



Circular fashion
made in Italy

Ω Rifo

Sustainability
REPORT 2023



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Sustainability Report 2023

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**FROM *waste*
TO *new resources***

Letter from the team

What does the Sustainability Report mean for us?

Here we are at the fourth edition of this document that prompts us to assess our data and impacts every year. This report stems from a belief: everything that has been produced and has impacted the planet, even minimally, cannot afford to be meaningless. Hence, the need to measure and confront ourselves with the challenges linked to changing how we have produced and consumed until now.

The Sustainability Report embodies a mindset. It is not just a notebook of achievements; it is the place where we admit the limits we have encountered, representing a goal that drives us to make more thoughtful choices and never lose our direction. It serves as an impetus to always improve.

The entire Rifò team is involved in its creation, from those selecting yarns to those managing the production plan. Translating all of this into images, texts, and graphics is no easy task. Making it intuitive for a broad audience is an exercise in transparency.

We hope this can be an interesting read for anyone, from the researcher to the end customer. We also hope that more and more curious people are eager to delve deeper because curiosity is where change begins, and sustainability starts with each of us.

Rifò Team





What we believe in

We believe in **turning diversity into an opportunity**, giving a **new life** to something that is considered **waste**.

We believe in **our territory**, which has passed on an **immense textile tradition** from generation to generation.

We believe that it is still possible to produce **artisanal Made in Italy garments**, crafted in a traditional way.

We believe in the **magic of emotions** and that a garment can **last a lifetime** when truly cherished.

We reject seasonal sales, induced demand, and exaggerated discounts. We want our products to **fulfill real needs**.

We believe in **people**, not just consumers.

We believe in both **community** and **individuals**, who have **the power to enact change** in their own small ways.

We believe in being **honest** and **transparent**, even when it means admitting our limitations.

We believe in always **accepting challenges**, learning from mistakes, and experiencing them first-hand.

Lastly, we believe that having the opportunity to **do what we love**, with passion and a smile, is the most beautiful gift we can ask for.



01. Who we are

01



- 1.1** Circular fashion made in Italy
- 1.2** Combining tradition and innovation
- 1.3** B-Corporation

1.1 Circular fashion made in Italy

We are a circular fashion brand that designs clothes and accessories made from recycled and recyclable materials.

Our circular supply chain is primarily located in the **textile district of Prato**, within a 30km range of our office.

Since day one, we have prioritized **local production** to reduce the environmental impact of transportation, preserve our local textile traditions and support our district's economy.

We are more than just a fashion brand.

We aim to **have a positive impact both on the environment and society**, guided by our three core values:

Quality

We choose natural fibers, rely on experienced artisans, and monitor every production stage to ensure our garments will last.

Sustainability

We only produce what people really need, have a local production and use recycled and recyclable fibers to reduce our environmental impact.

Responsibility

Ethical principles are a priority in our production chain and we pursue social impact projects that generate positive impacts in our territory.



We fully integrate **circularity** into all our activities, **repurposing what's typically deemed waste as a valuable resource**.

We directly collect used garments to be reused and recycled in our circular supply chain. We want to offer people the opportunity to participate in creating a circular economy with our **take-back service** while raising awareness of sustainable fashion.

We want to be **transparent and honest** when **sharing facts and figures** about us, as we do with our **annual Sustainability Report**.

2023 in numbers



A team of
25 people
based in Prato

72.169

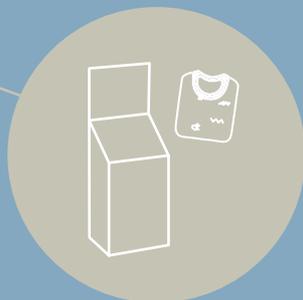
Made in Italy circular
clothes and accessories



14.1 tons
of recycled and recyclable
textile fibers

14%

of post-consumer textile waste
directly collected with our
take-back service



230
collection points
for used clothes in Italy
and Central Europe

335

resellers
all over the world





1.2 Combining tradition and innovation

Innovation is not just about technology. It encompasses any process, concept, product, or service that adds value compared to the existing state of the art. Currently, the fashion industry is predominantly characterized by extractive and linear practices, resulting in the generation of thousands of tonnes of textile waste daily. To address the many challenges facing the fashion sector, we propose the adoption of the circular economy model, which holds promise for delivering positive environmental and societal outcomes.

We believe in innovation rooted in tradition.

Our **circular approach to fashion** draws inspiration from the rich **tradition of textile recycling**, a heritage dating back over a century in the textile district of Prato.

We started our project by enhancing and communicating this ancient practice in an innovative way. Local craftsmen have long employed the recovery of textile scraps to repurpose valuable resources.

Thus, we established Rifò, a circular fashion brand, recognizing the immense potential inherent in these artisanal processes. Our mission is to represent an alternative to fast fashion while honoring and preserving local traditions that transform textile waste into a new resource.

We believe in the **power of reciprocity**, which means returning to the earth the resources we have extracted in the past.

Our commitment is reflected in the creation of garments designed to be recycled and recyclable again at the end of their lifecycle. **This is the revolution we are leading in the fashion industry.**



1.3 B-Corporation

We have been certified as a **B-Corp** since November 2020. In 2023 we started the **recertification process**, three years after our first B Impact Assessment.

This recognition allows us to provide evidence that we meet high standards of verified social and environmental performance, accountability, and transparency.



The overall B Impact Score we achieved from our first B Impact Assessment in 2020 was **99.9**. This score is 49 points higher than the median score for ordinary businesses.

The B Impact Assessment evaluated our social and environmental performance, both overall and within **five key impact areas: Governance, Workers, Community, Environment, and Customers.**

Based on the results of the Assessment, our business model generates significant impacts on **Resource Conservation and Local Economic Development**, as more than 80% of the materials we use in our production are recycled and locally sourced.

We used the toolkit provided by B Lab to create an illustrated badge which communicates our impact as a B-Corp in 2023. Our **Impact Business Model (IBM)** creates positive outcomes for the **Environment** and the **Community**. We also met the **goals** set last year in these impact areas: using at least 80 percent recycled fiber in our production and sourcing at least 80 percent of the goods and services



we need for our production locally. In addition, **improvements** in the **Governance** and **Workers** areas were achieved in 2023, as we gave our Management a structured organization and implemented several initiatives to increase the well-being of our team. Undergoing this evaluation process again this year allowed us to **track our progress, measure our impact, and find opportunities for further improvement.**

Next year, we will be able to share our new overall B Impact Score as our recertification process will end by 2024.

In 2022, we adopted the legal status of Benefit Corporation (**Società Benefit**) to formally affirm our commitment to pursuing the purpose of **common benefit**, a principle that has been ingrained in our DNA since our inception. Our purpose extends beyond mere profitability as we strive to generate positive impacts on our community, our territory, and the environment by operating with transparency and responsibility.

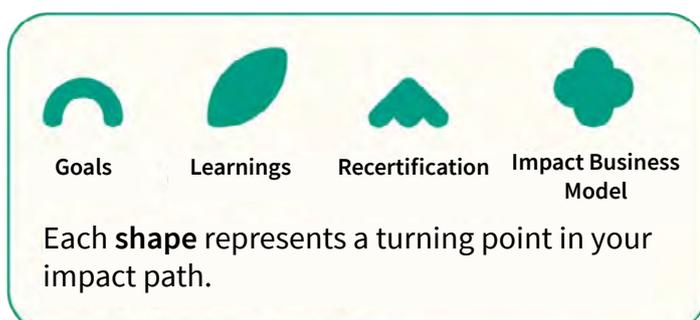
Specifically, we aim to:

- Innovate production processes by re-viving the ancient tradition of textile recycling.
- Produce garments made from recycled and recyclable materials, and directly collect post-consumer textile waste with a take-back service.
- Create job opportunities for vulnerable individuals by offering training in traditional textile crafts.
- Ensure gender equality within the team.
- Source goods and services needed for production from local suppliers.

We decided to amend our articles of association to include these objectives, thereby establishing a solid foundation for long-term value creation.

[Click here for more information.](#)

Badge representing our Journey of Doing



02. Our materials

02



- 2.1 Yarns & fabrics
- 2.2 Origin
- 2.3 Pre- & post-consumer
- 2.4 Certifications
- 2.5 Material LCA

2.1 Yarns & fabrics

All textile materials used in our garments and accessories contain recycled fibers and are fully recyclable at the end of their lifespan.

While using recycled materials represents a sustainable choice in the short term, we aim to take it a step further by ensuring our garments have a second life in the future.

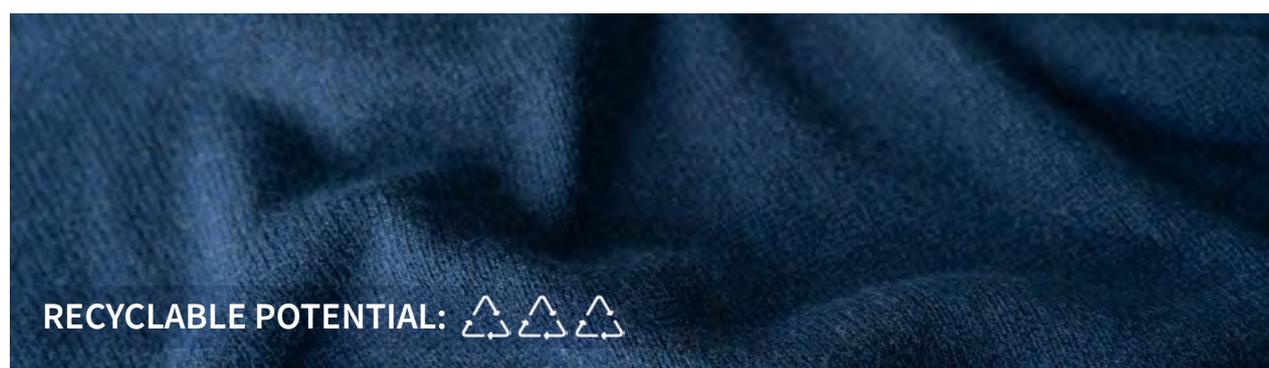
Opting for **materials that contain recycled fibers and are recyclable**, meaning they can be repurposed into new textile fibers, is the best choice for both us and our planet.

The yarns and fabrics used to produce our garments in 2023 are shown below.

● Recycled cashmere

95% recycled cashmere, 5% recycled wool

SUPPLIER: Filpucci 



● Recycled wool

100% recycled wool

SUPPLIER: Filpucci 



● **Light cashmere**

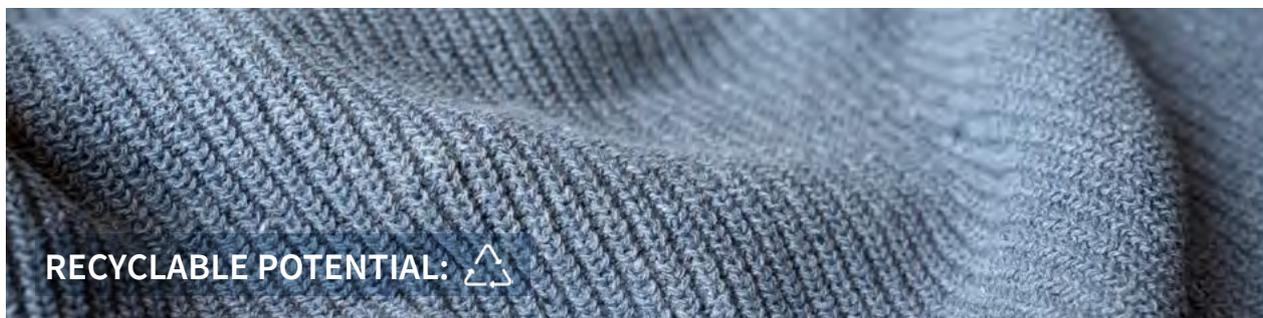
70% recycled cashmere, 25% virgin cashmere, 5% virgin wool - **SUPPLIER:** Filpucci 🇮🇹



RECYCLABLE POTENTIAL:

● **Recycled denim**

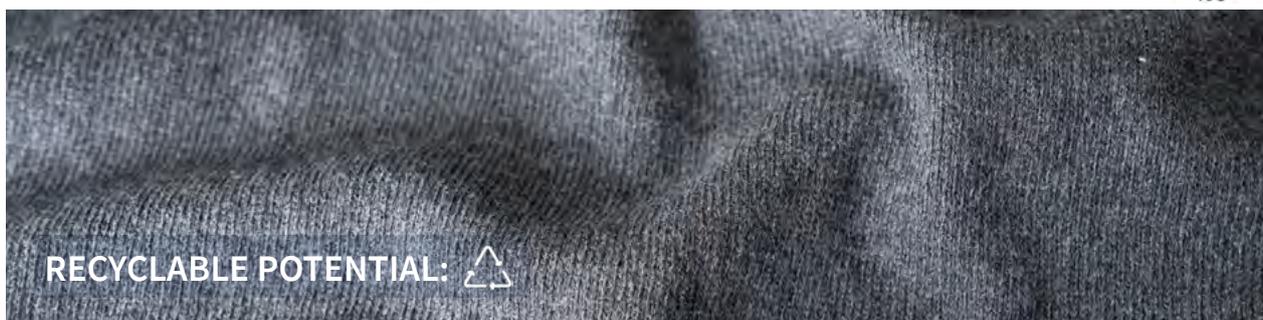
75% recycled denim cotton, 20% virgin cotton, 5% other fibers
SUPPLIER: Pinori 🇮🇹



RECYCLABLE POTENTIAL:

● **Recycled & organic cotton**

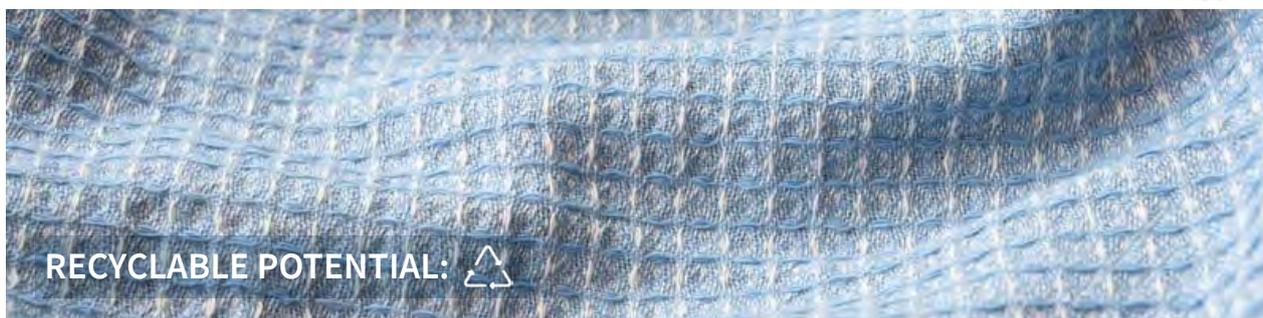
50% recycled cotton, 50% organic cotton
SUPPLIER: Belda Llorens 🇪🇸



RECYCLABLE POTENTIAL:

● **Recycled & virgin cotton**

45-60% recycled cotton, 55-40% virgin cotton
SUPPLIER: Marchi e Fildi 🇮🇹



RECYCLABLE POTENTIAL:

