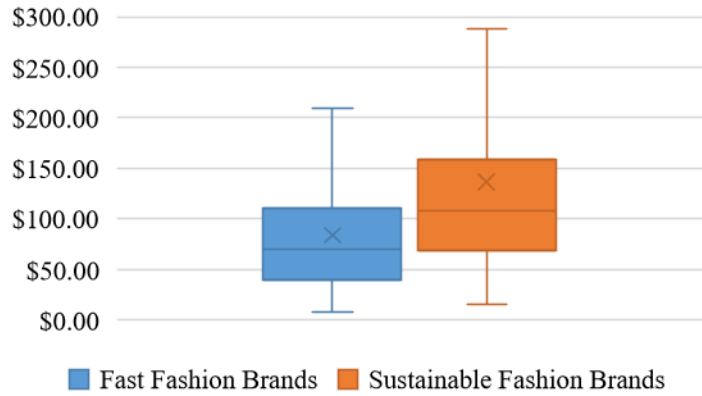


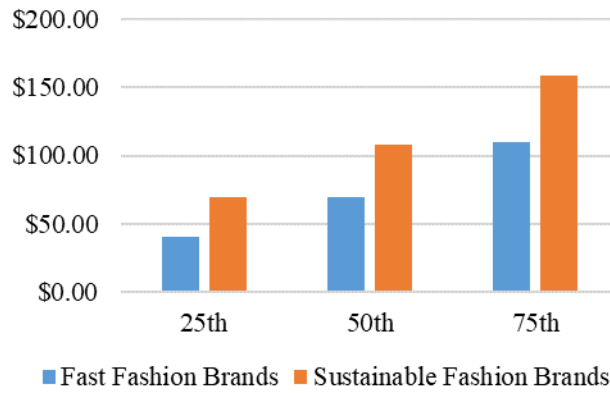
Figure 4.4 Screenshot of Vera Bradley's website (Vera Bradley, n.d.)

### 4.1.3 Price range of fashion items

The distribution of the price range of the items is depicted in Figure 4.5 and Figure 4.6. The item price distributions show that items from the sustainable fashion group fall into higher price ranges. The average price of sustainable fashion item was \$136.37 with a standard deviation of \$135.91 and that of fast fashion items was \$83.71 with a standard deviation of \$56.36. The details of price distributions and percentile comparisons are shown in Figure 4.5. Figure 4.6 (a) to (g) informs that the average prices of almost all types of sustainable fashion items (except footwear) are higher than those of fast fashion items.



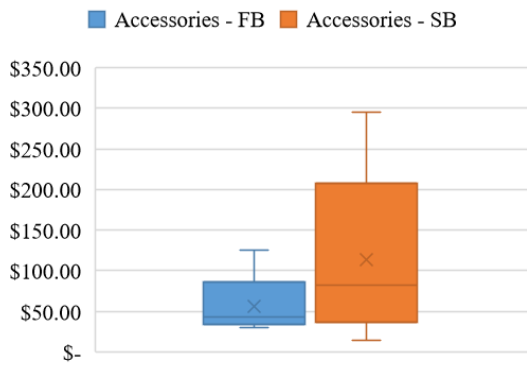
(a)



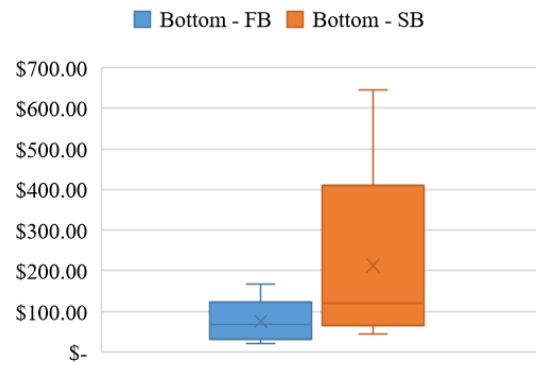
(b)

Figure 4.5 (a) price distributions, and (b) price percentile comparison

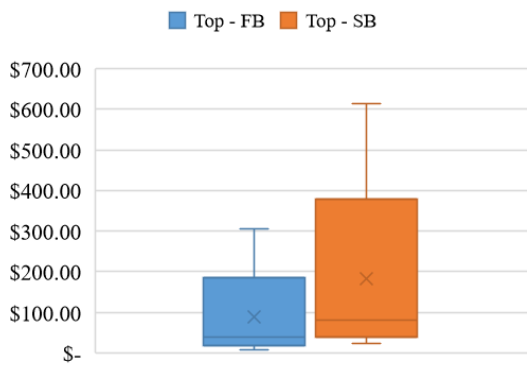




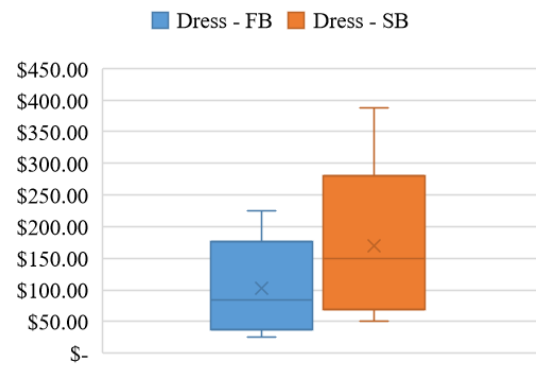
(a)



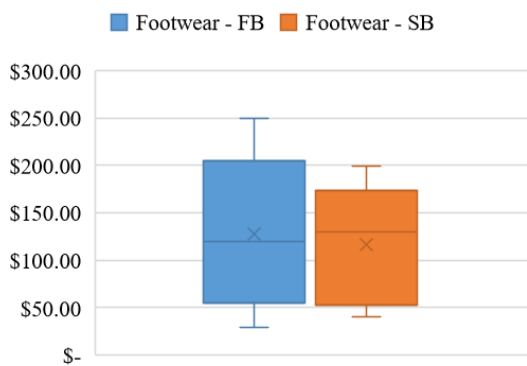
(b)



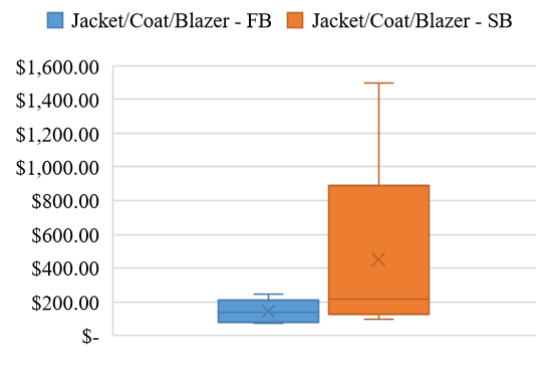
(c)



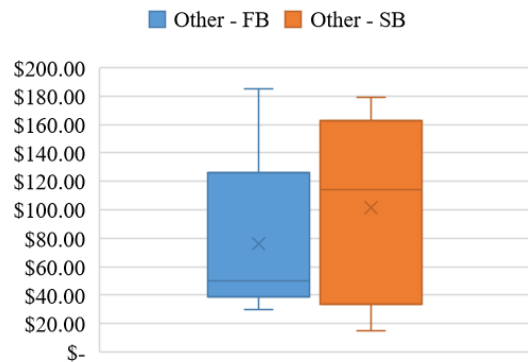
(d)



(e)



(f)



(g)

Figure 4.6 Price range distribution per item type – fast fashion brands (FB) vs. sustainable fashion brands (SB): (a) Accessories, (b) Bottom, (c) Top, (d) Dress, (e) Footwear, (f) Jacket/Coat/Blazer, (g) Other

## 4.2 Sustainability-related features

In order to study how sustainable fashion brands, communicate with their online customers, the statistics of the communicated sustainability features on the webpage of the items are provided.

### 4.2.1 Features in the description

The feature that is communicated the most in both sustainable and fast fashion items is the design of the item; however, in sustainable fashion items, the second most communicated feature is a sustainability related feature (e.g., ecolabel and sustainable material), and, in fast fashion brands, the fabric of the item is communicated the most. The details of the statistics of the communicated features in the items' description is illustrated in Figures 4.7 to 4.13. Figure 4.7 shows the percentage of how many times each description category is repeated in the first three description features. Figures 4.8 to 4.13 show the details of the distribution by feature number for both fast fashion and sustainable fashion brands items. It is evident that, for both fast fashion and sustainable fashion items, the communicated feature category in the first, second, and third description feature follows the same pattern as the total distribution of the feature categories (including first, second, and third description feature).

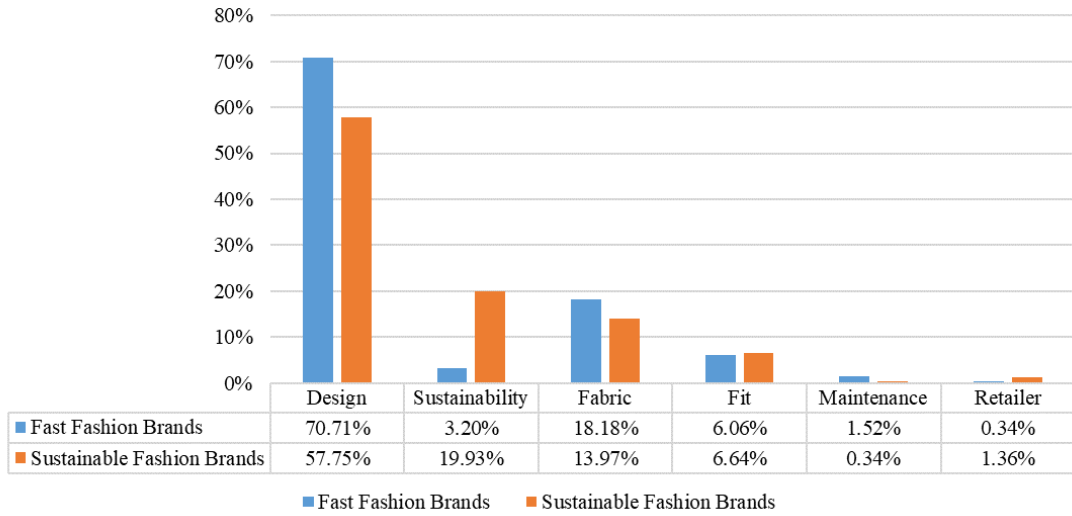


Figure 4.7 Features mentioned in the description of the items from sustainable fashion brands

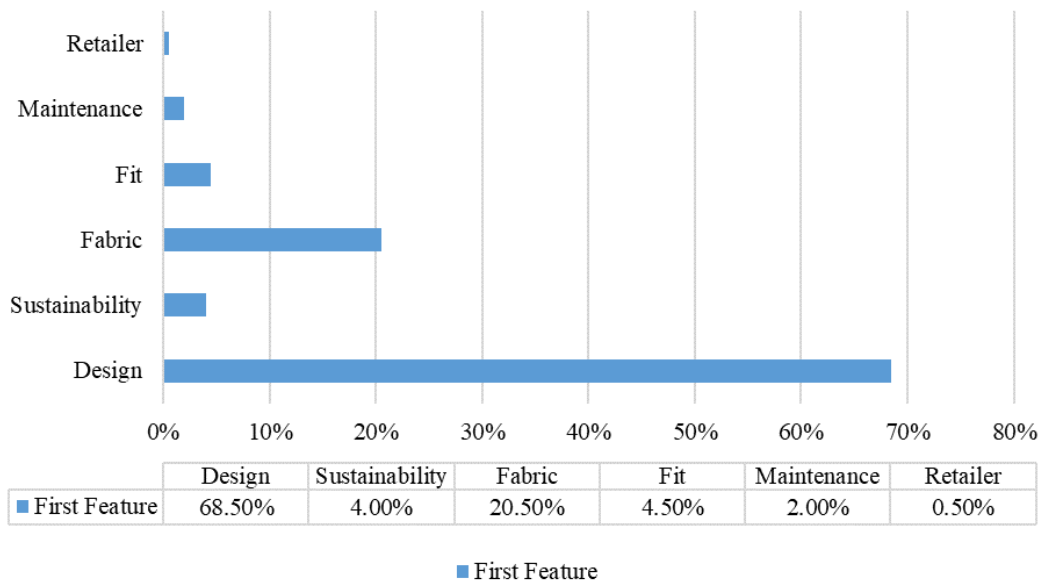


Figure 4.8 Features mentioned in the description of the items from fast fashion brands

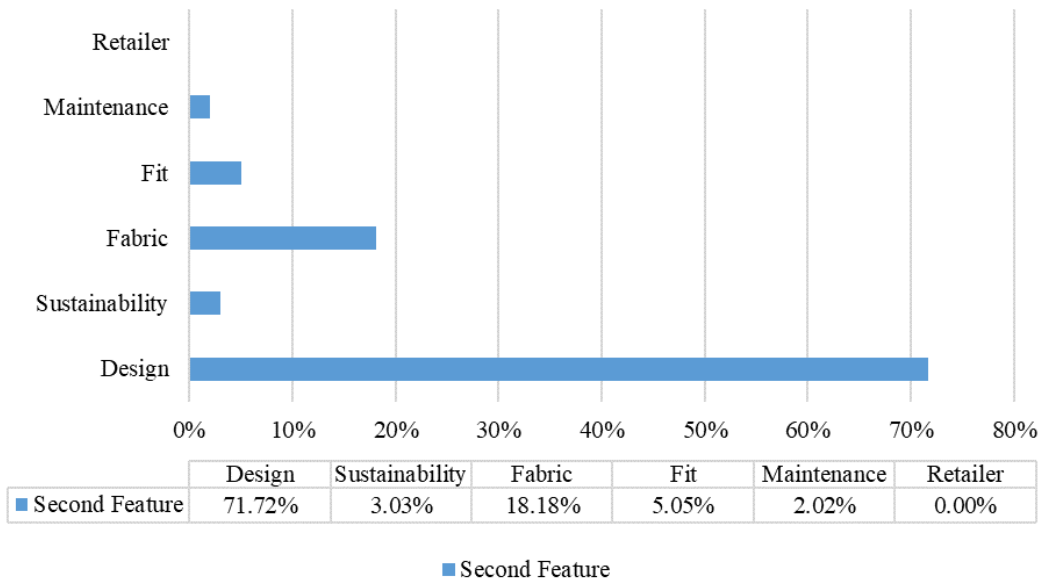


Figure 4.9 Features mentioned in the description of the items from fast fashion brands

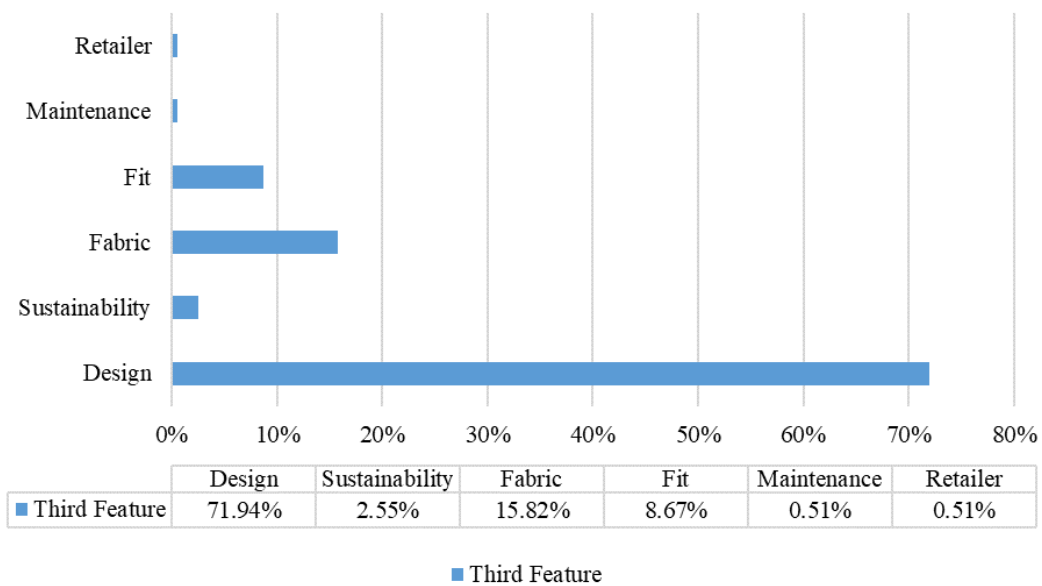


Figure 4.10 Features mentioned in the description of the items from fast fashion brands

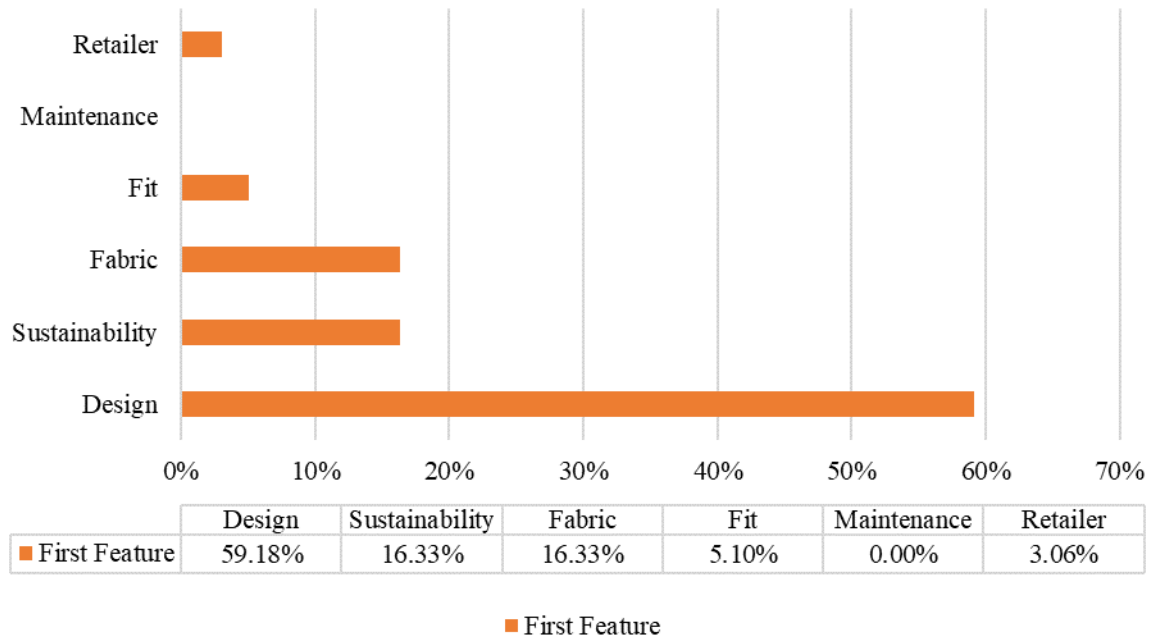


Figure 4.11 Features mentioned in the description of the items from sustainable fashion brands

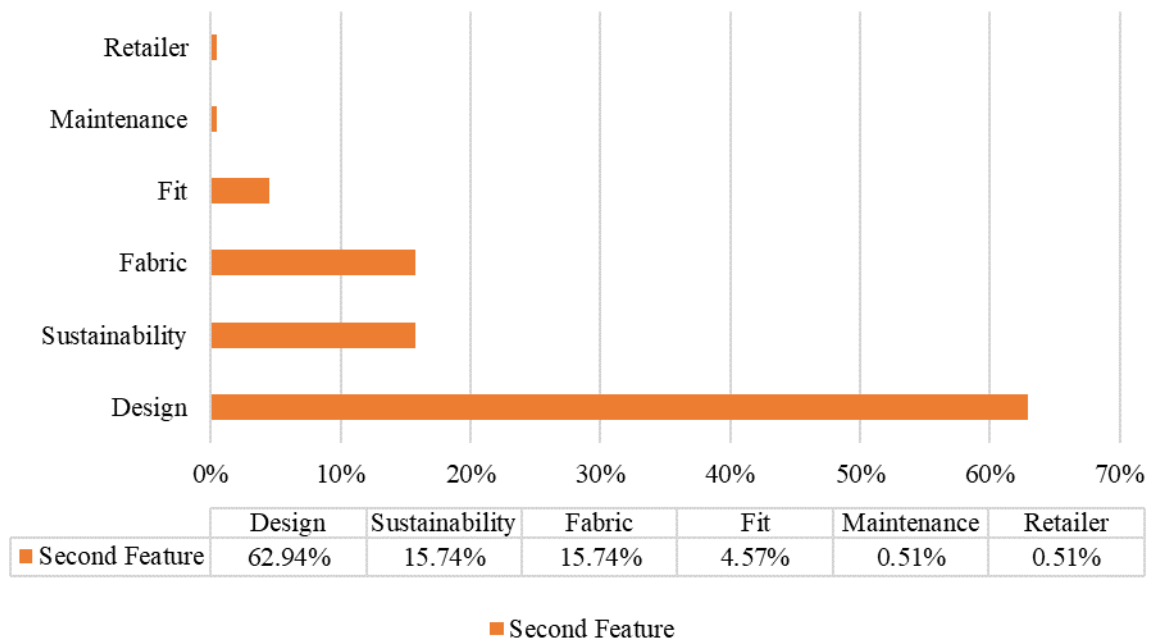


Figure 4.12 Features mentioned in the description of the items from sustainable fashion brands

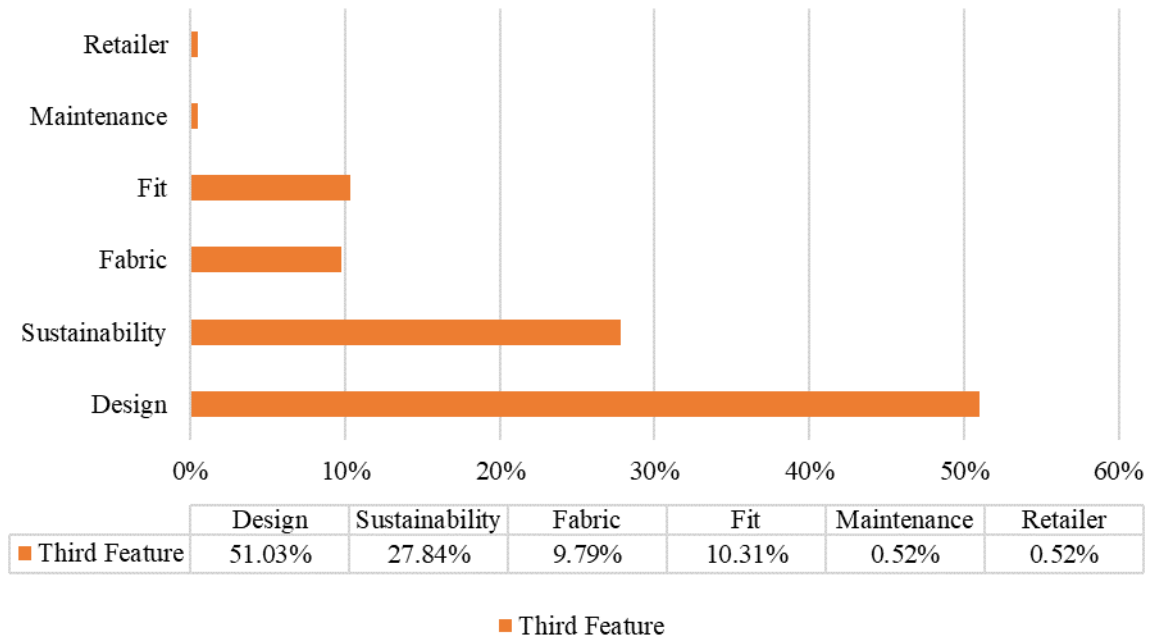


Figure 4.13 Features mentioned in the description of the items from sustainable fashion brands

#### 4.2.2 Communication of material sustainability

Determining whether the garments are made using sustainable materials is challenging because items are made of several components, and those components are made of different materials. Hence, during the data collection process, we collected the following communicated information as a representation of the materials that the item is manufactured with:

- Primary material,
- Secondary material,
- If the garment contains organic content, and
- If the garment contains recycled material.

Using the information above we can define a criterion that determines whether the garment is made of sustainable materials. The process is defined Section 3.7.3, and is repeated in the footnote for the ease of readers<sup>1</sup>.

The statistics of materials used in sustainable fashion and fast fashion items are illustrated in Figure 4.14 and Figure 4.15

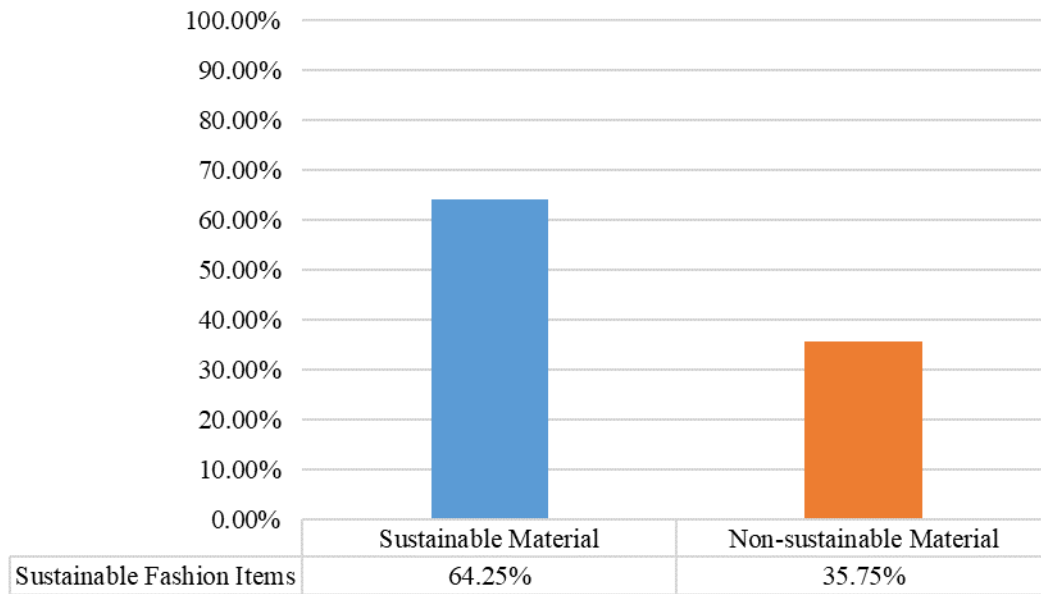


Figure 4.14 Material categorization of sustainable fashion items

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<sup>1</sup> If the primary or secondary material is made of alternative fibres (defined in Section 2.3.2), the garment is considered sustainably made. In our data, materials crafted by alternative fibres are:

- Bamboo
- Flannel
- Hemp
- Linen (Flax)
- Lyocell
- Modal
- Other-Natural Fibre
- Recycled PET
- Silk
- Wool

If the item contains organic or recycled material, the garment is considered made of sustainable materials.

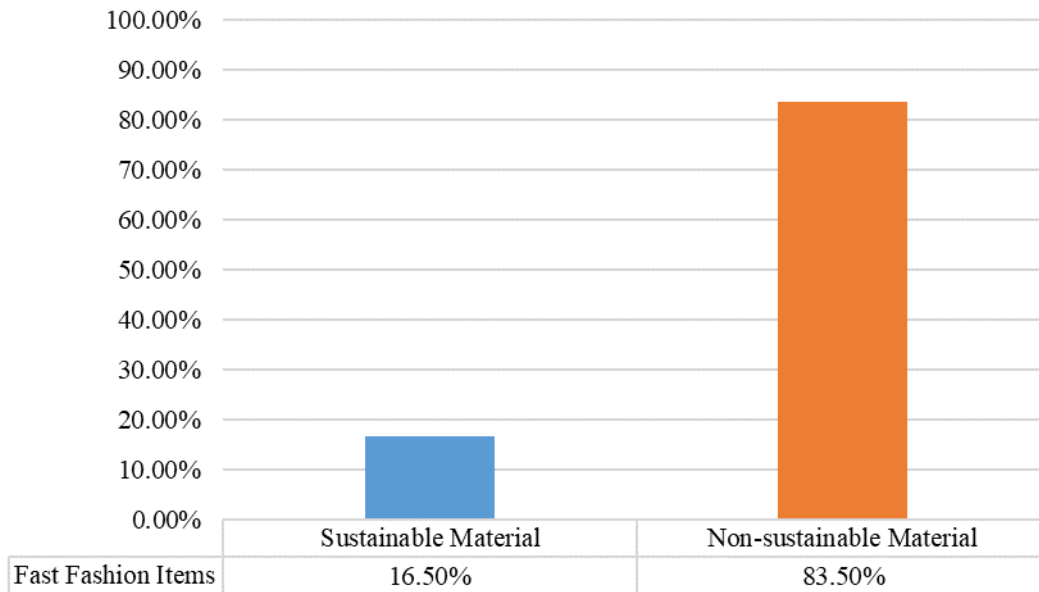


Figure 4.15 Material categorization of fast fashion items

As is evident in the distributions, 64.25% of the sustainable fashion items are made of sustainable materials, and 35.75% of the items are still made of unsustainable materials. On the contrary, as expected, only 16.5% of the fast fashion brands are made of sustainable materials. This comparison shows that sustainable brands are somewhat successful in communicating their effort in using sustainable materials in manufacturing their items; however, still more than 1/3 of the items are made of unsustainable materials. As depicted in Figures Figure 4.16, Figure 4.17, and Figure 4.18, it is noteworthy that the most material used in both sustainable and fast fashion items is cotton. 65.79% of the cotton used in sustainable fashion items are organic (i.e., sustainable); however, only 3.70% of the cotton used in fast fashion items are organic. The share of polyester in the fast fashion items is considerable, and that of in sustainable fashion items is less. Somewhat the same pattern is found in the secondary materials (i.e., Figure 4.18). In the fast fashion items, the share of polyester and synthetic materials in the secondary material distribution are still considerable, and in the sustainable fashion items, the effort in using alternative materials is apparent.



The statistics of materials used in sustainable fashion and fast fashion brands are detailed in Figures Figure 4.17, Figure 4.18, Figure 4.19, and Figure 4.20.