● Recycled silk

100% recycled silk

SUPPLIER: Torcitura di Domaso 🇮🇹



RECYCLABLE POTENTIAL: ♻️

● Recycled wool fabric

62% recycled wool, 38% recycled polyamide

SUPPLIER: Mapel 🇮🇹



RECYCLABLE POTENTIAL: ♻️

● Recycled & organic denim sweatshirt

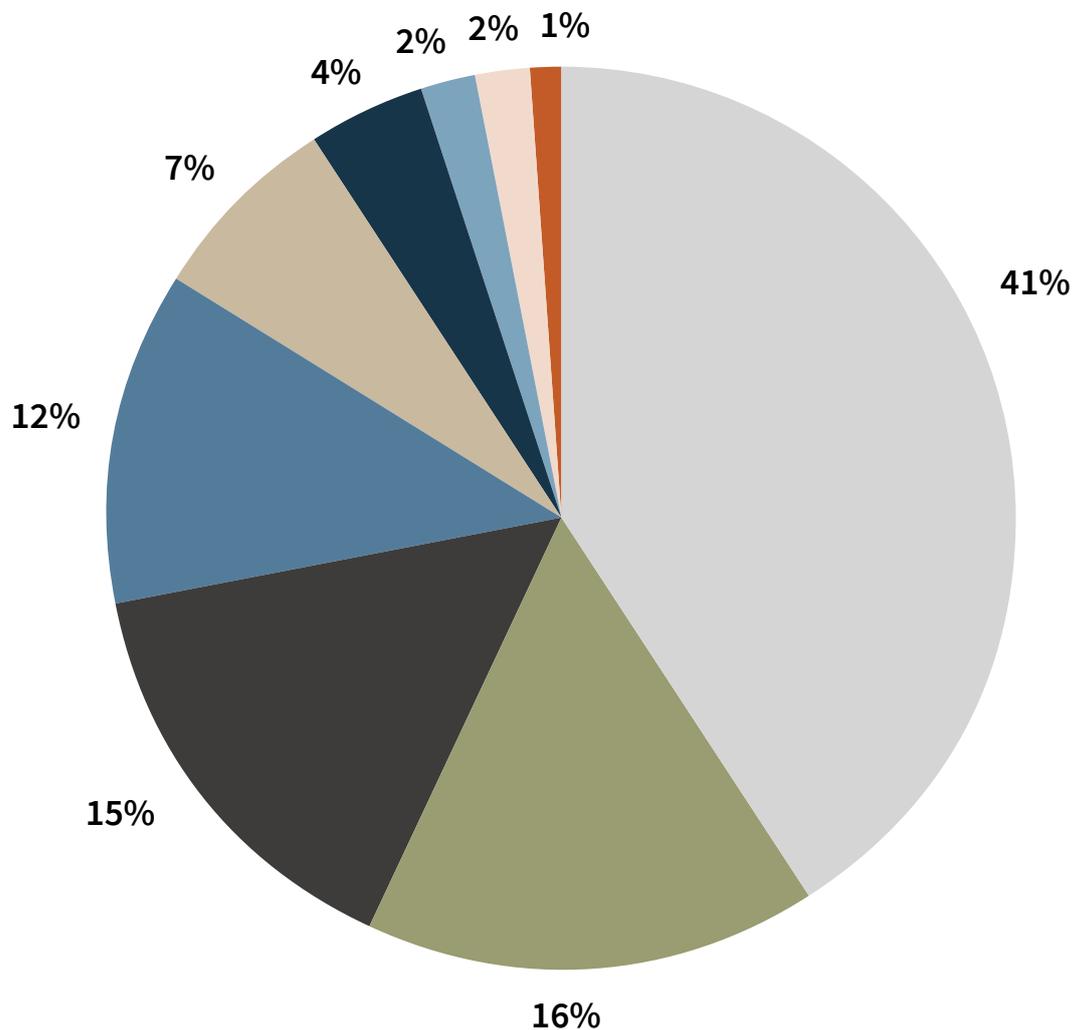
41% recycled cotton, 24% denim cotton,
28% organic cotton, 7% virgin cotton

SUPPLIER: Lanificio Becagli 🇮🇹



RECYCLABLE POTENTIAL: ♻️

Our textile materials



Recycled cashmere

Recycled & organic cotton

Recycled wool

Recycled denim

Recycled & virgin cotton

Recycled wool fabric

Recycled & organic denim seatshirt

Recycled silk

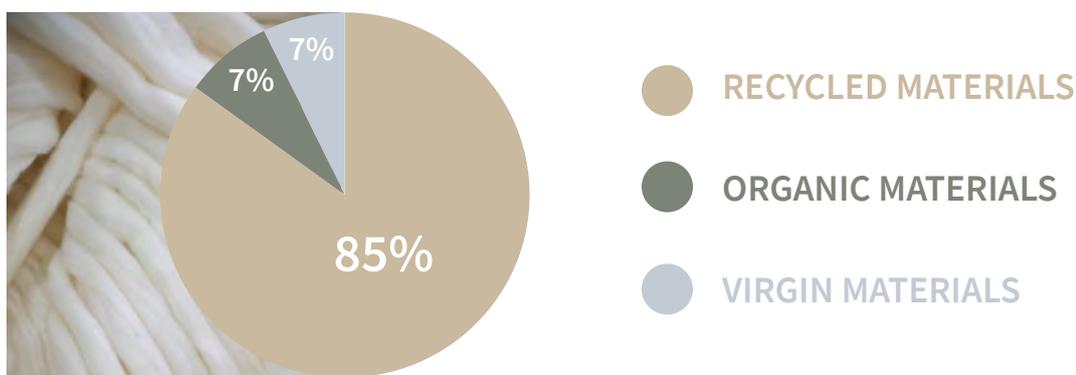
Light Cashmere

Most of the textile materials we utilize are made from recycled fibers. In 2023, we successfully maintained our goal of incorporating 85% recycled fibers into our production.

Consistent with previous years, our aim is to use materials containing at least a 50% recycled component, ensuring that our products contribute to mitigating the fashion industry’s impact by repurposing existing resources. In cases when the fiber obtained from the recycling process is too short, a

virgin component must be added to increase the strength and durability of the textile material.

Cotton is a prime example since it is rare to find textiles made entirely from recycled cotton. The short length of its recycled fibers prompts the need to blend them with virgin or organic fibers. For this reason, our recycled cotton garments contain a 50% virgin or organic component, which in total accounts for 14 out of 15% of the non-recycled fibers used in our production.



By purchasing yarns and fabrics made with recycled fibers, we encourage the transition to a circular economy within our industry.

The amount of recycled fibers we used in our production in 2023 corresponds to:



Equivalences are intended to give an idea of the quantity of recycled fibers we used in our production. They do not correspond to an actual amount of garments used in the recycling process.

Natural and synthetic fibers

Textile fibers can be characterized as either natural or synthetic.

Natural fibers are animal or plant-based, whereas synthetic ones are petroleum-based and man-made through chemical synthesis.

Synthetic fibers tend to be cheaper than natural fibers because they are mass-produced and derived from inexpensive raw materials.

Due to these factors, synthetic fibers have surpassed natural ones in recent years and now account for more than two-thirds of all fibers used in the textile sector*.

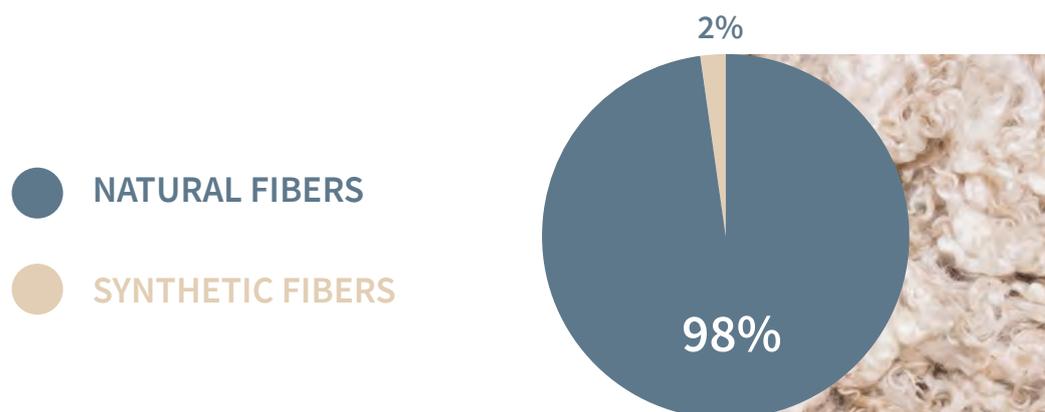
Synthetic fibers release microplastics into the water during washing and use, posing significant threats to marine ecosystems

and human health**. Moreover, they are not biodegradable and tend to wear out quickly, contributing to large amounts of textile waste accumulating in landfills.

For all these reasons, we are adamant about avoiding the use of synthetic fibers. In 2023, **nearly all textiles** used in our production were **100% natural**.

The only exception is the recycled wool fabric used in our coats, which contains 36% recycled polyamide. This synthetic fiber accounts for 2% of our production.

Next year we will replace it with a new wool and cashmere blend to achieve 100% natural and biodegradable production.



*Source: Changing Markets Foundation. Fossil Fashion: The Hidden Reliance on Fossil Fuels; Changing Markets Foundation: Utrecht, The Netherlands, 2021.

**Source: <https://www.eea.europa.eu/publications/microplastics-from-textiles-towards-a>

Pure and mixed fibers

A fabric has a **pure composition** if it contains only one material. If more than two different materials are blended, the resulting fabric has a **mixed composition**. Different materials are typically combined to create a blended fabric with specific properties, primarily to reduce costs.

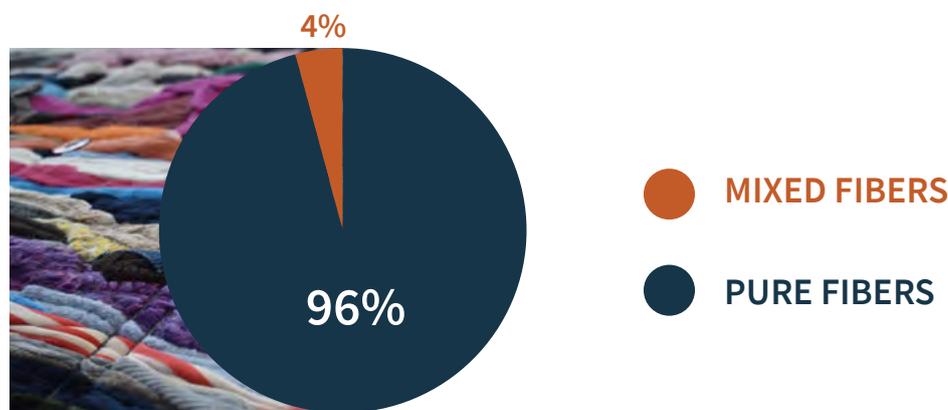
Globally, **only 12% of the material used in clothing ends up recycled***, and a significant portion of this issue comes from the mixed composition of materials used in our clothes. Unfortunately, no technology is currently available at industrial scale to recycle and turn these garments back into a new textile resource. Mechanical recycling is the only technology that is capable of preserving the overall properties of the fibers, including material content and color, though it may affect length and strength.

Additionally, this mechanical process significantly reduces the amount of water and energy required. **Multiple input materials can severely degrade the quality of output** or even ruin the entire batch of material.

We choose **yarns and fabrics that contain only one material to ensure that our garments can be recycled** at the end of their lifespan.

The only exception is our wool cloth, which includes polyamide for reinforcement but will be replaced next year to achieve **100% mono-material production**.

Apart from this wool blend, all of our other textiles are mono-material, representing 96% of the yarns and fabrics used in our production in 2023.



2.2 Origin

We purchase **89%** of our yarns and fabrics from suppliers whose **production processes take place in Italy, predominantly within the textile district of Prato.**

The sole exception is our recycled and organic cotton yarn, sourced from a Spanish supplier.

We are actively seeking for alternatives for this yarn as we are **strongly committed to sourcing and producing locally.**

ORIGIN

MATERIAL

Prato, Italy			Recycled cashmere
Prato, Italy			Light cashmere
Prato, Italy			Recycled wool
Prato, Italy			Recycled wool fabric
Alicante, Spain			Recycled & organic cotton
Biella, Italy			Recycled & virgin cotton
Prato, Italy			Recycled denim
Prato, Italy			Recycled & organic denim seatshirt
Biella, Italy			Recycled silk

2.3 Pre- & post-consumer

Recycled fibers can be classified as pre-consumer or post-consumer, depending on the type of textile waste they derive from. Both forms of recycling divert textile waste from landfills and reduce the demand for virgin materials. However, pre-consumer recycled fabrics only tackle a fraction of the overall waste generated by the fashion industry.

Pre-consumer recycled fibers come from textile waste generated during the production process, such as scraps from cutting and trimming.

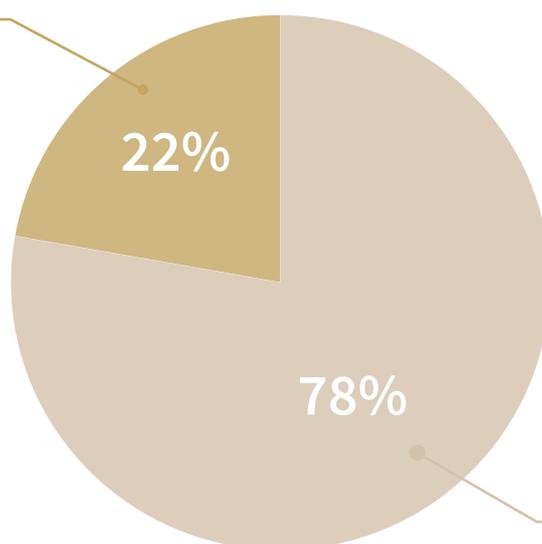
Post-consumer recycled fibers are made from clothes that have been used and discarded by consumers. Unlike pre-consumer recycled fibers, the recycling process in this case is more complex. It involves sorting and cleaning the materials, tasks that can be time-consuming and labor-intensive.

Post-consumer textile waste represents a significant portion of the fashion industry's total waste. Therefore, through **our take-back service**, we want to make a difference and play our part by collecting and reusing used clothes. The post-consumer textile waste collected enters our circular supply chain and contributes to the production of our denim, wool, and cashmere post-consumer recycled yarns.

IN 2023, 22% OF THE RECYCLED FIBERS USED IN OUR PRODUCTION CAME FROM PRE-CONSUMER TEXTILE WASTE, WHILE 78% WERE SOURCED FROM POST-CONSUMER TEXTILE WASTE.

PRE-CONSUMER

- Recycled cotton
- Recycled wool fabric
- Recycled silk



POST-CONSUMER

- Recycled cashmere
- Recycled wool
- Recycled denim cotton

2.4 Certifications

We meticulously select yarns and fabrics for our production based on **strict sustainability standards**. In addition to ensuring a minimum recycled component, we exclusively choose materials with established sustainability credentials. To achieve this, we rely on globally recognized standards and third-party certifications that mandate production processes to meet **rigorous environmental and social criteria**.

As a result, 91% of our materials are certified according to international standards.



GRS & RCS

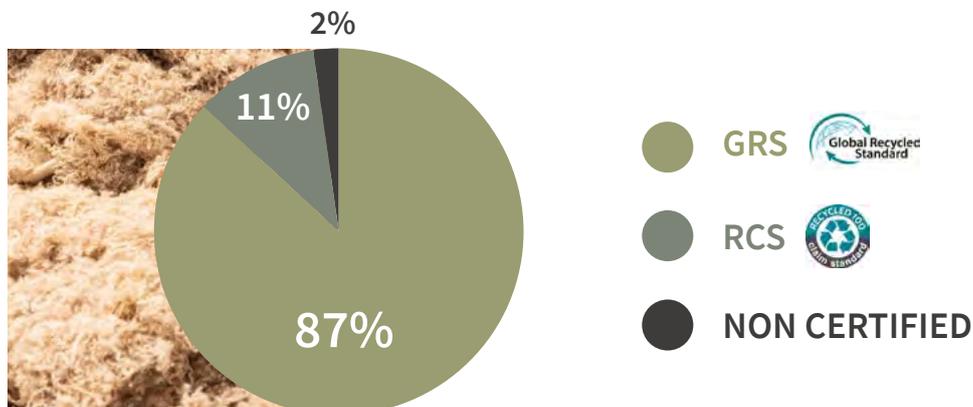
The **Recycled Claim Standard (RCS)** and the **Global Recycled Standard (GRS)** are both standards promoted by Textile Exchange to establish criteria for third-party certification of recycled materials and chain of custody. These standards play a significant role in leading the fashion industry to a circular economy by promoting a sustainable consumption model that minimizes environmental impacts and reduces the use of virgin resources. Compared to the RCS, the **GRS includes a higher minimum percentage of recycled content and additional social and environmental requirements** related to **processing and use of chemicals**. Specifically, GRS excludes any substance classified as dangerous to human health and/or to the environment by the **EU REACH** regulation and by the Manufacturer's Restricted Substances List of **ZDHC**.