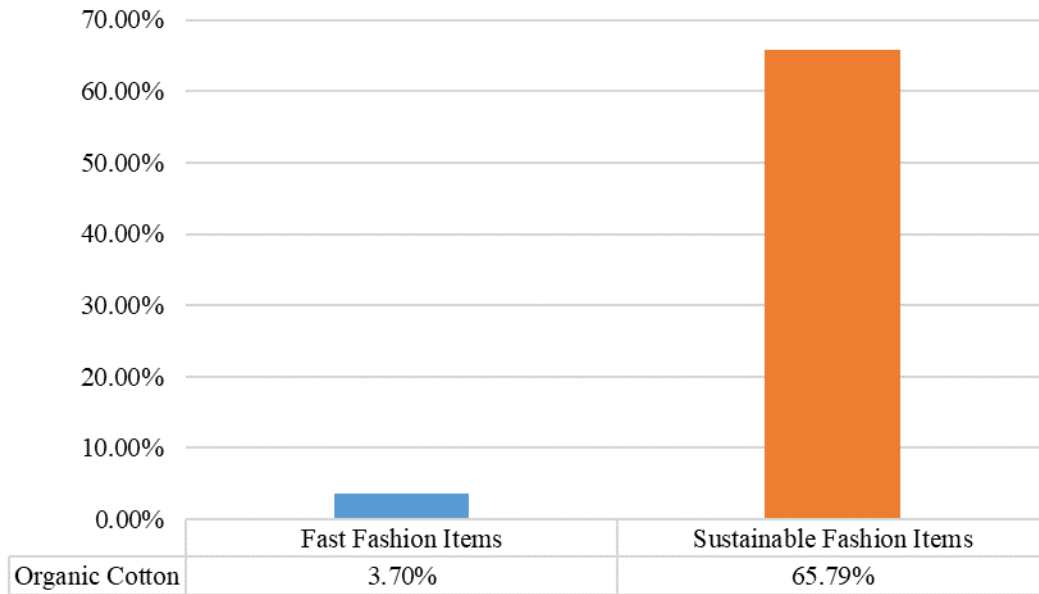


Figure 4.16 Percentages of organic cotton used in sustainable fashion vs. fast fashion items

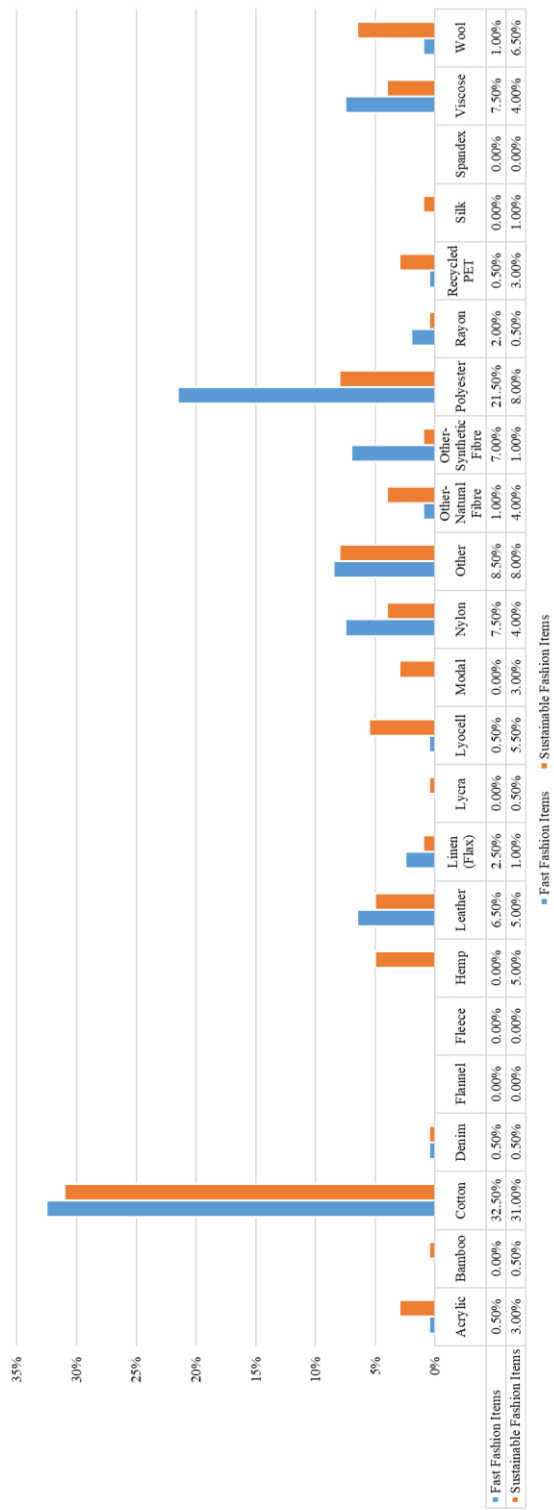


Figure 4.17 The distribution of the primary material, which the items are made of (fast fashion vs. sustainable fashion)

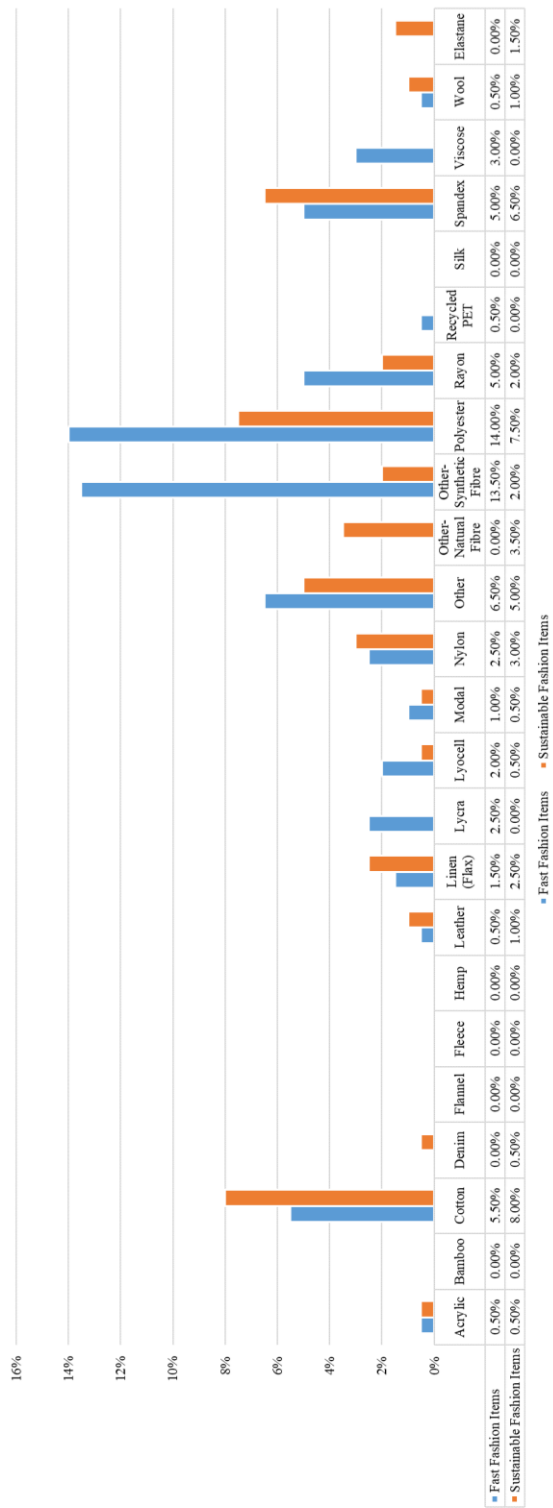


Figure 4.18 The distribution of secondary material, which the items are made of (fast fashion vs. sustainable fashion)

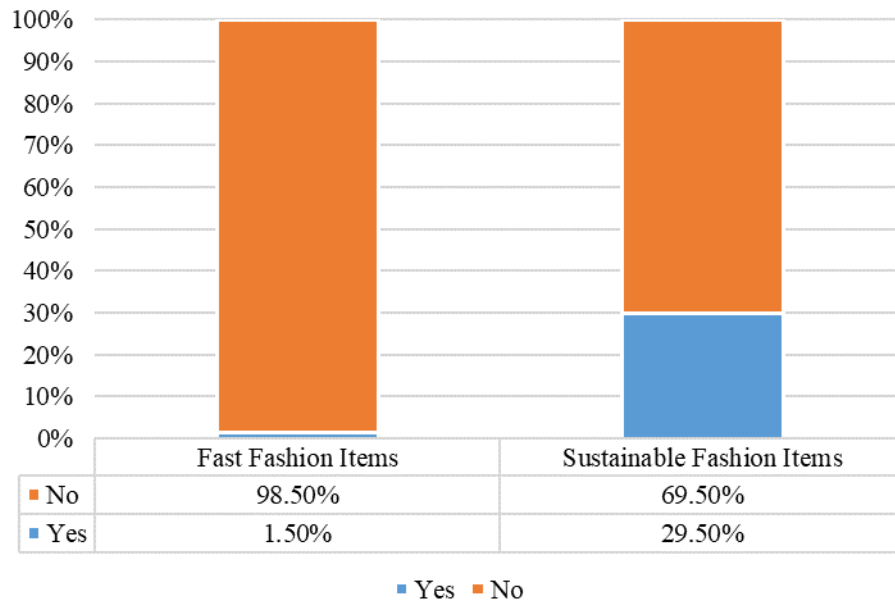


Figure 4.19 Percentage of items containing organic content (fast fashion vs. sustainable fashion)

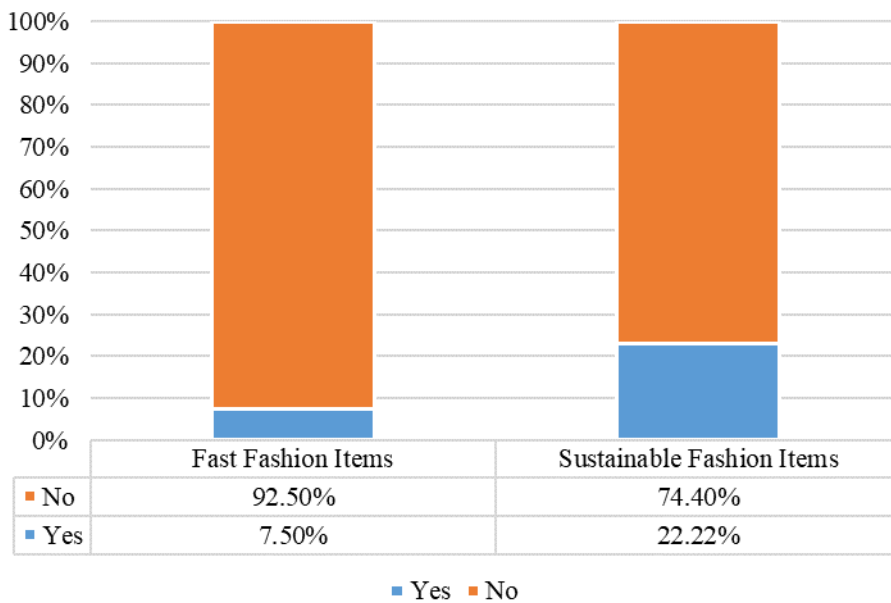


Figure 4.20 Percentage of items containing recycled content (fast fashion vs. sustainable fashion)

### 4.2.3 Communication of ecolabels

As shown in Figure 4.21, 53.62% of the items of sustainable fashion brands are certified by at least one ecolabel. This number notably decreases in fast fashion brands (8.00%). In addition, out of the sustainable fashion items that communicated ecolabels, 93.33% are certified by at least one external ecolabel, and this portion for fast fashion items is 25% (Figure 4.22). It should be noted that 13.04% of the sustainable fashion items communicated more than one certified ecolabel (Figure 4.23).

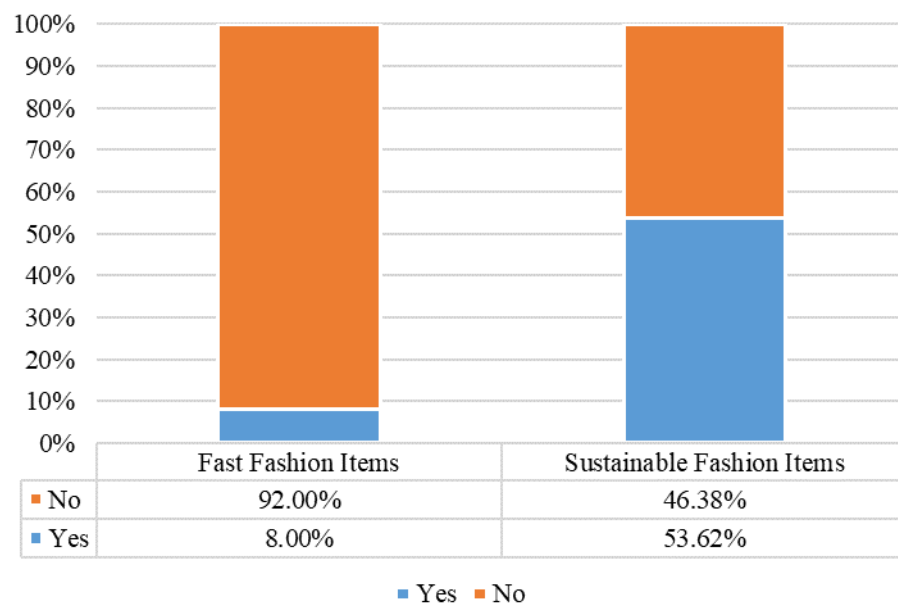


Figure 4.21 Availability of ecolabels

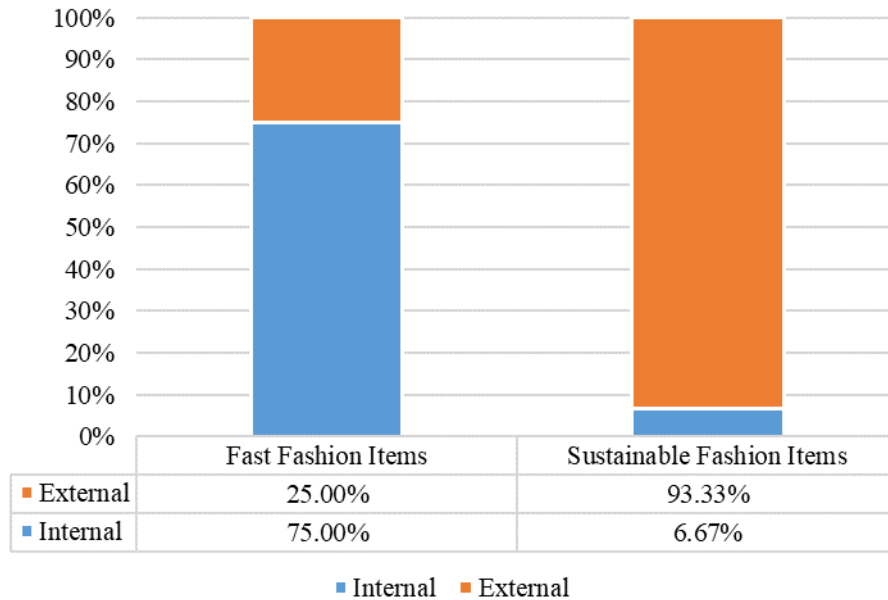


Figure 4.22 Distribution of ecolabel types

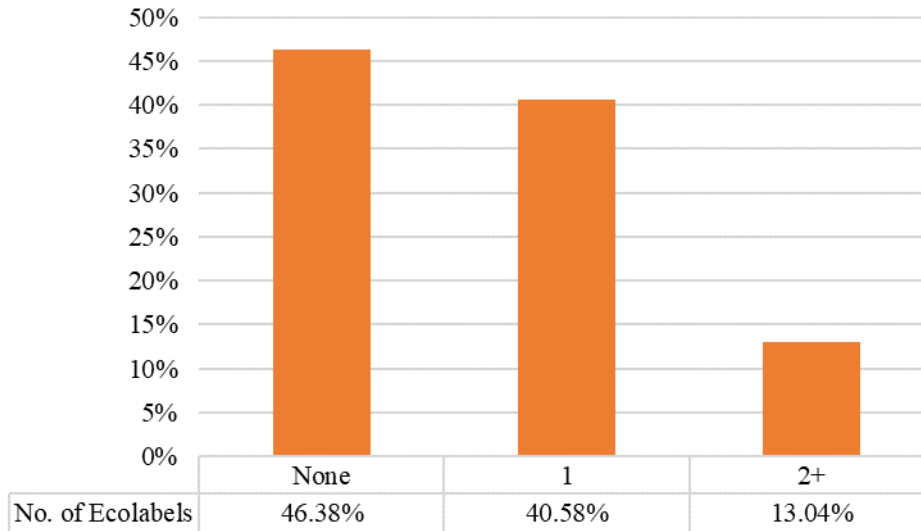


Figure 4.23 Number of communicated ecolabels in sustainable fashion items

The recorded ecolabels were also categorized into three categories: environment, labour/social, and animal welfare. It should be noted that in this categorization, only the items that had external ecolabel were considered. As is evident in Figure 4.24, environmentally

related ecolabels were communicated the most (71%) and the labour- and social issue-based ecolabels were communicated for 26%. Animal welfare ecolabels were communicated only for 3%. The dominance of environmentally-related ecolabels are also reported in previous research (Ha-Brookshire & Norum, 2011; Han et al., 2017; Sheth et al., 2011), which is confirmed here as well. Note that the percentages were calculated based on the total number of items that communicated an external ecolabel. The list of ecolabels that were considered in each category is listed on Table 4.2.

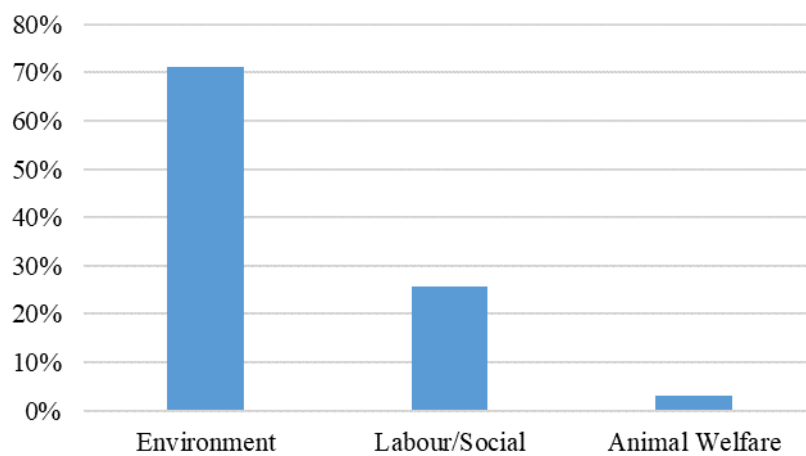


Figure 4.24 Categorization of ecolabels: environment, labour/social, and animal welfare

Table 4.1 Ecolabels' categorization: environment, labour/social, and animal welfare

Environment	Labour/Social	Animal Welfare
<ul style="list-style-type: none"> <li>• PETA Approved Vegan</li> <li>• Global Organic Textile Standard (GOTS)</li> <li>• SMETA certification</li> <li>• OEKO-TEX Label</li> <li>• Better Cotton Initiative</li> <li>• Carbon Free Certified</li> <li>• Carbon Neutral Certification</li> <li>• Ecoproof</li> <li>• Global Recycle Standard</li> <li>• Institute for Marketecology (IMO)</li> <li>• LEED certification</li> <li>• TENCEL TM</li> </ul>	<ul style="list-style-type: none"> <li>• World Fair Trade Organization</li> <li>• Fair Trade Certified</li> <li>• SMETA certification</li> <li>• Fair Labor Practices and Community Benefits</li> <li>• Institute for Marketecology (IMO)</li> <li>• Fair Trade</li> <li>• ISO 14001/SA800</li> </ul>	<ul style="list-style-type: none"> <li>• Animal Welfare Approved</li> </ul>

<ul style="list-style-type: none"> <li>• Organic Cotton (OC)</li> <li>• SOIL</li> <li>• ISO 14001/SA800</li> <li>• GRS certified</li> </ul>		
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#### 4.2.4 Communicated manufacturing location

During the data collection process, the location where the items were manufactured was recorded due to the potential effect of the manufacturing location and the impression of poor/fair working condition on the eyes of customers. As is evident in Figure 4.25, the manufacturing location of a significant portion of the items (both in sustainable and fast fashion items) is not communicated, and this uncommunicated information is more noticeable in fast fashion items (86% of the fast fashion items vs. 45% of the sustainable fashion items). The geographic heatmap and details of the manufacturing locations of the items are illustrated in Figures Figure 4.26 and Figure 4.27.

It should be noted that the heatmap figures might seem misleading because the total number of items that are used in the figures are different for fast fashion and sustainable fashion items. It is also evident that the sustainable fashion brands may tend to manufacture their products in the countries that have better labour regulations, e.g., Canada, the United States, and European countries. In comparison, out of the 14% of the fast fashion items that communicated the manufacturing location of the items, 40% were manufactured in an Asian country, e.g., China, Vietnam, and Indonesia.



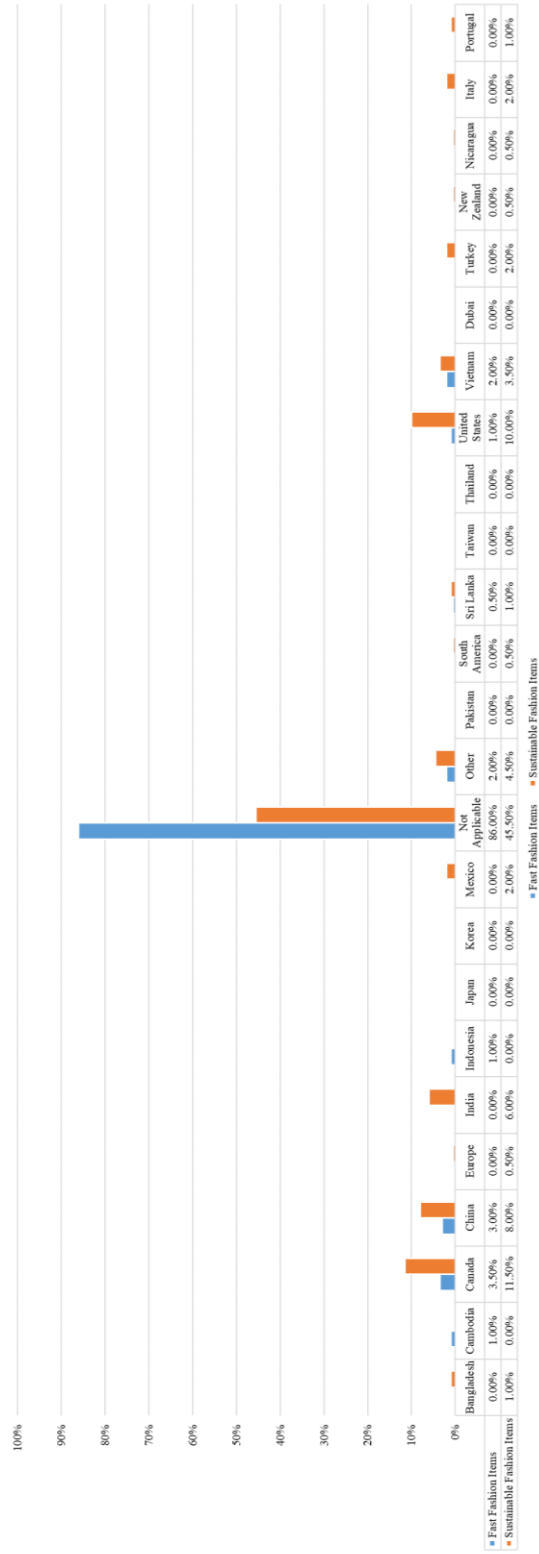


Figure 4.25 Distribution of manufacturing locations

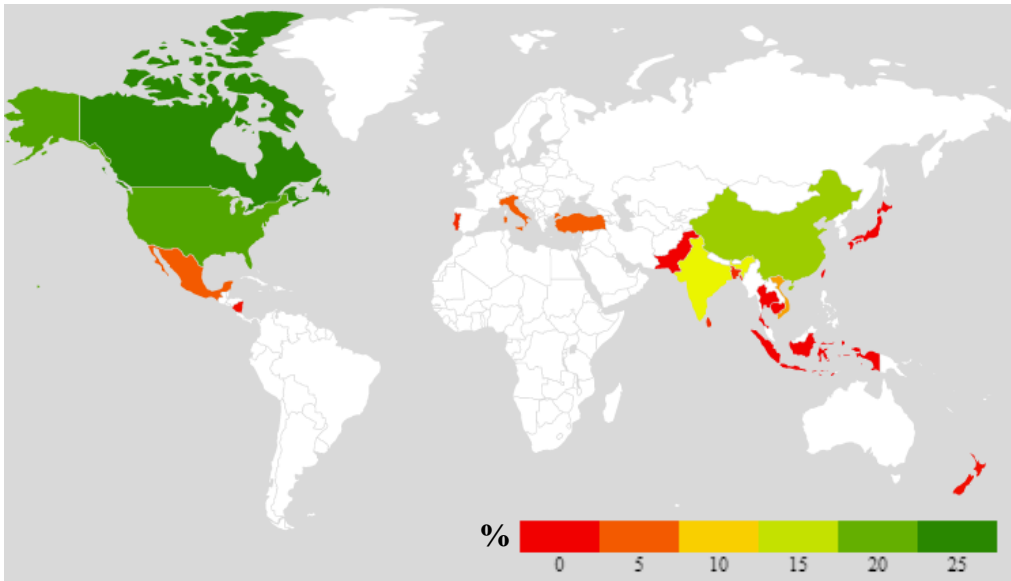


Figure 4.26 Geographic heatmap of the manufacturing location of sustainable fashion items (% of the items that the manufacturing location is communicated)

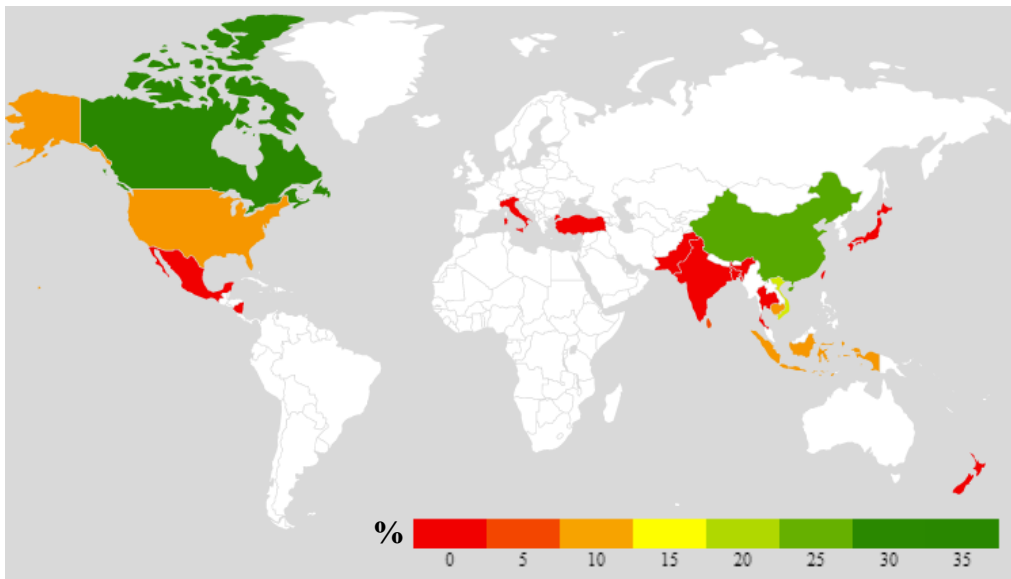


Figure 4.27 Geographic heatmap of the manufacturing location of fast fashion items (% of the items that the manufacturing location is communicated)

#### 4.2.5 Other communicated sustainability-related features

Any other sustainability-related information that could be categorized based on the previous features is recorded in this field, such as information related to durability, ecolabels (more than one), and labour working conditions. The communicated features are categorized into 6 sustainability-related categories: 1) water efficiency, 2) energy efficiency, 3) fair trade and ethics, 4) ecolabel certifications, 5) sustainable textile, and 6) durability. The features and frequency of communication are depicted in Table 4.2 and Figure 4.28. It should be noted that, for this attribute, the data was collected from any sustainability-related description communicated on the items' webpage, such as item description, title, certification logo, 2+ ecolabels, etc.

Table 4.2 Categorization of other communicated sustainability features

Category	Features
<b>Water Efficiency</b>	<ul style="list-style-type: none"> <li>• 42 gallons of water saved</li> <li>• Moving towards using less water to grow cotton</li> <li>• Low impact dying process</li> <li>• 37.9 gallons of water saved</li> <li>• 16.6 gallons of water saved</li> <li>• 36.3 gallons of water saved</li> <li>• 24.9 gallons of water saved</li> <li>• 33.3 gallons of water saved</li> <li>• 26.5 gallons of water saved</li> <li>• 16 gallons of water saved</li> <li>• Water-save wash well</li> </ul>
<b>Energy Efficiency</b>	<ul style="list-style-type: none"> <li>• Energy savings</li> <li>• Minimized waste from off-cuts</li> <li>• Pounds of Waste removed</li> <li>• Solar power factory</li> <li>• Low carbon footprint</li> </ul>
<b>Fair Trade and Ethics</b>	<ul style="list-style-type: none"> <li>• Local</li> <li>• Family run factory</li> <li>• ISO 14001/SA800</li> </ul>

	<ul style="list-style-type: none"> <li>• Fair trade cotton</li> <li>• socially responsible factory with certificate</li> <li>• Fair trade</li> <li>• Ethical factory</li> <li>• Responsibly made</li> <li>• Sustainably managed forest</li> <li>• World fair trade organization</li> <li>• Fair trade certified</li> <li>• Made responsibly</li> <li>• Transparent pricing</li> <li>• Handmade</li> </ul>
<b>Ecolabel Certifications</b>	<ul style="list-style-type: none"> <li>• PETA approved vegan</li> <li>• Working with GOTS certification</li> <li>• Made with 100 % organic cotton</li> <li>• ISO 14001/SA800</li> <li>• GOTS ecolabel</li> <li>• GRS certified</li> <li>• OEKO certified</li> <li>• GOTS Certified Organic Cotton</li> <li>• World fair trade organization</li> <li>• SMETA certification</li> <li>• 100% GRS certified recycled polyester</li> </ul>
<b>Sustainable Textile (Eco-friendly, Organic, and Recycled)</b>	<ul style="list-style-type: none"> <li>• Moving towards using less water to grow cotton</li> <li>• Renewable materials</li> <li>• Organic material</li> <li>• Made with 100 % organic cotton</li> <li>• Environment friendly fabric</li> <li>• Vegan</li> <li>• Organic content</li> <li>• Natural fabric</li> <li>• Contains recycled content</li> <li>• Recycled material</li> <li>• GOTS eco label</li> </ul>

	<ul style="list-style-type: none"> <li>• Recycled, organic material</li> <li>• Contain natural fibre</li> <li>• handcrafted natural rubber</li> <li>• OEKO certified</li> <li>• GOTS Certified Organic Cotton</li> <li>• Recycled fabric</li> <li>• SMETA certification</li> <li>• Eco-friendly fabric</li> <li>• Recycled and organic fabric</li> <li>• Eco-friendly and organic fabric</li> <li>• Organic</li> <li>• 100% GRS certified recycled polyester</li> <li>• Renewable</li> <li>• Contain recycled and organic content</li> <li>• Organic fabric</li> <li>• Made with none-chemical fabric</li> <li>• organic and contains recycled content</li> <li>• recycled polyester</li> </ul>
<b>Durability</b>	<ul style="list-style-type: none"> <li>• Durable</li> <li>• Bio-based water rappeler</li> <li>• Lifetime guarantee</li> <li>• Repairable</li> <li>• Repairable</li> </ul>



Figure 4.28 The frequency of other communicated sustainability features

### 4.3 Discussion

The first point that stands out from the analysis of the collected data is the price point of the garments produced by sustainable brands. The average of the price of sustainable fashion items is 63% more than that of the fast fashion items. Based on a recent study done by Stöckigt et al. (2018), price has the highest relative importance in the decision making process of the customers who have sustainability intentions; thus, the higher price range of sustainably made fashion products might be an important factor that one would refrain from behaving based on their sustainability intentions.