We mainly partner with suppliers who have certified their production chain according to the Global Recycled Standard (GRS), aligning with our core business of designing garments and accessories made from recycled materials.

87% of the recycled materials used in our production are GRS certified.

Our recycled denim yarn (11%) is certified according to the RCS, while recycled silk (2%) is not certified yet.

The GRS and RCS certifications of the recycled yarns and fabrics we use for our products confirm that they have undergone a transparent, consistent, and comprehensive independent verification of their recycled material content.



RWS

Our virgin wool accounts is **Responsible Wool Standard (RWS)** certified, which guarantees it is **mulesing-free**. Although this virgin fiber represents **less than 1% of our total production**, ensuring that this cruel practice is absent from our supply chain remains a top priority for us.

RWS is an international, voluntary standard that requires wool farmers and sellers to adhere to **rigorous animal welfare, land management, and social requirements**.

Our recycled and organic cotton yarns and fabrics are not eligible for the Global Organic Textile Standard (GOTS), as this standard requires a minimum of 70% organic fibers. We prioritize recycled content over organic because our mission is to produce garments and accessories from resources that already exist.



OEKO-TEX STANDARD 100

Our recycled cotton yarns and fabrics are certified according to the **STANDARD 100 by OEKO-TEX**, which ensures that our materials contain no harmful substances and pose no threat to human health by conducting laboratory tests.

In many cases, **both the monitored substances and the limit values surpass national and international requirements**, such as the **EU REACH** regulation, in favor of more safety.



OCS

The organic content is validated from the **Organic Content Standard (OCS)**, which verifies the presence of natural fibers from organic agriculture and guarantees traceability along the entire production chain of raw materials, intermediate products, and finished products.

Although we prioritize selecting materials that can demonstrate and guarantee compliance with high-quality and safety standards, there are instances where it is not possible.

For example, last year, we introduced our 100% recycled silk yarn, even though GRS certification and Life Cycle Assessment (LCA) were not available.

Nonetheless, the 100% recycled composition

ensures that no silkworms were killed in the production of this yarn.

In such cases, however, **we encourage our suppliers to undergo certification processes and conduct reliable impact studies on their products** to provide evidence of their sustainability.

When compromises are necessary, **our primary focus remains on ensuring a minimum recycling content and Italian production.**

Our savings

Recycled cotton
/ t-shirts & polo shirts



Recycled cotton
/ beach towels & shawls



Recycled denim
/ sweatshirt



Source: LCA Study led by AITEK - Textile Research Institute



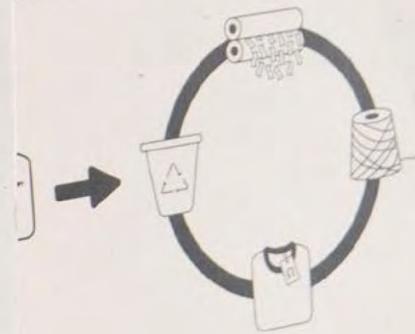
Rifo



Means quality, durability, and responsibility.

Sustainable circular fashion brand born in Italy to fight against waste and overconsumption in the clothing industry. Quality garments and accessories are made in Italy using recycled textile fibers, reducing the use of water, pesticides, and chemicals.

A quality brand that respects the environment and social responsibility.



#RIFOLUTION

1884
b.com



@rifolab

@rifolution



Our savings

Recycled cashmere



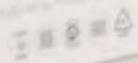
Light recycled cashmere



Recycled wool



Source: LCA Methodology: Product Group: Woolen Knitwear

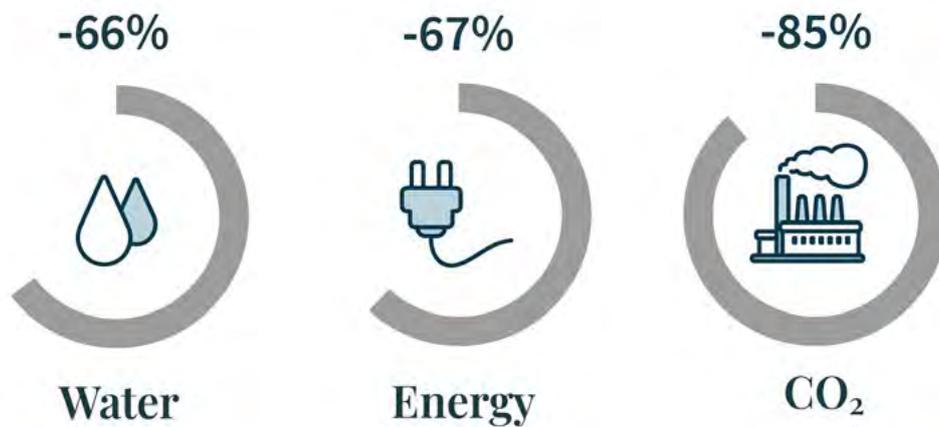


2.5 Material LCA

LCA OF OUR RECYCLED CASHMERE*

Recycled cashmere is our most utilized material, making up 41% of our production. Recycling worn-out cashmere sweaters entails significant benefits in terms of environmental impact. In the textile district of Prato, ragmen sort post-consumer textile waste by composition and color and then recycle it through a

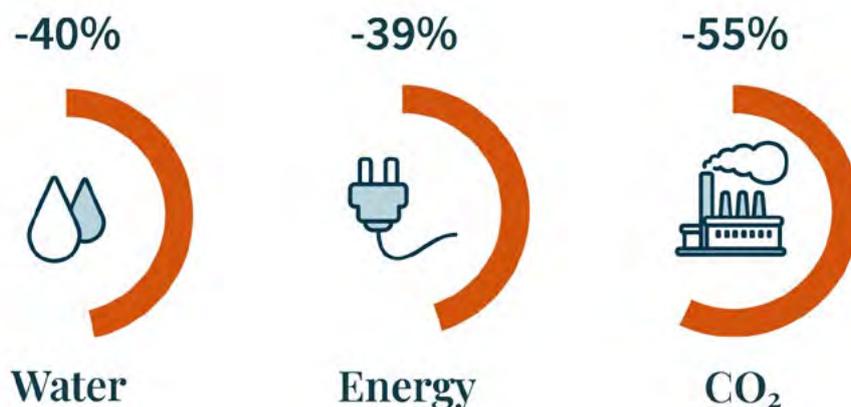
mechanical process. The result of the process is a colored recycled fiber that does not require dyeing, as its original color is preserved. Therefore, compared to the production of virgin cashmere, recycling cashmere saves a lot of resources:



LCA OF OUR LIGHT CASHMERE*

Our light cashmere yarn contains 30% of virgin fibers, which slightly increases its environmental impact in terms of carbon emissions, energy, and water consumption. However, virgin fibers enhances material resilience and, consequent-

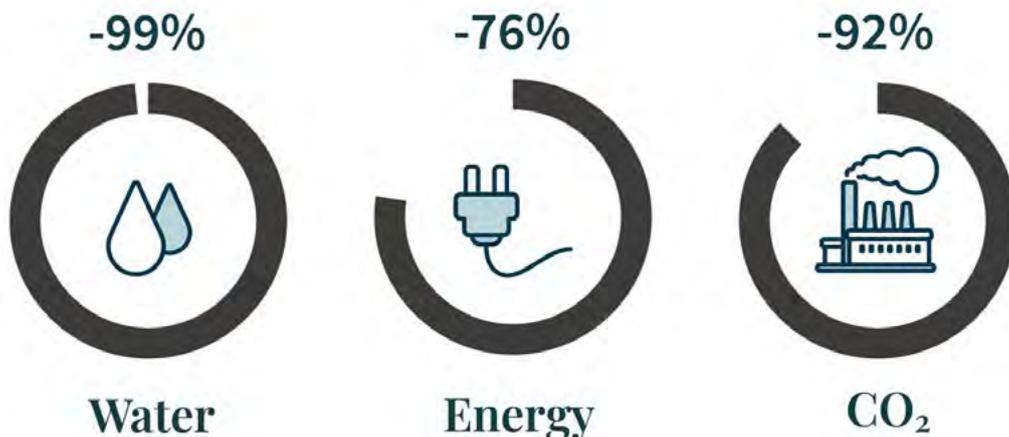
ly, garment durability. In addition, the benefits of light cashmere remain significant compared to the production of virgin cashmere, as the recycling process remains consistent with that of recycled cashmere yarn. This material saves:



LCA OF OUR RECYCLED WOOL*

As in the case of recycled cashmere, recycled wool is obtained from post-consumer textile waste through a mechanical process with significant environmental benefits.

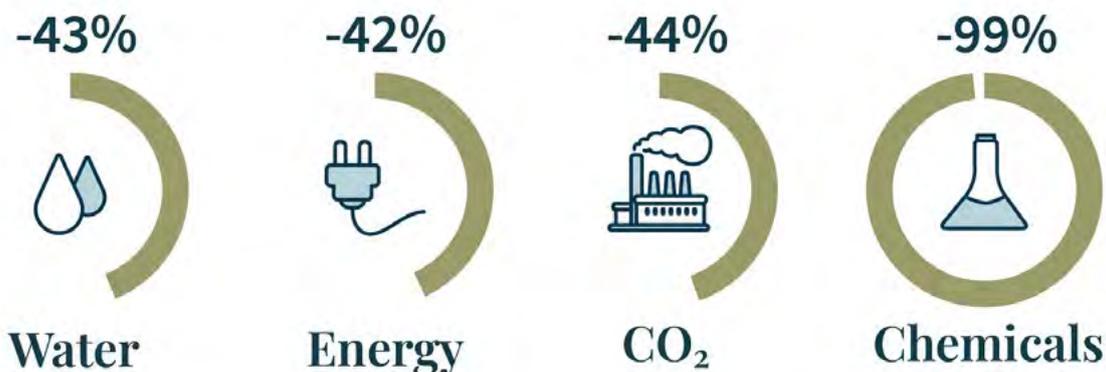
Compared to the production of virgin wool, recycled wool saves:



LCA OF OUR RECYCLED & ORGANIC COTTON**

Our recycled and organic cotton is one of the materials we used the most in 2023 as we focused on improving our spring-summer collection. This material consists of half recycled cotton, derived from industrial pre-consumer textile waste, and half organic cotton, grown

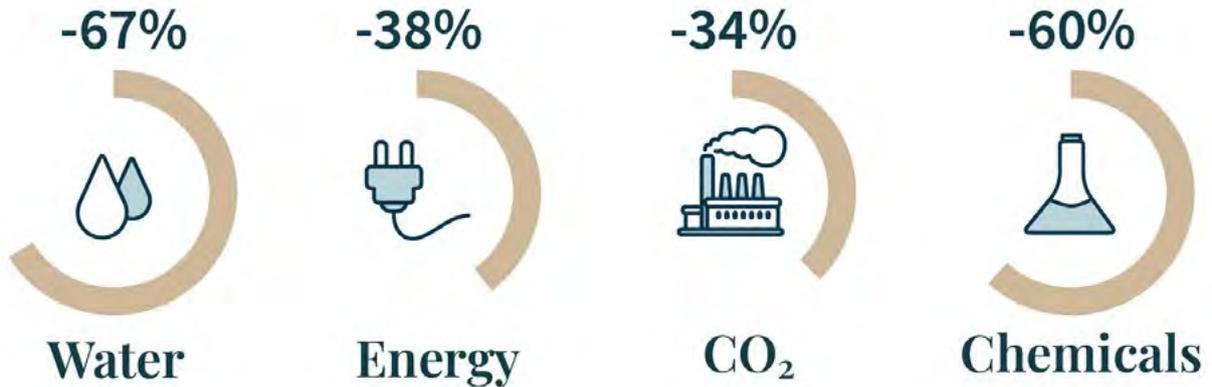
without chemical fertilizers and pesticides. Compared to conventional cotton, both the harvesting and cultivation processes of organic are significantly less intensive in the use of water and energy. As a result, compared to virgin cotton, our recycled and organic cotton saves:



LCA OF OUR RECYCLED & VIRGIN COTTON**

Our recycled and virgin cotton yarn contains a percentage of recycled cotton between 45 and 60%. The remaining part consists of virgin cotton fibers, which strengthen the material we use for our beach towels and shawls.

The recycled cotton derives from pre-consumer industrial waste. Reusing cotton textile waste provides significant environmental benefits. Compared to the production of virgin cotton, this material saves:



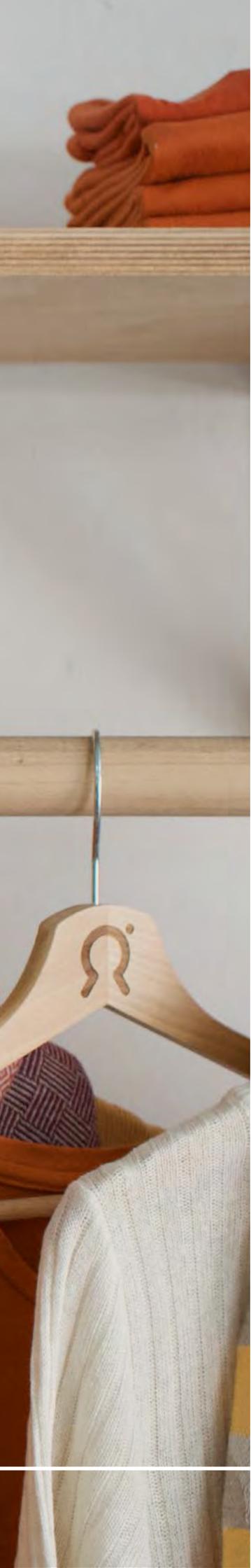
* Data sourced from verified LCA studies conducted by Process Factory (4sustainability®).

** Data sourced from verified LCA studies conducted by Aitex Textile Research Institute.



03. Our products

03



- 3.1** Ecodesign
- 3.2** Crafting emotions
- 3.3** Natural dyes
- 3.4** Zero Waste
- 3.5** Sustainable packaging

3.1 Ecodesign

Design plays a crucial role in creating a circular economy.

As a circular fashion brand that designs garments and accessories, we strive to make a difference and lead a change in our industry.

In March 2022, the European Commission presented the **EU Strategy for Sustainable and Circular Textiles**. The strategy aims to achieve by 2030 that, “All textile products placed on the EU market are durable, repairable and recyclable, made largely from recycled fibers, free from hazardous substances and produced with respect for social rights and the environment.” Urgent action is needed as the fashion industry ranks among the world’s most polluting sectors.

Prioritizing the redesign of products is crucial, given that approximately **80% of a product’s environment footprint is determined during its design phase**. For this reason, the EU is currently developing the **Ecodesign for Sustainable Products Regulation**, which will establish new design standards for textiles, emphasizing longevity, ease of repair and recycling, and incorporating a minimum recycled content.

Ecodesign involves systematically integrating environmental considerations into product design, aiming to minimize its impact across the entire lifecycle. It extends beyond just designing beautiful garments with trendy shapes, lines, and colors, emphasizing the reduction of environmental footprint as a primary goal.