In our data collection, encouraging factors were investigated via monitoring the first three features that were mentioned in its description. It should be noted that consistency is a considered as a core limitation of e-mystery shopping (mystery shopping in general). We also did a small experiment, in which three different e-mystery shoppers collected the data, and an acceptable consistency was confirmed. As expected, the first item characteristic that both

sustainable fashion and fast fashion brands try to communicate with customers is design of the product (sustainable fashion brands: 57.75% and fast fashion brands: 70.71%). The design of a fashion item seems to be a critical factor in consumers' decision-making process; however, the clients that have sustainability intentions would also focus on sustainability efforts of a brand and how he/she can build the trust upon the companies' sustainability claims, e.g., durability of an item or working condition of the labors. Based on the results presented in Chapter 4, within the first three features stated in the descriptions of sustainable fashion items, sustainability-related attributes were communicated 19.93%, which is the second most popular factor in the sustainable fashion item descriptions. However, Sustainability was communicated in very few numbers of fast fashion item description (3.2%). Although there is a significant difference between sustainability-related features in the descriptions communicated by sustainable fashion brands in comparison with fast fashion brands, sustainable fashion brands can improve their sustainability communication by adding more descriptive sustainability factors to the description section of the webpage of their products as an attraction for their clients and giving more information about how their item help the environment, people, and society.

### **4.3.1 Transparency**

One of the important factors in influencing consumers' perception of sustainability and potentially increasing willingness of consumers to purchase sustainably made fashion products is brands' trustworthiness (H. Park & Kim, 2016). In other words, the better sustainable brands communicate reliable proofs regarding their sustainability efforts, the more the trust of consumers in the brand would be. In this study we broke that the communication of transparency into three main categories: ecolabels, material, and manufacturing location.

#### 4.3.1.1 Communication of ecolabels

The ecolabels' name and type (i.e., internal or external) that were communicated via the webpage of an item were recorded. 53.62% of the sustainable fashion items were associated with at least one ecolabel, and 93.33% of the ecolabels were issued externally (i.e., supported

by government or issued by a credible third-party agency). However, only 8% of the fast fashion items were associated with ecolabels, and 75% of ecolabels were company specific and internally issued. Internally issued ecolabels can have conflict of interest with issuers' benefits; thus, consumers may not be able to fully trust those kinds of ecolabels and purchase the products based on those certifications. In other words, external ecolabels would make the sustainability claims more transparent.

#### 4.3.1.2 Communication of materials

Separating materials into sustainable and non-sustainable categories is challenging. In this research, the following pattern was adopted in making sense of sustainable and non-sustainable material:

If the primary or secondary material is made of alternative fibres (defined in Section 2.3.2), the garment is considered sustainably made.

- If the item contains organic or recycled material, the garment is considered made of sustainable material.

After filtering the data using the procedure mentioned above, 64.25% of the sustainable fashion items were successfully communicated to be made of sustainable materials or to contain sustainable materials. On the other hand, 83.5% of the fast fashion items were identified to be made of 100% non-sustainable materials, which shows a significant difference between fast fashion products and sustainable fashion products. It is interpreted from the results that non-organic cotton and polyester form the main constituents of the fabrics, which is concerning that a big portion of the items offered by sustainable fashion brands are made of these two problematic materials.

#### 4.3.1.3 Manufacturing location

During the data collection process, the location where the items were manufactured was recorded. The reasoning behind selecting this attribute as a sustainability feature was that this information could be a rigorous proof of fair-trade claims. Initial intentions of collecting



information about manufacturing location was to have complementary information. The awareness of labors' working condition (as a result of communicating this attribute) is one of the most important attributes that effect decision-making of consumers interested in sustainable fashion products (Stöckigt et al. (2018) identified it as the second most important factor). Surprisingly, 45.5% of the sustainable fashion items and 86% of the fast fashion items did not communicate this feature on the items' webpages, which can be a negative point because the consumers can be biased against the exact location where the garment was manufactured.

The results show that sustainability-related attributes communicated by sustainable fashion brands are significantly more than fast fashion brands. Moreover, sustainable brands are doing a much better job in using sustainable materials, showing transparency by becoming certified by external ecolabels, and communicating their sustainability related efforts and initiatives.

Table 4.3 Summary of findings for fast fashion brands (FB) vs. sustainable fashion brands (SB) items

Category	Fast Fashion	Sustainable Fashion	Observations
<b>Price (average price)</b>	\$83.71	\$136.37	Average price of SB items is ~60% more than FB items
<b>Top three attributes mentioned</b>	Design, fabric and fit	Design, sustainability, fabric	FF and SF communicated similar attributes (design and fabric) but for SF items more emphasis was placed on communicating sustainable attributes
<b>Material used most frequently</b>	Cotton Polyester	Cotton Polyester	Both FF and SF use cotton and polyester as a primary fabric most frequently, however SF items were 20 times more likely to contain organic cotton and 3 times more likely to contain recycled polyester
<b>Use of organic material (cotton)</b>	1.5%	30%	
<b>Use of recycled material (polyester)</b>	7.5 %	22%	
<b>Use of eco label</b>	8%	54%	SF items were 7 times more likely to have an ecolabel. Of the 8% of FF items that had ecolabels, three quarters of these were <i>internal</i> labels.
<b>Proportion of eco labels that are externally verified</b>	25% (of the 8%)	93% (of the 54%)	
<b>Proportion of items where location of manufacturing was disclosed</b>	14%	55%	More than 85% of FF items did not disclose where they were manufactured, for SF items just under half did not disclose the location.

## **Chapter 5**

### **Conclusions and Suggestions for Future Research**

#### **5.1 Overview**

In this chapter, the results of data analysis are discussed to answer the following questions:

- I. What are the sustainability attributes that are being communicated by sustainable fashion brands?
- II. How are sustainable fashion brands communicating the sustainability attributes with online customers?
- III. How do fast fashion brands communicate sustainability attributes in comparison with sustainable fashion brands?

The details of our data collection procedure and results are elaborated on in Chapter 3 and Chapter 4s.

This research intends to analyze the communication of sustainable fashion brands to their actual and potential clients in comparison with fast fashion brands by using e-mystery shopping technique. To achieve this, a list of 20 popular sustainable fashion brands in North America was prepared, and 10 random items from each brand were selected. The same number of brands and items were selected from famous fast fashion brands.

In order to close the gap between the customers' attitudes and behaviour in purchasing from sustainable fashion brands (i.e., convert willingness to an actual purchase), their awareness of the positive contributions of the purchase of sustainably made products should increase. This increase in awareness would not occur without effective communication between the sustainable companies and consumers. In this research, the communication of sustainable indicators at the lowest level of the interface of a fashion brand's website and online shoppers was studied.

## 5.2 Conclusions

In Figure 5.1, the sustainability attributes that would contribute to an increase in awareness are summarized via a communication model based on the marketing mix influencing factors described in Section 2.4.

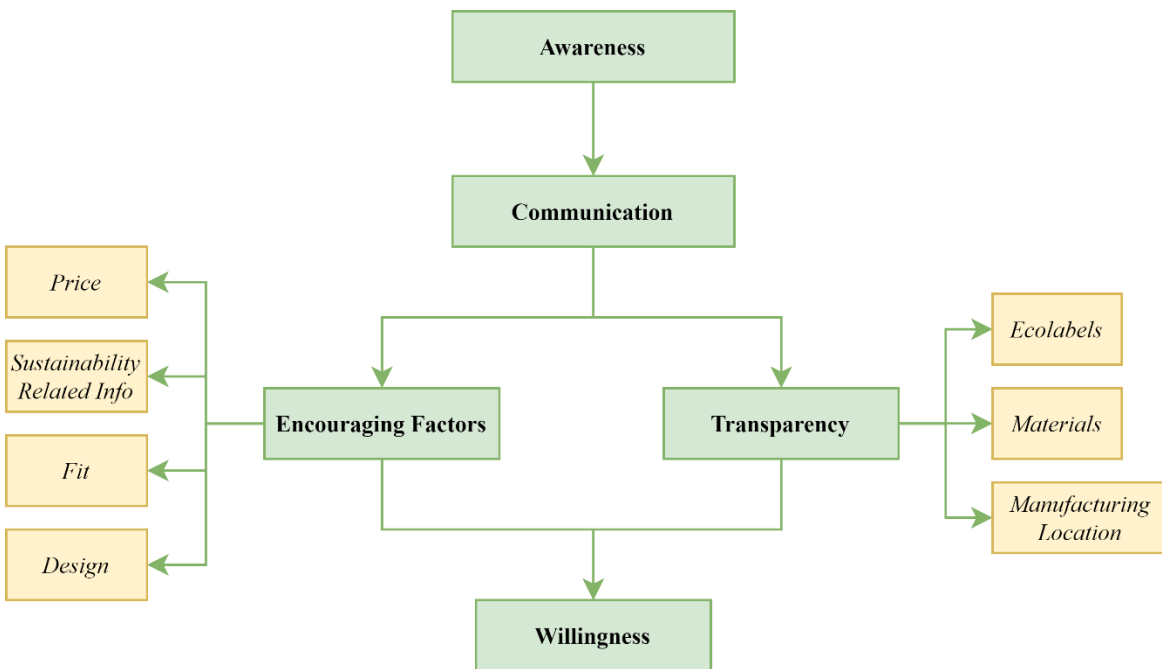


Figure 5.1 Summary of sustainability attributes via a communication model

As described in Figure 5.1, the effective communication of sustainability should incorporate two main attributes: encouraging factors and information regarding transparency.

The main conclusions of this research are:

- Clear differences are evident between the communication of sustainability by fast fashion and by sustainable fashion brands (the statistical significance of these differences is not studied),
- Sustainable fashion items fall into a higher price range than fast fashion brands (with average prices of \$136.37 vs. \$83.71, respectively),

- Fast fashion brands that claimed ecolabels were mostly certified internally (could be an indicator of conflict of interest),
- A noticeably larger portion of fast fashion items, as compared to sustainable fashion items, was composed of non-sustainable material (83.5% vs. 35.75%), and
- Manufacturing location was a common weak point for both sustainable fashion and fast fashion brands.

Overall, this research depicts how e-mystery shopping can be implemented as an effective technique for evaluating the communication of sustainability attributes and conducting the analysis of the collected data.

### **5.3 Suggestions for future research**

There exist some paths that interested researchers can take as a continuation of this research:

- Investigate how effective sustainable fashion brands are at communicating sustainability features with their customers,
- Evaluate the communication of sustainability features in sustainable fashion brands' stores using mystery shopping technique (in-store investigation),
- Study customers' interpretation of the communicated sustainability information, and/or
- Develop a standard tool for gauging the efficacy of sustainability communication to increase external validity.

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## **Appendix A**

### **Features List**

The list of features that was used in data collection spreadsheet are defined as follows:

- **General related features:**
  - a. **List:**
    - i. **A (fast fashion brands)**
    - ii. **B (sustainable fashion brands)**
  - b. **Brand name:**
    - i. **List A:**
      1. **Adidas**
      2. **American Eagle**
      3. **ASOS**
      4. **Banana Republic**
      5. **Free People**
      6. **Garage**
      7. **H&M**
      8. **Hollister**
      9. **Le Chateau**
      10. **Little Burgundy**
      11. **Lululemon**
      12. **Nike**
      13. **Old Navy**
      14. **Roots**
      15. **RW & Co.**
      16. **The Gap**
      17. **TopShop**
      18. **UnderArmor**



**19. Vans**

**20. Zara**

**ii. List B:**

**1. Allbirds**

**2. Alternative Apparel**

**3. Cuyana**

**4. Ecologist**

**5. Encircled**

**6. Everlane**

**7. Frank and Oak**

**8. Levi's**

**9. Manduka**

**10. Mara Hoffman**

**11. Nisolo**

**12. Pact**

**13. Patagonia**

**14. People Tree**

**15. Reformation**

**16. Toms**

**17. United By Blue**

**18. Vera Bradley**

**19. Verloop**

**20. Vetta**

**c. Item:**

**i. Accessories**

**ii. Bottom**

**iii. Dress**

**iv. Footwear**

**v. Jacket/Coat/Blazer**

- vi. Other
    - vii. Top
  - d. Category:
    - i. Womenswear
    - ii. Menswear
    - iii. Genderless
    - iv. Other
  - e. Registered price
- Sustainability related features:
  - a. Primary material:
    - i. Acrylic
    - ii. Bamboo
    - iii. Cotton
    - iv. Denim
    - v. Flannel
    - vi. Fleece
    - vii. Hemp
    - viii. Leather
    - ix. Linen (Flax)
    - x. Lycra
    - xi. Lyocell
    - xii. Modal
    - xiii. Nylon
    - xiv. Other
    - xv. Other-Natural Fibre
    - xvi. Other-Synthetic Fibre
    - xvii. Polyester
    - xviii. Rayon
    - xix. Recycled PET

- xx. Silk**
- xxi. Spandex**
- xxii. Viscose**
- xxiii. Wool**
- xxiv. Not Applicable**

**b. Secondary material:**

- i. Acrylic**
- ii. Bamboo**
- iii. Cotton**
- iv. Denim**
- v. Flannel**
- vi. Fleece**
- vii. Hemp**
- viii. Leather**
- ix. Linen (Flax)**
- x. Lycra**
- xi. Lyocell**
- xii. Modal**
- xiii. Nylon**
- xiv. Other**
- xv. Other-Natural Fibre**
- xvi. Other-Synthetic Fibre**
- xvii. Polyester**
- xviii. Rayon**
- xix. Recycled PET**
- xx. Silk**
- xxi. Spandex**
- xxii. Viscose**
- xxiii. Wool**

**xxiv. Not Applicable**

**xxv. Elastane**

**c. Organic content:**

**i. Yes**

**ii. No**

**d. Manufacturing location:**

**i. Bangladesh**

**ii. Cambodia**

**iii. Canada**

**iv. China**

**v. Europe**

**vi. India**

**vii. Indonesia**

**viii. Japan**

**ix. Korea**

**x. Mexico**

**xi. Not Applicable**

**xii. Other**

**xiii. Pakistan**

**xiv. South America**

**xv. Sri Lanka**

**xvi. Taiwan**

**xvii. Thailand**

**xviii. United States**

**xix. Vietnam**

**xx. Dubai**

**xxi. Turkey**

**xxii. New Zealand**

**xxiii. Nicaragua**

**xxiv. Italy**

**xxv. Portugal**

**e. Assigned ecolabel:**

**i. Yes**

**ii. No**

**f. Ecolabel name:**

**i. Animal Welfare Approved**

**ii. Better Cotton Initiative**

**iii. Carbon Free Certified**

**iv. Carbon Neutral Certification**

**v. Eco Proof**

**vi. Fair Labor Practices and Community Benefits**

**vii. Fair Trade**

**viii. Global Organic Textile Standard (GOTS)**

**ix. Global Recycle Standard**

**x. Institute for Market Ecology Institute (IMO) Certified**

**xi. Join Life**

**xii. Not Applicable**

**xiii. OEKO-TEX Label**

**xiv. Other**

**xv. LEED certification**

**xvi. world fair trade organization**

**xvii. TENCEL tm**

**xviii. OC organic cotton**

**xix. SOIL**

**g. Ecolabel type:**

**i. Internal**

**ii. External**

**iii. Not applicable**

- h. Recycled content:**
  - i. Yes**
  - ii. No**
- i. Other sustainable feature**
  - i. Durable**
  - ii. Fair trade**
  - iii. Repairable**
  - iv. Other**
- j. Features indicated in the description:**
  - i. Design**
  - ii. Sustainability**
  - iii. Brand**
  - iv. Fabric**
  - v. Fit**
  - vi. Maintenance**
  - vii. Retailer**

The details of the sustainability claims of the selected sustainable brands are elaborated on here:

- **Allbirds**

Allbirds is focused on footwear made from natural materials such as wool, trees, sugar, and Trino™. Trino™ is crafted “from a hefty serving of responsibly harvested eucalyptus tree fibres and a handful of ZQ Merino wool. Working hand-in-hand with our fibre producers, yarn spinners, and textile makers, we made sure our high-quality knit was sustainably sourced from top to toe”. They are certified by Forest Stewardship Council® (FSC® Certification), which, based on their website, means they “source materials that meet strict standards to protect forests, and the animals and people who depend on them” (*Allbirds - Materials*, n.d.).

- **Ecologist**

Ecologist is a plastic free fashion brand that only uses natural and organic materials such as Merino Wool, Organic Cotton, and Tencel. Also, all of their products are Made-in-Canada (*Ecologist*, n.d.).

- **Encircled**

Encircled is a Certified B Corporation® sustainable brand that makes all its products in Canada. The primary material they use in their apparels is Lenzing™ Modal, which is a strong partially processed natural fabric made from beech tree pulp. This semi-synthetic material “have been certified as compostable and biodegradable under industrial, home, soil and marine conditions, thus they can fully revert back to nature” (*LENZING™*, n.d.).

- **Frank and Oak**

Frank and Oak is a Canadian-designed sustainable fashion brand. They claim sustainability practices in various sectors of their production (e.g., design, manufacturing, and fabrics) (*Frank And Oak*, n.d.).

- **Everlane**

This brand claims that it offer “exceptional quality, ethical factories, and radical transparency” (*Everlane*, n.d.). The focus of this brand is on factory partnership. In other words, Everlane monitors factories for workers’ salaries, hours of work, and environmental impact. What makes this brand special is that they sell products for men as well as shoes.

- **Nisolo**

This brand is famous for its leather shoes and bags. Nisolo’s focus is on craftspeople benefits, i.e., fair wages, healthy environment, local economy, time offs, and healthcare. In their website, they claim that the minimum wage for the entry level positions are 47% more than the workers’ average salaries before joining Nisolo (*Nisolo*, n.d.-a; *Nisolo*, n.d.-b).

- **Pact**

Pact is a brand that covers a all family members from any age and gender. They are Organic Cotton and Fair Trade Factory certified (*Pact*, n.d.).

- **Patagonia**

This fashion brand started with making climbing clothing. Currently, they sell athletic clothes of all sorts. Patagonia joined 1% for the Planet organization in 1985, and since then, it donates 1% of its revenue to this organization “to the preservation and restoration of the natural environment”. In addition, they sell apparels that are produced using 100% recyclable polyester. This brand is also Fair Trade certified (*1% for the Planet*, n.d.; *Patagonia*, n.d.).

- **Reformation**

This women clothing fashion brand is mostly famous amongst social media influencers. Their environmental commitments are not limited to sustainable transparency and lowering carbon footprints by focusing on energy-efficient production, using recycled materials, and workers’ working environments (*Reformation*, n.d.).

- **VETTA**

This women fashion brand is famous for its mini capsules that include five essential garments that can customised. The clothes are manufactured by a family run manufacturer in New York City, United States. The fabrics used in their cloths are either environmentally friendly or made of materials with the lowest possible environmental impact (e.g., TENCEL™) (*VETTA*, n.d.).

- **Mara Hoffman**

This brand tries to reduce the products’ environmental impact and increase its customers’ awareness by prioritizing natural, recycled, and organic fibres in choosing materials for their garments. Also, they avoid using fur, leather, sheep wool, or feathers. They tread their workers and artisans fairly and “aim to minimize waste and energy usage wherever possible throughout the production of each garment (*Mara Hoffman*, n.d.).

- **United By Blue**



This B-Crop-certified brand sell all sort of outdoor apparels while using organic cotton and recycled polyester. Also, they take part in environmental activities such as ocean cleaning. Based on the mission elaborated on their website, “For every product purchased, United by Blue removes one pound of trash from oceans and waterways” (*United By Blue*, n.d.).

- **Alternative Apparel**

This brand produces its garments using organic cotton, recycled polyester and cotton, and natural dyes. Their packaging is also eco-friendly, which saves trees, water, and landfill waste (*Alternative Apparel*, n.d.).

- **People Tree**

This Japanese brand was founded in 1991 and is one of the oldest brands that is know for producing eco-friendly clothes by using organic cotton, low-impact dyes and materials (e.g., Tencel Lyocell and responsible wool). People Tree is the first fashion brand that the World Fair Trade Organization product label is issued for (Firman, 2019; *People Tree*, n.d.).

- **Cuyana**

This brand tries to increase awareness in its customers by producing high-quality garments so that they would not *need* to buy more. In other words, by maximizing the lifespan of the products and providing a two-year warranty for their garments, customers would not need to buy more clothes. By practicing “fewer, better things” mindset, they try to save tons of landfill waste (*Cuyana*, n.d.).

- **Verloop**

This brand focuses on making accessories such as bags, winter hats, and slippers using fabric scraps (*Verloop*, n.d.).

Vera Bradley

The focus of this brand is on producing bags using recycled plastic bottles (*Vera Bradley*, n.d.).

- **Manduka**

This yoga-oriented brand mainly focuses on the fabrics of its garments. Manduka is certified by Global Organic Textile Standard and Global Recycle Standard (*Manduka*, n.d.).

- **TOMS**

This B-Corp certified company provides shoes for people in need around the world by donating \$1 out of every \$3 they make. In addition, they produce sustainable garments using vegan materials such as organic cotton, recycled polyester, and natural hemp (*TOMS®*, n.d.).

- **Levi's**

Levi's focus is to consume the least amount of water possible in the production processes of jeans. They claim that they reduced water consumption up to 96% (*Water-Less Jeans from Levi - Volta*, 2019).

**Appendix B**  
**Collected Data**

• **Fast fashion brands data (List A)**

#	Description	Features Mentioned in the Description			Non-sustainability Related Features					Sustainability Related Features											
		First	Second	Third	List	Brand	Item	Category	Reg price	Primary material	Secondary material	Organic Content	Manufacturing location	Ecolabel	Ecolabel - specify	Ecolabel type	Recycled Content	% Recycled Content	Other Sustainable Feature	Other Sustainable Feature 2	Other observations
1	Lightweight cabin yard for spring. Colourblocked design, rolled neck edge and effortless silhouette	fabric	Design	Design	A	Roots	Top	Womenswear	\$78.00	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	50%	Not Applicable	Not Applicable	
2	combines the original Vans low top skate shoe with sturdy canvas uppers, an allover glitter daisies print	Design	Design	Design	A	Vans	Footwear	Genderless	\$80.00	Other-Synthetic Fibre	Other-Synthetic Fibre	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
3	Comfortable lounge pants in a jogger silhouette with a high-rise drawstring waist	fabric	Design	Design	A	Hollister	Bottom	Womenswear	\$42.95	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
4	These orange pleated shorts always add that hint of fashionable drama. Go bold this season! 100% Polyester. Machine wash.	Design	Design	Design	A	TopShop	Bottom	Womenswear	\$25.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
5	Our latest gold sandals are the cool and edgy interpretation to nail spring summertime footwear the fashionable way. 100% Leather. Specialist Clean Only. Colour: GOLD	Design	Design	Design	A	TopShop	Footwear	Womenswear	\$29.00	Leather	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
6	The chunkier, the better, Lace-up fastening, Pin-buckle straps, Almond toe, High heel, Moulded tread	Design	Design	Design	A	ASOS	Footwear	Womenswear	\$115.92	Leather	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

7	Midi dress by Rare-Worn and shot by one of our models at home-Sweetheart neck-Moulded cups-Inner gripper tape for a secure fit-Faux button front-Elasticated puff sleeves-Zip-back fastening-Kick split-Slim fit-A close-fitting cut-#AtHomeWithASOS	Design	Design	Design	A	ASOS	Dress	Womenswear	\$110.59	Polyester	Linen (Flax)	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
8	Round collar dress with V-neck front and long sleeves. Contrasting embroidery detail.	Design	Design	Design	A	Zara	Dress	Womenswear	\$79.90	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
9	Round neck long sleeve dress. Matching tonal embroidery and eyelet detail. Interior lining. Front button closure	Design	Design	Design	A	Zara	Dress	Womenswear	\$79.90	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
10	Soft, lace-knit cardigan. Dropped shoulders and long, slightly wider sleeves with narrow elastic at cuffs. No buttons.	fabric	Fabric	Design	A	H&M	Top	Womenswear	\$39.99	Viscose	Acrylic	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
11	Romper in mesh made from recycled polyester with decorative embroidery. Low-cut V-neck, concealed zipper at back, and short, wide sleeves. Seam at waist and scalloped edges at cuffs and hem. Jersey lining.	Design	sustainability	Design	A	H&M	Other	Womenswear	\$29.99	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

1 2	Soft ribbed knit. Short sleeves with lettuce trim. Crewneck. Some styles have allover stripes	fabric	Design	Design	A	The Gap	Top	Gender less	\$7.99	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 3	Smooth linen weave. Sleeveless. V-neck, button-front. Front patch pockets. Slit opening. Shirring at waist.	sustainability	Design	Design	A	The Gap	Dress	Womenswear	\$66.00	Linen (Flax)	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 4	Designed for Training Abrasion-Resistant Fabric Super-High Rise, 25" Inseam	Design	Fabric	fit	A	Lululemon	Bottom	Womenswear	\$128.00	Nylon	Lyocell	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 5	Designed for Training No-Chafe, Seamless Construction Relaxed Fit, Cropped Length	Design	Design	Design	A	Lululemon	Top	Womenswear	\$58.00	Nylon	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 6	Made from soft cotton jersey fabric, the Nike Sportswear Short-Sleeve Top sets you up for summer fun with a retro rainbow stripe print.	fabric	Design	Design	A	Nike	Top	Womenswear	\$48.00	Cotton	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 7	The Jordan Jumpman Classics Sweatshirt is warm and relaxed, with easy, everyday wearability. It stands out with contrast panels, bold graphics along the sleeves and a logo mash-up on the front.	Design	Fabric	Design	A	Nike	Top	Gender less	\$10.00	Cotton	Polyester	no	Other	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 8	Light rain jacket, water repellent	fabric	Design		A	Lululemon	Jacket/Coat/Blazer	Womenswear	\$228.00	Nylon	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable	

19	"There's a new jeans in town. These mid rise, straight leg jeans in authentic ecru low stretch denim feature cool raw hem detailing. We're styling a classic look with a casual t-shirt and a trending boxy bag. This denim is just perfect for spring summer time, the must-have modern update. 99% Cotton, 1% Elastane. Machine wash."	fabric	Design	Design	A	Tops hop	Bottom	Wome nswear	\$60. 40	Cott on	Othe r- Synth etic Fibre	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	0%	Not Applic able	Not Applic able
20	"This blue all over cotton casual shirt is such a Topshop staple with crisp pattern. We love versatile numbers for easy-to-wear and style impact, perfect for both work and leisure. 100% Cotton. Machine wash."	fabric	Design	Design	A	Tops hop	Top	Wome nswear	\$37. 76	Cott on	Not Appli cable	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	0%	Not Applic able	Not Applic able
21	"High-waisted jeans with five pockets. Washed effect. Front zip and metal button closure."	Design	Design	Design	A	Zara	Bottom	Wome nswear	\$45. 90	Cott on	Not Appli cable	yes	Not Applica ble	Yes	Join Life	Inter nal	No	Not Appli cable	workin g with gots certific ation	Not Applic able
22	Ripped denim shorts in a relaxed, A-line shape. Featuring a flattering ultra high-rise, white Vintage Stretch denim with a worn vintage feel and uneven frayed hem. Imported	Design	Fabric	Design	A	Hollis ter	Bottom	Wome nswear	\$54. 95	Cott on	Othe r- Synth etic Fibre	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able
23	We designed this cropped tank to pair perfectly with high rise bottoms post-sweat.	Design	Design	Design	A	Lulul emon	Top	Wome nswear	\$48. 00	Cott on	Lycra	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able

24	The Nike Sportswear Trousers combine utility details with the signature look and feel of tracksuit bottoms to help you move through your day with confidence. Vertical seams and flap cargo pockets add unique style.  Colour Shown: Olive Flak/Volt Style: CZ6755-368	Design	Design	Design	A	Nike	Bottom	Womenswear	\$74.00	Polyester	Not Applicable	no	Vietnam	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	plus size
25	Non-stretch denim.White denim.Point collar with button-front.Button flap-patch pockets at chest, front slant pockets. Long sleeves with button cuffs. Button-tabs at rear hem.	fabric	Design	Design	A	The GAP	Jacket/Coat/Blazer	Womenswear	\$79.95	Cotton	Not Applicable	no	Not Applicable	Yes	Other	Internal	No	Not Applicable	Not Applicable	Not Applicable	
26	High-waisted jeans with front pockets and back false welt pockets. Front pleat detail. Front zip and metal button closure.	Design	Design	Design	A	Zara	Bottom	Womenswear	\$79.90	Cotton	Lyocell	yes	Not Applicable	Yes	Join Life	Internal	Yes	90%	Not Applicable	Not Applicable	
27	This Impeccably tailored blazer features a classic notch collar and flattering seams. Viscose blend, notch collar, long sleeves, fitted, one button closure, 26" from high shoulder point, 25" from centre back, dry clean only	Design	Design	Design	A	Le Chat eau	Jacket/Coat/Blazer	Womenswear	\$169.95	Polyester	Rayon	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	



28	A style you will turn to on the regular, this supremely soft knit sweater is updated with a chic criss-cross neckline and a pretty floral print. Knit, V-neck, long sleeves, fitted straight hem, hand wash, imported	Design	Fabric	Design	A	Le Chat eau	Top	Wome nswear	\$69. 95	Visc ose	Nylo n	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Appli cable	Not Appli cable
29	Calf-length dress in a woven linen and cotton blend. Gentle V-neck, narrow, adjustable shoulder straps, buttons full length of front, and smocking at back. Gathered seam at waist for added volume and soft draping. Lined.	Design	sustain ability	Fabric	A	H&M	Dress	Wome nswear	\$39. 99	Cott on	Linen (Flax)	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Appli cable	Not Appli cable
30	These jeans are Real Good: made in a factory that meets our standards for water recycling and reduction. Ne(x)t Level Stretch, Our softest, stretchiest, never-loses-its-shape denim, Super soft, comfortable medium-weight fabric, Won't bag out. Ever. Designed for curves, made for you! Black wash & destroyed	Design	sustain ability	sustain ability	A	Amer ican Eagle	Bottom	Wome nswear	\$38. 97	Cott on	Polye ster	no	Not Applica ble	Yes	Othe r	Inter nal	No	Not Appli cable	durabl e	Not Appli cable
31	Give your look the edge it wants with this Moto jacket. Faux leather, notched collar, long sleeves, zip-up front, machine wash, imported	Design	Fabric	Design	A	Amer ican Eagle	Bottom	Wome nswear	\$74. 96	Othe r- Synt hetic Fibr e	Not Appli cable	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Appli cable	Not Appli cable

3 2	Rounded, split neckline. Long sleeves, with buttoned cuffs. Two-button placket. Curved hi-lo hem. Seamed back yoke, with central box pleat. Lightweight, semi-sheer cotton-rayon blend. Tunic length	Design	Design	Design	A	Old Navy	Top	Womenswear	\$36.99	Cotton	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
3 3	Chilly office A/C? Breezy night temps? Make this cozy button-front cardi your go-to for snugly, stylish warmth. (Oh, and prepare for compliments. It's that cute). Machine wash cold, lay flat to dry, imported	Design	Design	Design	A	Old Navy	Top	Womenswear	\$42.99	Acrylic	Nylon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
3 4	Our fitted shirt with darts at the back that nip in the waist for a tailored look. Now in a shorter length that's perfect tucked or untucked. Made in our super-stretch cotton poplin for a flattering, comfortable fit. Point Collar, clean front, buttoned cuffs, angled bust darts and back darts to shape the waist, shirttail hem, produced in a facility that runs P.A.C.E.- Gap's program to educate and empower women in the communities where products are made	fit	Design	Design	A	Banana Republic	Top	Womenswear	\$95.00	Cotton	Polyester	no	Not Applicable	Yes	Other	Internal	No	Not Applicable	Not Applicable	Not Applicable

35	Smooth linen weave, short sleeves, V-neck, certain styles have allover prints, machine wash, imported	sustainability	Design	Design	A	The Gap	Dress	Womenswear	\$89.95	Linen (Flax)	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
36	Classic wide brim felt hat featured in an oversized design with a ribbon wrapped around the crown	Design	Design	fit	A	Free People	Accessories	Womenswear	\$42.99	Wool	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
37	Pretty and femme, this printed wrap dress features ruffle details along the neckline and a tie at the waist	Design	Design	Design	A	Free People	Dress	Womenswear	\$128.00	Rayon	Viscose	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
38	Organic Cotton BlendMade from at least 50% organic cotton to reduce the impact of an everyday essential.Nike GrindGraphics are made from Nike Grind, a recycled material with a naturally flecked look.Secure StorageAccented with Nike Grind material, the Tech Fleece zipped pocket provides secure storage for your phone, keys and cards. Front pockets provide additional storage.More BenefitsFull zip with stand collar offers extra coverage.Contrast details on the front pocket, cuffs and hem complete the Tech Fleece look.Product DetailsStandard fit for	sustainability	sustainability	sustainability	A	Nike	Top	Genderless	\$158.00	Cotton	Recycled PET	no	China	No	Not Applicable	Not Applicable	Yes	35%	durable	Not Applicable	

	a relaxed, easy feel 66% cotton/34% recycled polyester Machine wash																			
39	76% Nylon 24% Spandex With a holds-you-in high rise and super-soft feel, these ultra-flattering leggings transition to brunch, Bikram and beyond. A 7/8 length (almost full-length but a touch shorter!) and breathable pinhole details make for a wear-every-day, no-fuss fit.	fabric	Fabric	fit	A	Free People	Bottom	Womenswear	\$78.00	Nylon	Spandex	no	United States	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

40	LIGHT BLUE - 8527/001 Short V-neck dress with short balloon sleeves with elastic cuffs. Back metal zip closure. MODEL HEIGHT: 5' 10" (177 cm)	Design	Design	Design	A	Zara	Dress	Womenswear	\$49.90	Cotton	Other-Synthetic Fibre	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
41	TRANSPARENT - 3611/510 Flat sandals available in multiple colors: gold and clear. Transparent vinyl strap at front. Contrasting colored soles. Heel height 0.4 inches (1.3 cm)	Design	Design	Design	A	Zara	Footwear	Womenswear	\$39.30	Other-Synthetic Fibre	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
42	Short top in smocked jersey. Square neckline, short puff sleeves with elastic at shoulders and cuffs, and overlapped edges at cuffs and hem. Polyester content is partly recycled.	Design	Fabric	Design	A	H&M	Top	Womenswear	\$14.99	Polyester	Other-Synthetic Fibre	no	China	No	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	Not Applicable
43	Ankle-length pants in airy, woven viscose fabric with a high paper-bag waist. Elastic at back of waistband, pleats at top, and a removable tie belt. Diagonal side pockets and gently tapered legs with creases.	Design	Fabric	Design	A	H&M	Bottom	Womenswear	\$19.99	Viscose	Not Applicable	no	Indonesia	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
44	Designed for YogaButtery-Soft, Nulu™ Fabric High Rise, 28" Inseam Waistband lies flat and won't dig in Hidden waistband pocket	Design	Fabric	fit	A	Lululemon	Bottom	Womenswear	\$98.00	Nylon	Lycra	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

45	Designed for On the Move Water-repellent Fabric Volume: 1L Zippered pocket Exterior pocket Interior pocket	Design	Fabric	fit	A	Lululemon	Accessories	Genderless	\$38.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
46	Warp your perception of what a sandal can be. Completely rethought, the Cross Strap sandal is a nouveau twist on the traditional slide, and a fresh new silhouette with an injection of fun. Featuring suede-backed, soft leather straps with Vans-embossed logo details, the Vans Cross Strap also includes UltraCush footbeds for all day comfort, and rubber sawtooth tread.	Design	Design	Fabric	A	Vans	Footwear	Womenswear	\$70.00	Leather	Other-Synthetic Fibre	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
47	The Suede and Canvas Old Skool V, inspired by the Vans classic skate shoe, features a low profile silhouette with sturdy canvas and suede uppers, hook-and-loop closures, padded collars for support and flexibility, and signature rubber waffle outsoles.	fabric	Fabric	Design	A	Vans	Footwear	Genderless	\$95.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

48	<p>So soft and totally feminine, this pretty smocked tee is the summer's most romantic style.</p> <p>55% Cotton, 45% Modal Hand-wash, cold Fitted, stretch knit Sweetheart neckline Ruched detail at front Short sleeves Smocked throughout Cropped (hits above the belly button) Imported</p>	Design	Design	Design	A	Garage	Top	Womenswear	\$22.95	Cotton	Modal	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
49	<p>Your new sidekick Adjustable strap Two zip compartments</p>	Design	Design	Design	A	ASOS	Accessories	Womenswear	\$46.63	Leather	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
50	<p>These high waisted, skinny jeans in mid blue power stretch denim are the ultimate pair you need in your wardrobe. For double the drama add a denim jacket for a fashionable impact. Contains organic cotton, which is grown without the use of chemical fertilisers, pesticides and Genetically Modified Organisms (GMOs) and has a lower impact on the environment. 72% Cotton, 20% Cotton Organic, 5% Elastomultiester, 3% Elastane. Machine wash. Model's height</p>	Design	Design	Fabric	A	Topshop	Bottom	Womenswear	\$67.96	Cotton	Other-Synthetic Fibre	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

	is 5'9 and she wears a W26.Colour: MID STONEProduct Code: 02K12SMDT																				
5 1	<p>Roll with the classic. Back in the day, Stan Smith won big on the tennis court. Slide into the adidas shoe worthy of his name and you'll win big on the streets. Top to bottom, these shoes capture the essential style of the 1971 original, with a minimalist leather build and clean trim.</p> <p>SPECIFICATIONS  Regular fit  Lace closure  Leather upper  Timeless tennis trainers  Leather lining and OrthoLite® sockliner  Rubber cupsole  Product colour: Cloud White / Core White / Green  Product code: M20324</p>	Design	Design	Design	A	Adidas	Footwear	Genderless	\$110.00	Leather	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
5 2	<p>Black heeled sandals. Mesh upper. Lined</p>	Design	Design	Design	A	Zara	Footwear	Womenswear	\$69.90	Polyester	Other-Synth	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	



	mid-height heels. Squared toe.									etic Fibre											
53	Sleeveless round neck knit top. Back metal button closure.	Design	Fabric	Design	A	Zara	Top	Womenswear	\$29.90	Viscose	Nylon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
54	oversized sweatshirt hoodie in an organic cotton blend with soft, brushed inside for added warmth when you get out of the water. Lined drawstring hood, dropped shoulders, and long sleeves. Ribbing at the cuffs and hem.	fit	sustainability	Fabric	A	H&M	Top	Womenswear	\$39.99	Cotton	Polyester	no	China	Yes	Global Recycle Standard	Not Applicable	Yes	50%	Not Applicable	Not Applicable	Not Applicable
55	Cycling shorts in stretch nylon jersey with a sheen. High waist and covered, elasticized waistband.	Design	Fabric	Design	A	H&M	Bottom	Womenswear	\$19.99	Other-Synthetic Fibre	Other-Synthetic Fibre	no	Cambodia	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
56	This black and white frill Shirred shirt is made for spring summer season. Say hello to feminine detailing! 100% Polyester. Machine wash.	Design	Design	Design	A	Topshop	Top	Womenswear	\$24.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
57	This bold black faux leather shacket merges the world of shirt and the look of a jacket. Tie any outfit together with this transitional outerwear. 100% Polyurethane. Machine wash.	fabric	Design	Design	A	Topshop	Jacket/Coat/Blazer	Womenswear	\$76.60	Other-Synthetic Fibre	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
58	ASOS DESIGN square neck sun top with tie straps in textured grid in black	Design	Design	Design	A	ASOS	Top	Womenswear	\$30.91	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
59	ASOS DESIGN Wide Fit Factor leather flat sandals in tan	Design	fit	Fabric	A	ASOS	Footwear	Womenswear	\$34.11	Leather	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable

60	Any time, anywhere—the Nike Air Dress features ultra-soft, brushed-back fleece fabric and a spacious feel to drape you in comfort throughout the season.	Design	Design	Fabric	A	Nike	Dress	Womenswear	\$84.00	Cotton	Rayon	no	Other	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
61	Cute dress. This mini has it all: a row of delicate, covered buttons, feminine flutter sleeves, and a gently A-line skirt. Plus, it's made with a summer-ready, stretch-cotton chambray. - Low v-neck. - Invisible zip at side. - Elastic smocking at back waist. - Unlined. - Produced in a facility that runs P.A.C.E. — Gap Inc.'s program to educate and empower women in the communities where our products are made.	Design	Design	Design	A	Banana Republic	Dress	Womenswear	\$160.00	Cotton	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
62	Semi-fitted. - Short sleeves. - Short body length - great with mid-rise and high-rise styles. - Body length (size S): Regular 24" - Sleeve length from shoulder seam: Regular 14" - Model: Size XS, 5'10" (178cm).	fit	Design	Design	A	Banana Republic	Top	Womenswear	\$74.00	Polyester	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

63	<p>Ultra soft V-neck t-shirt that's perfect for tucking into your denims or to layer for a carefree look.</p> <p>Colour Chrysanthemum and Light Beige Mix is exclusively sold online</p> <p>Fit &amp; Cut - Fitted: Designed to fit close to the body - Short sleeve - 25.5" body length (size M) - Our model wears a size Small and is 5'9" (1m75)</p> <p>Design details - Stretch cotton and modal - Rounded V-neck</p>	fabric	Design	Design	A	RW & Co	Top	Womenswear	\$25.50	Cotton	Modal	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
64	<p>This pleated high-rise pant is flattering and ridiculously comfortable. The perfect trouser for your 9 to 5 and night outs!</p> <p>Fit &amp; Cut- Tapered leg- High-waist with front pleats- 27" inseam (size 8)- Our model wears a size 2 and is 5'9" (1m75)</p> <p>Design details- Non-stretch crepe- Waist band with buttons- Pockets- Zipper fly</p>	Design	Design	Design	A	RW & Co	Bottom	Womenswear	\$29.95	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

65	Overshirt with lapel collar and long sleeves. Front patch pockets and hidden in-seam side pockets. Front hidden button closure. MACHINE WASH UP TO 30°C/86°F GENTLE CYCLE. DO NOT BLEACH. IRON UP TO 110°C/230°F. DO NOT TUMBLE DRY.	Design	Design	Design	A	Zara	Top	Womenswear	\$79.90	Linen (Flax)	Not Applicable	no	Not Applicable	no	Not Applicable	Not Applicable	No	Not Applicable	natural fiber	Not Applicable	
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66	<p>Studio Collection ConsciousStudio Collection. Fully lined, patterned swimsuit with a low-cut neckline front and back. Zigzag seams at edges, high-cut legs, and cutaway coverage at back. Polyamide content is recycled. SizeThe model is 177cm/5'10" and wears a size 6</p> <p>CompositionLining: Polyamide 70%, Elastane 30%Shell: Polyamide 59%, Elastane 41%Art. No.0872275001</p> <p>StylePlunge BackLow-cut</p> <p>NecklineCompositionLining: Polyamide 70%, Elastane 30%Shell: Polyamide 59%, Elastane 41%Care instructionsMachine wash coldDescriptionLight turquoise/purple/dark blue/pink/coralPatternedCollectionStudio CollectionNice to knowConsciousCountry of productionVietnamArt. No.0872275001</p>	maintenance	Design	Design	A	H&M	Other	Womenswear	\$49.99	Other-SyntheticFiber	Other-SyntheticFiber	no	Vietnam	Yes	Not Applicable	External	No	Not Applicable	Not Applicable	Not Applicable
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67	<p>Calf-length dress in ribbed jersey. Narrow shoulder straps, V-neck, and buttons full length of front. Unlined. Size The model is 180cm/5'11" and wears a size S</p> <p>Composition: Viscose 95%, Elastane 5%</p> <p>Art. No. 0880839001</p> <p>Size: Midi</p> <p>Sleeveless</p> <p>Style: eV-neck</p> <p>Composition: Viscose 95%, Elastane 5%</p> <p>Care instructions: Machine wash cold</p> <p>Description: Black Solid-color</p> <p>Concept: BASICS</p> <p>DIVIDED</p> <p>Country of production: Turkey</p> <p>Art. No. 0880839001</p>	maintainence	Design	Fabric	A	H&M	Dress	Womenswear	\$24.99	Viscose	Other-Synthetic Fiber	no	Other	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
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68	<p>You've got the strength to push the limits. Strategically placed, abrasion-resistant panels help protect your tights from barbell snags and rapid-fire floor work. Designed for Training</p> <p><b>Abrasion-Resistant Fabric</b> Abrasion-resistant <b>Sweat-wicking</b> Quick-drying Added Lycra® fiber for stretch and shape retention Super-High Rise, 25" Inseam Product Features Waistband pocket holds your phone Side drop-in pockets</p> <p>Materials Body: 72% Nylon, 28% Lycra® elastane Back waistband: 71% Nylon, 21% Polyester, 8% Elastane Care Wash with like colours Machine wash cold Do not bleach Tumble dry low Do not iron Do not dry clean Imported</p>	fabric	Fabric	Fabric	A	Lululemon	Bottom	Womenswear	\$138.00	Nylon	Lycra	no	Not Applicable	no	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
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69	<p>FIT &amp; SIZINGRelaxed top, defined waist, straight through the hip and thigh, wide leg.Cropped length.Inseams: Petite 19", Regular 20.5", Tall 22.5"Leg opening: 28"Model: Size 2, 5'10" (178cm).Quantity: 1Quantity1ADD TO BAGPRODUCT DETAILSSo soft. This wide-leg jumpsuit has a wrap-style front and is made in our customer favorite Soft Satin fabric.Adjustable slider straps.Elastic waistband.Lined bodice, unlined pant.#585957FABRIC &amp; CAREShell &amp; lining: 100% polyester.Machine wash.Imported.</p>	fit	fit	fit	A	Bana na Repu blic	Dress	Wome nswear	\$18 5.00	Poly este r	Not Appli cable	no	Not Appli cable	no	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Appli cable	Not Appli cable
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70	<p>PRODUCT DETAILS  <b>Easy does it.</b> This <b>wide-leg jumpsuit</b> has an <b>easy fit throughout and a wide</b>, cropped leg to show off cute shoes. Bonus: it's made with a fabric that resists wrinkles so you can throw it in your suitcase without a second thought. Boat neck. Short, dolman sleeves. Keyhole with button-loop at back. Tie front. Elastic waist at back. Slant front pockets. Unlined. Produced in a facility that runs P.A.C.E. – Gap Inc.'s program to educate and empower women in the communities where our products are made. Learn more <a href="#">HERE#548997FABRIC &amp; CARE</a> 95% polyester, 5% spandex. Machine wash. Imported.</p>	Design	fit	fit	A	Banana Republic	Dress	Womenswear	\$160.00	Polyester	Spandex	no	Not Applicable	no	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
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7 1	<p>DETAILS The wider the leg, the bigger the style. Pair this wide legged pant with a skinny mock neck for one of the trendiest silhouettes of the season.</p> <p>Double weave Sits above the waist, front zip with hook-and-bar closure Wide leg 33" inseam 95% Polyester 5% Spandex Dry clean only Imported</p>	Design	Design	Design	A	Le Chat eau	Bottom	Wome nswear	\$89. 95	Poly este r	Span dex	no	Not Applica ble	no	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able
7 2	<p>Made from a super soft, ribbed fabric, this knot front tee is perfect to transition from the cold weather into sunny spring.</p> <p>75% Polyester, 20% Rayon, 5% Spandex Hand-wash, cold Fitted, ribbed stretch-knit Self-tie closure at front Short sleeves Cropped length (hits above the belly button) Imported Style # 100055589</p>	fabric	Fabric	Design	A	Gara ge	Top	Wome nswear	\$22. 95	Poly este r	Rayo n	no	Not Applica ble	no	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able

73	<p>Show up in style this festival szn. Featuring a retro high rise waist and raw-edge hem, they're def ready for the 'gram.100% CottonMachine wash, cold, inside outNon-stretch, fittedLight washButton &amp; zipper fly5 pocket stylingSlightly distressed detailingFront rise: 12.25" Inseam: 2.5" Imported</p>	Design	Design	Design	A	Garage	Bottom	Womenswear	\$42.95	Cotton	Not Applicable	no	Not Applicable	no	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
74	<p>The Details Break free! This tube top features a peplum hem and smocked body for added feminine details we love. Made from a cotton blend for a soft touch Strapless Smocked Peplum hem Striped pattern Style: 2351-2441   Color: 600 Materials &amp; Care 51% Cotton, 30% Viscose, 19% Linen Machine wash Imported</p>	fabric	Design	Design	A	American Eagle	Top	Womenswear	\$29.96	Cotton	Viscose	no	Not Applicable	no	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
75	<p>Made from soft cotton fabric for a body-hugging fit, the Nike Sportswear Essential Bodysuit is a classic piece, perfect for layering.</p>	fabric	fit	Design	A	Nike	Top	Womenswear	\$42.00	Cotton	Polyester	no	Sri Lanka	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

76	Our Essential Slim V-Neck T-Shirt is a classic style crafted from 100% organic cotton for comfort.	Design	Design	sustainability	A	Roots	Top	Womenswear	\$34.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
77	Sandals with narrow foot straps, covered block heels, and faux leather insoles. Heel height 2 in.	Design	Design	Fabric	A	H&M	Footwear	Womenswear	\$29.99	Polyester	Other-Synthetic Fiber	no	China	No	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	Not Applicable	
78	Fingers crossed for rain. We designed this hooded rain jacket with ample pockets to keep you dry. When you start to warm up, unzip the chest pocket to let heat out and the breeze in.	Design	Design	Design	A	Lululemon	Jacket/Coat/Blazer	Womenswear	\$248.00	Nylon	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
79	High-waisted jeans made with stretch fabric technology that helps boost and shape your figure. Five pockets. Washed effect. Front zip and metal button closure.	Design	Fabric	Design	A	Zara	Bottom	Womenswear	\$45.90	Cotton	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
80	Low-cut sneakers, Textile lining, Rubber outsole, Responsive Boost cushioning for endless energy, Electroplated midsole plugs add a glam finish, Soft feel and regular fit	Design	Fabric	Fabric	A	Little Burgundy	Footwear	Womenswear	\$170.00	Other-Synthetic Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
81	Nothing says spring more than a pretty floral. Rock this smocked mini skirt with its matching bustier cami as a super sweet matching set.	Design	Design	Design	A	Gara ge	Bottom	Womenswear	\$29.95	Viscose	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
82	Rock a retro-revival with our '80s mom shorts. Made from	Design	Fabric	fit	A	Gara ge	Bottom	Womenswear	\$42.92	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

	sturdy denim, they feature a relaxed fit and signature super-high rise																					
83	Soft cotton fabrication Midweight jersey for ultimate day-to-night versatility Ribbed collar Chest pocket Straight hem	fabric	Fabric	Design	A	American Eagle	Bottom	Womenswear	\$54.95	Cotton	Polyester	no	Not Applicable	Yes	Other	Internal	Yes	Not Applicable	Not Applicable	durable		
84	Cover up in style with this open-front shrug.	Design	Design		A	Le Chat eau	Top	Womenswear	\$39.95	Viscose	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
85	wide sholder straps, short sleeves, elastic waist with removable belt	Design	Design	Design	A	Old Navy	Other	Womenswear	\$49.99	Rayon	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
86	Train, flow or just chill in the fan-favourite Wunder Under collection—ultra-comfort thanks to minimal seams and a wide waistband.	Design	Design	Design	A	Lululemon	Bottom	Womenswear	\$98.00	Nylon	Lycra	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
87	Effortless blazer designed in a crinkly cotton fabrication with partial contrast lining and shawl collar featuring rounded bottom hem for added shape.	Design	Fabric	Design	A	Free People	Jacket/Coat/Blazer	Womenswear	\$148.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
88	Wide leg cotton pant with drawstring waist	Design	Fabric	Design	A	Free People	Bottom	Womenswear	\$168.00	Cotton	Not Applicable	no	United States	Yes	Other	Internal	Yes	50%	fair trade	repairable		
89	Lightweight kimono with tie at waist, ruffled sleeves and lace trim	fabric	Design	Design	A	Free People	Jacket/Coat/Blazer	Womenswear	\$98.00	Polyester	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
90	Arizona style birkenstock sandal.	Design	Design		A	Little Burgundy	Footwear	Genderless	\$130.00	Other-Synthetic Fiber	Other-Synthetic Fiber	no	Other	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Not Applicable		

91	Upper: Waterproof Rubber  Sole: Waterproof Rubber  - Handcrafted with natural, waterproof rubber.  - Textile lining for comfort and durability.  - Adjustable strap at the back for the ideal fit.	fabric	Fabric	sustainability	A	Little Burgundy	Footwear	Genderless	\$180.00	Other-Synthetic Fiber	Polyester	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	repairable	handcrafted natural rubber
92	Lululemon "Align Pant", lightweight, stretchy leggings.	Design	Fabric	Fabric	A	Lululemon	Bottom	Womenswear	\$98.00	Nylon	Lycra	no	Vietnam	No	Not Applicable	Not Applicable	No	Not Applicable	repairable	Not Applicable
93	DESCRIPTION Our Roots Salt and Pepper Original Sweatpant is a classic in any wardrobe. Made from our exclusive, ultra-soft fleece, these sweatpants feature our iconic Cooper Beaver logo, a flip-out pocket, side pockets and our original fit.	Design	Design	Fabric	A	Roots	Bottom	Genderless	\$74.00	Cotton	Polyester	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	repairable	repairable
94	The Ramp Tested Roll Out T-Shirt is a 100% cotton jersey boxy tee with rolled sleeves and a vintage	Design	Design	Fabric	A	Vans	Top	Womenswear	\$38.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
95	The Old Skool, the Vans classic skate shoe and first to bare the iconic sidestripe, is a low top lace-up featuring sturdy canvas and suede uppers, re-enforced toecaps to withstand repeated wear,	Design	Design	Design	A	Vans	Footwear	Genderless	\$80.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

	padded collars for support and flexibility, and signature rubber waffle																					
96	Classic fit, double seam lining at front, cropped style vest, flattering square neckline	fit	Design	Design	A	Topshop	Top	Womenswear	\$11.87	Cotton	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	
97	Our high rise, ankle grazing skinny jeans are the latest style staple to add to your collection. Designed in indigo power stretch denim, these seriously amp up your look to the next fashionable level.	Design	Design	Design	A	Topshop	Bottom	Womenswear	\$67.85	Cotton	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	
98	the Rivalry has inspired artists, punks and skaters. These low-cut shoes update the heritage design for the streets with a translucent midsole and a pop of color on the heel tab. The flexible leather upper rides on a rubber cupsole. A woven tongue label pulled from the archives adds an authentic touch.	Design	Design	Design	A	Adidas	Footwear	Genderless	\$125.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	
99	retro-style adidas shorts. The loose fit is all about flexibility and movement, so you're ready for anything and everything as you move through your day.	Design	Design	design	A	Adidas	Bottom	Womenswear	\$58.00	Nylon	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	

100	mini dress featured in a ribbed knit fabrication with scalloped scoop neckline in a fitted silhouette. Dropped armholes, rounded bottom hem, semi-sheer fabrication	Design	Fabric	Design	A	Free People	Dress	Womenswear	\$50.00	Viscose	Linen (Flax)	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
101	this vintage-inspired tee is featured in a semi-slouchy silhouette with sun graphic at chest. Scoop neck, relaxed fit	Design	Design	Design	A	Free People	Top	Womenswear	\$68.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
102	Sling-back high-heel sandals, Stacked leather-wrapped heel, Adjustable suede ankle strap with silver metal buckle, Custom textures and sticked German outsole	Design	Design	Design	A	Little Burgundy	Footwear	Womenswear	\$120.00	Leather	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
103	Product Details Material: Leather Colour: Black  - Leather upper - Ankle boots - 100% GOTS certified Cotton lining - Rubber sole - Heel height: 2"	fabric	Design	Design	A	Little Burgundy	Footwear	Womenswear	\$180.00	Leather	Cotton	yes	Not Applicable	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	gots certified	Not Applicable	
104	deep V-neck, with front wrap bodice; scoop back; cap sleeves; removeable shaped foam cups; banded hem with wrap-tie detail; easy clasp strap at mid back with cutout opening; all over floral	Design	Design	Design	A	Old Navy	Other	Womenswear	\$39.99	Nylon	Spandex	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	



105	Edith Cuffed Dress is easy to slip on and go in comfortable french terry. This dress is styled with cuffed sleeves, an unfinished hem and side seam pockets.	Design	Design	Design	A	Roots	Dress	Womenswear	\$70.00	Polyester	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
106	Knit crêpe; v-neck; sleeveless; fitted; straight-hemmed	fabric	Design	Design	A	Le Chat eau	Dress	Womenswear	\$175.00	Polyester	Spandex	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
107	faux leather bustier cami; adjustable straps; cropped length (above belly button); bustier-style neckline	fabric	Design	Design	A	Gara ge	Top	Womenswear	\$19.95	Other-Synthetic Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
108	scoop neck; tie up straps; green jumpsuit; smocked waist; printed	Design	Design	Design	A	Amer ican Eagle	Other	Womenswear	\$74.95	Othe r	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
109	Made from cozy french terry, our Easy Ankle Sweatpant features an ankle length, straight fit and side pockets. "Reverse garment before washing or ironingMachine wash cold, gentle cycle with like coloursNo bleachTumble dry low - low ironDo not iron decorationDo not dry clean"	fabric	Design	Design	A	Roots	Bottom	Womenswear	\$68.00	Polyester	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

110	<p>Designed in <b>decadent lace</b>, this <b>flowy gown</b> will make a truly <b>remarkable entrance</b>.</p> <p>Lace V-neck, sleeveless Flowy, straight hem 61" from centre back 59% Nylon 41% Viscose Made in Canada Please note that this dress will be delivered with an additional return tag attached. The dress cannot be returned once return tag is removed.</p>	fabric	Design	Design	A	Le Chat eau	Dress	Wome nswear	\$22 5.00	Nylo n	Visco se	no	Canada	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able
111	<p><b>Rib-knit trim along scoop neck and arm openings</b></p> <p>Soft-washed, rib-knit cotton blend, with comfortable stretch.</p>	Design	Design	Design	A	Old Navy	Top	Wome nswear	\$9.9 9	Cott on	Polye ster	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able
112	<p><b>Snug, sock-like fit</b></p> <p><b>Lace closure</b></p> <p>adidas Primeknit+ textile upper Tailored Fiber Placement locked-in fit High-performance running shoes Weight: 10.9 ounces (size US 9) Midsole drop: 10 mm (heel 22 mm / forefoot 12 mm) Stretchweb outsole with Continental™ Rubber</p>	Design	Design	Design	A	Adid as	Footwear	Gender less	\$25 0.00	Recy cled PET	Othe r	no	Not Applica ble	No	Not Appli cable	Not Appli cable	Yes	40%	Not Applic able	Not Applic able