We design our products following ecodesign principles, which means for us **keeping sustainability and circularity in mind in every decision we make**. It is not just about choosing sustainable materials.

Our garments and accessories are:

Made from pure and natural materials, at least 50% recycled and recyclable. We use **high-quality natural materials** to **extend the usefulness** of our products and **minimize their environmental impact**. The pure composition ensures that our products can be recycled once they are completely worn out.



Created with a timeless design. We are committed to combating overconsumption. For this reason, our goal is to design products that can last in the wardrobe of those who buy them. By embracing the concept of **slow fashion** over fast fashion, we strive to design versatile pieces with a distinct style, suitable for all occasions. In pursuit of thoughtful design, we usually avoid prints and minimize the number of components in our products, facilitating easy disassembly, repair, and recycling operations.



Sold at a fair and transparent price, with a pre-order model and a “no seasonal sales” policy. The price of our products reflects the costs associated with sustainable and ethical local production. We believe in the enduring value of our products, which is why we do not do seasonal sales or discounts.



Provided with a Digital Product Passport (DPP).



Covered for 3 years from the purchase date by our Love Lasts Warranty, which offers a **free repair service** for any manufacturing defect.



Carryovers in our collections

While fast fashion brands introduce as many as 20 clothing collections every year*, we avoid overproduction by offering **only two collections per year**: the Fall/Winter and Spring/Summer. Before launching **our new creations** on the market, we rigorously test them during trade fairs. This commitment to minimizing new releases allows us to **focus on the styles that resonate most with our customers**. These styles become **carryover products** that will be part of our collections for a long time. We aim to expand our product offering with new sustainable alternatives, while maintaining the successful creations that have become staples in our collections.

41% of the styles launched in our FW23 collection were carryover products from previous FW collections (2020-2021-2022).

63% of the styles launched in our SS23 collection were carryover products from previous SS collections (2020-2021-2022).

In our FW23 collection, we introduced a higher number of new styles compared to the previous years, resulting in a decrease of carryover products. Moving forward, we aim to streamline our product offering in the coming year to focus on carryover styles.



* Source: Ellen MacArthur Foundation, A new textiles economy: Redesigning fashion's future (2017).

3.2 Crafting emotions



The **durability** of a garment encompasses not only its physical resilience but also its **emotional resonance**. Ecodesign aims to foster a lasting emotional connection with garments, promoting greater longevity over time. Fast fashion has resulted in mountains of clothing being thrown away each year, significantly impacting the environment. Millions of tonnes of clothes are produced, worn briefly, and then disposed of, perpetuating the cycle of mass-produced, cheap, and disposable fashion.

We believe in the importance of re-educating ourselves to **buy only what we truly need** and, above all, **get attached to what we decide to buy**. Every day, we are dedicated to spreading this message and building a community of people who believe in the buying fewer, higher-quality items and valuing the care of clothing over treating them as disposable.

We want to **catalyze a shift** from disposable to emotionally resonant fashion. We design our clothing collections always starting from an idea, an emotion or a message and then we try to communicate it through the colors, textures and shapes of our garments. Sustainable fashion necessitates forging an emotional bond with our clothing, cherishing them, repairing and repurposing them when they wear out, and ultimately recycling them for a new life. We envision our customers **valuing the the history, uniqueness, and inherent worth of our garments**. Rather than fleeting trends, we believe garments should be anchored in enduring values and emotions.

3.3 Natural dyes

Dyeing and finishing are recognized as the most polluting processes in the textile production chain. In addition to being energy- and water-intensive, these processes involve the use of synthetic dyes and toxic chemicals that are then released into waterways. The disposal of chemically polluted wastewater into clean water leads to the death of aquatic life and plants due to the lack of oxygen. As a result, dyeing and finishing contribute to **20% of global water pollution***.

Most of our **recycled cashmere and wool yarns do not need any dyeing**, as they are obtained from post-consumer textile waste that is sorted by color. This ensures significant environmental savings in the production of our recycled cashmere and wool garments. When we introduced **recycled cotton** in

our collections, we started questioning the need for dyeing as this material is obtained from raw industrial waste instead of old colored garments. At first, we used traditional chemical-based dyes, but then we felt the need to find **sustainable alternatives**.

We opted for **natural dyes** as these colorants are derived from naturally available sources such as plants, animals, and minerals. By using natural dyes, we preserve the **biodegradability** of our garments and ensure that **no harmful substances** are released into the environment. Compared to synthetic dyes, natural pigments are rarely employed on an industrial scale as the natural dyeing process involves many more **manual steps** and is **therefore only suitable for small-scale production**.



* Source: <https://www.europarl.europa.eu/topics/en/article/20201208STO93327/the-impact-of-textile-production-and-waste-on-the-environment-infographics>

In 2023, we experimented for the first time with natural dyeing. Opting for **plant-based pigments**, we introduced color to our tops and cardigans made from **recycled silk**. Using simple organic elements like **peach kernels for pink**, **walnut husks for grey**, and

chlorophyll for yellow, we achieved a palette of delicate hues. Unlike chemically bonded dyes, natural pigments adhere to textile fibers, resulting in subtle variations and a **unique, slightly uneven finish**.



We extended our use of natural dyeing technique to color our **recycled and organic cotton fabric**. For this purpose, we opted for **mineral-based dyes** extracted from the volcanic soils of the Mediterranean area.

These dyes are derived from finely ground **volcanic rocks**, obtained without the use of water or chemicals, resulting in natural mineral powders.



3.4 Zero waste

We are committed to giving new life to what is typically deemed waste, including our leftover yarns. Instead of discarding these materials or leaving them to catch dust, we repurpose them to create our Zero Waste products. Not only does this practice minimize resource wastage, but it also allows us to offer affordable products, as the materials are sourced from our own stock.

All our Zero Waste collections embody the message that no textile material should be thrown away or remain unused. The textile sector generates tons of scraps, that are generally thrown away as it is the easiest option.

We joined forces with our artisans and together accepted the challenge of finding a way to reuse our leftovers.

In 2023, we used 60 cones of surplus recycled cashmere yarn from previous productions in 18 different colors to create three colorful accessories.

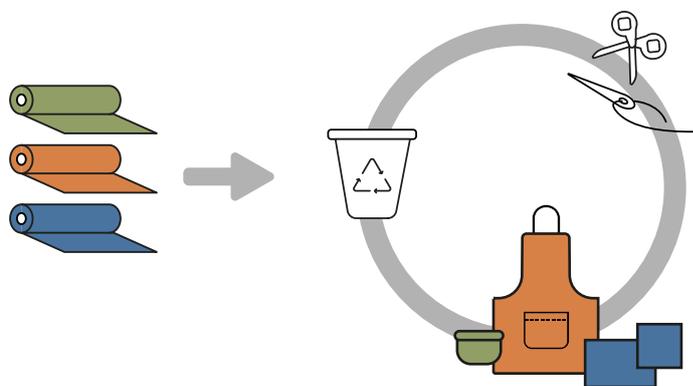


As part of our Zero Waste commitment, in 2023, we started a new project involving textile companies in our district interested in repurposing their deadstock materials. Through daily visits to our suppliers, we discovered significant quantities of leftover fabrics accumulating in their warehouses. Recognizing the potential to transform these **unsold and unused materials, at risk of being thrown away**, into new products, we seized the opportunity to collaborate on this endeavor.

The **RICIRCOLO** project was born from the idea of creating a network of textile companies eager to putting their leftovers back into circulation by transforming them into new circular products. This project allows us to **repurpose and valorize deadstock** for which manufacturers cannot find a destination. In addition, creating new products from existing materials brings significant environmental benefits.



We created a 100% linen home collection from **167 meters** of fabrics left in stock at our supplier **Tisses**, a dyehouse located in **Prato**. The pure composition of this fabric ensures high quality and recyclability at the end of its lifespan.



As part of the RICIRCOLO project, we created **Zero Waste shoppers** for our temporary store in Milan. We combined the cotton and linen deadstock of our local suppliers BigBen and Paimex to produce these circular shoppers that spread our call to join the #Rifolution.

3.5 Sustainable packaging

As a circular fashion brand, we felt the need to find an alternative to our disposable recycled cardboard boxes.

We designed *Fluffypack*, a sustainable and innovative packaging made from felt. Our local supplier Manifattura Maiano produces the felt by recycling pre- and post-consumer mixed textiles (cotton, wool, polyester). Fluffypack serves as a valuable destination for mixed-composition textile waste, which would otherwise be destined for incineration or landfill due to its inability to be recycled into a new yarn with current technologies.

Our packaging represents a solution to two urgent problems:

- More than 60% of the clothes sold on the market cannot be recycled and therefore is destined to end up in landfills.
- E-commerce platforms generate tons of single-use packaging that cannot be reused and therefore become waste.

Unlike traditional packaging, the lifecycle of Fluffypack goes beyond shipping.

Our packaging can be reused by customers for different purposes, for example as garment bag or document holder.

The colored surface of Fluffypack is a distinctive feature that reflects the diverse range of textiles used as input in the production process of felt.



Fluffypack has three main **positive impacts on the environment**:

1. It is a useful **destination for textile scraps and worn-out clothes** with mixed composition.
2. Unlike recycled cardboard boxes, it is locally produced through a **mechanical process that does not use water**.
3. It can be **reused in multiple ways**, unlike disposable packaging traditionally used for online shipping.

Given the success of the test we conducted in November and December 2022 by randomly shipping online orders with Fluffypack to our customers, we produced **1000 Fluffypacks in three different sizes**. Starting next year, we will replace Repack and offer with Fluffypack as a checkout option on our online shop for

customers seeking reusable and sustainable packaging.

This initiative is expected to save 100 kg of recycled cardboard and repurpose 1500 kg of mixed fibers.

Additionally, we plan to propose our solution to other e-commerce platforms looking for innovative and sustainable alternatives to traditional packaging. Moreover, the felt of our Fluffypack can be used for multiple applications. Last year, we collaborated with a global luxury group to experiment with felt production by recycling its flannel in stock to create a Fluffypack that could be used as a PC holder.



Our #Rifolutionary packaging received the first prize in the category Research, Development and Sustainable and Digital Innovation of the Tuscany Innovation Award "Amerigo Vespucci" 2023.

Our dedication to sustainability extends to all aspects of our operations, including the materials we use for tagging, packaging, and shipping our products. We use **paper with the lowest environmental impact** and avoid the use of polluting plastics, glues, or dyes. For instance, our **tape is made from kraft paper** and **natural glue**, ensuring that our packages can be disposed of entirely in the paper recycling bin.

In 2023, we introduced the **Woodstock Betulla and Materica papers by Fedrigoni** for our garment labels, postcards, and color sample folders. We opted for these special papers as they contain **recycled and certified fibers**.

Our **cardboard boxes** and shopping bags are made from **100% recycled paper** by Biokraft, which is **FSC certified**.





Äkifo

fluffy pad
REUSE-BUT-RECYCLAGE



04. Our concrete commitment

04



- 4.1 Pre-order model
- 4.2 Conscious fashion
- 4.3 Take-back service
- 4.4 Love Lasts Warranty & Forever Service
- 4.5 Raising awareness

4.1 Pre-order model

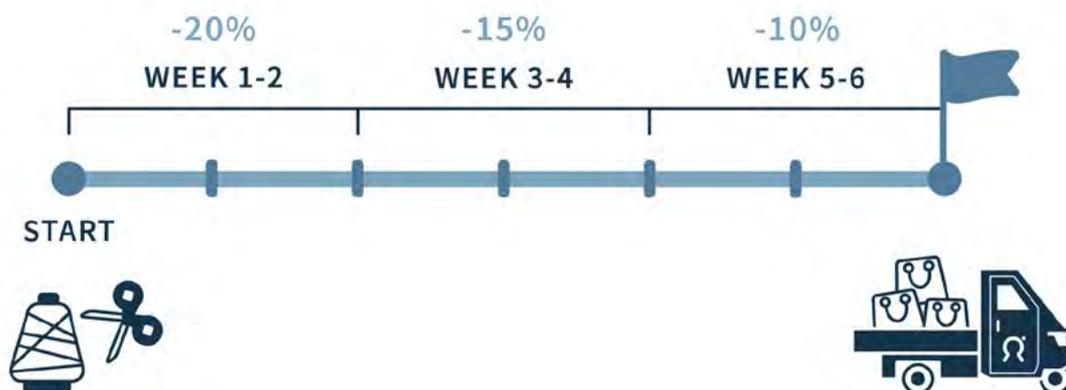
The fashion industry's linear economic model, characterized by “take-make-dispose”, is generating heaps of textile waste worldwide, causing serious damage to our planet.

Companies churn out clothing in quantities far exceeding actual demand, while consumers purchase more garments than necessary. Consequently, surplus stocks and inexpensive, unwanted clothing end up in filling landfills or being incinerated. We are well aware of the unsustainability inherent in this economic paradigm, which is why **we are committed to combating both overproduction and overconsumption.**

Our **pre-order model** is designed to cater precisely **to the needs of our customers.** We begin by showcasing sample products at **trade fairs** a year in advance to gauge their potential success. From these samples, we select only the styles that receive the most positive reception to include in our collections. These chosen styles are then produced in volumes based on the orders collected from customers during the pre-order period.

Our online pre-order lasts **from 3 to 6 weeks**, during which customers have the opportunity to pre-order our products at a **discounted price.** As the pre-order deadline approaches, the discount gradually decreases.

This strategy is designed to incentivize and reward the sustainable choice of customers who support our production model and are willing to wait for their garments to be made.

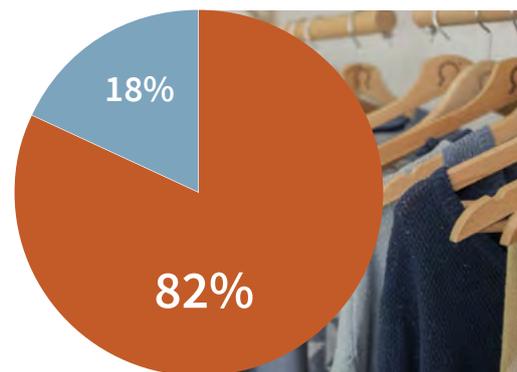
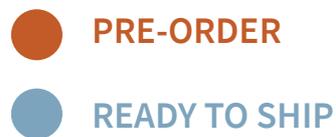


We launch pre-orders prior to placing production orders with our artisans to **collect orders and align production quantities with actual market demand.**

This approach enables us to operate within a **lean production system**, thanks to our **local supply chain.**

Our artisans, who are small family-run businesses with flexible structures, play a pivotal role in this system.

In 2023, we launched **82%** of our styles with a pre-order.



Despite experiencing year-on-year growth in our business, we consistently do our best to avoid accumulating unsold products in our inventory.

In 2023, we produced 72,169 garments and accessories, with 10% of these products left unsold by the end of the year.

In comparison, our production decreased by 9% from 2022, while the percentage of unsold products increased by 3%. This shift is attributed to our focus on leveraging existing stock from previous years. Our business grew from the sale of products from our older collections, underscoring the enduring value of

our products over time. As a result, **our total inventory decreased by 11% compared to 2022.** Our new objective is **to limit the inventory of remaining garments left in stock to 5% by the end 2026.**

We sell all remaining products in stock through various channels, including our online shop, our resellers, and third-party e-commerce platforms like *Sample Lover*. In 2023, we also launched “**The Archive**”, a new section on our e-commerce platform dedicated to a limited number of old styles that we still have left in stock.



4.2 Conscious fashion

We have always believed that simply producing new clothes from recycled materials isn't sufficient to drive meaningful change in our industry and positively impact our planet. We want to play our part in reducing consumption and preventing overproduction.

Our mission is to **raise awareness** about the necessity of transitioning to a sustainable and responsible consumption model, emphasizing the importance of **buying only what we truly need and valuing what we already own**. The fast fashion system perpetuates a cycle of induced needs that fuels a culture of overconsumption.

Unlike many fashion brands that overproduce and resort to seasonal sales to get rid of excess stock, we reject this unsustainable logic. Instead, we prioritize small-scale, local production tailored to real demand to avoid overstock. We refuse to participate in the out-of-control cycle of inflated seasonal sales and actively boycott such events through specific campaigns. For example, during **Black Friday** we always launch our **Green Week** to oppose unjustified and excessive discounts.



We aspire for people to choose our products through deliberate, **conscious decisions** driven by genuine necessity and desire rather than being swayed by offers, discounts, or low prices. The decision to purchase a garment should revolve around the future we envision and the values we wish to uphold. **We should ask ourselves why brands can sell a garment at half or more of its original price during the seasonal sales.**

Often, the reason is that that price does not reflect the true value of the product. **Our pricing strategy is transparent**, encompassing all elements involved in crafting our garments, from the materials used to the skilled artisans who create them.

We believe in fair pricing 365 days a year, as the value of what we create does not change over time. For this reason, Black Friday is just like any other Friday for us.

Rifo

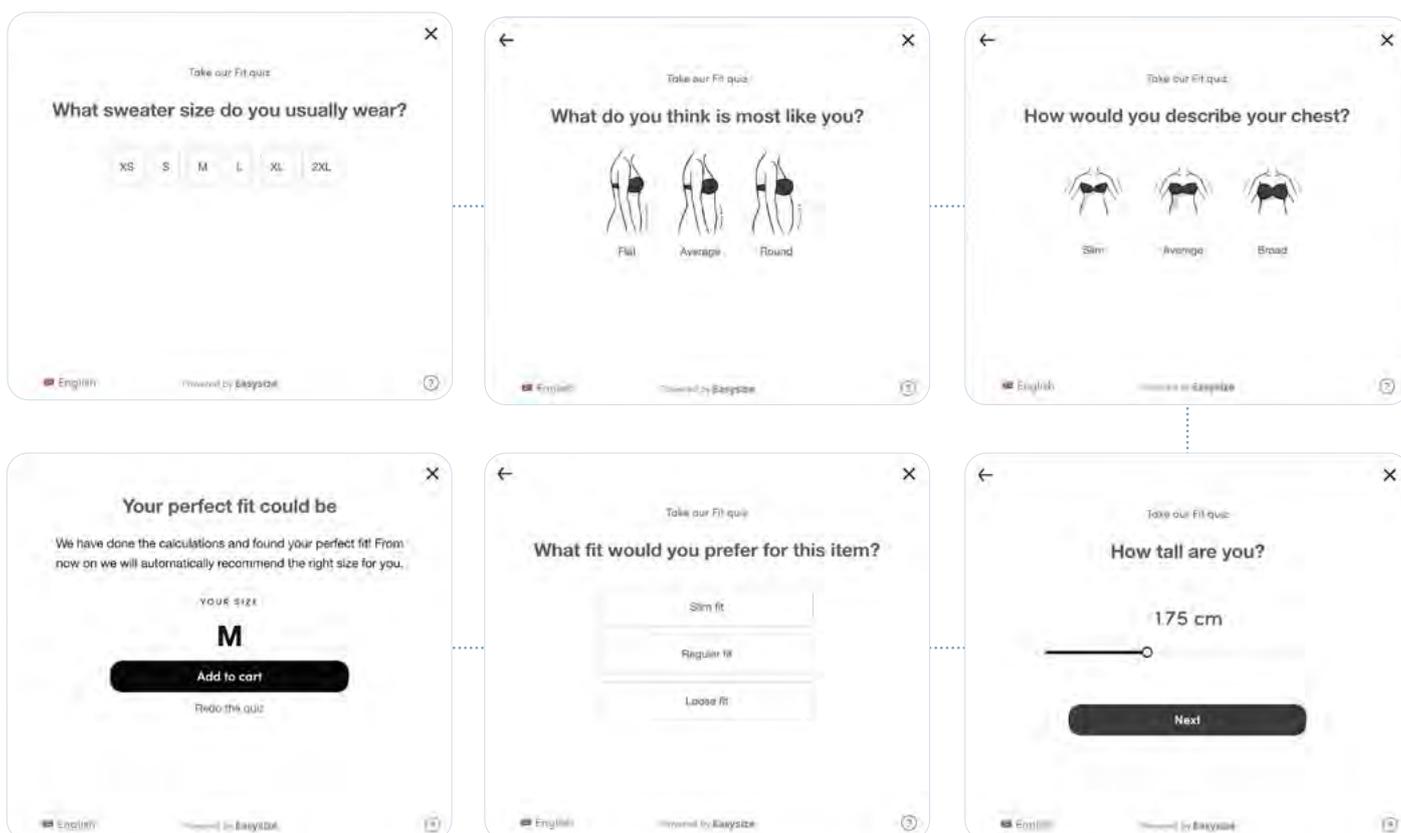
Just *Friday*

FAIR PRICES 365 DAYS A YEAR

Reducing the impact of returns

As part of our commitment to foster conscious consumerism, we introduced a **Size Finder** tool on our online shop, aimed at **reducing the number of returned products**.

Recognizing that incorrect sizing is a leading cause of returns, we have chosen to invest in this innovative tool to enhance the overall shopping experience.



In 2023, we received **11,514 online orders**, which represents a +3% increase compared to 2022.

With 10% of these orders being returned, our return rate decreased by 1% compared to the previous year.

Our return rates are significantly lower than the average return rate of online fashion platforms, which often exceeds 20%. This result is a testament to our continuous efforts to encourage and support our customers in making thoughtful purchasing choices.



2023

- 11,514 ONLINE ORDERS ———● +3%
- 10% OF WHICH WAS RETURNED ———● -1%

compared to 2022

Returned products pose a **significant environmental cost** primarily due to the **additional packaging and shipping** involved in the return process. The e-commerce sector is responsible for increased resource consumption and waste generation, primarily due to packaging and transportation.



For instance, considering that a courier typically travels an **AVERAGE OF 300 KILOMETRES** to deliver a Rifò parcel and in 2023 **were returned 1,109 ONLINE ORDERS**, reverse logistics resulted in **over 330 THOUSAND EXTRA KILOMETRES** traveled.

This additional transportation has led to the emission of **over 200 tons of CO₂**.



Therefore, we introduced the **sustainable and reusable packaging, FLUFFYPACK**, and optimized our reverse logistics to reduce the carbon footprint of our online sales.

Opting for DROP-OFF POINTS instead of **door-to-door delivery** services has been a strategic and convenient move towards sustainability, which we implemented starting in June 2023.



This shift in our logistics reduce the number of kilometres needed to transport returned products, resulting in substantial carbon savings.

By concentrating shipments at centralized drop-off points, we eliminate the risk of failed pick-up attempts. This approach allows our customers to choose the drop-off location that best fits their daily schedule and needs, including weekends.

Based on scientific evidence, **using collection-and-delivery points** instead of traditional home delivery can **reduce carbon emissions per parcel by up to 83%***.

From next year we will **charge a fee** for all products returned to our online shop, to make **people aware** of the environmental impact caused by returns.

* Source: Edwards, Julia & Mckinnon, Alan & Cherrett, Tom & Mcleod, Fraser & Song, Liying. (2010). Carbon Dioxide Benefits of Using Collection-Delivery Points for Failed Home Deliveries in the United Kingdom.

The advantages of physical stores

In recent years, we have been **expanding our network of retailers and stores to foster closer interactions with our customers**. Establishing direct contact with our community allows us to effectively convey the value, history, emotion, and vision behind our products. Moreover, **it helps in mitigating the negative environmental impacts associated with online sales, which account for 40% of our annual sales**.

In November 2023, we opened our first pop-up store in Milan for a two-month period.

This was a great opportunity to **meet our customers and promote our message about sustainability in fashion**.

Visitors had the chance to see, try on, and feel our garments firsthand, while also learn more about our recycled materials, local traditions, and ethical production. We were delighted by the positive response from our community during this inaugural experience of bringing a Rifò store to a new location outside our city.

For this reason, we plan to **reintroduce a pop-up store in Milan and inaugurate a new one in Rome**.



Rifò

FROM waste
TO new resources

Rifò
CIRCULAR FASHION
MADE IN ITALY

CIRCOLARE

Esperienze



4.3 Take-back service

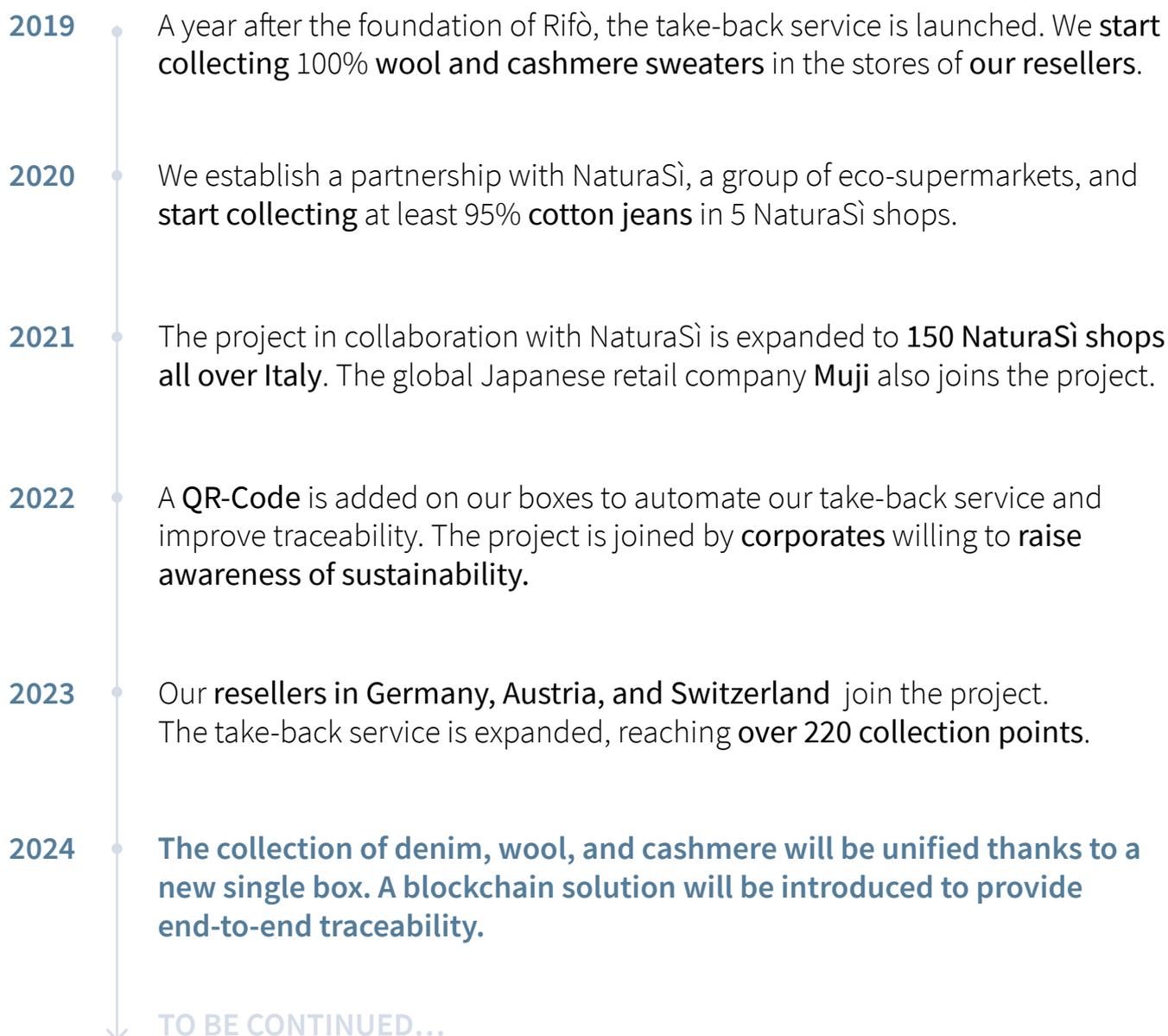
We see Rifò as more than just a fashion brand.

Rifò represents a collaborative circular economy project involving a diverse community of individuals who share the belief that a transition to a more sustainable fashion industry is not only possible but imperative.

Achieving a circular economy requires joint effort, with each individual playing a vital role by making conscious choices about what they wear and what they buy.

In 2019, we started our take-back service to offer people the opportunity to give their worn-out clothes a second life.

This project was born from the idea of empowering people to actively contribute to the transformation of what is considered waste into a valuable new resource.



For the past five years, we have been collecting used garments of all brands made from wool, cashmere, and denim. This take-back service forms the cornerstone of our vision for a circular business model. We believe that solely using recycled materials to produce new clothes is not enough. Our goal

is to provide a second chance to worn-out, improperly sized, or unwanted clothing items that everyone inevitably has in their wardrobe. By doing so, we strive to make a tangible difference by reintroducing tons of textiles back into circulation that would otherwise end up as waste each year.

HERE THE RESULTS OF TAKE-BACK SERVICE IN 2023:



+ 1 500

people took part to our take-back service



3 088

garments collected for reuse or recycling



1 472 kg

of wool, cashmere, and denim cotton



120

partners



227

collection points in Europe

Creating a circular, transparent, and traceable supply chain for reusing and recycling used clothes is made possible through the collaboration and dedication of our partners.



COLLECTING

We collect clothes through physical collection points and online, providing people with the option to request a free pick-up for sending us their used garments. We collect 100% cashmere and wool sweaters, as well as at least 95% cotton jeans. This selective approach aims to raise awareness that only garments with a pure composition can be effectively recycled into new textile resources using current technologies. The pick-up of collected garments occurs when our boxes in collection points are full, and for online requests, a minimum of 5 items is required to limit the environmental impact of garment transport. To incentivize participation, we offer a **discount code** to be used in our online shop as a **reward** for those who **contribute to circular fashion**.

Currently we offer two separate boxes – one for denim and another for wool and cashmere. However, next year, we plan to introduce a new box that will allow for the collection of all materials together.

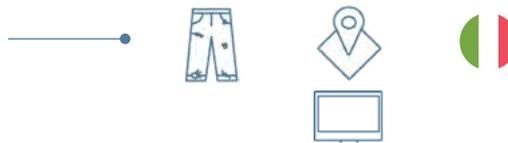
Our aim is to streamline both material and information flows, providing for all our partners with the opportunity to collect both jeans and wool and cashmere sweaters.

We rely on numerous partners for collecting used garments. In 2023, a total of 120 partners contributed to our project by placing at least one of our boxes in their locations:

- 37 companies
 - 3 campus
 - 3 coworking spaces
 - 1 university
- joined our *Re-Think Your Jeans* project to raise awareness of sustainability issues among their community
- 55 Rifò resellers in Italy
 - 12 Rifò resellers in Germany, Austria and Switzerland
 - 8 other stores
- joined our take-back service for **wool and cashmere** to become a collection point for people who want to give their clothes a second life
- 4 Muji stores
 - 38 NaturaSì shops
- joined our take-back service **from the very beginning** and continue to believe in it year after year



Our **take-back service for jeans** is active online and in physical collection points in Italy.

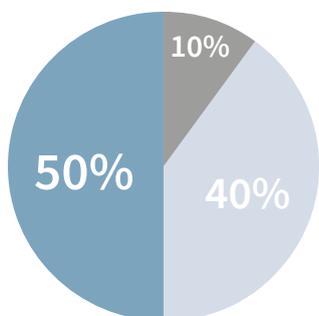


Our **take-back service for wool and cashmere** is active online and in physical collection points in Italy, Germany, and Austria.