1 1 3	Regular fit Lace closure Leather upper Timeless tennis trainers Leather lining and OrthoLite® sockliner Rubber cupsole Product colour: Cloud White / Core White / Green	Design	Design	Fabric	A	Adidas	Footwear	Gender less	\$11 0.00	Other	Not Appli cable	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able	
1 1 4	sturdy low profile slip- on canvas uppers iconic Vans checkerboard print padded collars elastic side accents signature rubber waffle outsoles	Design	Fabric	Design	A	Vans	Footwear	Gender less	\$65. 00	Other	Not Appli cable	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able	
1 1 5	100% RayonHand- wash, coldMini length (hits mid-thigh)V- neckFunctional pockets Adjustable strapsSmocked backingLined bodyImported	fabric	mainta nence	fit	A	Gara ge	Dress	Wome nswear	\$39. 95	Rayo n	Not Appli cable	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able	

1 1 6	Stretch Level: Dream Jean Booty-lifting, body- hugging, four-way stretch Legging-like fabric has endless holding power & never bags out Molds to your body for all-day support Smoothing, soft pocket design Light wash 84% Cotton, 10% Polyester, 6% Elastane Color may transfer when new Wash once separately in cold water before wearing Machine wash cold inside out with like colors Do not bleach Tumble dry low Cool iron if needed Imported Our slimmest jean silhouette in a super high waist Sits slightly below the natural waist. Super high-waisted fit   10.75" rise 9.75" leg opening	fabric	Design	Fabric	A	Amer ican Eagle	Bottom	Wome nswear	\$74. 95	Cott on	Polye ster	no	Not Applica ble	Yes	Othe r	Inter nal	No	Not Appli cable	Not Applic able	Not Applic able
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<p>1 1 7</p> <p>A super high-rise take on our most in-demand fit, designed for curves with more room through hip and thigh. Stretch Level: Dream Jean Booty-lifting, body-hugging, limitless four-way stretch Legging-like fabric has endless holding power &amp; never bags out. Molds to your body for all-day support. Smoothing, soft pocket design. Medium wash. 73% Cotton, 23% Polyester, 4% Elastane. Color may transfer when new. Wash once separately in cold water before wearing. Machine wash cold inside out with like colors. Do not bleach. Tumble dry low. Cool iron if needed. Imported. If you are in between sizes you may want to size down   More room through hip &amp; thigh. Super high 11.25" rise   9.5" leg opening. Most women's jeans use a 10" hip vs. waist measurement, but Curvy uses a 13" difference.</p>	Design	Design	Design	A	American Eagle	Bottom	Womenswear	\$74.95	Denim	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
<p>1 1 8</p> <p>"Y.A.S. premium maxi trench coat" : sizes XS-XL, model is 5'7" and wearing a small, does not indicate where product was</p>	Design	fit	fit	A	ASOS	Jacket/Coat/Blazer	Womenswear	\$237.92	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

	manufactured, body is 100% cotton and lining is 100% polyester.																			
119	"Vagabond Dioon chunky sporty heeled sandals": sizes 6-11, Lining: 100% Textile, Sole: 100% Other Materials, Upper: 50% Other Materials, 50% Textile, heel height: 3", no manufacturer location given.	Design	Design	fit	A	ASOS	Footwear	Womenswear	\$118.93	Other	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
120	"AE Cinched Waist T-Shirt" : inclusive sizing of XXS-XXL, 45% Rayon, 45% Polyester, 10% Linen, does not indicate where it was manufactured.	Design	fit	Fabric	A	American Eagle	Top	Womenswear	\$22.46	Rayon	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
121	"Aerie Leopard Wrap Once Piece Swimsuit" : inclusive sizing of XXS-XXL and long or regular, 80% Nylon, 20% Elastane, does not indicate where it was manufactured.	Design	Design	fit	A	American Eagle	Other	Womenswear	\$48.71	Nylon	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
122	"Asbolute Heaven Romper" : sizes XS-XL, 56% Viscose 44% Lycocell, Piecing: 77% Viscose 23% Linen, Measurements for size small: Bust: 50 in/Length: 59 in/Sleeve Length: 20 in, no information on manufacturing location.	Design	fit	Fabric	A	Free People	Dress	Womenswear	\$98.00	Viscose	Lycocell	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
123	"Beside Me Recycled Cashmere Sweater" : sizes XS-XL, Measurements for size small: Sleeve Length: 19.25 in/Bust:	sustainability	fit	fit	A	Free People	Top	Womenswear	\$228.00	Other-Natural Fiber	Wool	no	Not Applicable	No	Other	Internal	Yes	65%	Not Applicable	Not Applicable

	64 in/Length: 28 in, 3% Wool/63% Recycled Cashmere/34% New Cashmere, no information on manufacturing location.																				
1 2 4	"Joyce Slingback Heels" : sizes 5-11, suede outer, textile lining and rubber outsole, Vagabond shoemakers.	Design	fit	Fabric	A	Little Burgundy	Footwear	Womenswear	\$140.00	Other-Natural Fiber	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 2 5	"Snug, sock-like fitLace closureadidas Primeknit+ textile upperTailored Fiber Placement locked-in fitHigh-performance running shoesWeight: 10.9 ounces (size US 9)Midsole drop: 10 mm (heel 22 mm / forefoot 12 mm)Stretchweb outsole with Continental™ RubberProduct colour: Core Black / Core Black / Solar RedProduct code: EG0691" ("Ultraboost", n.d.).	Design	Design	Design	A	Adidas	Footwear	Womenswear	\$250.00	Other	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable	
1 2 6	"Sits at the natural waist, slim through top of body & relaxed through leg High-waisted hits at the right point for comfort & coverage   11.75" rise Hits right above the ankle   28" inseam   13.5" leg opening" ("AE Stretch", n.d.).	Design	Design	Design	A	American Eagle	Bottom	Womenswear	\$64.95	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable	

1 2 7	UA HOVR™ technology provides 'zero gravity feel' to maintain energy return that helps eliminate impact. Compression mesh Energy Web contains & molds UA HOVR™ foam to give back the energy you put in.	Design	Design	Design	A	Under Armor	Footwear	Genderless	\$180.00	Other	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
1 2 8	An ultra flattering, easy-to-wear jumpsuit in flowy woven fabric. Designed with a ruffle strapless neckline, drawstring-cinched waist, side pockets and wide cropped leg. Imported	Design	Design	Fabric	A	Hollister	Other	Womenswear	\$59.95	Viscose	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 2 9	Made with organic cotton fibers, our Womens Floral Garden Organic T-Shirt features a boxy fit and floral artwork.	sustainability	sustainability	fit	A	Roots	Top	Womenswear	\$34.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
1 3 0	Details: Stretch denim, acid wash denim, button closure, zip-fly, classic five pocket styling, raw hem.	fabric	Design	Design	A	The Gap	Bottom	Womenswear	\$63.00	Cotton	Other-Synthetic Fiber	no	Not Applicable	Yes	Other	Internal	No	Not Applicable	Not Applicable	Not Applicable	
1 3 1	The Kastle Easy Box Windbreaker is a 100% polyester hooded windbreaker jacket with a full zip, mesh lining, and two-tone novelty drawcords. It also includes slit pockets and a box logo screen print at the chest. Model is 5 feet 9 inches tall and wearing a size Small.	Design	Fabric	Design	A	Vans	Jacket/Coat/Blazer	Womenswear	\$90.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	



1 3 2	semi-crop pullover hooded sweatshirt with raglan sleeves, a classic logo screen print at the chest, and a boxy fit.	Design	Design	Design	A	Vans	Top	Womenswear	\$65.00	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
1 3 3	Textured, ribbed material and sleek elastane panels create an interesting, mixed-material look. Stretchy fabric comfortably hugs the body.	fabric	Design	Design	A	Nike	Bottom	Womenswear	\$64.00	Polyester	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable
1 3 4	Soft jersey knit, short sleeves, crewneck, patch pocket at chest.	fabric	Design	Design	A	The Gap	Top	Womenswear	\$35.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable
1 3 5	COMFORTABLE SHOES MADE WITH VEGAN MATERIALS.The shoe that once found its rhythm in the packed fitness studios of the '80s makes some new moves today. These vegan adidas shoes completely eliminates the use of animal products. So swap out the bold colors of the '80s and exchange them for a brighter future.-Lace closure-PU-coated recycled polyester upper-Classic fitness sneakers-Algae-based EVA foam midsole: This pair of shoes features an algae-based EVA foam that helps clean at least 30 liters of polluted lake water-Cupssole made of 90% natural rubber and 10% waste rubber content-All materials used in this product,	Design	sustainability	Design	A	Adidas	Footwear	Genderless	\$120.00	Polyester	Other	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	10%	Not Applicable	Not Applicable

	including glues and colors, are free from animal ingredients.- Product colour: Cloud White / Collegiate Navy / Scarlet																				
1 3 6	We're partnering with GLAAD in support of the & movement GLAAD works to accelerate LGBTQ acceptance and create meaningful change 100% of net profits are donated to GLAAD Shorts sold separately All-over print Oversized reverse collar Button placket Short sleeves Regular fit True to size Unisex style	sustain ability	sustain ability	sustain ability	A	ASOS	Top	Gender less	\$59.96	Poly ester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

137	<p>Your fave tank with a trendy notch-front detail.</p> <p>-57% Cotton, 38% Rayon, 5% Spandex  -Machine wash, cold  -Fitted, stretch ribbed knit  -Square neck with notch front  -Cropped length (hits above the belly button)  -Imported</p>	Design	Design	Fabric	A	Garage	Top	Womenswear	\$16.95	Cotton	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
138	<p>Footbed mimics the shape of the foot, for added comfort.  Classic Birkenstock sandal  Waterproof</p>	Design	Design	Design	A	Little Burgundy	Footwear	Genderless	\$60.00	Other	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
139	<p>Made from stretch crepe, this dressy bodycon layering t-shirt is topped with a charming scoop-neck.  Fit &amp; Cut - Bodycon  Fit: Hugs the figure for close-fitting silhouette  - Sleeveless - 23.5" front body length (size M) - Our model wears a size Small and is 5'8.5" (1m74)  Design details - Stretch crepe  - Lined - Front and back scoop-neckline</p>	fabric	Design	Design	A	RW & Co	Top	Womenswear	\$14.95	Viscose	Nylon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

140	<p>This fitted light blue blazer will brighten your professional wardrobe. Pair it with its matching pant to create the ultimate power suit.</p> <p>Fit &amp; Cut  - Fitted: Designed to fit close to the body  - 27" front body length (size 8)  - Our model wears a size 4 and is 5'8.5" (1m74)</p> <p>Design details  - Everyday stretch fabric that hold its shape and colour  - Stretch lining  - Double-breasted button closure  - Notch collar  - Waist pockets</p>	fit	Design	Design	A	RW & Co	Jacket/Coat/Blazer	Womenswear	\$69.95	Polyester	Viscose	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
141	<p>These are the shirts you grab again and again, because they never let you down. They stretch as you move and wick sweat to keep you cool and dry—whatever you're doing.</p> <p>Product DNA  Loose: Generous, more relaxed fit.  HeatGear® fabric is ultra-soft &amp; smooth for extreme comfort with very little weight  4-way stretch construction moves better in every direction  Material wicks sweat &amp; dries really fast</p>	Design	Design	Design	A	Under Armour	Top	Womenswear	\$40.00	Polyester	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported



1 4 2	<p>Project Rock training gear was built to help you find boundaries, then push right through them. These women's knit top training shoes, like everything in this collection, were personally approved by Dwayne Johnson. Product DNA UA HOVR™ technology provides 'zero gravity feel' to maintain energy return that helps eliminate impact step after step. Compression mesh Energy Web contains &amp; molds UA HOVR™ foam to give back the energy you put in. UA TriBase in the outsole maximizes ground contact where your foot needs it the most, allows for superior upwards flexibility to promote natural motion &amp; downwards flexibility to grip the ground during lifts. Soft knit upper dries fast &amp; provides a breathable, compression-like fit that delivers lightweight directional strength &amp; unmatched comfort. 3D molded midfoot panel provides added structure &amp; support with laser perforations for</p>	Design	Design	Design	A	Under Armo r	Footwear	Wome nswear	\$18 0.00	Othe r	Not Appli cable	no	Not Appli cable	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Appli cable	Not Appli cable	import ed
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	increased ventilationAnatomical bootie construction for a snug, comfortable fitExternal heel counter combined with stability chassis creates the ultimate in stable supportFull rubber outsole for elevated traction & durabilityOffset: 8mmWeight: 8.75ozImported																				
1 4 3	Look <b>totally cool with our latest must-have high waisted, straight leg jeans</b> in mid blue authentic denim with raw hems. A girl can truly never have too much denim in any wardrobe, so stock up on style essentials today. Contains organic cotton, which is grown without the use of chemical fertilizers, pesticides	Design	Design	Design	A	TopS hop	Bottom	Wome nswear	\$39. 43	Cott on	Othe r- Synth etic Fiber	no	Not Applica ble	Yes	Othe r	Inter nal	No	Not Appli cable	Not Applic able	Not Applic able	

and Genetically Modified Organisms (GMOs) and has a lower impact on the environment. 99% Organic Cotton, 1% Elastane. Machine wash.																		
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<p>PRODUCT  DETAILSMini dress by  ASOS DESIGNYour  new go-to  dressSquare neckPuff  sleevesCrochet-lace  insertsRuffle hemZip-  back fasteningRegular  fitTrue to  sizePRODUCT  CODE1644708BRAND  This is ASOS DESIGN -  your go-to for all the  latest trends, no  matter who you are,  where you're from  and what you're up  to. Exclusive to ASOS,  our universal brand is  here for you, and  comes in all our fit  ranges: ASOS Curve,  Tall, Petite and  Maternity. Created by  us, styled by you.SIZE  &amp; FITModel wears: UK  8/ EU 36/ US  4Model's height:  170.5cm/5'7"LOOK  AFTER MEMachine  wash according to  instructions on care  labelABOUT  MEBroderie  anglaiseLightweight  fabric with an  embroidered, cut-out  patternEmbroidery:  100% Cotton, Lining:  100% Cotton, Main:  100% Cotton, Trim:  100% Cotton.</p>	fit	mainta nence	Design	A	ASOS	Dress	Wome nswear	\$89. 27	Cott on	Not Appli cable	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able	
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<p>1 4 5</p>	<p>PRODUCT DETAILSHeels by ASOS DESIGNTrès chicAnkle-tie fasteningGold-tone chain detailPointed toeHigh block heelWide fitPRODUCT CODE1634798BRAND This is ASOS DESIGN - your go-to for all the latest trends, no matter who you are, where you're from and what you're up to. Exclusive to ASOS, our universal brand is here for you, and comes in all our fit ranges: ASOS Curve, Tall, Petite and Maternity. Created by us, styled by you.SIZE &amp; FITHeel height: 10.5cm/4"LOOK AFTER MEKeep them looking brand newSee below for care instructionsWipe clean with a damp cloth or spongeABOUT MEFaux-suede upperSuper-soft finishLining Sock: 50% Other Materials, 50% Textile, Sole: 100% Other Materials, Upper: 100% Textile.</p>	<p>mainta nence</p>	<p>mainta nence</p>	<p>mainta nence</p>	<p>A</p>	<p>ASOS</p>	<p>Footwear</p>	<p>Wome nswear</p>	<p>\$74. 61</p>	<p>Othe r</p>	<p>Othe r</p>	<p>no</p>	<p>Not Applica ble</p>	<p>No</p>	<p>Not Appli cable</p>	<p>Not Appli cable</p>	<p>No</p>	<p>Not Appli cable</p>	<p>Not Applic able</p>	<p>Not Applic able</p>
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<p>1 4 6</p>	<p>CASUAL DENIM FOR THE COURT. Dare to be different in the NikeCourt Trousers. Soft, stretchy denim puts a streetwear-inspired spin on this court essential so you can warm up in comfort. Dry Design Sweat-wicking technology moves sweat from your skin for quicker evaporation—helping you stay dry and comfortable. Inspired by StreetwearSoft, stretchy denim creates a look that transcends the court. Contrast stitching adds a classic finish. Personalised Fit Drawcord waistband lets you adjust the fit. A zip at each hem lets you easily take the trousers on and off with your shoes on. Product Details Loose fit for a roomy feel Side pockets Elastic cuffs and waistband Body: 79% nylon/19% polyester/2% elastane. Mesh: 100% recycled polyester. Machine wash Imported Colour Shown: Royal Pulse/Silver/Team Gold Style: CI9312-478 Country/Region of Origin: Vietnam</p>	fabric	Design	Design	A	Nike	Bottom	Womenswear	\$10 0.00	Nylon	Polyester	no	Vietnam	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
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1 4 7	Made from <b>cozy french terry</b> , our <b>Easy Ankle Sweatpant</b> features an <b>ankle length</b> , straight fit and side pockets. Reverse garment before washing or ironing. Machine wash cold, gentle cycle with like colours, No bleach, Tumble dry low - low iron, Do not iron decoration and Do not dry clean.	fabric	Design	Design	A	Roots	Bottom	Womenswear	\$68.00	Polyester	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable
1 4 8	<b>Adjustable spaghetti straps with square neck. Four-button front</b> smocked elastic panel at center back. Contoured seams at bodice and waist. Diagonal on-seam pockets. Soft linen blend, with all-over striped pattern. Both slimming and versatile. Pretty much the definition of fabulous, if you ask us. Machine wash cold, tumble dry low. Imported.	Design	Design	Design	A	Old Navy	Other	Womenswear	\$46.90	Linen (Flax)	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable

1 4 9	<p>ALL ABOUT THE AIR. Put a summer sunset on your feet with the Nike Air Max Tailwind IV. Bold colour accents (on selected colourways) nod to the Air Max Plus with their OG fade while Max Air cushioning adds comfort to your signature look. Benefits Originally developed for performance running, visible Nike Air cushioning adds Nike DNA to your step and delivers all day comfort. Colour accents on the upper nod to the Air Max Plus while the synthetic leather on the upper adds durability. Foam midsole cushions your every step. Flex grooves bend with your foot and let you move freely. Product Details Rubber sole adds traction Colour Shown: White/Vast Grey/White Style: CK2613-103 Country/Region of Origin: Indonesia</p>	Design	Design	Design	A	Nike	Footwear	Womenswear	\$210.00	Other-Synthetic Fiber	Leather	no	Indonesia	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
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150	<p>Machine wash, cold Fitted, woven nonstretch</p> <p>Invisible side zipper closure</p> <p>Cowl Neck</p> <p>Adjustable side ruching</p> <p>Adjustable straps</p> <p>Mini length</p> <p>Imported</p>	maintainence	maintainence	fit	A	Gara ge	Dress	Wome nswear	\$39.95	Poly ester	Span dex	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able
151	<p>Puffed sleeves and a wrap-style construction make this the perfect summer top.</p> <p>SUSTAINABLE: Made with a blend of cotton and eco-friendly TENCEL™ fibers for an even softer feel against the skin.</p> <p>V-neck with hidden snap.</p> <p>Non-adjustable wrap front with side tie.</p> <p>Elastic smocking at back.</p> <p>Unlined.</p>	Design	Design	Design	A	Bana na Repu blic	Top	Wome nswear	\$84.99	Cott on	Lyoc ell	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able
152	<p>The ever-popular trench coat, made in 100% cotton and finished with a water-resistant coating so you're always ready for wet weather.</p> <p>Notch lapel.</p> <p>Long sleeves with belted cuffs.</p> <p>Double breasted button front.</p> <p>Belted waist.</p> <p>Two side-entry pockets with snap closure.</p> <p>Inverted box pleat at back for ease of movement.</p> <p>Center back vent.</p> <p>Fully lined.</p> <p>Please note:</p>	Design	Fabric	Fabric	A	Bana na Repu blic	Jacket/Co at/Blazer	Wome nswear	\$140.00	Othe r-Synt hetic Fibe r	Polye ster	no	Not Applica ble	No	Not Appli cable	Not Appli cable	No	Not Appli cable	Not Applic able	Not Applic able

	Golden beige color has a special elephant print lining in celebration of Banana Republic's 40th anniversary. Dry clean.																					
1 5 3	Designed in our signature slim fit with our super skinny leg opening and crop hem, these medium wash jeans feature Classic Stretch denim, a flattering ultra high-rise, distressing and five-pocket styling.	fit	Design	Design	A	Hollister	Bottom	Womenswear	\$64.95	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
1 5 4	Made from cozy french terry, our Easy Ankle Sweatpant features an ankle length, straight fit and side pockets.	fabric	Design	Design	A	Roots	Bottom	Womenswear	\$68.00	Polyester	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
1 5 5	A tech-inspired update to classic joggers, the Nike Sportswear Tech Fleece Trousers provide lightweight warmth and a relaxed fit for extra comfort.	Design	Fabric	Fabric	A	Nike	Bottom	Womenswear	\$110.00	Cotton	Polyester	no	Cambodia	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable		
1 5 6	Handcrafted in Canada, this style features a top zipper closure, front zipper pocket and adjustable backpack straps.	sustainability	Design	Design	A	Roots	Accessories	Genderless	\$124.99	Leather	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	0%	repairable	Not Applicable		

157	Designed by Brighton and Vans so that you can smash your own barriers, the Brighton Zeuner Old Skool Pro features a unique colorway with checkerboard and floral details, sturdy canvas and suede uppers, and custom embroidery. It also includes enhanced footbeds for superior cushioning and impact protection, Vans original waffle outsoles made of a rubber that offers grip and support, DURACAP reinforcement rubber underlays in high wear areas for unrivaled durability, and Pro Vulc Lite construction to deliver the best in boardfeel, flex, and traction.	Design	Design	Design	A	Vans	Footwear	Genderless	\$90.00	Other-Synthetic Fiber	Cotton	no	Not Applicable	Yes	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
158	A pretty top in feminine eyelet fabric, featuring a v neckline, wrap-front design, cap sleeves with cinched cuffs and slightly cropped hem designed to hit at the waistband of our high-rise bottoms. Imported	Design	Design	Design	A	Hollister	Top	Womenswear	\$46.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
159	A comfortable essential for warmer days, our Dockside Hooded Dress is a Roots favourite in french terry featuring a hood, kanga pocket	Design	Design	Fabric	A	Roots	Dress	Womenswear	\$84.00	Polyester	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Not Applicable



	and our iconic Cooper Beaver logo. 55% polyester, 45% cotton																					
160	You don't have to choose between <b>style and comfort</b> . <b>Stretchy French terry</b> and a <b>relaxed fit</b> keep you casual and comfortable in this adidas track jacket. A full zip and hood provide coverage for walking home or heading out in the evening. FARM Rio graphics on the sleeve help you stand out from the crowd.	Design	Fabric	Design	A	Adidas	Jacket/Coat/Blazer	Womenswear	\$110.00	Polyester	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	95%	durable	Not Applicable		
161	An intricate mix of <b>richly colored yarns</b> creates a <b>gradient, ombré effect</b> for this <b>luxuriously soft, cashmere sweater</b> . Boat neck. Helox+ Technology Fully wind and waterproof Welded seams PU fabric construction Back yoke with mechanical ventilation holes underneath Hanging hood with cord adjustment Printed HH logo on hood Hand pockets with welded flap and snap button closure Straight hem.	Design	Design	Fabric	A	Banana Republic	Top	Womenswear	\$305.00	Wool	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Not Applicable		

1 6 2	<p>Weekend brunch, office parties, Farmer's markets, drinks with friends.</p> <p>This comfy shirt dress is totally up for all of that (and more). And that soft-washed faded twill? Creates the perfect had-this-for-ages look. Who said summer should have all the fun? Spread collar. Seamed back yoke, with center pleats. Long sleeves, with buttoned cuffs. Flap-patch pockets at chest. Five-button popover placket from chest to neck. Soft-washed, faded pigment-dyed Tencel® twill. Styled like a shirt, looks like a dress. Total knockout. That was easy.</p>	Design	Design	Design	A	Old Navy	Dress	Womenswear	\$44.99	Other-Synthetic Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Not Applicable	
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1 6 3	Product Details The Fit & Flare is one amazing dress. Comfy, fun & flattering, this version has chic stripes and a desk-to-dinner longer length. Oh, and pockets. (Who doesn't love pockets?) Is there anything it can't do? OK, it can't book dinner reservations. That's all on you. V-neck. Adjustable spaghetti straps. Comfortable smocked back panel. Seamed, shirred waist. Diagonal on-seam front pockets. Soft, lightweight cotton-rayon blend, with smooth skirt lining. The fit & flare, our go-to for an ultra-feminine shape that looks great on everybody, everywhere. Hi, hourglass. #551936 Materials & Care 55% cotton, 45% rayon, with polyester skirt lining Machine wash cold, tumble dry low. Imported.	Design	Design	Design	A	Old Navy	Dress	Womenswear	\$44.99	Cotton	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable
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1 6 4	<p>Product Details Material: Suede</p> <p>Colour: Bordeaux, - Suede Upper</p> <p>- Slip-on loafer</p> <p>- Full leather lining</p> <p>- Rubber outsole</p>	fabric	Design	Fabric	A	Little Burgundy	Footwear	Womenswear	\$110.00	Leather	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable
1 6 5	<p>Contoured waistband, with button closure and built-in belt loops. Three-button fly. Riveted scoop pockets and coin pocket in front; patch pockets in back. Rips, abrasions and frayed cut-off leg openings create a distressed, lived-in look. Soft, durable white denim wash, with comfortable stretch to flatter all shapes. Never-Quit Shape Retention holds its shape and hugs in all the right places, wear after wear. Tag-free label inside back waist for added comfort.</p>	Design	Design	Design	A	Old Navy	Bottom	Womenswear	\$34.99	Cotton	Spandex	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable

1 6 6	Vans has reinvigorated the classic Old Skool silhouette with comfort technology ComfyCush, giving the Multi Block ComfyCush Old Skool a first-class fit that feels like walking on a cloud. A co-molded construction of foam and rubber is the perfect combination of both comfort and grip, rubber outsoles offer durability and traction, and new moisture-wicking lining materials are featured throughout the interior of the shoe. While newly constructed canvas and suede uppers focus on tongue stabilization, simplified one-piece interiors and added arch support provide an experience where comfort is vital.	Design	Fabric	Design	A	Vans	Footwear	Gender less	\$95.00	Other	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
1 6 7	Women's Kalista Boots in Black Material: Vegan leather Colour: Black - Vegan leather upper - Chelsea boots - Vegan lining - Durable sole - Heel height: 2"	Design	Fabric	sustainability	A	Little Burgundy	Footwear	Womenswear	\$150.00	Leather	Other-Synthetic Fiber	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
1 6 8	Regulr Fit, Polo crop top, and light weight	Design	Design	Fabric	A	Adidas	Top	Womenswear	\$60.00	Polyester	Nylon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Not Applicable

169	Ballcap, "Imported", UA Classic fit, UA Microthread Fabric for stretch and durability, HeatGear technology wicks away sweat, Comfortable fit	retailer	fit	Fabric	A	Under Armor	Accessories	Genderless	\$30.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
170	Lace-up low-top platform sneakers, with coral pink leather, and white rubber with a holographic piece at the heel showing the logo.	Design	Fabric	Fabric	A	Adidas	Footwear	Womenswear	\$140.00	Leather	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
171	Ombre rainbow tank top with "Pride" written on the front of it.	Design	Design	Design	A	Hollister	Top	Genderless	\$22.95	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
172	Strapless pantsuit with ruffles at the top and a cinche tie waist.	Design	Design	Design	A	Hollister	Other	Womenswear	\$59.95	Viscose	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
173	soft non-stretch Lyocell, unlined, half button placket, shirt collar, elastic waist, pockets, cropped straight leg with buttoned cuffs, short sleeve	sustainability	Design	Design	A	RW & Co	Other	Womenswear	\$149.90	Lyocell	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
174	lightweight terry fabric, high-rise paper bag waistband, drawstring, 57% cotton, 38% polyester, 5% elastane, machine wash cold, only non-chlorine bleach, tumble dry low, low iron if needed, do not dry clean	fabric	Design	Design	A	Hollister	Bottom	Womenswear	\$32.95	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
175	Flowy dress with smocked back panel and tie-front belted waist	Design	Design	Design	A	Hollister	Dress	Womenswear	\$49.95	Viscose	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

176	Cut from <b>matte satin</b> , this <b>soft peplum cami</b> featuring <b>adjustable spaghetti straps</b> will elevate your warm-weather wardrobe instantly.	fabric	Design	Design	A	RW & Co	Top	Womenswear	\$69.90	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
177	An elegant <b>bow</b> details the <b>shoulder of this short shift dress</b> , designed with a <b>v-neck</b> . Online exclusive Fit & Cut-Shift Fit: Hangs straight and loosely down from the shoulder without a waistline seam- Sleeveless- 36" length (size M) Design details- Non-stretch weave polyester- Stretch lining- Front and back v-neck- Removable bow	Design	Design	Design	A	RW & Co	Dress	Womenswear	\$129.90	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Not Applicable	
178	A <b>comfy, goes-with-everything</b> top designed with a <b>high neckline</b> , adjustable halter ties, stretchy, smocked texture and a slightly cropped hem designed to hit at the waistband of our high-rise bottoms. Featuring an eye-catching tie-back detail. Slim Fit. Imported	fabric	Design	Design	A	Hollister	Top	Womenswear	\$24.95	Cotton	Other-Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
179	With its <b>easy silhouette</b> and <b>chic motif</b> , this <b>stylish</b>	Design	Design	Design	A	Le Chat eau	Top	Womenswear	\$29.95	Viscose	Spandex	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	

	halter is truly irresistible																					
180	* Soft terry knit. * Long sleeves. * Crewneck. * Some styles have allover stripes.	fabric	Design	Design	A	The Gap	Top	Genderless	\$34.95	Cotton	Polyester	no	Not Applicable	Yes	Not Applicable	Not Applicable	Yes	Not Applicable	durable	Not Applicable		
181	Relaxed top, defined waist, straight leg. * Short sleeves. * Ankle length. * Inseams: Petite 25", Regular 27", Tall 29" * Sleeve length from shoulder seam: Petite 9.5", Regular 9.75", Tall 10.25"	fit	Design	Design	A	Banana Republic	Other	Womenswear	\$185.00	Linon (Flax)	Cotton	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	durable	Not Applicable		
182	This elegant d'Orsay sandal with thin criss-cross straps is perfectly embellished all over with dazzling jewels. Textile upper Leather insole & lining Man-made sole Thin heel, 3.75" Pointy toe, single sole d'Orsay, jewel trim Adjustable criss-cross strap with buckle closure Imported	Design	Design	Design	A	Le Chat eau	Footwear	Womenswear	\$120.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	