The locations are shown on the maps displayed on the dedicated page on our website: [Use garments take-back service](#)

THANKS TO THE CONTRIBUTION OF OUR PARTNERS AND EVERYONE WHO JOINED OUR PROJECT, IN 2023 WE COLLECTED:



- REUSE
- RECYCLING
- WASTE

On average, **10% of the garments collected failed to meet our composition requirements.**

Despite our ongoing efforts to emphasize the importance of a pure composition, some of the clothes we receive have mixed compositions and are worn out, rendering them unsuitable for recycling or reuse.

However, in alignment with our commitment to minimizing waste generation, we plan to **repurpose garments as input for the production of felt**, the material of our **Fluffypack packaging**.



SORTING

All collected garments are sent to the **social cooperative La Fraternità**, situated in Bologna, where they are sorted and selected based on their condition and material composition. La Fraternità serves as a beacon for **social justice and integration, providing employment opportunities to individuals facing fragile circumstances.**

We are proud of this collaboration as it infuses a fundamental value into our project – **social sustainability.**

REUSING

Thanks to our collaboration with this social cooperative, at the beginning of 2023, we introduced a new valuable channel for giving a second life to garments – **reuse.**

Recognizing that many of the clothes collected through our take-back service were still in good condition, we decided that they deserved to be worn again.

All wearable clothes are now sold in the second-hand shops, AND CIRCULAR, managed by the social cooperative La Fraternità. All revenues generated from the sale of these garments cover the costs the cooperative incurs for its social activities.



RECYCLING

If a garment is felted, torn, or damaged, it is sent to us in Prato, where it becomes part of our circular supply chain for recycling. We rely on the suppliers with whom we have longstanding relationships, as recycled wool, cashmere and denim are the materials that most define our brand and our textile district. Both cashmere and wool sweaters, as well as denim jeans, are **sorted by color to ensure that the recycled yarn does not require additional dyeing.**

Starting a production requires substantial quantities of textiles, typically around 5 tonnes. For this reason, we only transport clothes for recycling from Bologna to Prato when this amount is reached and a production run can be initiated.



DESIGNING

Our role in the supply chain is coordinating all the actors involved in the project and designing circular garments and accessories with the yarns obtained from the recycling process.



PRODUCING NEW CLOTHES

Our local artisans then produce the garments we designed with great care and attention to detail.

This is how we start from a used garment, generally considered waste, and finally close the circle with a new recycled and recyclable Rifò garment.

We strongly believe in our project and are hopeful that a new **Extended Producer Responsibility (EPR)** scheme will incentivize and support initiatives like this.

For us, this isn't just about complying with mandatory regulations; it's about **taking responsibility for the entire lifecycle of our garments**. We have been committed to ensuring the recyclability of our own garments and those produced by other brands by offering a take-back service.

Our circular supply chain prioritizes transparency and traceability. We openly share the journey of each garment collected and the partners involved at every stage.

To enhance traceability further, we are planning to introduce a **blockchain solution**. This will provide clear of participation in the service and offer a detailed record of the journey followed by each garment.

4.4 Love Lasts Warranty & Forever Service

All Rifò garments are handmade by our skilled local artisans, who uphold stringent quality standards. In the rare instance of any manufacturing imperfection found in our products, **we provide complimentary repairs** within three years from the date of purchase. In 2023, we extended our **Love Lasts Warranty from two to three years from the purchase date**, underlining our commitment to prolonging the lifespan of our products. We place great trust in our skilled artisans to deliver this service to our customers.

Repairing garments not only ensures longevity but also preserves valuable craftsmanship that that could otherwise be lost.

Offering this service **free of charge** aligns with our commitment to **promoting garment durability and combating the culture of disposable fashion.**



After at least 5 years from the purchase, once one of our garments reaches the end of its lifespan, our customers can utilize our **FO-REVER SERVICE**. This complimentary service allows them to send the worn-out garment for recycling and ensures our garments are not disposed of at the end of their life.

Proper **washing and garment care** play a crucial role in ensuring the durability of a garment. For this reason, **we offer people practical tips that make clothes last longer**. For each material in our collections, we share suggestions on how to prevent pilling, what detergents to use, and how to wash, dry, and iron garments to ensure they last over time. We have created quick and easy **video tutorials** to explain how to sew a button, sew a label, and mend a tear.



4.5 Raising awareness

We believe that awareness is key to driving real change in our industry.

Textile Tours

Textile Tours are among the initiatives we have developed to offer people the opportunity to **witness our circular supply chain firsthand**. In partnership with **Cap Viaggi Tour Operator**, we have been conducting guided tours of companies involved in cashmere and wool recycling within the textile district of Prato since 2022. We've collaborated with



That's why we continuously involve people in our #Rifolution through various channels, including social media, blog articles, newsletters, workshop, and events.

our suppliers to open their doors to people interested in learning more about **how textile waste can be transformed into a new resource**. For us, these tours serve as a platform for spreading awareness of sustainable fashion practices and textile traditions. We aim to **provide concrete evidence of our transparent and local production chain**.



The tour stops include:

- **Nuovi Fratelli Boretti**, where the traditional ragmen select and sort textile waste.
- **Filpucci**, a spinning company that produces recycled yarns.
- **Textile Museum of Prato**, to discover the ancient and contemporary fabrics and textile traditions of Prato.
- **Rifò**, where circular garments are designed.

Throughout 2023, we organized a total of **15 Textile Tours**, involving **over 450 participants** from both Italy and abroad. We also organized **8 private tours** in our office and showroom **for schools and companies**. We opened our doors to those who were eager to learn more about circular fashion and see first-hand the environment in which we operate.



15 guided tours

=



over 450 participants
from Italy and abroad

Movimento Moda Responsabile

We are committed to redirecting the trajectory of fashion and leading a gentle revolution, known as the #Rifolution, which endeavors to make fashion both environmentally and socially responsible. Given the ambitious nature of our goal, we recognize we cannot pursue it alone.

For this reason, we joined forces with other brands, producers, associations and professionals to create a network of people committed to fighting fast fashion.

On **24 April 2023**, marking exactly 10 years since the tragic collapse of the Rana Plaza, the **Responsible Fashion Movement (MMR)*** was established. The Rana Plaza tragedy claimed the lives of 1,134 garment workers employed by major Western fashion brands when the eight-story factory complex in Bangladesh collapsed. This disaster serves as a stark reminder of the urgent need to change the fashion industry for the benefit of the planet and people.

We believe in the power of unity to convey our message louder. The Responsible Fashion Movement (MMR) **aims to create awareness, transparency, and a sense of responsibility** by pursuing **four core values**:

1. Quality
2. Social Value
3. Respect for the environment
4. Ethics

All the beliefs and intentions of the Movement are written down in a **Manifesto** with the aim of defining a common language to represent responsible fashion.

MMR
MOVIMENTO MODA RESPONSABILE



* <https://movimentomodaresponsabile-eng.carrd.co/>



05. Our impact

05



5.1 Environmental impact

- Saving resources
- Local production

5.2 Social impact

- Nei Nostri Panni
- Supporting social cooperatives

5.3 Ethical work

- Rifò team
- Supply chain social responsibility



GOAL	KPI	TARGET FOR 2023	RESULT IN 2023	TARGET FOR 2024
Innovate production processes, recovering the ancient tradition of textile recycling	Percentage of recycled textile fibers used for production	78%	85%	77%
Produce garments made from recycled and recyclable materials and directly collect post-consumer textile waste with a take-back service	Percentage of wool, cashmere, denim post-consumer recycled textile fibers collected through our take-back service	14%	14%	15%
Create employment opportunities for vulnerable and fragile people through internships, professional training courses and job placement in local textile companies	Total number of job opportunities created for people in fragile condition	10	12	10
Ensure gender equality in the team	Gender balance in positions of responsibility (BOD & BOM)	50%	55%	50%
Source textile materials and produce garments and accessories within a 30 km radius of our office, in the textile district of Prato	Percentage of production costs associated with manufacturing processes carried out by local suppliers	80%	89%	80%



5.1 Environmental impact

Saving resources

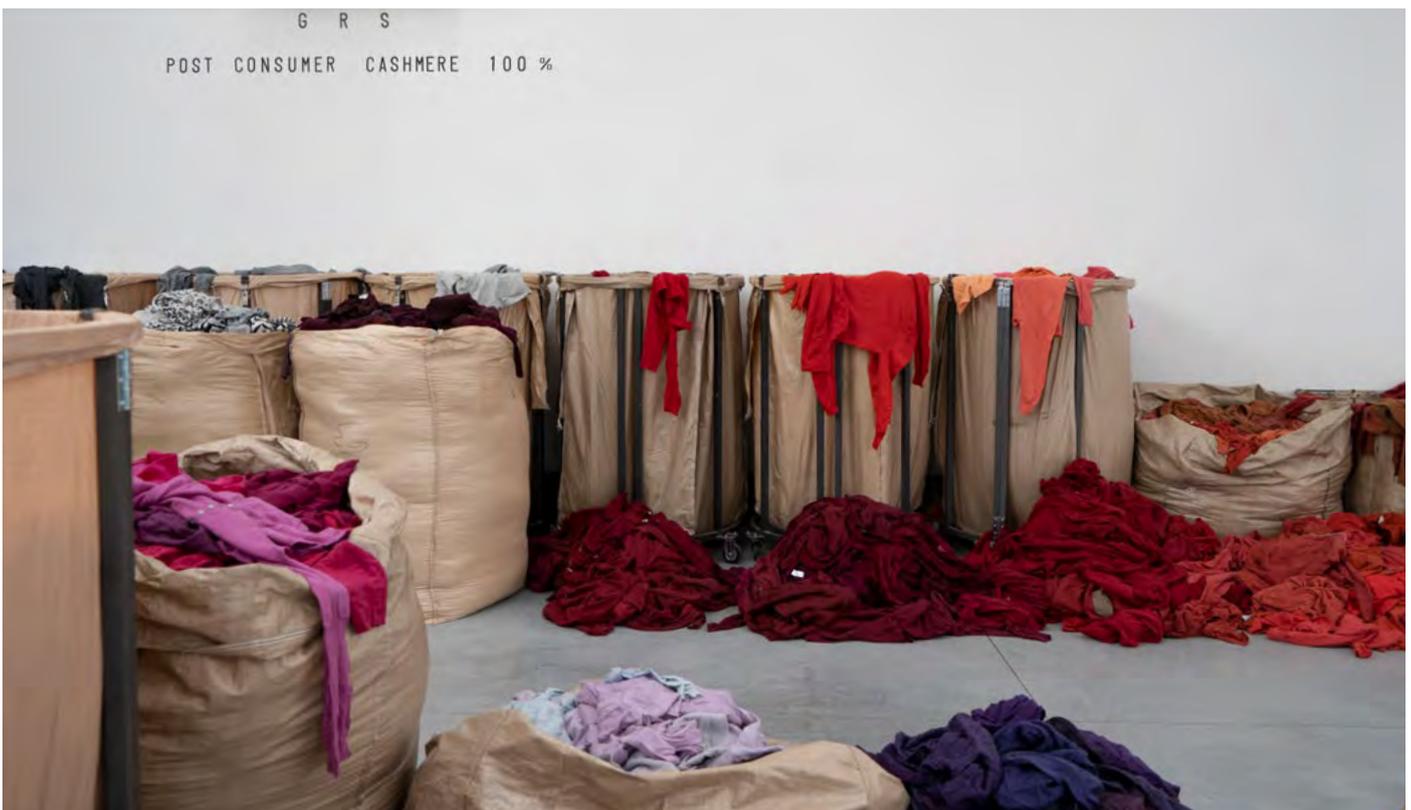
The majority of textile fibers used in our production undergo recycling, reflecting our commitment to avoid the extraction of new resources by reusing existing ones.

In 2023, 14.1 out of 16.7 tonnes of fibers (85%) used for our production were recycled. The remaining 15% is virgin fibers, but 8% is organic cotton.

For next year, we plan to introduce new materials in our Spring-Summer collection to expand our product offering and experiment with the use of new recycled textiles. Although very challenging, we are committed to pursuing our **goal of innovating fashion by using a minimum of 75% recycled fibers into our products**, even as our production scales up and our range of textile materials expands.

In addition, as **post-consumer textile waste** is a crucial issue in achieving circular fashion, we established a take-back service aimed at collecting old garments for reuse or recycling. The **intention** behind this project is to **carry out a fully circular business model** by directly sourcing textile waste to be transformed into recycled materials, which are then used to produce our garments.

Given that a significant portion of our production is made from recycled cashmere and requires a pure composition for recycling, achieving complete self-sufficiency in the procurement of secondary raw materials presents a considerable challenge. Nevertheless, we want to continue to invest and believe in this project as it is at the heart of the change we want to lead in the fashion industry.



Currently, we exclusively collect textiles with a pure composition in three materials: cashmere, wool, and denim. Despite introducing the reuse channel in our circular supply chain, we maintain this requirement to underscore the importance of pure composition in ensuring the recyclability of textiles at the end of their lifespan. However, **restricting our collection to textiles with a pure composition significantly limits the quantity of garments collected, as fashion brands often blend natural fibers with synthetic ones to reduce production costs.**

As a result, garments made solely from wool, cashmere, and denim with a pure composition are increasingly difficult to find.

Nevertheless, in 2023, we set an ambitious goal of **collecting 14% of post-consumer recycled textile fibers (wool, cashmere, and denim) used in our production through our take-back service.** We successfully reached this target through extensive expansion of our take-back service to new organizations, companies, and shops that set up our collection boxes in their locations. Additionally, an increasing number of people contributed to our circular project by donating their old clothes for reuse or recycling. Looking ahead, we have set a challenging target of 15% for the coming year, anticipating further growth and expansion of our service.

THANKS TO OUR TAKE-BACK SERVICE WE DIRECTLY COLLECTED*

65% of post-consumer recycled denim fibers

13% of post-consumer recycled wool fibers

2% of post-consumer recycled cashmere fibers



COMPARED TO THE TOTAL OF FIBERS USED IN OUR PRODUCTION FOR EACH MATERIAL

*These percentages represent the extent to which we have contributed to the collection of post-consumer textiles for recycling. The collected garments will be recycled once the minimum quantity required to start the process has been reached.

We opt for recycled materials because they enable us to conserve precious natural resources in the creation of our garments and accessories. So far, we have relied on the Life Cycle Assessment (LCA) studies provided by our suppliers to showcase the substantial environmental benefits derived from recycling existing resources instead of extracting new ones. However, recognizing the need to delve deeper, last year, we took the initiative to evaluate the **overall environmental impact generated throughout production of our garments across the entire supply chain**, from raw materials to warehouse.

We partnered with **BCome**, a pioneering Spanish company specializing in the application of intelligent methodologies for sustainability management. Through this, we aim to measure and demonstrate the positive impacts of our circular fashion approach.

Innovation encompasses more than just technological advancements, but undoubtedly, technology plays a pivotal role in ensuring

traceability and transparency within fashion supply chains. Since September 2023, through our partnership with BCome, we've integrated **traceability information** and **transparent data** regarding the environmental impact of our **100 best-selling products** into their respective product sheets on our website. We tested this Digital Product Passport (DPP) solution at trade fairs by **adding a QR-Code on the label** of our best-selling products.

BCome has developed a **comprehensive methodology**, regularly updated to comply with European Regulations, for the **Life Cycle Assessment (LCA)**, **Benchmark**, and **Traceability** modules.

This enables us to rely on a validated LCA study to monitor, quantify, and provide information on the environmental impact of each product. It allows us to **benchmark ourselves against the industry standards**, facilitating continuous improvement and adherence to best practices within our sector.