183	<p>Get fancy in this knockout knit crêpe dress designed with statement ruching. Knit crêpe V-neck, sleeveless Fitted, straight hem 34" from high shoulder point. Main Fabric: 96% Polyester 4% Spandex; Lining: 100% Polyester Hand wash Imported</p>	Design	Fabric	Design	A	Le Chat eau	Dress	Womenswear	\$89.95	Polyester	Spandex	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
184	<p>Cut to hug in all the right places.</p> <p>Authentic vintage stretch denim. Medium indigo wash with fading and whiskering. Button closure, zip fly. Five-pocket styling. Destructed detailing throughout. Better denim. Better planet. This pair of denim is part of our water-saving Washwell™ program. Compared to conventional wash methods, Washwell™ has saved millions of liters of water since 2016. #554698</p>	Design	Design	Fabric	A	The Gap	Bottom	Womenswear	\$98.00	Cotton	Cotton	no	Not Applicable	Yes	Other	External	yes	5%	water-save washwell	Not Applicable	imported

1 8 5	<p>The <b>high rise</b> you love. With a <b>right-now wide leg</b>. Made with <b>hidden holds-you-in front pocket</b> that help give you a sleek, smooth look all day long.</p> <p>Stretch twill denim. White wash. Button closure, zip fly. Five-pocket styling. Better denim. Better planet. This pair of denim is part of our water-saving Washwell™ program. Compared to conventional wash methods, Washwell™ has saved millions of liters of water since 2016.</p>	Design	Design	Design	A	The Gap	Bottom	Womenswear	\$79.95	Cotton	Spandex	no	Not Applicable	Yes	Other	External	No	Not Applicable	water-save washwell	Not Applicable	
1 8 6	<p><b>Soft and shimmering</b>, this <b>short-sleeve sweater</b> has a <b>relaxed fit</b> so it's extra comfy, knit with an Italian yarn our designers love for its subtle shine.</p> <p>Crew neck. Short sleeves with dropped shoulder. Straight hem. *Yarn has a subtle shine. Produced in a facility that runs P.A.C.E. – Gap Inc.'s program to educate and empower women in the communities where our products are made. Learn more <a href="#">HERE</a></p>	Design	Design	fit	A	Banana Republic	Top	Womenswear	\$57.99	Viscose	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	empower women in the communities	Not Applicable	petite and tall size available

1 8 7	A sweater that doesn't disappoint, head into fall wearing our new Claudia crop turtleneck.57% Nylon, 43% ViscoseMachine wash, coldSemi-fitted, stretch-knittedCropped lengthTurtleneckImported	Design	Design	Design	A	Garage	Top	Womenswear	34.95	Nylon	Viscose	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
1 8 8	Ethereal ruffles lend depth and movement to a stunning day-to-night chiffon dress.  Chiffon V-neck, long sleeves Flowy, high-low hem 43" from high shoulder point Main Fabric & Lining: 100% Polyester Machine washable Imported Please note that this dress will be delivered with an additional return tag attached. The dress cannot be returned once return tag is removed.	Design	Design	Fabric	A	Le Chat eau	Dress	Womenswear	\$150.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported

189	Material(s): Waterproof leather Colour(s): Brown  - Winter boots - Sherpa lining - Rubber outsole - Memory foam insoles - Zippers on the inner sides of the boot - Logo embossed on the ankle	fabric	Design	Design	A	Little Burgundy	Footwear	Womenswear	\$230.00	Leather	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	
190	SIZING Spread collar and notched lapel. Long sleeves, with two-button cuffs. One-button closure. Horizontal welt pockets at front. Approximate 8 1/2" slit at center back hem.	Design	Design	Design	A	Old Navy	Top	Womenswear	\$49.40	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
191	A tie at the neck makes this soft chiffon blouse a work and after-work staple. Fit & Cut- Classic Fit: Slightly contours your body with a little extra room- Long sleeves with smocked cuffs- 26" front body length (size M)- Our model wears a size Small and is 5'8.5" (1m74) Design details- Crinkled chiffon- Neck tie	Design	Fabric	Design	A	RW & Co	Top	Womenswear	\$75.90	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported

192	<p>Inspired by a menswear classic this faux double-breasted blazer is crafted in multi-tone plaid that wears with jeans or dress pants.</p> <p>Fit &amp; Cut  - Loose fit  - 29" front body length (size 8)  - Our model wears a size 0 and is 5'7" (1m70)</p> <p>Design details  - Stretch multicoloured plaid  - Stretch lining  - Faux double-breasted  - Notch collar  - Flap pockets</p>	Design	Design	Design	A	RW & Co	Jacket/Coat/Blazer	Womenswear	\$169.90	Polyester	Viscose	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
193	<p>See-through lace and ruffled details give this flattering dress a playful look. Online exclusive</p> <p>Fit &amp; Cut- Fit and Flare: Fitted through the bodice and flaring out below the hip or waist- Short ruffled sleeve- 37" body length (size M)- Our model wears a size XS and is 5'7" (1m70)</p> <p>Design details- Slightly stretch twill- Non-stretch chiffon lining- Ruffles and lace at the front- Mock-neck- Keyhole opening with buttons</p>	Design	Design	Design	A	RW & Co	Dress	Womenswear	\$99.90	Polyester	elastane	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported

194	Corduroy weave. Snap button and zipper closure. Front patch pockets. Slit opening at front. #610697	Design	Design	Design	A	The Gap	Bottom	Womenswear	\$79.95	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
195	The shoe inspired by 1996—the year Under Armour was established. These retro tennis shoes are built from the finest materials and throwback tech to bring maximum breathability and cool vibes to your daily sneaker rotation.	Design	Design	Fabric	A	Under Armour	Footwear	Genderless	\$150.00	rubber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
196	Women's feet are different than men's. That's a fact. These shoes were built from the ground up for elite female players, giving more comfort, support, flexibility, and—with UA HOVR's energy return—explosiveness on the court.	Design	Design	design	A	Under Armour	Footwear	Womenswear	\$140.00	Other	Not Applicable	no	Not Applicable	no	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
197	Project Rock training gear was built to help you find boundaries, then push right through them. Everything in this collection was personally approved by Dwayne Johnson, the hardest worker in the room. ANY room. DNA	Design	Design	retailer	A	Under Armour	Bottom	Womenswear	\$80.00	Polyester	elastine	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported
198	Super-soft, cotton-blend fabric provides all-day comfort	fabric	Fabric	design	A	Under Armour	Top	Womenswear	\$50.00	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	imported

	Classic, dropped arm muscle T silhouette																					
199	These women's cushioned running shoes are super comfortable, have a sock-like fit, and connect to UA MapMyRun™ for real-time coaching and Training Plans. Get the same energy return in a newer, faster package.	Design	Design	fit	A	Under Armor	Footwear	Womenswear	\$180.00	other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	imported
200	Inspired by Tom Brady's training routine, we've created an advanced sleep system for better rest & recoveryThe print technology on the inside reflects Far Infrared, which helps your body recover faster & promotes better sleepSoft knit fabric is lightweight & comfortableModern design lines for a sleeker look & feel4-way stretch construction moves better in every directionMaterial wicks sweat & dries really fastRaglan sleeves and shaped hem	Design	Design	design	A	Under Armor	Top	Womenswear	\$80.00	Polyester	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable	Not Applicable	imported

• Sustainable fashion brands data (List B)

#	Description	Features Mentioned in the Description			Non-sustainability Related Features					Sustainability Related Features										
		First	Second	Third	List	Brand	Item	Category	Reg price	Primary material	Secondary material	Organic Content	Manufacturing location	Ecolabel	Ecolabel - specify	Ecolabel type	Recycled Content	% Recycled Content	Other Sustainable Feature	Other Sustainable Feature 2
1	matching relaxed short sleeve top and pull-on short, lightweight, contrasts	fabric	design	design	B	Pact	Top	Womenswear	\$50.00	Cotton	Not Applicable	yes	Not Applicable	Yes	Fair Trade	external	No	Not Applicable	GOTS Certified Organic Cotton	42 gallons of water saved
2	High-waisted, wide-leg drawstring pant cut from deadstock indigo fabric	design	design	fabric	B	United by Blue	Bottom	Womenswear	\$93.66	Hemp	Cotton	yes	China	Yes	other	external	No	Not Applicable	Pounds of Waste removed	Moving towards using less water to grow cotton
3	tried and true Alpargatas are our iconic shoes known for their ultra-lightweight	design	design	design	B	Toms	Footwear	Genderless	\$60.00	Other - Synthetic Fiber	Other - Synthetic Fiber		Not Applicable	Yes	Fair Labor Practices and Community Benefits	external	No	Not Applicable	ocean sustainable materials in the next 5 years	Not Applicable
4	durable and breathable, supportive dual density midsole, designed for max energy return	sustainability	fabric	design	B	Allbirds	Footwear	Genderless	\$175.00	Recycled PET	Other - Natural Fiber	no	Not Applicable	Yes	Not Applicable	Not Applicable	No	Not Applicable	Durable	Renewable Materials



5	<p>100% wool flannel shirt</p> <ul style="list-style-type: none"> <li>- Set in sleeves</li> <li>- Double-needle flat felled seam</li> <li>- Bartacks at garment stress points</li> <li>- Pleat below yolk at the centre back</li> <li>- A front pocket with button closure</li> <li>- Double stitched patch pocket on chest</li> <li>- Adjustable 2-button cuffs with an openable piping</li> <li>- Curved hem</li> </ul>	sustainability	design	sustainability	B	Ecologist	Top	Genderless	\$135.00	Wool	Not Applicable		Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durable	
6	<p>Old school and still cool, these classic Baggies™ Shorts are made of lightweight 100% recycled nylon with a DWR (durable water repellent) finish and have a 5" inseam.</p>	design	design	sustainability	B	Patagonia	Bottom	Genderless	\$69.00	Nylon	Not Applicable	no	Vietnam	Yes	Other	Not Applicable	Yes	100%	contain recycle content	durable

7	<p>Our softest performance knit. Quick drying and wicking to keep you dry and comfortable, with HeiQ® Fresh durable odor control. Made from 50-100% recycled content, Patagonia tech tees keep you comfortable when you're working hard in conditions ranging from cool to hot. Fair Trade Certified™ sewn.</p>	fabric	design	sustainability	B	Patagonia	Top	Women's wear	\$49.00	polyester	polyester	no	Vietnam	Yes	Fair Trade	External	Yes	50%-100%	fair trade	durable
8	<p>Double ruffled sleeve, Mini length, Puff sleeve, Relaxed fitting skirt, Ruffled neckline, Slim fitting bodice, Smocked bodice, Square neck, Strapless bra friendly, Unlined</p>	sustainability	fit	design	B	Reformation	Dress	Women's wear	\$308.00	Viscose	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	sustainably managed forest	energy savings

9	Ankle length,Hidden hook and bar front closure,High rise,Hits at ankle,Slim fitting,Unlined	fit	design	fit	B	Reformation	Bottom	Women swear	\$182.00	Cotton	Not Applicable	no	United States	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
10	Classic Chelsea boot. Bio-nubuck upper. Bio-leather lining. Resin outsole. Bio-leather lined OrthoLite® Hybrid™ comfort insole.	design	sustainability	sustainability	B	Frank and Oak	Footwear	Women swear	\$199.00	Leather	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
11	Slim fit. V-neck. Long sleeves. Front button closure.	fit	design	design	B	Frank and Oak	Top	Women swear	\$79.50	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	30%	other	
12	The first-ever jean shorts, now with a waist-defining high rise,A vintage-inspired fit,Raw hem,Also available in Women's Plus sizes.	retailer	design	fit	B	Levi's	Bottom	Women swear	\$78.00	Cotton	Denim	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

13	100% of net proceeds from Levi's® Pride 2020 collection go to OutRight Action International, The original jean jacket since 1967, A symbol of self-expression for decades, Crafted from stonewashed denim, Features "Use Your Voice!" embroidered on the back, Signature Levi's® branded metal buttons and tapered "V" stitches, Made with our sustainable Water<Less™ techniques, Made with a special rainbow L-Tab	sustainability	retailer	design	B	Levi's	Jacket/Coat/Blazer	Women's wear	\$148.00	Cotton	Not Applicable	no	Not Applicable	Yes	Other	Internal	No	Not Applicable	other	
14	Handwoven organic cotton blazer in soft blush pink. Fully lined, with front welt pockets and fastens with an eco-	sustainability	design	design	B	People Tree	Jacket/Coat/Blazer	Women's wear	\$217.00	Cotton	Not Applicable	yes	Bangladesh	Yes	world fair trade organization	External	No	Not Applicable	PETA approved vegan	Not Applicable

	friendly coconut button. A versatile, relaxed tailoring piece for your workwear capsule wardrobe. Wear as a suit with our matching Anwen Trousers in Pink or dress down with our organic denim.																			
15	Introducing a new style in our organic denim collection, our denim jacket in mid blue wash is the ultimate sustainable investment which can be worn for years and years to come. Details include double patch pockets on each side as well as top stitching detailing and silver tone button fastenings. Our SS20 Denim range	design	sustainability	design	B	People Tree	Jacket/Coat/Blazer	Women wear	\$164.00	Cotton	Not Applicable	yes	turkey	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	world fair trade organization	PETA approved vegan

	used up to 90% less water to produce than conventional denim production. This jacket has an EIM (Environmental Impact Measure) Low Impact Score of 20.																			
16	Made in NYC by a family-run factory, 100% Tencel, Machine wash cold, tumble dry (stripe and black only)/hang dry (navy)	retailer	sustainability	sustainability	B	Vetta	Dress	Women swear	\$149.00	Lycell	Not Applicable	no	United States	Yes	teNCEL™	Not Applicable	No	Not Applicable	family run factory	local
17	Made in NYC by a family-run factory, 100% GOTS Organic Cotton, Machine wash cold, hang dry	retailer	sustainability	sustainability	B	Vetta	Top	Women swear	\$99.00	Cotton	Not Applicable	yes	United States	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	organic content	family run factory
18	Handcrafted and made with soft, luxurious Merino wool. Inner gripper tape for a secure fit. Zip-back fastening	sustainability	fabric	fit	B	Ecologist	Top	Women swear	\$274.00	Wool	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	Yes	Not Applicable	repairable	

	Kick split Slim fit A close-fitting cut #AtHomeWithASOS																				
19	Our go-to Black Hole® Duffel. This workhorse organizes your gear and has enough space for a fun-hog weekend or a well-organized extended trip. Made with 100% recycled body fabric, lining and webbing.	design	design	design	B	Patagonia	Accessories	Genderless	\$139.00	Polyester	Other - Synthetic Fiber	no	Vietnam	Yes	Other	External	Yes	100%	recycled fabric	durable	
20	Center back zipper Lined Midi length Ruffle edged neckline Seam details at the bust Smocking on back bodice Strapless bra friendly Sweetheart neckline Tie straps Trumpet skirt	design	design	fit	B	Reformation	Dress	Women's wear	\$358.00	Viscose	Not Applicable	no	United States	No	Not Applicable	Not Applicable	No	Not Applicable	sustainably managed forest	energy savings	

21	Ecologist uni sex toque made with 100% Wool.	design	sustainability		B	Ecologist	Accessories	Genderless	\$90.00	Wool	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	other
22	dress made for napping - slinky jersey - v neck at front and back - spaghetti straps - slit on left side - imported	design	fabric	design	B	Alternative Apparel	Dress	Women's wear	\$62.70	Polyester	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable
23	100% merino wool 210 GSM jersey knit - Mockneck design - ecologist tree embroidery on back left - Back centre seam - Curved hem - Flatlock stitched seams - Bartacks at garment stress points - Water based screen printing ink for back neck label	sustainability	design	design	B	Ecologist	Top	Women's wear	\$109.00	Wool	Not Applicable	yes	Canada	Yes	Global Organic Textile Standard (GOTS)	External	No	0%	durable



24	<ul style="list-style-type: none"> <li>iconic fit with cropped leg, signature button fly and selvedge denim</li> <li>- LEVI's x Super mario</li> <li>- iconic leather patch at back waist</li> <li>- selvedge denim</li> <li>- made with sustainable water-less techniques</li> <li>- 100% cotton</li> <li>- button fly</li> <li>- 5 pocket styling</li> </ul>	fit	design	design	B	Levi's	Bottom	Women swear	\$198.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	other	
25	<ul style="list-style-type: none"> <li>warm and windproof 100% polyester (50% recycled) bonded sherpa fleece jacket for cool weather</li> <li>- Wind-Blocking, Heat-Trapping Fleece</li> <li>- Center-Front Zipper with Wind Flap</li> <li>- Y-Joint Sleeve Construction</li> <li>- warp-knit mesh with HeiQ® Fresh durable odor</li> </ul>	fabric	design	sustainability	B	Patagonia	Bottom	Women swear	\$85.00	Cotton	Not Applicable	yes	India	Yes	Fair Trade	External	no	Not Applicable	fair trade	organic material

	control, a wicking finish and a windproof barrier - Chest pocket, outer collar and wind flap: 3.4-oz 100% nylon plain weave with a DWR (durable water repellent) finish																			
26	"The ultimate wardrobe essential-with a full, elasticated waistline and tapered at the leg, these trousers create a flattering silhouette. Made from a lightweight, twill organic cotton, they are comfortable to wear and an easy, throw-on piece"	design	design	design	B	People Tree	Bottom	Women swear	\$124.00	Cotton	Not Applicable	yes	india	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	world fair trade organization	PETA approved vegan
27	"A development of our best-selling Cynthia Trousers in lighter-weight, hand	design	fabric	sustainability	B	People Tree	Bottom	Women swear	\$171.00	Cotton	Not Applicable	yes	Bangladesh	Yes	world fair trade organization	external	No	Not Applicable	PETA approved vegan	Not Applicable

	woven organic cotton. Suitable for summer workwear and suiting. Pair with Mirren Blazer and white slub essentials for a relaxed tailoring look. Fastens with zip at front and eco-friendly coconut button"																			
28	"Do your ass a favor. This is a high rise, tight fitting stretch jean with a skinny leg and finished hem. The Serena is fitted throughout with just the right amount of stretch" - comfort stretch denim sustainably made with 69% organically grown cotton, 30% TENCEL Lyocell and 1% Elastane - ankle length;	design	design	fit	B	Reformation	Bottom	Women swear	\$138.00	Cotton	Lyocell	yes	turkey	Yes	teNCELL™	Not Applicable	No	Not Applicable	organic content	energy savings

	button fly; comfort stretch denim; high rise; skinny leg; slightly stretchy; tight fitting - 13.0 lb of carbon dioxide savings - 1.2 lbs of waste savings - 1084 gallons of water savings - made sustainably in Turkey																			
29	For brides, bridesmaids, and those attending their 17th wedding this year. This is a v-neck, wrap dress with kimono sleeves and a relaxed fit throughout. - attached mini skirt liner; bra friendly; easy fit; fitted waist; kimono sleeve; lined front bodice; ties around waist; very sheer; wrap dress - lightweight	design	design	design	B	Reformation	Dress	Women's wear	\$378.00	Viscose	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	sustainably managed forest	energy savings

	<p>georgette fabric with dry hanfeel - 100% Viscose - Viscose – aka rayon – is a man-made cellulosic fiber made from wood pulp. We're committed to ensuring all our forest-based products come from sustainably managed forests - 7.0 lbs of carbon dioxide saving - 3.0 gallons of water savings - 1.3 lbs of waste savings</p>																		
30	<p>100% wool flannel shirt - Set in sleeves - Double-needle flat felled seam - Bartacks at garment stress points - Pleat below yolk at the centre back - A front pocket with button closure - Double</p>	sustainability	design	sustainability	B	Ecologist	Top	Genderless	\$135.00	Wool	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durability

	<p>stitched patch pocket on chest</p> <ul style="list-style-type: none"> <li>- Adjustable 2-button cuffs with an openable piping</li> <li>- Curved hem</li> </ul>																			
31	<p>Funnel neck, puff-sleeves and boxy fit create an elegant and polished silhouette. Flattering length can be worn French tucked or untucked.</p>	design	design	fit	B	Encircled	Top	Women swear	\$138.00	Bamboo	Spandex	yes	Canada	Yes	OEKO-TEX Label	External	No	Not Applicable	Other	
32	<p>Sporty, athleisure look. Easy to wear and comfortable. Racer neck. Midi length. Fine details at neck and arm-holes. Special collection inspired and designed by actress Sarah-Jeanne Labrosse.</p>	design	design	fabric	B	Frank and Oak	Top	Women swear	\$34.50	Cotton	Spandex	no	Not Applicable	Yes	Other	External	No	Not Applicable	Not Applicable	

33	Semi-fitted body. Banded v-neck; short sleeves. Hits at the hip; straight hem. Lightweight; perfect for layering. Prewashed fabric; shrink resistant	fit	design	design	B	Pact	Top	Women swear	\$34.43	cotton	Not Applicable	yes	Not Applicable	Yes	Fair Trade	External	No	Not Applicable	16 gallons of water saved	made with 100 % organic cotton
34	100% wool flannel shirt - Set in sleeves - Double-needle flat felled seam - Bartacks at garment stress points - Pleat below yolk at the centre back - A front pocket with button closure - Double stitched patch pocket on chest - Adjustable 2-button cuffs with an openable piping - Curved hem	sustainability	design	sustainability	B	Ecologist	Top	Genderless	\$135.00	Wool	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durable	
35	A shoe that fits like a glove- and hustles all day. The Day Glove is made of buttery soft	fit	design	fabric	B	Everlane	Footwear	Women swear	\$184.00	Leather	Not Applicable	no	italy	Yes	Fair Labor Practices and Community Benefits	External	No	Not Applicable	transparent pricing	durable

	leather that molds to your fit for a perfect, custom fit. With features like a black pull tab, side vents, a rubber sole, and a cushioned insole, it's truly up for anything.																			
36	Borrowing from the boys never looked so good. Our oversized blazer has a roomy, menswear-inspired shape and flap pockets that add the perfect amount of polish. Plus, it's made with 100% recycled Italian wool that's woven with a double face, which gives it a visual drape and tangible warmth.	design	fit	design	B	Everlane	Jacket/Coat/Blazer	Women's wear	\$277.00	Wool	Nylon	no	Vietnam	Yes	Fair Labor Practices and Community Benefits	External	Yes	68%	transparent pricing	durable



37	Our Certified Organic Cotton consumes very little water compared to conventional cotton. As we don't use harmful inorganic pesticides and fertilizers, there is little to no water pollution, so you conserve water every time you choose organic.	sustainability	sustainability	sustainability	B	Pact	Dress	Women wear	\$50.00	Cotton	Not Applicable	yes	Not Applicable	Yes	Fair Trade	External	No	Not Applicable	GOTS Certified Organic Cotton	made with 100 % organic cotton
38	What slit? This is a high rise, midi length skirt with a high side slit and center back zipper. The Zoe is slim fitting in the waist with a relaxed fit throughout, so it gives you a little shape without being too clingy. Centre back zipper, high rise, high slit, midi length, relaxed fit, unlined	design	design	design	B	Reformation	Bottom	Women wear	\$208.00	Viscose	Rayon	no	United States	No	Not Applicable	Not Applicable	No	Not Applicable	sustainably managed forest	energy savings

39	<p>These are the sustainable jeans your butt prefers. This is a high rise, stretch jean with a super skinny fit that will hug you in all the right places. The High and Skinny has a super easy and comfy fit due to the super stretch denim.</p>	sustainability	design	fit	B	Reformation	Bottom	Womenswear	\$138.00	Cotton	Polyester	yes	turkey	No	Not Applicable	Not Applicable	No	Not Applicable	organic content	energy savings
40	<p>Very comfortable, yet stylish. Boxy fit. 100% viscose. Five-button closure at front. Banded collar. Dropped shoulders. Short-sleeved. Midi length. Model is 5'9" (bust: 31"; waist: 24"; hips: 35"). She wears a size S.</p>	fabric	design	fit	B	Frank and Oak	Top	Womenswear	\$69.50	Viscose	Not Applicable	no	Not Applicable	Yes	Other	External	No	Not Applicable	fair trade	other

41	Skinny fit. Stretch denim. High-rise. Narrow leg opening. Tonal stitching. Matte black trims. 29" inseam. Rivetless. Created with eco-friendly methods. Hydro-less Process	fit	fabric	design	B	Frank and Oak	Bottom	Women swear	\$89.50	Cotton	Spandex	no	Not Applicable	Yes	Other	External	No	Not Applicable	fair trade	other
42	Versatile overall with a vintage style; adjustable straps; iconic leather patch at back waist; buttons at sides; patch pocket at chest; imported	design	design	design	B	Levi's	Bottom	Women swear	\$178.00	Denim	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	other
43	Lightweight summer essential with a laidback style, romantic floral print, non-stretch, camp collar	fabric	design	design	B	Levi's	Top	Women swear	\$68.00	Viscose	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	other	other
44	A stand out 70's inspired print in bright pink and purple. This dress has a V-neck, flutter sleeves and a	design	design	design	B	People Tree	Dress	Women swear	\$92.34	Lycell	Not Applicable	no	india	Yes	TENCEL™	External	No	Not Applicable	world fair trade organization	Not Applicable

	<p>mid-length. The waistline can be drawn in with wide tie belt around the back to create a flattering shape. Made from 100% TENCEL™ Lyocell this style has a fantastic drape and feel.</p>																			
45	<p>This skirt/dress combo raises the bar on class and comfort. Made from our super-soft signature Tencel, you can wear it as a dress with the buttons in front or in back, and with or without the sash belt. You can also button the top off entirely and wear the skirt alone, either with the buttons in the front or on the side. And as a</p>	design	design	sustainability	B	Vetta	Dress	Women swear	\$159. 00	Lyoce ll	Not Applic able	no	United States	No	Fair Labor Practice s and Commu nity Benefits	Not Applic able	No	Not Applic able	family run factory	environ ment friendly favric

	bonus, the top buttons onto our Button Fly Culottes to create a luxe jumpsuit!																			
46	Wear this sweater with the wrap portion in the front or back. Add the belt for a cinched look, or wear it open as a flowy cardigan.	design	design	design	B	Vetta	Top	Women wear	\$159.00	Cotton	Not Applicable	no	United States	No	Fair Labor Practices and Community Benefits	Not Applicable	No	Not Applicable	fair trade	other
47	Double ruffle edged sleeve mini length puff sleeve relaxed fitting skirt ruffle edged neckline slim fitting bodice smocked bodice square neck strapless bra friendly unlined	design	design	design	B	Reformation	Dress	Women wear	\$308.00	Viscose	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	sustainably managed forest	energy savings
48	A new spin on our bestselling wrap! Features contrast colorblocked edge. Can be worn as a ruana, wrap or oversized	design	design	design	B	Verloop	Accessories	Women wear	\$103.35	Acrylic	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	other	

	scarf. Seamless construction. Lightweight, seasonless weight makes it perfect for travel.																			
49	Vegan Fits true to size Length: This garment is 96.5 cm in length in a size 12 (M) 100% TENCEL™ Lyocell	sustainability	fit	fit	B	People Tree	Dress	Women swear	\$149.00	Lyocell	Not Applicable	no	India	Yes	TENCEL™	External	No	Not Applicable	world fair trade organization	PETA approved vegan
50	Comes with a belt made from the same fabric.  Includes full-colour look book with how to wear instructions. Watch How to Wear videos.  8+ ways to wear (and counting...)  Sustainable, ultra-soft opaque fabric.	design	design	fit	B	Encircled	Top	Women swear	\$168.00	Modal	Spandex	no	Canada	Yes	OEKO-TEX Label	External	No	Not Applicable	other	

5 1	100% Vegetable tanned leather upper Vibram rubber sole Leather lining Soft leather insole Two sets of laces are included: cotton and waxed cotton	sustainability	fabric	fabric	B	Nisolo	Footwear	Women swear	\$148.00	Leather	Other	no	Mexico	No	Not Applicable	Not Applicable	No	Not Applicable	handmade	vegan
5 2	This soft, lightweight top is made with cotton that is farmed organically, but not yet certified organic. Cotton in Conversion supports farmers making the three-year transition from chemical to certified organic farming, increasing the global supply of organic cotton. Fair Trade Certified™ sewn.	fabric	fabric	sustainability	B	Patagonia	Top	Women swear	\$39.00	Cotton	Not Applicable	yes	Mexico	Yes	Fair Trade	External	No	Not Applicable	fair trade certified	organic material

53	This knitted, cross-dye pullover sweater combines the aesthetic of wool with the easy care of 100% recycled polyester fleece. Dyed with a low-impact process that significantly reduces the use of dyestuffs, energy and water compared to conventional dyeing methods. Fair Trade Certified™ sewn.	fabric	design	sustainability	B	Patagonia	Jacket/Coat/Blazer	Women's wear	\$99.00	Polyester	Not Applicable	no	Sri Lanka	Yes	Fair Trade	External	Yes	100%	fair trade	low impact dyeing process
54	Soft and comfortable. Regular fit. Crewneck. Myriam wearing M	fabric	fit	design	B	Frank and Oak	Top	Women's wear	\$39.50	Hemp	Cotton	yes	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	other	
55	From the Smart-Layer family. Double breasted. Double weave fabric. 100% recycled polyester lining. Compatible with the Skyline	design	design	fabric	B	Frank and Oak	Jacket/Coat/Blazer	Women's wear	\$169.00	Polyester	Rayon	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	other	



	series. Naya is 5'9" wearing S																			
5 6	Built to take you everywhere, designed to change one woman's everything, this powerful pack does so much good. Five percent of the purchase price benefits New Hope Girls, a Dominican Republic-based nonprofit that provides rescue, refuge and restoration to girls and women arising from the most difficult places. We love its purpose and its iconic, casual style. Meant for everyday, its roomy main compartment has everything	design	design	design	B	Vera Bradley	Accessories	Genderless	\$107.98	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	other	



	Zip closures Accommodates up to a 15" laptop Capacity 1098 cubic inches (18 L) Dimensions: 12.00" w x 15.50" h x 4.50" d with 32.00" adjustable straps																			
57	Far more fashionable than your average belt bag, this sporty sidekick is just the ticket for workouts, street fairs and weekends away. Now in ReActive, a durable, lightweight material made of recycled plastic water bottles (there's three bottles in every bag), you can keep your hands	design	design	design	B	Vera Bradley	Accessories	Genderless	\$47.24	Recycled PET	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	

free and your  
conscious  
clear. Built-in  
RFID  
technology  
protects your  
credit and  
debit cards,  
too. Learn  
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how our  
ReActive  
Collection is  
made from  
recycled  
plastic  
bottles.