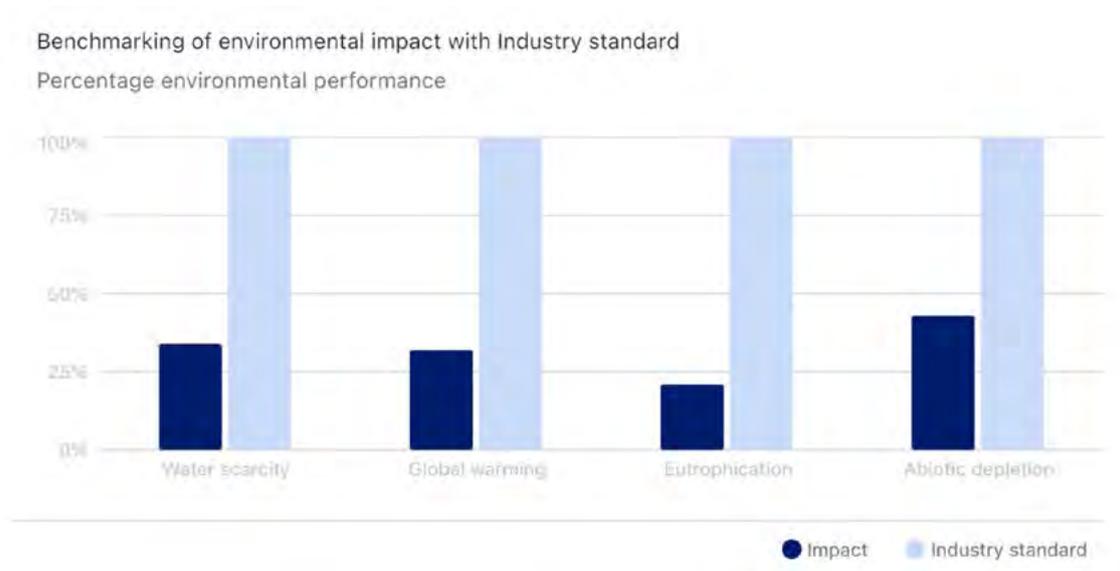
The environmental impact of each product is evaluated through these four impact indicators:

- **Water scarcity** measures the negative effect of any activity requiring water in terms of the deprivation of this resource to humans or ecosystems.
- **Global warming** is caused by the greenhouse effect of heat-trapping pollutants, such as carbon dioxide, methane, nitrous oxide, and water vapor.
- **Eutrophication** refers to the accumulation of phosphates and nitrates released by pesticides, fertilizers, detergents, and

other chemicals in an ecosystem, resulting in negative consequences on biodiversity.

- **Abiotic depletion** corresponds to the use of non-renewable natural resources that are used as energy carriers, such as oil, natural gas, and coal.

The comparison of our impact indicator values with the industry standard shows that the **overall environmental impact of our 100 best-selling garments and accessories is significantly lower** than that of conventional garments and accessories.



Environmental assessment
Cradle-to-gate impact

- 421 bottles
Water scarcity
- 236 days a bulb is on
Global warming
- 3 washing cycles
Eutrophication
- 12 km driven
Abiotic depletion

Impact Benchmark **Equivalences**

Environmental assessment
Cradle-to-gate impact

- Contributes to **79%** less m³ water eq*
Water scarcity
- Contributes to **61%** less kg CO₂ eq*
Global warming
- Contributes to **77%** less g phosphates eq*
Eutrophication
- Contributes to **65%** less MJ*
Abiotic depletion

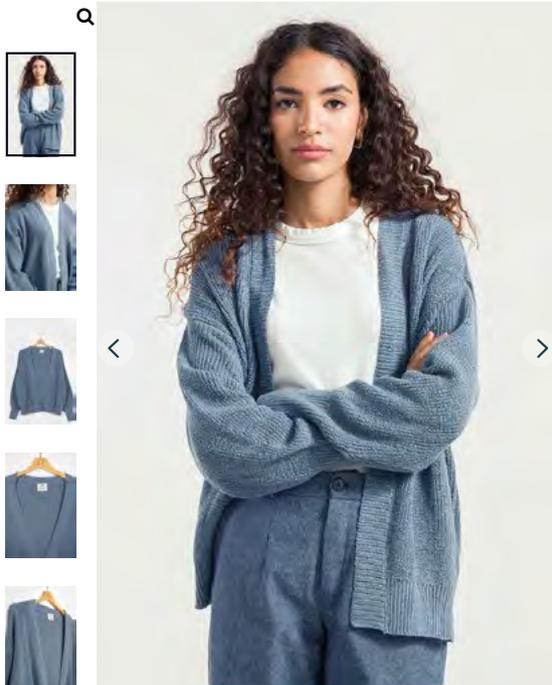
Impact **Benchmark** Equivalences

Thanks to the sustainability platform BCome, we are able to provide evidence of the ENVIRONMENTAL IMPACTS and SAVINGS linked with each of our garments and accessories.

SUBSCRIBE TO OUR NEWSLETTER FOR FREE DELIVERY



Home / Women's Recycled Cotton Jeans Cardigan Cara



WOMEN'S RECYCLED COTTON JEANS CARDIGAN CARA

€105,00

Color : Blu Atlantico



Size WE RECOMMEND SIZE M



Models are 1.70 m and 1.80 m tall and both wear an S

SIZE GUIDE

PayPal Paga in 3 rate da 35,00€ senza interessi. TAEG 0%. Scopri di più

ADD TO CART

Free shipping on orders over 150 €. Free returns and size exchanges for EU countries

feedaty



- DETAILS +
- MATERIAL +
- FIT +
- SHIPPING AND RETURNS +

By purchasing this garment you can...

Environmental assessment

Cradle-to-gate impact

27.13 m³ water eq consumed

Water scarcity

4.72 kg CO₂ eq emitted

Global warming

16.20 g phosphates eq emitted

Eutrophication

51.11 MJ consumed

Abiotic depletion

Impact Benchmark Equivalences

Traceability insights

Product journey facts

-- people involved

21 processes

3 suppliers declared

1,175 km from origin to warehouse

Product traceability

● Manufacturing

Italy

● Material processing

Italy

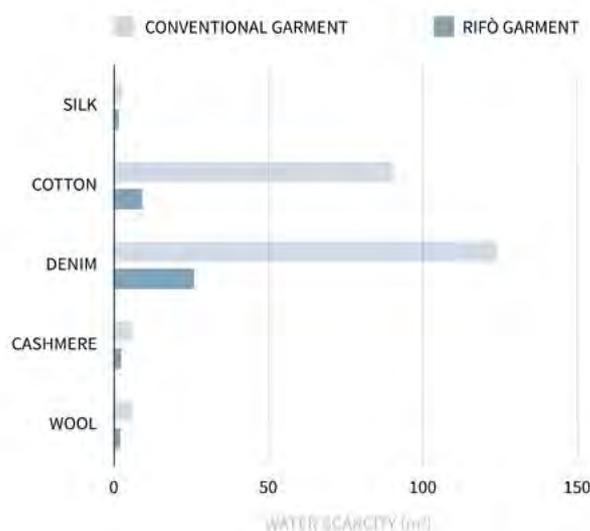
By focusing on each impact indicator, we can illustrate the **significant environmental savings gained** by producing garments and accessories with each of our **five main recycled materials** in comparison to the **industry standard**.



WATER SCARCITY

The highest savings in terms of water scarcity are achieved by our garments and accessories made from **recycled cotton and recycled denim yarns**.

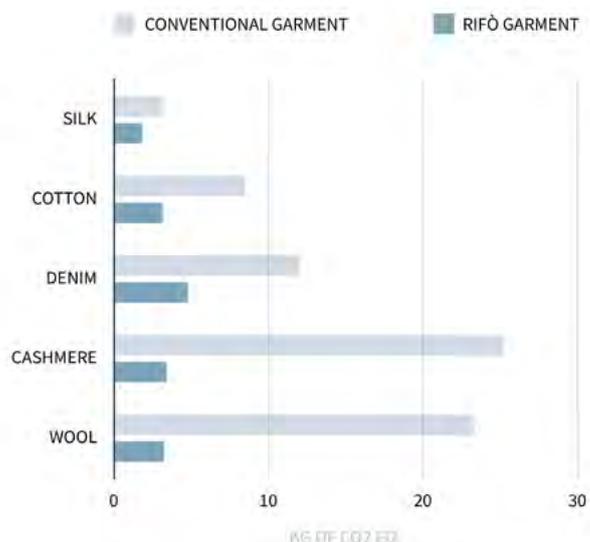
This is noteworthy because conventional cotton cultivation is water-intensive and consequently harmful. Cotton crops deplete groundwater sources and divert water away from communities and ecosystems. For this reason, we are **committed to using recycled or organic cotton whenever possible**.



GLOBAL WARMING

Our garments and accessories made from **recycled cashmere and wool yarns** achieve the highest savings in terms of global warming.

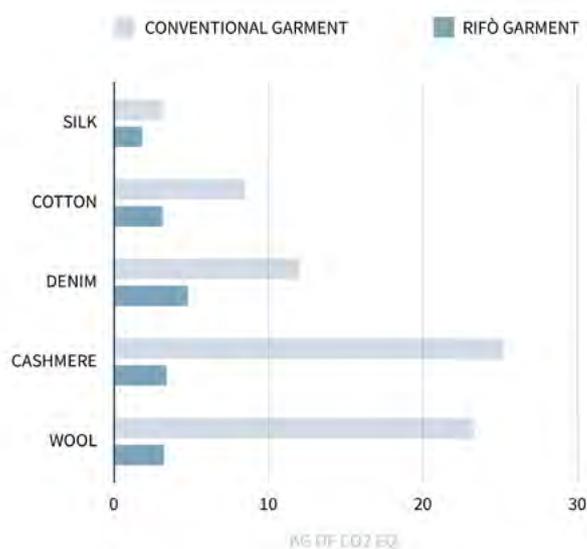
This is primarily due to the fact these yarns are **entirely recycled**. Compared to virgin cashmere and virgin wool, the carbon emissions generated throughout the production chain are significantly reduced.





EUTROPHICATION

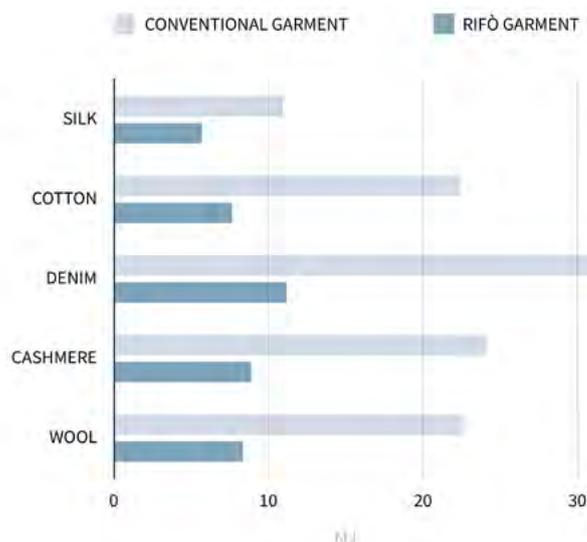
As a result of our effort to eliminate any potentially hazardous chemicals along our supply chain, significant savings are achieved by our garments also in terms of eutrophication.



ABIOTIC DEPLETION

Savings are also achieved in terms of abiotic depletion, which arises from the consumption of non-renewable natural resources for energy production.

One of our projects for the future is to engage our partners along the supply chain in the **transition to renewable energy**.





We began the transition to renewable energy by **sourcing green energy** to power our office through our local partner, **ESTRA**. Green energy refers to all energy generated from renewable sources such as the sun, wind, water, earth, and biomass, in contrast to energy derived from fossil fuels, which has notable negative effects on the environment, such as abiotic depletion. Sustainable energy sources like these also exhibit minimal levels of energy dispersion and emit fewer polluting gases throughout every phase, including production, development, transport, and use.

For this reason, for the past two years, we have opted for the Eco Open Energia contract to transition to green energy, which is certified by a **Guarantee of Origin (GO)** issued by the GSE (Gestore dei Servizi Energetici).

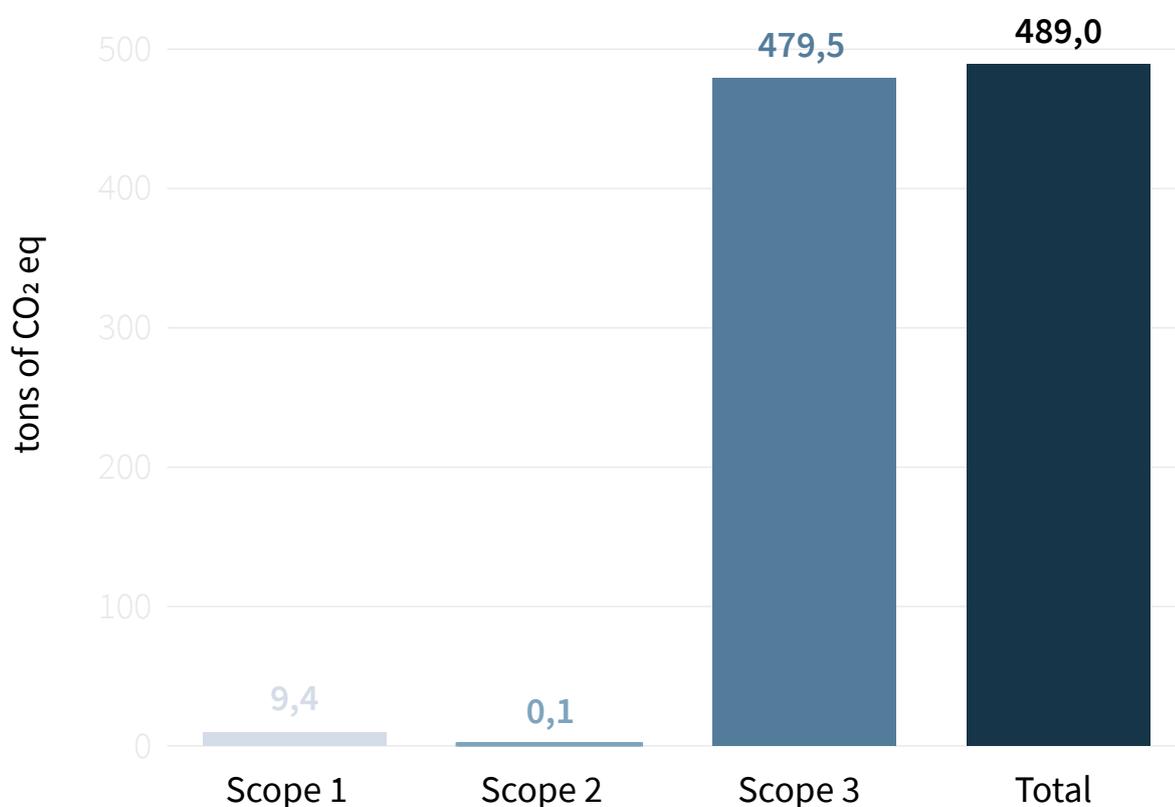


In 2023, for the first time, we measured our climate impact to obtain a comprehensive understanding of **all the direct and indirect emissions generated by our business** (Scope 1, 2, and 3).

In 2023, our **total carbon footprint** amounted to **489 tons**, excluding the use phase of our products.

In the graph, the carbon footprint has been divided into three scopes. Both Scope 1 and 2 emissions account for only 2% of the total. Most of our impacts (98%) stem from Scope 3 emissions, which are generated by activities such as business travels, employee commutes, waste disposal, purchased goods and services, etc.

OUR TOTAL CARBON FOOTPRINT IN 2023



Scope 1: direct emissions generated by activities under the direct control of a company (e.g. thermal energy, vehicles).