ReActive is  
lightweight,  
durable,  
water-  
repellent and  
made from  
recycled PET  
water bottles  
Provides  
RFID  
protection  
for credit and  
debit cards  
Interior  
features one  
zip pocket  
and three  
card slip  
pockets  
Zip closure  
Dimensions:  
10.50" w x  
5.00" h x  
2.50" d with  
40.00"  
adjustable  
strap; 11.00"  
removable  
extender

58	<p>DETAILS A modern interpretation on a throwback style Style # 856990003 MATERIALS 100% Cotton Elastic waistband Short sleeves Patch pockets at the back and chest Side pockets Imported FIT &amp; SIZING Regular fit Wide leg</p>	design	fabric	design	B	Levi's	Dress	Women swear	\$178.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable
59	<p>Renewable Materials Machine Washable Minimizes Odor Flexibly Conforms To Your Movements</p>	sustainability	maintenance	design	B	Allbirds	Footwear	Women swear	\$125.00	Other	Not Applicable	no	Not Applicable	Yes	Other	External	Yes	Not Applicable	other
60	<p>Deck out your denim with embroidered neon dinosaurs designed to add a nostalgic, retro flair to classic chambray. Grey dinosaur print Textile upper</p>	design	design	design	B	Toms	Footwear	Women swear	\$65.00	Other	Other	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	5%	Not Applicable

	Custom TOMS improved outsole created with ultra-lightweight rubber/EVA for increased flexibility, durability and traction OrthoLite® Eco X40 insole for high-rebound and long-term cushioning Insoles made with 15% waste foam, 5% recycled content and 6% bio-oils Elastic gore for easy on-and-off Matching kids' style Exclusively sold at TOMS.com and TOMS stores																			
61	Our favorite jean meets our favorite decade. Made from premium non-stretch Japanese denim for a vintage-inspired look, the '90s Cheeky	design	fabric	design	B	Everlane	Bottom	Women swear	\$126.00	Cotton	Not Applicable	no	Vietnam	Yes	LEED certification	External	No	Not Applicable	transparent pricing	Not Applicable

	Straight Jean has an easy straight leg, an extra-high rise, and a butt-boosting rear fit.																			
6 2	A fresh update on an '80s style A flattering high rise with a dramatic curve at the hip that tapers at the leg Iconic leather patch at back waist	design	design	design	B	Levi's	Bottom	Women swear	\$118. 00	Cotto n	Not Applic able	no	Not Applicab le	No	Not Applica ble	Not Applic able	No	Not Applic able	Not Applica ble	
6 3	Comfortable and easy to wear. Loose fit. French terry. Crewneck. Drop shoulder. Regular length.	fabric	fit	design	B	Frank and Oak	Top	Women swear	\$69.5 0	Cotto n	Polye ster	no	Not Applicab le	Yes	Other	Not Applic able	No	Not Applic able	Not Applica ble	
6 4	An easy cotton dress that you can (actually) dress up. The Luxe Cotton Seamed Tank Dress is made of our smooth luxe cotton, which means it has a luxurious finish that always looks polished—	fabric	design	fabric	B	Everlan e	Dress	Women swear	\$94.0 0	Cotto n	Not Applic able	no	Vietnam	Yes	Not Applica ble	Not Applic able	No	Not Applic able	transp arent pricing	Not Applica ble

	plus all the comfort of our classic tee dress. With a modern square neckline, flattering princess seams, and a fit-and-flare silhouette that stops mid-calf and goes all day, this sleek staple can easily take you from meetings to margaritas.																			
65	An architectural version of our Classic Tote, the Classic Structured Leather Tote is designed to be versatile for your everyday.	design	fabric	design	B	Cuyana	Accessories	Women's wear	\$195.00	Leather	Not Applicable	no	Other	Yes	Other	Not Applicable	No	Not Applicable	repairable	Not Applicable
66	Our first foray into tailored bottoms, our Cotton Twill Paneled Skirt takes inspiration from modern architecture's clean lines and angular forms.	design	fabric	design	B	Cuyana	Bottom	Women's wear	\$225.00	Cotton	Not Applicable	no	portugal	Yes	SMETA certification	External	No	Not Applicable	repairable	ISO 14001/SA800



67	Classic is the name, comfort is the game. This ankle boot features a soft suede and felt design with a high-rebound OrthoLite® Eco X40™ insole.	design	design	design	B	Toms	Footwear	Women swear	\$130.00	Other	Leather	no	Not Applicable	Yes	Other	Not Applicable	No	Not Applicable	Not Applicable
68	Your flip-flops just got a bit more functional. With quick-drying materials and a molded arch, the Gabi is ready for all types of terrain.	design	fabric	design	B	Toms	Footwear	Women swear	\$50.00	Other	Other	no	Not Applicable	Yes	Other	Not Applicable	No	Not Applicable	Not Applicable
69	Meet the wallet that does more than protect your credit cards from slipping out, it protects your info from theft. We love a good multitasker! In the same sought-after styling as our bestselling cotton and microfiber options, the RFID Turnlock Wallet in	design	design	design	B	Vera Bradley	Accessories	Genderless	\$80.00	Other	Not Applicable	no	Not Applicable	Yes	Other	Not Applicable	No	Not Applicable	durable

	water-repellent performance twill features turnlock and zip closures, two ID windows and plenty of inside slip pockets for all your must-haves.																		
70	Baby bag as a backpack? Brilliant! Keep all your baby gear in one super-organized pack and keep your hands free for baby. A padded, coordinating changing pad and plastic-lined ditty bag are easily accessible inside, and a padded tech sleeve means you can take your tablet with you, too. In durable, water-repellent performance twill, it's a real gamechanger around spills and in	design	design	design	B	Vera Bradley	Accessories	Genderless	\$160.00	Other	Not Applicable	no	Not Applicable	Yes	Other	Not Applicable	No	Not Applicable	durable

	unwelcome weather																		
7 1	Knit scoop neck tank with seamless spaghetti straps, low back, and ribbed detailing throughout. Knit in Peru from soft, breathable TENCEL modal with spandex for elasticity and shape.	fabric	design	design	B	Mara Hoffmann	Top	Women swear	\$409.00	Modal	Spandex	no	Other	Yes	Other	Not Applicable	Yes	95%	Not Applicable
7 2	Straight leg, double-pleated pant with high, fitted waist and full leg. Concealed zipper fly with hook-and-bar closure and functional belt loops. Side seam hip pockets; rear button-flap pocket on left side. Cut from a lightweight, breathable hemp with a soft hand	design	design	design	B	Mara Hoffmann	Bottom	Women swear	\$587.88	Hemp	Not Applicable	yes	China	Yes	Other	Not Applicable	No	Not Applicable	Not Applicable

	and open weave.																			
73	Asymmetrical button front. Versatile ties for a hanging or wrapped look around the wrists. Falls low at the hip.	design	design	design	B	Cuyana	Top	Women swear	\$195.00	Other	Spandex	yes	portugal	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	SMETA certification	ISO 14001/SA800
74	Soft belted robe. Raglan sleeves. Generously sized hood.	fabric	design	fit	B	Vera Bradley	Top	Women swear	\$50.00	Polyester	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	Not Applicable	
75	Item is a pair of women's underwear that is made from 95% organic cotton. The item is fair trade certified through World Fair Trade Organization and Fair Trade Cotton. Item is free of toxic chemicals and is made by Rajlakhmi that manufactures organic	sustainability	sustainability	sustainability	B	People Tree	Other	Women swear	\$15.00	Cotton	elastane	yes	India	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	world fair trade organization	fair trade cotton

	cotton products in India while supporting sustainability .																			
76	Item is a t-shirt that is made with 100% Tencel Lyocell and is Tencel Lyocell certified. The item is also PETA approved vegan and certified fair trade by the World Fair Trade Organization.	sustainability	sustainability	sustainability	B	People Tree	Top	Women swear	\$108.00	Lyocell	Not Applicable	no	India	Yes	TENCEL™	External	No	Not Applicable	world fair trade organization	PETA approved vegan
77	Frank and Oak as a whole is a Certified B Corporation for social and environmental sustainability . Item comes in 2 colours and the website provides care instructions but not a lot of other details.	sustainability	design	maintenance	B	Frank and Oak	Dress	Women swear	\$69.50	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	0%	other	other

78	Item is a women's cardigan and is available in 3 colours. It is made from organic cotton and recycled polyester. Frank and Oak as an organization is a Certified B Corporation.	design	design	fabric	B	Frank and Oak	Top	Women swear	\$79.50	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	30%	other	other
79	Item is 100% vegan and OrthoLite Eco LT certified meaning the shoe insole is made from plant-derived and recycled materials. Other than that information no other details are provided on the item's materials and manufacturing.	sustainability	sustainability	sustainability	B	Toms	Footwear	Women swear	\$60.00	Other	Other	no	Not Applicable	Yes	Other	External	Yes	Not Applicable	other	other
80	Item is a sweater made from 99% organic cotton and 1% elastane. Item is produced in Los Angeles at a factory which is check for	sustainability	fabric	sustainability	B	Vetta	Top	Women swear	\$159.00	Cotton	elastane	yes	United States	No	Not Applicable	Not Applicable	No	Not Applicable	solar power factory	organic content

	social and environmental sustainability . The factory that produces these items gets 70% of its energy from solar power.																			
8 1	Item is a dress that can be worn in multiple different ways making it a diverse product. The dress is made from 100% Tencel at a socially responsible factory in India with a SA8000 certificate.	design	design	sustainability	B	Vetta	Dress	Women swear	\$159.00	Lyoce II	Other	no	India	Yes	Other	External	No	Not Applicable	eco friendly fabric	social responsible factory with certificate
8 2	Item is a pair of sweatpants made with organic and recycled material and U.S.A yarn. Item is Eco-Jersey certified and is imported. Sweatpants are available in 4 colours.	retailer	sustainability	sustainability	B	Alternative Apparel	Bottom	Women swear	\$71.65	Polyester	Cotton	no	Not Applicable	Yes	Other	External	Yes	Not Applicable	other	other

83	Item is a long-sleeve top available in one colour (white). Shirt is 98% organic cotton and 2% spandex. Item saves 9 pounds of carbon and 78 gallons of water. Item is "sustainably made in China". Organic cotton means no GMO seeds are used and chemicals used are restricted.	design	design	sustainability	B	Reformation	Top	Women's wear	\$208.00	Cotton	Spandex	yes	China	No	Not Applicable	Not Applicable	No	Not Applicable	organic content	energy savings
84	Dress is "bridal wear" and is available in 3 colours. Item saves 8 pounds of carbon, 2 gallons of water, and 1.2 pounds of waste. Item is "sustainably made in Los Angeles". Material used is called "Eco Ghost" and is made of 57%	design	design	sustainability	B	Reformation	Dress	Women's wear	\$388.00	Viscose	Rayon	no	United States	No	Not Applicable	Not Applicable	No	Not Applicable	energy savings	Not Applicable



	viscose and 43% rayon.																			
85	A modern take on the utility trend. Features carpenter pockets and a hammer loop	design	design	design	B	Levi's	Bottom	Women swear	\$59.98	Cotton	Not Applicable	no	Not Applicable	No	OEKO-TEX Label	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
86	It's all in the details. Made from soft, certified organic cotton, the Organic Cotton Boxy Raglan Tee has a cool notch detailing at the shoulders to make for curved sleeves that add a bit of polish.	design	sustainability	fit	B	Everlane	Top	Women swear	\$29.00	Cotton	Not Applicable	yes	Sri Lanka	Yes	Global organic Textile Standard (GOTS)	External	No	Not Applicable	transparent pricing	Not Applicable
87	Downshifting into vacation mode is as easy as kicking off your booties and sliding your feet into our favorite cushy, contoured beach slides made from cushiony EVA for the	design	design	design	B	Vera Bradley	Footwear	Women swear	\$40.00	Other	Not Applicable	no	Not Applicable	Yes	OEKO-TEX Label	External	No	Not Applicable	fair trade	Not Applicable

	ultimate in feet-pampering comfort. The printed seahorse motif upper looks polished poolside with your perfect pedicure and a golden glow. We feel relaxed already.																			
88	A must-have essential for summer in classic navy organic cotton jersey, with cross over back detail. Pair with our navy stripe handwoven pieces.	design	design	sustainability	B	People Tree	Top	Women's wear	\$41.00	Cotton	elastane	yes	India	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	world fair trade organization	PETA approved vegan
89	Organic cotton and linen are blended into a lightweight, textured fabric with exceptional breathability and drape	sustainability	sustainability	fabric	B	Pact	Dress	Women's wear	\$60.00	Cotton	Linen (Flax)	yes	Not Applicable	Yes	Fair Trade	External	No	Not Applicable	GOTS Certified Organic Cotton	37.9 gallons of water saved
90	Our wet-weather high top is made with ZQ Merino wool and a bio-based water repellent	design	sustainability	sustainability	B	Allbirds	Footwear	Women's wear	\$135.00	Wool	Not Applicable	no	New Zealand	Yes	Carbon Neutral Certification	External	Yes	90%	durable	

	shield, so your feet stay dry and cozy no matter what the day brings.																			
91	<p>A collaboration between The Populuxe Company and ecologist.</p> <p>A timeless design, cut from 9/10oz leather, for quality, durability and built for your journey. Each piece of natural leather used has its own characteristics and imperfections, just like the people that surround us. Over time, the leather will naturally patina from the natural oils on your hands.</p>	retailer	design	fabric	B	Ecologist	Accessories	Genderless	\$120.00	Leather	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durable	natural fabric

92	Denim blue jeans.	fabric	design		B	Levi's	Bottom	Women swear	\$108.00	Cotton	Polyester	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	durable	
93	Providing everyday warmth and comfort, this classic pullover is made with Synchilla 100% recycled polyester fleece. Fair Trade Certified™ sewn.	fabric	design	sustainability	B	Patagonia	Jacket/Coat/Blazer	Women swear	\$119.00	Polyester	Nylon	no	Nicaragua	Yes	Fair Trade	External	Yes	100%	fair trade	recycled content
94	Timeless and simple, our organic cotton bandana will serve you for many years, no matter how you decide to use it.	design	sustainability	sustainability	B	Patagonia	Accessories	Genderless	\$19.00	Cotton	Not Applicable	yes	China	No	Not Applicable	Not Applicable	no	Not Applicable	organic content	Not Applicable
95	Details In pursuit of better, we designed this new Alpargata with earth-friendly features like a REPREVE® upper, created with recycled	design	sustainability	sustainability	B	Toms	Footwear	Women swear	\$65.00	Recycled PET	Not Applicable	no	Not Applicable	Yes	Other	Not Applicable	Yes	100%	recycled content	vegan

	plastic bottles, and a super comfy insole created with plant-derived and recycled materials.																			
96	This impeccable goat-skin moto jacket is perfectly oversized for perfectly-of-the-moment style. A shearling collar, exaggerated sleeves, and bold, zipper detailing make it nothing short of an original	design	fabric	design	B	Levi's	Jacket/Coat/Blazer	Women's wear	\$1,498.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	
97	A lightweight fleece in a pullover Snap-T style. Fair Trade Certified™ sewn.	fabric	design	sustainability	B	Patagonia	Top	Genderless	\$89.00	Polyester	Nylon	no	Other	Yes	Fair Trade	External	Yes	100%	fair trade	recycled material

98	Lightweight pants for post-surf or everyday wear made from 100% organic cotton french terry fabric	fabric	design	sustainability	B	Patagonia	Bottom	Women's wear	\$69.00	Cotton	Cotton	yes	India	Yes	Fair Trade	External	No	Not Applicable	fair trade	organic material
99	semi-fitted body, Banded v-neck, short sleeves, Hits below hip, Lightweight, perfect for layering	fit	design	design	B	Pact	Top	Women's wear	\$25.00	Cotton	Not Applicable	yes	Not Applicable	Yes	Fair Trade	Not Applicable	No	Not Applicable	GOTS Certified Organic Cotton	16.6 gallons of water saved
100	This easy pull-on pant looks polished enough for the office, but relaxed enough for all day wear	design	design	design	B	Pact	Bottom	Women's wear	\$80.00	Cotton	Other	yes	Not Applicable	Yes	Fair Trade	Not Applicable	No	Not Applicable	GOTS Certified Organic Cotton	36.3 gallons of water saved
101	There's nothing like a Classic. Our tried and true Alpargatas are our iconic shoes known for their ultra-lightweight comfort and ease. Slip on and go	design	design	design	B	Toms	Footwear	Women's wear	\$60.00	Other	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	

	change the world.																			
102	Fits like a glove and gives you a lift. The Grace is a vegetable-tanned leather strappy block heel sandal you can wear all day.	fit	design	sustainability	B	Toms	Footwear	Women wear	\$120.00	Other - Natural Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	
103	jumpsuit with a square neckline; dark blue denim colour; knot in the front; pockets	design	fabric	design	B	Everlane	Other	Women wear	\$138.00	Linen (Flax)	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	transparent pricing	Not Applicable
104	This two-piece sleep set includes a easy tank and pull-on dolphin short; adjustable straps; natural draw cord for shorts	design	design	design	B	Pact	Other	Women wear	\$50.00	Cotton	Not Applicable	yes	Not Applicable	Yes	Fair Trade	External	No	Not Applicable	GOTS Certified Organic Cotton	24.9 gallons of water saved
105	purse with zippered and open pockets, wide handles and a removable strap, the Zippered Satchel is	design	design	design	B	Cuyana	Accessories	Women wear	\$295.00	Leather	Not Applicable	no	Other	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

	easy to wear multiple ways																			
106	sleep dress: white with cats print on it, stops below the knee	design	design	fit	B	People Tree	Other	Women swear	\$60.00	Cotton	Not Applicable	yes	India	Yes	OC	External	No	Not Applicable	world fair trade organization	PETA approved vegan
107	Signature cotton is colorful and lightweight Exterior features one slip and two zip pockets Interior features five mesh pockets Trolley sleeve Carry-on compliant Removable strap Zip closures Capacity 1770 cubic inches (29 L)	fabric	design	fabric	B	Vera Bradley	Other	Women swear	\$120.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	
108	Durable And Breathable Tree Material Supportive Dual-Density Sugarcane Midsole Designed For Maximum Energy Return Renewable Materials Machine	sustainability	sustainability	sustainability	B	Allbirds	Footwear	Women swear	\$175.00	Other - Natural Fiber	Other - Natural Fiber	no	Not Applicable	Yes	Other	External	No	Not Applicable	durable	



	Washable Minimizes Odor Flexibly Conforms To Your Movements																		
1 0 9	Cheetah print Textile upper TOMS new CloudBound Sole delivers extra comfort, extra traction, and an extra breathable insole. An ultra- comfortable and hand- washable OrthoLite® Eco LT insole offers premium cushioning and increased air flow. Meanwhile, a rubber / EVA outsole outfitted with custom tread and tractions pads provides a super sticky grip.	design	design	design	B	Toms	Footwear	Women swear	\$70.0 0	Other	Other	no	Not Applicab le	Yes	Other	Exter nal	No	Not Applic able	Not Applica ble

	100% vegan Elastic gore for easy on-and-off																			
110	"Crop It Top" : sizes XS-XL, 51% pima cotton, 45% modal, 3% elastane.	design	fit	sustainability	B	Manduka	Top	Women swear	\$48.00	Cotton	Modal	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
111	"Beach Cosmetic Bag" : Dimensions: 7.75" w x 5.75" h x 2.75" d, clear PVC, no details on manufacturer location.	design	fit	design	B	Vera Bradley	Accessories	Women swear	\$35.00	Other - Synthetic Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	
112	Lightweight and flowing with a fresh ankle length, our V-Back Jumpsuit defines easy yet sophisticated dressing as the weather warms. Made in Peru by a family-owned workshop collective Oeko-Tex	fabric	design	fit	B	Cuyana	Other	Women swear	\$167.92	Other	Not Applicable	no	Other	Yes	OEKO-TEX Label	External	No	Not Applicable	Not Applicable	Not Applicable

	and WRAP certified																			
113					B	Mara Hoffman	Bottom	Women swear	\$645.20	Hemp	Not Applicable	yes	United States	No	Not Applicable	Not Applicable	No	0%	Not Applicable	Not Applicable
114					B	Pact	Dress	Women swear	\$80.60	Cotton	Other	yes	Not Applicable	Yes	Fair Trade	External	No	0%	GOTS Certified Organic Cotton	Not Applicable
115	REPREVE® recycled polyester upper and inner lining, made with post-consumer plastic bottles Custom TOMS improved outsole created with ultra-lightweight rubber/EVA for increased flexibility, durability and traction	sustainability	sustainability	sustainability	B	Toms	Footwear	Women swear	\$65.00	Polyester	Other - Synthetic Fiber	no	Not Applicable	Yes	Eco Proof	External	Yes	Not Applicable	fair trade	
116	Our first design ever, the innovative Chrysalis Card in size	design	design	fit	B	Encircled	Dress	Women swear	\$168.00	Modal	Spandex	no	Canada	Yes	OEKO-TEX Label	External	Yes	Not Applicable	Not Applicable	

	<p>Large/Maxi. The Cardi can be styled 8+ ways. From a cosy cocoon cardi to a chic Grecian tunic, a glamorous one-shoulder gown, to a poncho, classic infinity scarf and more.</p>																			
117	<p>Prep for an unpredictable day with our minimalist slip-on made with soft, temperature regulating ZQ Merino wool.</p>	design	fabric	sustainability	B	Allbirds	Footwear	Women's wear	\$135.00	Other - Natural Fiber	Other - Natural Fiber	no	Not Applicable	Yes	Carbon Neutral Certification	External	No	Not Applicable	Not Applicable	
118	<p>Dressy or casual? Why choose. With the Fair Long Sleeve, you won't have to. Fair to people and the planet, you can wear this luxuriously soft and comfortable top 7 days a week. Paris perfectly with our Dressy Sweatpant.</p>	design	design	sustainability	B	Encircled	Top	Women's wear	\$83.00	Other - Natural Fiber	Other - Natural Fiber	yes	Canada	Yes	OEKO-TEX Label	External	No	Not Applicable	Not Applicable	

119	A new summer staple. With an airy, feminine fit and easy button front, the Linen Picnic Top is made of soft, breathable linen and features a modern square neckline - plus comfortable straps that are wide enough to cover your bra. From beach to brunch to bbq, this top is ready for summer.	design	fit	design	B	Everlane	Top	Womenswear	\$78.00	Linen (Flax)	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	transparent pricing	Not Applicable
120	Playful knit drawstring backpack featuring our textured rib stripes. Fully lined and large enough for all your daily essentials. Soft knitted cord for straps.  Multi-stripes made entirely of remnants and	design	design	design	B	Verloop	Accessories	Genderless	\$58.00	Acrylic	Nylon	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	100%	other	other

	repurposed yarn. Each unique.																			
1 2 1	Your lighter, breezier, softer cotton staple. Made of our favourite textured cotton lawn fabric, the Split-Neck Puff-Sleeve Air Shirt is slightly sheer and designed to get softer with every wear. Plus, it has modern details like shirred puff sleeves and a split neckline. Wear it loose over jeans or tuck it into your favourite high-waists shorts for summer.	fabric	fabric	fabric	B	Everlane	Top	Women swear	\$74.00	Cotton	Not Applicable	no	Vietnam	No	Not Applicable	Not Applicable	No	Not Applicable	transparent pricing	Not Applicable

<p>1 2 2</p>	<p>Par button-down, part sweater, it's our take on the versatile classic. The Italisn Merino Rib Polo is made of ultra-fine Italian yarn that's ethically sourced, and dits fine rib makes for a close, comfortable fit that smoothes and flatters. Plus, it has enough stretch to hug in just the right places for an easy shape that's effortlessly cool.</p>	design	design	design	B	Everlane	Top	Women swear	\$123.00	Wool	Not Applicable	no	China	No	Not Applicable	Not Applicable	No	Not Applicable	transparent pricing	Not Applicable
<p>1 2 3</p>	<p>We couldn't find the perfect boxy tee, so we made one. Our Boxy Tee is reversible with a loose, straight fit. Available in two new, sustainable and breathable fabrics - hemp/organic cotton and</p>	design	design	fit	B	Encircled	Top	Women swear	\$78.00	Hemp	Cotton	yes	Canada	Yes	Other	External	No	Not Applicable	Not Applicable	

	linen blend, you'll want one in every colour.																		
1 2 4	Let's save medical-grade masks for our frontline healthcare heroes. We've made a non-medical, reusable, sustainable fabric face masks with elastic ear loops. The fabric is a premium blend of GOTS-certified organic cotton mixed with recycled polyester for breathability. Each mask also includes has a pocket on the inside to insert a filter or extra layer of fabric if desired.	design	sustainability	sustainability	B	Encircled	Accessories	Women's wear	\$52.00	Cotton	Polyester	no	Canada	Yes	Other	External	Yes	Not Applicable	Not Applicable



<p>1 2 5</p>	<p>This sustainable leather-look skirt is made from black organic cotton stretch denim that is wax coated to look like leather. It fits like a glove, with multiple curved panels that hug you in all the right places. You can wear the skirt with or without the wrap portion, which is detachable. We love this skirt paired with tights and boots for fall.</p> <p>Insider tip: use code 'edgycapsule' to purchase all five items in The Edgy Capsule for \$529! *Cannot be combined with any other offer.</p> <p>DETAILS</p> <p>Made from</p>	design	design	design	B	Vetta	Bottom	Women swear	\$187. 50	Cotton	Polyester	yes	United States	Yes	Not Applicable	Not Applicable	Yes	8%	recycled and organic fabric	family run factory
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Note: all  
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inches.

<p>1 2 6</p>	<p>The Wrap Jumpsuit is a wardrobe staple that you can wear in any season. Wear the wrap portion in the front or back (yes, the whole jumpsuit can flip around)! Wear without the belt for a more casual look or tie the belt into a half-bow for a more elevated option. Now available in either heavy-duty Canvas or super-soft Linen/Tencel, both fabrics are machine washable, so you can wear this piece on repeat.</p> <p>Insider tip: use code 'naturalcapsule' to purchase all five items in The Natural Capsule for \$539! *Cannot be combined with any</p>	design	design	fabric	B	Vetta	Other	Women swear	\$149. 00	lyocel l	Cotto n	yes	United States	Yes	Global Organic Textile Standar d (GOTS)	Exter nal	No	Not Applic able	eco friendl y and organic fabric	gots eco label
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<p>other offer.</p> <p>DETAILS  Made in NYC  by a family-  run factory  75%  Tencel/25%  GOTS organic  cotton (Black  and Gold  canvas); 27%  Linen / 73%  Tencel (Black  Linen). More  info on  fabrics here  Machine  wash cold,  tumble dry  low  (linen)/hang  dry (canvas)  Note:  delicate linen  may catch on  jewelry.  Wear with  care.  FIT  Runs true to  size  The model is  wearing a  size XS, and  she is 5'9"  Inseam of  the XS is 23"  See this item  pictured in  multiple sizes  here  See  approximate  garment  measuremen  ts below.  Reference</p>																	
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	our size chart for body measuremen ts Note: all measuremen ts are in inches																		
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1 2 7	<p>There's no better way to accommodate your day than by carrying a colorful cotton Campus Backpack. It truly is the one we can't live without — and it was recently redesigned to be even better with even more padding in the back and straps and a new shape specially designed to accommodate a woman's shape. Generously sized for your on-the-go lifestyle, we've also equipped this fan favorite with smart functionality like comfort padded shoulder straps and a secure, padded laptop compartment help you keep your</p>	design	design	design	B	Vera Bradley	Accessories	Women's wear	\$115.00	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	
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focus on carving out your bright future.

Our quilted cotton is colorful and lightweight  
Exterior features two side slip pockets, a u-shaped front zip compartment, a front zip pocket and a back hidden zip pocket  
Front u-shaped zip compartment contains four slip pockets, three pen slips and an ID window  
Main compartment features two mesh slip pockets  
Padded laptop compartment  
Padded shoulder straps are shaped for optimum comfort on body  
Back panel is padded, and features a



	shaped trolley sleeve Zip closures Accommodates up to a 15" laptop Capacity 1525 cubic inches (25 L) Dimensions: 11.00" w x 16.50" h x 7.50" d with 2.75 top handle; 32.00" adjustable straps Product Care Washable - Machine wash cold gentle cycle, use only non-chlorine bleach as needed; line dry																			
1 2 8	Fewer, better — Design, Quality, Sustainability A modern take on the classic, our Silk Tank can be dressed up or down, worn alone or layered, from day to night. Made in China where Silk was invented Bluesign certified	design	fabric	fit	B	Cuyana	Top	Women swear	\$135.00	Silk	Not Applicable	no	China	Yes	bluesign certificate	External	No	Not Applicable	low carbon footprint	durable

129	<p>Contrast inner and outer leg color blocking make this a fun alternative to everyday leggings  Made from organic cotton/elastane offers ultimate stretch for easy comfort and movement  High Rise, hits at belly button  Contour elastic waistband with internal stash pocket</p>	design	design	sustainability	B	Pact	Bottom	Women's wear	\$45.00	Cotton	Spandex	yes	Not Applicable	Yes	Fair Trade	External	No	Not Applicable	GOTS Certified Organic Cotton	33.3 gallons of water saved
130	<p>155 GSM slub jersey Ribbed v-neckline Rounded hemline  Length, size S: 24.5"  100% organic cotton  Made responsibly in Turkey</p>	fabric	design	design	B	united by blue	Top	Women's wear	\$36.00	Cotton	Not Applicable	yes	Other	Yes	Global Organic Textile Standard (GOTS)	External	No	Not Applicable	fair trade	

1 3 1	Elegant, simple, and understated, you'll want to carry the Clara Crossbody purse all around town. With its structured, clean lines and natural vachetta leather, Clara is sure to make you stand out in the best way possible. Natural vachetta leather is vegetable tanned leather with a natural or unfinished surface that develops a patina over time.	design	design	design	B	Nisolo	Accessories	Women's wear	\$158.00	Leather	Not Applicable	no	Mexico	No	Not Applicable	Not Applicable	No	Not Applicable	handmade	vegan
1 3 2	Fully reversible with two necklines - a high scoop, or a low scoop. The perfect length and boxy fit. Wear loose or front tucked for two different looks.	design	design	design	B	Encircled	Top	Women's wear	\$78.00	Hemp	Not Applicable	yes	Canada	Yes	Better Cotton Initiative	External	No	Not Applicable	fair trade	

	Choose between ultra-soft, breathable and sustainable hemp/organic cotton or a linen blend.																			
1 3 3	<p>CLASSIC COLORBLOCK TOUCHSCREEN GLOVES \$32.00</p> <p>COLOR Stone Blue Rust Moss Cobalt Poppy Magenta Lilac Navy Navy Poppy Marl Yellow Navy Teal Marl Grey Blue Blush Wine Red Black Grey Blue Grey Black Marl</p> <p>QTY 1</p> <p>Our bestselling line of cozy knit gloves designed to work with smart phones, tablets and other touchscreen devices.</p>	fabric	design	design	B	Verloop	Other	Women swear	\$29.00	Lycra	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

1 3 4					B	Pact	Top	Women swear	\$50.0 0	Cotto n	Linen (Flax)	yes	Not Applicab le	Yes	Fair Trade	Exter nal	No	Not Applic able	GOTS Certifie d Organi c Cotton	26.5 gallons of water saved
1 3 5	Designed with exaggerated, wide-ribbing and feminine side slits, our Recycled Cashmere Wrap Sweater has a high-low hem and boxy fit. Made in Italy at family-owned mill founded in 1890. GRS certified.	design	sustain ability	design	B	Cuyana	Jacket/Coa t/Blazer	Women swear	\$285. 00	Other	Wool	no	italy	Yes	Global Recycle Standar d	Exter nal	Yes	95%	low carbon footpri nt	GRS certifie d
1 3 6	Our ultra-soft baby alpaca scarf adopts a two-tone point of view with a versatile, reversible design. Made in Peru by a woman-owned factory. Oeko-Tex certified.	fabric	design	design	B	Cuyana	Accessorie s	Genderl ess	\$167. 92	Other - Natur al Fiber	Not Applic able	no	Europe	Yes	bluesig n certifica te	Exter nal	No	Not Applic able	fair trade	durable

137	<p>With a plunging neckline and longer body, this tee is flirty as can be. It's also 100% organic, made from GOTS-certified cotton. Lightweight, airy, and soft. 100% organic cotton, scoop, bound neck, and imported. OEKO-TEX® certified fabric; GOTS-certified (aka it's got the organic seal of approval).</p>	design	design	sustainability	B	Alternative Apparel	Top	Womenswear	\$55.65	Cotton	Not Applicable	yes	Other	Yes	OEKO-TEX Label	External	No	Not Applicable	organic	
138	<p>Safari-style utility skirt with high, fitted waist; cropped just below fingertips. Functional button-fly with ribbon-belt detail; exaggerated buttoned patch pockets at hips. Rear princess seams for shape. Cut from</p>	design	design	design	B	Mara Hoffman	Bottom	Womenswear	\$520.90	Lyocell	Cotton	yes	India	Yes	Global Organic Textile Standard (GOTS)	External	No	0%	organic	fair trade

	breathable, yarn-dyed TENCEL lyocell and organic cotton with topstitch seam detailing throughout.																			
139	Button-front top with wide V neckline, fitted lined bodice, peplum waist with seam stitcth detail, and continuous bound edges throughout. Raglan shoulders with hidden lingerie loops and double-button sleeve cuffs; functional flap pockets at high hip. Full front-button packet closure with rear darts for shape. Made from TENCEL and linen woven.	design	design	fit	B	Mara Hoffmann	Top	Women swear	\$316.26	Lyoce ll	Linen (Flax)	yes	United States	Yes	Other	External	No	0%	durabl e	fair trade

140	An ode to vintage woven leather belts, the Talia features soft and handwoven leather for your most comfortable fit. Handmade in an ethical factory we own and operate in Peru, the Talia Belt is made with 100% vegetable tanned leather.	design	fabric	sustainability	B	Nisolo	Accessories	Women's wear	\$64.63	Leather	Not Applicable	no	South America	No	Not Applicable	Not Applicable	No	Not Applicable	handmade	vegan
141	The Mariella Mule will quickly become your essential every day grab-and-go shoe. Handmade in a factory we own and operate in Peru, the Mariella is everything you are beautiful, classic and strong. 1.4 in. heel with rubber heel cap Soft leather insole	design	design	sustainability	B	Nisolo	Footwear	Women's wear	\$150.00	Leather	Not Applicable	no	Other	No	Not Applicable	Not Applicable	No	Not Applicable	handmade	ethical factory



	Leather lining Leather sole Handmade in an ethical factory we own and operate in Peru																			
1 4 2	Our <b>breathable, silky-smooth sneaker</b> made with <b>responsibly sourced eucalyptus tree fiber</b> treads lightly in everything you do.	design	fabric	sustainability	B	Allbirds	Footwear	Women wear	\$135.00	Recycled PET	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	
1 4 3	<b>Comfortable, stylish, stretchy</b> , this draped blazer will be your new go-to for work, weekend and beyond. Featuring two zippered pockets, lux premium and sustainable bamboo merino wool french terry fabric, and elegant design details, you're never going to want to take it off. Two side zippered pockets	fit	design	fabric	B	Encircled	Jacket/Coat/Blazer	Women wear	\$288.00	Rayon	Wool	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durable	

	(deep enough for your phone!) Sleek, polished, stretch sustainable fabric. Versatile styling, can be easily dressed up or down. Hidden button front-closure so you can wear open or closed. Elegant design details: Cuffed sleeves, draped front lapel and crisp, folded collar. Ethically-made in Toronto.																			
1 4 4	Fewer, better — Design, Quality, Sustainability Crafted in Peru from the softest baby alpaca, this beautifully oversized scarf is complete with eyelash fringe at each end along with	retailer	fabric	design	B	Cuyana	Accessories	Women swear	\$75.00	Wool	Not Applicable	yes	Other	Yes	OEKO-TEX Label	External	No	Not Applicable	durable	Not Applicable

	the subtle detail of our gold button. Made in Peru by a woman-owned factory Oeko-Tex certified																			
145	Shirt-style top with spread collar, double-button sleeve cuffs, and subtle scalloped hem. Full front-button placket closure. Easy, slightly oversized fit throughout. Made from 100% organic cotton canvas with top applied, hand-embroidered floral cord detail.	design	design	design	B	Mara Hoffman	Top	Women swear	\$613.95	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	
146	Fewer, better — Design, Quality, Sustainability Minimalist chic at its finest, the Silk Cropped Tee is our refreshing take on a wardrobe staple, perfect for pairing with	design	sustainability	design	B	Cuyana	Top	Women swear	\$145.00	Silk	Not Applicable	no	China	Yes	bluesign certificate	External	No	Not Applicable	low carbon footprint	durable

	your favorite high-waisted jeans or trousers. Made in China where Silk was invented Bluesign certified																			
147	Breathable, silky-smooth sneaker - Made with responsibly sourced eucalyptus tree fiber - Treads lightly in everything you do	design	fabric	sustainability	B	Allbirds	Footwear	Women's wear	\$135.00	Lycell	Other - Natural Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	
148	Minimal design - Leather upper - 0.5 in. stacked leather heel with rubber heel cap - 2.25 in. strap width - Leather sole - Leather lining - Handmade in an ethical factory in León, Mexico	design	fabric	fabric	B	Nisolo	Footwear	Women's wear	\$88.00	Leather	Not Applicable	no	Mexico	No	Not Applicable	Not Applicable	No	Not Applicable	handmade	ethical factory

149	This is a blazer, a dress, and a vest - The sleeves zip off so that you can wear it as a vest - Wear it buttoned up as a dress, with or without the belt - Wear it to the office over a collared shirt, or on the weekend with sneakers	design	design	design	B	Vetta	Other	Women swear	\$179.00	Recycled PET	Not Applicable	no	United States	Yes	Global Recycle Standard	External	Yes	100%	100% GRS certified recycled polyester	family run factory
150	Inspired by those joggers you had in junior high, our pair's got all the retro details -- in a cute, grown-up fit. Made from soft Eco-Fleece.	design	design	fit	B	Alternative Apparel	Bottom	Women swear	\$80.64	Polyester	Cotton	no	Not Applicable	Yes	Other	Internal	Yes	Not Applicable	Not Applicable	
151	Crafted from soft Eco-Jersey®, this hoodie is perfect for layering and lightweight enough for year-round wear.	sustainability	design	design	B	Alternative Apparel	Top	Genderless	\$65.71	Polyester	Cotton	yes	Not Applicable	Yes	Other	Internal	Yes	Not Applicable	Not Applicable	



1 5 5	Relaxed, cropped wide-leg jumpsuit made for staying cool on hot summer days. Sleeveless with shoulder ties V-Neckline and back with back zipper closure Front slash pockets 23" inseam 55% Hemp, 24% Organic Cotton, 19% Recycled Polyester, 2% Spandex Machine wash, lay flat to dry Made responsibly in China	design	design	design	B	United By Blue	Other	Women swear	\$108.00	Hemp	Cotton	yes	China	Yes	Other	Not Applicable	Yes	19%	Made responsibly	Recycled, organic material
1 5 6	made of sustainable cork, sustainable fine grain cork material, resilient, easy to grip, wipe with damp cloth, use organic cleaning solution, no harsh chemicals, no	sustainability	sustainability	sustainability	B	Manduka	Other	Genderless	\$20.00	Other - Natural Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

	toxic chemicals used in their manufacturing																			
157	3mm round yoga mat, durable microfiber, slip resistant, hand wash with mild detergent, occasional in depth cleaning done by machine wash cold, hang to dry	design	sustainability	sustainability	B	Manduka	Other	Genderless	\$120.00	Other	Other	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable
158	eco-fleece, 50% polyester, 46% cotton, 4% rayon, contains organic and recycled materials, made from imported materials, machine wash cold, tumble dry low	sustainability	fabric	fabric	B	Alternative Apparel	Top	Genderless	\$49.80	Polyester	Cotton	yes	Not Applicable	Yes	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	
159	made from hemp/organic cotton and linen blend, made in Toronto, ON, Canada, durable and breathable,	sustainability	sustainability	retailer	B	Encircled	Top	Womenswear	\$78.00	Hemp	Linen (Flax)	yes	Canada	Yes	Other	External	No	Not Applicable	Not Applicable	



	soft, machine wash cold, no bleach, lay flat to dry, iron on low inside out, do not dry clean																			
160	Our breathable, silky-smooth sneaker made with responsibly sourced eucalyptus tree fiber treads lightly in everything you do.	fabric	design	sustainability	B	Allbirds	Footwear	Women's wear	\$135.00	Other - Natural Fiber	Other - Natural Fiber	no	Not Applicable	Yes	Other	Not Applicable	Yes	Not Applicable	other	
161	The fabric is also OEKO-TEX® Standard 100 certified which means it is free of harmful chemicals.	sustainability	sustainability	sustainability	B	Encircled	Top	Women's wear	\$158.00	Other - Natural Fiber	Not Applicable	no	Canada	Yes	Other	Internal	Yes	95%	durable	
162	Unisex Style Eye coverage: Medium Wrap & Angle: Slight Polarized lenses: block 100% of UVA/UVB/UV 400 wavelengths Passes the FDA basic impact test Crafted from recycled plastic diverted	design	fabric	design	B	United by Blue	Accessories	Genderless	\$58.00	Recycled PET	Not Applicable	no	Not Applicable	Yes	Other	Internal	Yes	Not Applicable	durable	recycled material

	from landfills Sunki is a member of 1% For The Planet																			
1 6 3	Our most technical shoe yet, the Tree Dasher reimagines the traditional running shoe with natural materials engineered for serious performance.	design	design	sustainability	B	Allbirds	Other	Women swear	\$175.00	Not Applicable	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	other	
1 6 4	* 100% Soft Acrylic * Features contrast colorblocked edge * Can be worn as a ruana, wrap or oversized scarf * Seamless construction. Lightweight, seasonless weight makes it perfect for travel.	fabric	design	design	B	Verloop	Accessories	Women swear	\$75.00	Acrylic	Not Applicable	no	Not Applicable	No	Not Applicable	Internal	Yes	Not Applicable	durable	Not Applicable

1 6 5	Soft knit mini tote with weave-like pattern of striped nautical checks. Comfy handles made from cotton worsted webbing. Features inner zip pocket, water-resistant lining and magnetic closure.	fabric	design	design	B	Verloop	Accessories	Women's wear	\$91.35	Nylon	Acrylic	no	India	Yes	Other	Internal	No	Not Applicable	Not Applicable	Not Applicable
1 6 6	Relaxed, cropped wide-leg jumpsuit made for staying cool on hot summer days.	design	design	design	B	United by Blue	Other	Women's wear	\$108.00	Hemp	Cotton	yes	China	Yes	Other	Not Applicable	Yes	19%	Not Applicable	recycled content
	Our most technical shoe yet, the Tree Dasher reimagines the traditional running shoe with natural materials engineered for serious performance.  Heel Drop: 7mm (Forefoot:	design	design	sustainability	B	Allbirds	Footwear	Women's wear	\$175.00	Other - Natural Fiber	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	durable	Renewable Materials

15.5mm, Heel: 22.5mm)  Type: Neutral, Cushioned, Light Stability Running Shoe																				
Our wet-weather high top is made with ZQ Merino wool and a bio-based water repellent shield, so your feet stay dry and cozy no matter what the day brings.	design	sustainability	sustainability	B	Allbirds	Footwear	Women's wear	\$195.00	Wool	Other - Natural Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	renewable	bio based water repellent	
DETAILS Here's our Vintage tee with subtle distressing along the neckline and sleeve hem for a truly vintage look.  100% Cotton Distressed detailing Blind hem stitching detail Slightly open neckline Pre-shrunk Imported	design	design	design	B	Alternative Apparel	Top	Women's wear	\$54.06	Cotton	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	imported	

<p>DETAILS Inspired by those joggers you had in junior high, but our pair has an edge-raw edges at the cuffs make these stand out.</p> <p>65% Cotton, 35% Polyester Ribbed waistband with drawstrings Pockets Elastic cuffs at ankle opening Raw edge seams at ankle cuffs Imported</p>	design	design	fabric	B	Alternative Apparel	Bottom	Women's wear	\$88.20	Cotton	Polyester	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	imported
<p>DETAILS Packed with soft, retro texture, you'll want to live in this pullover all year long. That two-button placket and ribbed hem only add to the vintage vibes.</p> <p>Eco-Toweling 50% Polyester, 46% Cotton, 4% Rayon</p>	fabric	design	design	B	Alternative Apparel	Top	Women's wear	\$77.19	Polyester	Cotton	yes	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	contain recycle and organic content	imported

Contains organic and recycled materials 2 button placket Ribbed cuffs & waistband Imported																				
<p>Make a splash in this soft, textured hoodie dress. Featuring sporty side panels, it's got a '70s vibe. Knit with lightweight terry, made from sustainable materials.</p> <p>Eco-Toweling 50% Polyester, 46% Cotton, 4% Rayon Contains organic and recycled materials Contrast piping on side panels Hood Imported</p>	fabric	design	design	B	Alternative Apparel	Dress	Women's wear	\$82.91	Polyester	Cotton	yes	Not Applicable	No	Not Applicable	Not Applicable	Yes	Not Applicable	contains recycled and organic content	imported	

ecologist women's standard fit long sleeve turtleneck is made of 100% Merino Wool.	fit	design	design	B	Ecologist	Top	Women swear	\$145.00	Merino wool	Other - Synthetic Fiber	no	Not Applicable	No	Not Applicable	Not Applicable	no	Not Applicable	life time guarantee	contain natural fiber
ecologist x Stanfield's women's wool blend crew neck sweater. Made in Canada in a slim fit that relaxes to your body, becoming a standard fit.	fabric	design	sustainability	B	Ecologist	Top	Genderless	\$95.00	Wool	Nylon	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durability	contain natural fiber
The Culottes are Made-in-Canada at our ecologist factory in Victoria, BC from 100% Japanese Cotton chambray. Made for lounging, hustling, and just being awesome.	sustainability	sustainability	sustainability	B	Ecologist	Bottom	Women swear	\$125.00	Cotton	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	contain natural fiber	life time guarantee
Organic cotton sweatpants. The 400 Women's Sweatpants are made in Canada from 100% organic certified GOTS cotton.	sustainability	sustainability	sustainability	B	Ecologist	Bottom	Women swear	\$145.00	organic cotton	Not Applicable	yes	Canada	Yes	Global organic Textile Standard (GOTS)	External	No	Not Applicable	organic fabric	life time guarantee

Inspired by track-style shorts and blended with linen, The Tencel Shorts are soft and highly durable. Whether you're traversing trails or dining al fresco in the sunshine, Tencel keeps you feeling fresh through impressive moisture absorption qualities and enhanced breathability.	design	sustainability	sustainability	B	Ecologist	Bottom	Women's wear	\$85.00	tencel	Linen (Flax)	no	Canada	Yes	TENCEL™	External	No	Not Applicable	natural fabric	lifetime guarantee
Organic cotton sweatpants. The 400 Women's Sweatpants are made in Canada from 100% organic certified GOTS cotton.	sustainability	sustainability	sustainability	B	Ecologist	Bottom	Women's wear	\$145.00	Cotton	Not Applicable	yes	Canada	Yes	Global organic Textile Standard (GOTS)	External	No	Not Applicable	organic fabric	lifetime guarantee
100% sustainable merino wool toque. Durability meets superior softness to keep your head cozy from dawn patrol to	sustainability	sustainability	fabric	B	Ecologist	Accessories	Genderless	\$90.00	Merino wool	Not Applicable	no	Canada	No	Not Applicable	Not Applicable	No	Not Applicable	durable	contain natural fiber



campfire cookouts. Merino wool is naturally flammable-resistant and biodegradable.																				
Our much-loved, ecologist heavyweight t-shirt with a Sitka tree print. This 100% heavyweight organic cotton t-shirt is milled, dyed, and made in Canada. A soft, relaxed style that you'll want to wear every day.	design	fabric	design	B	Ecologist	Top	Genderless	\$60.00	organic cotton	Not Applicable	yes	Canada	Yes	Global organic Textile Standard (GOTS)	External	No	Not Applicable	organic fabric	lifetime guarantee	
The Merino Sweater is our gender-neutral, bubble-knit sweater that is THE one crew neck, merino sweater you'll want to own. Soft, durable and sustainable merino wool is designed to keep you cozy on the coast, and smart looking	sustainability	design	design	B	Ecologist	Top	Genderless	\$245.00	Merino wool	Not Applicable	no	United States	No	Not Applicable	Not Applicable	No	Not Applicable	natural fabric	minimized waste from off-cuts	

	for the (home) office.																			
	Designed as our perfect easy yet elevated sweater, our Cashmere Mock Neck Sweater is made to flatter with slim sleeves and a slightly oversized fit. Versatile for many occasions and crafted in cozy Italian cashmere, it will quickly become your go-to in the winter months and beyond.	design	fabric	fit	B	Cuyana	Top	Women wear	\$225.00	cashmere	Not Applicable	no	italy	Yes	OEKO-TEX Label	External	No	Not Applicable	oeko certified	natural fabric
	Made with every pocket and compartment you need, our Triple Zipper Overnight bag is complete with a trolley sleeve for easy travel. Made in Turkey with Italian Leather trim	design	design	design	B	Cuyana	Accessories	Women wear	\$245.00	Cotton	Leather	no	turkey	No	Not Applicable	Not Applicable	No	Not Applicable	natural fabric	Not Applicable

Simple and versatile, our wrap coat is designed with slim sleeves and exaggerated lapels for a sophisticated look.	design	design	design	B	Cuyana	Jacket/Coat/Blazer	Women wear	\$295.00	Wool	Not Applicable	no	italy	Yes	OEKO-TEX Label	External	No	Not Applicable	natural fabric	oeko certified
Stylish yet sporty printed legging. Seamless construction for a smoother look and feel. Technical enough for a sweaty practice and comfortable enough for all day wear.	design	design	design	B	Manduka	Bottom	Women wear	\$100.00	Nylon	Spandex	no	Not Applicable	Yes	OEKO-TEX Label	External	No	Not Applicable	Not Applicable	Not Applicable
A comfortable, stylish layering piece that's great to throw over what you're wearing to and from practice. Developed for lounging, restorative practice, layering, or casual streetwear. Perfect for year-round wear.	fabric	design	design	B	Manduka	Top	Women wear	\$140.00	modal	Polyester	no	Not Applicable	Yes	OEKO-TEX Label	External	No	Not Applicable	made with none chemical fabric	Not Applicable

<p>Stylish pullover with a draw cord for adjusting overall length and fit. Developed for lounging, restorative practice, layering, casual streetwear or a light workout. Perfect for year round wear.</p>	design	fit	design	B	Manduka	Top	Women swear	\$116.00	modal	Polyester	no	Not Applicable	Yes	OEKO-TEX Label	External	No	Not Applicable	Not Applicable	Not Applicable
<p>Designed for breathability and comfort. Great for hot yoga or a sweaty workout.</p>	design	fabric	design	B	Manduka	Top	Women swear	\$72.00	Nylon	Spandex	no	Not Applicable	Yes	OEKO-TEX Label	External	No	Not Applicable	Not Applicable	Not Applicable
<p>Feel comfortable and have full range of motion when you're in these cotton-feel high-rise leggings. Light compression and a no-dig waistband will provide longwear ease of motion during and after practice.</p>	fabric	design	fabric	B	Manduka	Bottom	Women swear	\$64.00	Nylon	Spandex	no	Not Applicable	no	Not Applicable	Not Applicable	Yes	Not Applicable	recycled content	Not Applicable

<p>Our most comfortable and versatile crewneck sweatshirt. Developed for lounging, restorative practice, layering, casual streetwear or a light workout. Perfect for year-round wear. Pairs well as an outfit with our Restorative Joggers.</p>	fabric	design	design	B	Manduka	Top	Women swear	\$100.00	Modal	Polyester	no	Not Applicable	Yes	OEKO-TEX Label	External	no	Not Applicable	Not Applicable	Not Applicable
<p>What's better for warm weather than an on-trend look for practicing in? Whether you're trying to keep cool at Hot Yoga or just want to run to brunch in something casual these high-waisted bike shorts are it. A supportive waistband holds you in while not being restrictive and a seamless</p>	design	design	design	B	Manduka	Bottom	Women swear	\$90.00	Nylon	Spandex	no	Not Applicable	no	Not Applicable	Not Applicable	Yes	Not Applicable	recycled material	Not Applicable

design means all-day wearability. We recommend pairing it with our Action Bra.																				
Places to go, plaid to wear. The Alpargata Leather Wrap features the comfort and cushion of our classic silhouette with a leather wrap midsole, faux shearling lining and a plaid printed upper.	design	fabric	design	B	Toms	Footwear	Women swear	\$80.00	other	other	no	Not Applicable	Yes	Other	External	Yes	Not Applicable	recycled material	Not Applicable	
With the Convertible Shirt Dress you're getting both a dress AND a shirt. We love this versatile spin on a classic piece, with the drop-in pockets and the relaxed fit. Wear it as a dress, as a tunic over pants, or button off the bottom and wear as	design	design	design	B	Vetta	Dress	Women swear	\$129.00	Cotton	Polyester	yes	United States	No	Not Applicable	Not Applicable	Yes	Not Applicable	organic and recycled content	family run factory	

<p>a cropped shirt. It's a capsule wardrobe staple that you will wear on repeat. Plus with pockets + lengthened sleeves, this piece will work even harder for you!</p>																				
<p>This dress fights the notion that sustainable clothing has to be basic, serving up a glam aesthetic while being made from 100% recycled materials. And it's versatile too, so it's like getting three dresses in one. Wear the cinched elastic waist and straight hem in front, or wear the curved hem and tie belt in front. Unbutton the dress from the shoulders to wear it open as a</p>	sustain ability	design	sustain ability	B	Vetta	Dress	Women swear	\$149.00	Polyester	Not Applicable	no	United States	no	Not Applicable	Not Applicable	Yes	100%	recycled polyester	family run factory	

duster. Tuck in the side panels to wear as a wrap dress. Plus, the dress also comes with a slip dress! Wear this beauty on its own or layered over other items, from summer into fall and beyond.																			
Super-flattering pants you can wear with just about anything? Yes, please. A button fly detail and *real* pockets you can actually fit your phone in? Even better. These pants will make any outfit feel special, whether it's a tshirt on the weekend or a blouse at work. Plus, you can button the top from our Two Piece Midi Dress to	design	design	design	B	Vetta	Bottom	Women swear	\$129.00	tencel	Not Applicable	yes	United States	Yes	TENCEL™	External	no	Not Applicable	organic material	family run factory



	the waist to create a button-up jumpsuit!																			
	This cozy waffle knit sweater has a detachable turtleneck, so you can wear it with the mockneck or attach the turtleneck. The boxy, swingy fit is perfect for layering. Made from soft organic cotton, this sweater has thumbholes for next-level coziness.	design	design	design	B	Vetta	Top	Women swear	\$159.00	Cotton	Not Applicable	yes	United States	Yes	Global Organic Textile Standard (GOTS)	External	no	Not Applicable	organic material	ethical factory
	Chunky yet lightweight knit scarf with playful, colorblocked rib stripes. Also available in matching gloves and hat.	design	fabric	design	B	Verloop	Accessories	Women swear	\$80.00	Acrylic	Not Applicable	no	Not Applicable	No	Not Applicable	Not Applicable	No	Not Applicable	Not Applicable	Not Applicable

Statement-making, fuzzy faux fur mittens. Fully lined for extra warmth and finished with a generous ribbed cuff to keep the cold out.	design	fabric	design	B	Verloop	Accessories	Women's wear	\$38.00	Acrylic	Nylon	no	Not Applicable	No	Not Applicable	Not Applicable	no	Not Applicable	Not Applicable	Not Applicable
Versatile wrap features contrast color on edges. Can be worn as a ruana, wrap or as an oversized scarf. Seamless construction. Light, seasonless weight makes it perfect for travel.	design	design	design	B	Verloop	Accessories	Women's wear	\$80.00	Acrylic	Not Applicable	no	Not Applicable	no	Not Applicable	Not Applicable	no	Not Applicable	Not Applicable	Not Applicable
Rothko-inspired colorblock scarf knitted from sheer nylon filament. The perfect lightweight layer for warmer months.	design	sustainability	fabric	B	Verloop	Accessories	Women's wear	\$82.00	Nylon	Polyester	no	Not Applicable	no	Not Applicable	Not Applicable	Yes	Not Applicable	Not Applicable	Not Applicable

Remnant materials from previous collections find new life in these colorful bag charms. Each charm is made by hand and attached to a key chain clasp.	sustainability	design	sustainability	B	Verloop	Accessories	Women's wear	\$28.00	Acrylic	Nylon	no	Not Applicable	no	Not Applicable	Not Applicable	Yes	100%	recycled material	Not Applicable
We all have days when we just want to hang out in our robe and pajamas. This supersoft shimmery robe will keep you cute and cozy during your movie marathon.	design	fabric	design	B	Vera Bradley	Accessories	Women's wear	\$60.00	Polyester	other	no	Not Applicable	no	Not Applicable	Not Applicable	no	Not Applicable	Not Applicable	Not Applicable
<b>Details Vintage style, modern standards. Your new go-to perfectly oversized sweater, made from 100% recycled cotton (meaning it was once</b>	design	design	fit	B	united by blue	Top	Women's wear	\$128.00	Cotton	Not Applicable	yes	China	no	Not Applicable	Not Applicable	no	Not Applicable	organic material	responsibly made

	<b>fabric on the cutting room floor).</b>																			
	Modeled after our Recycled Cotton Fisherman Sweater, this mini sweater dress has a slightly oversized silhouette. Made from 100% recycled cotton (meaning it was once fabric on the cutting room floor).  100% recycled cotton	design	design	fit	B	united by blue	Dress	Women swear	\$148.00	Cotton	Not Applicable	yes	China	No	Not Applicable	Not Applicable	No	Not Applicable	organic material	responsibly made
	A relaxed, button-front, waffle-knit thermal that's made for all things lounging and layering.	design	design	design	B	united by blue	Jacket/Coat/Blazer	Women swear	\$58.00	Cotton	Polyester	yes	China	No	Not Applicable	Not Applicable	Yes	31%	organic and recycled content	responsibly made

<p>he search for the perfect skinny jean is over. The JFK combines a sculpted streamlined fit with unbelievable comfort.</p> <p>Mid rise fit in a deep indigo wash</p>	design	design	fit	B	united by blue	Bottom	Women swear	\$98.00	Cotton	Other - Synthetic Fiber	yes	Pakistan	Yes	Global Organic Textile Standard (GOTS)	External	Yes	20%	organic and recycled content	responsibly made
<p>We took your comfiest blanket and made it into something you can wear out of the house. We also made it from recycled pastic bottles.</p>	design	design	sustainability	B	united by blue	Jacket/Coat/Blazer	Women swear	\$128.00	Polyester	Nylon	no	China	No	Not Applicable	Not Applicable	Yes	80%	recycled material	responsibly made