Scope 2: indirect emissions due to the purchase of electricity, steam, or heat.

Scope 3: indirect emissions from the entire value chain (suppliers, distributors, end customers).

Local production

In recent years, fast fashion brands have increasingly outsourced their production to countries where labor costs are significantly lower than in Europe, aiming to achieve economies of scale. The mass production of cheap clothing allows these brands to achieve significant cost savings. However, this practice often comes at a high human cost for garment workers, who endure low wages and poor working conditions. For all these reasons, since our foundation, we have adopted a local production model. By relying on a local supply chain, we can:

- **Support local economy and create employment opportunities in our textile district**, by involving several small local businesses in our activities.
- **Establish close and collaborative relationships with our suppliers**, based on mutual trust and shared values, by visiting them regularly.
- **Limit fuel consumption due to long transport.**
- **Be aware of all the partners involved in our supply chain** beyond the first tier.
- **Monitor all the production steps** involved in the making of our garments, ensuring quality control and ethical working conditions.
- **Have a flexible and agile producing** that allows us to implement our pre-order system and produce in small batches to avoid overproduction.
- **Preserve local textile traditions** and enhance Made In Italy production.

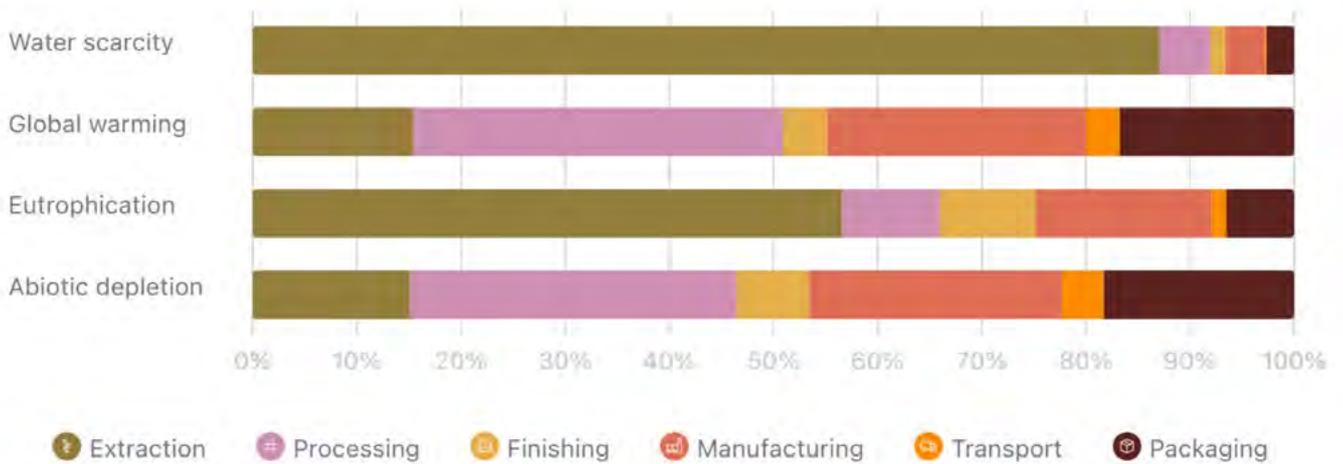
In 2023, **98% of our production operations**, from material sourcing to garment manufacturing, were carried out by suppliers located in our region, **Tuscany**. If we focus on the **textile district of Prato**, which is where our office is located, we have **89%** of our production chain here.



By producing locally, we significantly **reduce the carbon emissions caused by transportation along the supply chain**. As shown in the graph below, transportation accounts for only a small portion of the environmental impacts generated by the production of our garments and accessories.

Environmental impact allocation along the supply chain

Weight of the environmental indicators for each stage of the value chain



We reach our artisans and suppliers in the district by using our **two vans** for transportation. We directly pick up all our garments and then store them in our warehouse, located upstairs in our office.





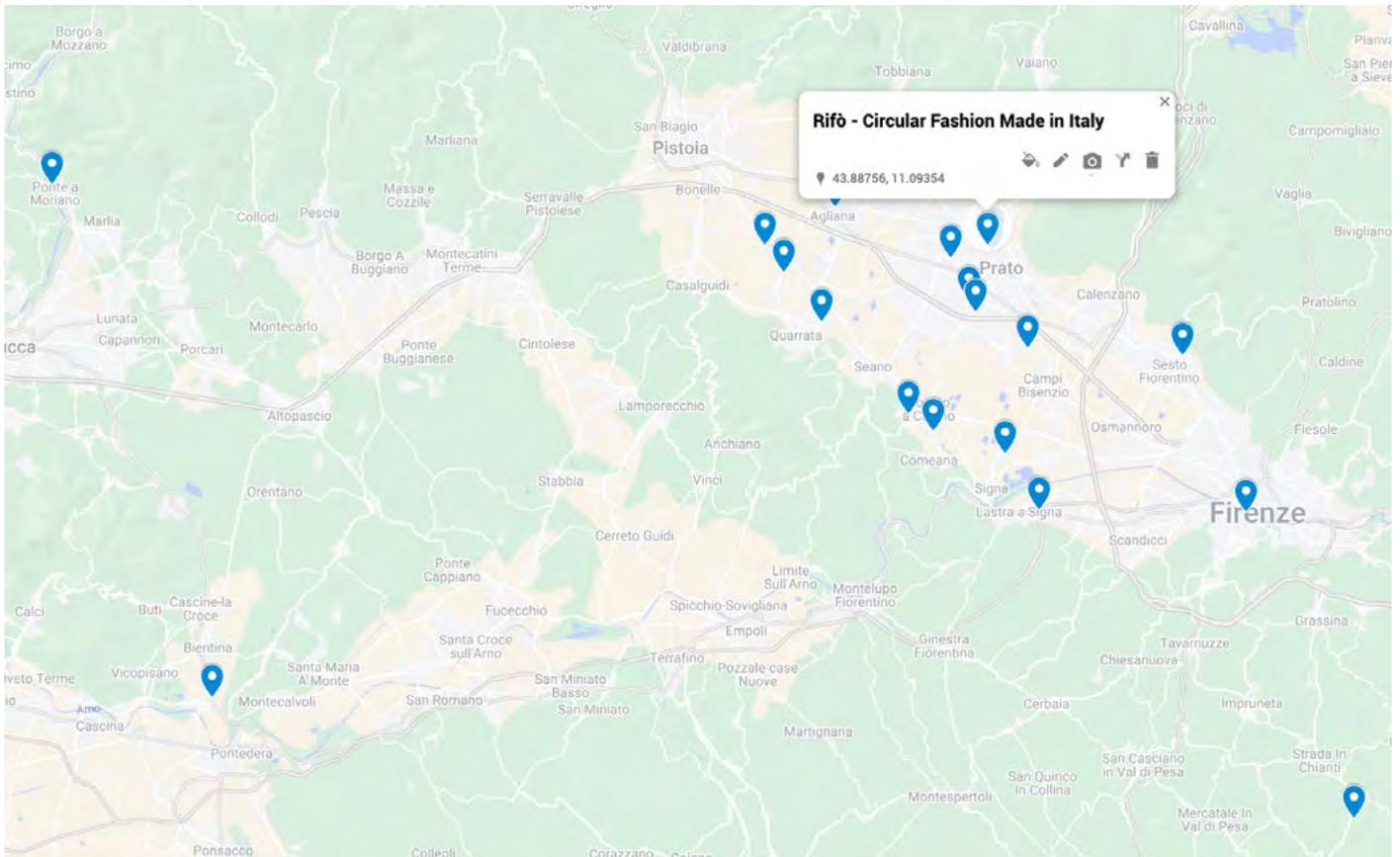
27 LOCAL ARTISANS



16 KM AVERAGE

In 2023, we involved **27 local artisans**, marking a **35% increase** compared to 2022, in various tasks such as **garment making, natural dyeing, embroidery, and repair.**

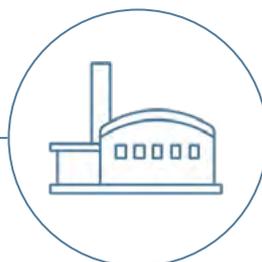
The average distance of these suppliers from our office is **16 km**, reflecting the proximity of our local supply chain.



Among the 27 artisans we collaborate with, **80% are small family-run businesses**, employing a total of 238 people, with 65% of them being women.

238 EMPLOYEES

**65% WOMEN
35% MEN**



32 ADMINISTRATORS

**34% WOMEN
66% MEN**

As part of our commitment to transparency regarding our garment production, **we disclose the names and locations of all our suppliers** through the publicly accessible platform **Open Supply Hub**.

We have created a [map](#) of all the suppliers involved in our circular supply chain, along with a detailed descriptions of the activities they carry out.

OPEN SUPPLY HUB

Facilities
64 results | Sort By: # Contributors

Download | Copy Link

- Candiani S.p.A.**
OS ID: IT2019100GNNJF5 * 19 contributors
Via Aresè 25, Robecchetto Con Induno, Milano
- Pinorì Filati Spa**
OS ID: IT2019083C5E2WH * 7 contributors
Via Eugenio Cesi, 19 59100 Tuscany/ Prato Prato
- Belda Lloréns**
OS ID: ES2021350NQNFWH * 6 contributors
Partida Camp de l'Or s/n 03450 Banyeres de Mariola, 03450, Alicante
- Creazioni Babo S.R.L.**
OS ID: IT2019083WV10CR * 6 contributors
Via Tagliati, 17 50018 Tuscany Signa Florence
- Filpucci SpA**
OS ID: IT2019172PZTVKG * 6 contributors
Via dei Tigli, 41 Campi Bisenzio, 50013 FI, Italy
- Lanificio F.lli Balli S.p.A.**
OS ID: IT202005397D5MZ * 5 contributors
Via Boiagna, 106 Prato Prato 59100

Map: Shows Europe with green circles of varying sizes representing the number of facilities. A legend indicates: # FACILITIES (FEWER, MORE). Map controls include 'ZOOM TO SEARCH', 'DRAW CUSTOM AREA', and 'Leaflet'.

5.2 Social impact

Nei Nostri Panni

Since we began selling our products in our online shop in 2019, we have pledged to donate 2€ to social impact projects for every purchase made.

Over the initial first three years, we have supported social impact projects led by local Non-Profit Organizations (NPOs). Then, we came up with the idea of creating our own social impact project aimed at addressing two primary issues:

- Ensuring a generational change for textile crafts that are at risk of disappearing due to a lack of generational succession.
- Creating job opportunities for local migrants to foster their social integration.

Thanks to the generous support of many local partners, we created the project *Nei Nostri Panni* (“In our clothes”), aiming to transform these challenges into an opportunity.

This project offers local migrants a unique learning and training opportunity in the traditional craft of the *ragman*, the artisan that sorts and selects rags, (“*cenciaiolo*” in the Tuscan dialect) and spinner.

Nei Nostri Panni aims at giving jobless migrants, many of whom have been subjected to exploitation, a tangible opportunity to embark on a new chapter in their lives.

The social support provided to migrants participating in the project is made possible through our partnership with **Fondazione Opera Santa Rita, a Non-Profit Organization dedicated to assisting people with disabilities or serious social and psychological challenges.**

Thanks to Opera Santa Rita, migrants can count on continuous support from experienced psychotherapists who help them in their social integration process.

The **first edition** of the Nei Nostri Panni project commenced in March 2022, involving **5 migrants** that were trained by **5 local companies** in the craft of the ragman. By December 2022, upon completion of their internships, **all participants were hired by the respective companies.**

This outcome underscores the importance of enabling local textile companies to transmit these traditional crafts.





In **March 2023**, the **second edition** of this project took place in our textile district. Given the success of the first edition and the substantial interest it garnered, **the second edition welcomed 12 migrants and the position of the spinner was introduced.**

The textile sector increasingly recognizes the importance of preserving these traditions, both to uphold the quality associated with Made In Italy and safeguard the crucial know-how of textile regeneration.

Similar to the previous year, the project unfolded in two phases spanning a total duration of **7 months**, including an **initial month of classroom training** followed by **6 months of paid internship** at local textile companies. The classroom training is aimed at providing them all the knowledge and certifications pertaining to health and safety for their roles in the companies.

To ensure their well-being, we increased their monthly wage from €500 to €900 to cover their basic needs adequately.

Unfortunately, Prato was hit with a **flood in November 2023**, impacting many companies involved in our project. For this reason, some internships were interrupted due to the emergency. In addition, our district faced economic challenges, leading to the hiring of only **5 out of 12 trained migrants** at the end of the project.

We will continue supporting all other trained migrants in finding employment opportunities, while hoping for the recovery from this difficult period.

In the upcoming year, we plan to launch the **third edition** of *Nei Nostri Panni*, involving 10 new participants. To enhance their social integration, we plan to **introduce an Italian language course** and assist them in finding accommodation.

This project is possible thanks to the contribution and backing of a diverse network of local companies and organizations, each fulfilling distinct roles:

- **Beneficiaries** are the companies hosting the internships.
- **Partners** take care of organizational aspects and support the beneficiaries and migrants during the internship.
- **Funders** provide financial support to the project.

PARTNERS



MAIN SUPPORTERS



SUPPORTERS



BENEFICIARIES







DONATIONS

As part of our social commitment, in 2023 we also donated **20 garments and accessories** to **Associazione Tumori Toscana (ATT)**, a local Non-Profit Organization (NPO) that provides free home assistance to over 300 cancer patients 24 hours a day.

Supporting social cooperatives

We prioritize creating employment opportunities for people in fragile and vulnerable conditions when selecting new companies to collaborate with. Hence, we partner with four social cooperatives:



La Fraternità, which selects and sorts the garments collected through our take-back service.

This **social cooperative** operates both in the educational and employment sector with 23 local units in four Italian regions, **involving almost 800 disadvantaged people**.

We have been working with the socio-occupational center, La Fraternità, in Bologna for 3 years now. Their mission is to **support the growth and social integration** of individuals with **different types of disabilities by actively involving them in activities**, such as clothes sorting.



CONVOI is a **local social cooperative** we enlisted in the creation of our home collection accessories crafted from recycled denim and recycled cotton. The cooperative offers a range of services and activities focused on **employing and empowering over 80 disadvantaged individuals**. We commissioned the cooperative to wash and dry our accessories at their laundry facility, involving **20 fragile individuals in the process**.



Flo Concept is a **social cooperative** based in Florence, operating in the fashion sector with a focus on promoting a new business model that **enhances the autonomy and abilities of people in economically, socially or psychologically fragile conditions**. Their tailoring workshop provides work opportunities for such individuals by involving them in the creation of garments and accessories using leftover textiles.

We share core values of **social sustainability and circular economy** with Flo, which is why we began collaborating with them for the production of accessories. In particular, we involved them in an **upcycling project developed with Levi's®**.

The cooperative produced a limited edition of **upcycled bucket hats** and **upcycled shopper bags** from old jeans collected in the Levi's® store in Milan two years ago.

The proceeds from the sales of these upcycled products will **fund six-month work grants in tailoring** for those in fragile conditions.



Another **local social cooperative** we collaborate with is **Prod.84**, which is dedicated to **restoring dignity to people facing difficult socio-economic circumstances through employment opportunities**.

Given their expertise in providing cleaning services, we engaged them to **clean our office space**. We take pride in supporting an organization that employs **45 disadvantaged workers**, including those with physical and/or mental disabilities.

5.3 Ethical work

Rifò team

Since Rifò's inception, our team has grown significantly. In 2023, this growth continued, accompanied by a concerted effort to establish an effective organizational structure. This involved defining roles and responsibilities for each team member.

Notably, women accounted for 72% of our team throughout 2023.

2023

25 PEOPLE
Average age: 31 YEARS

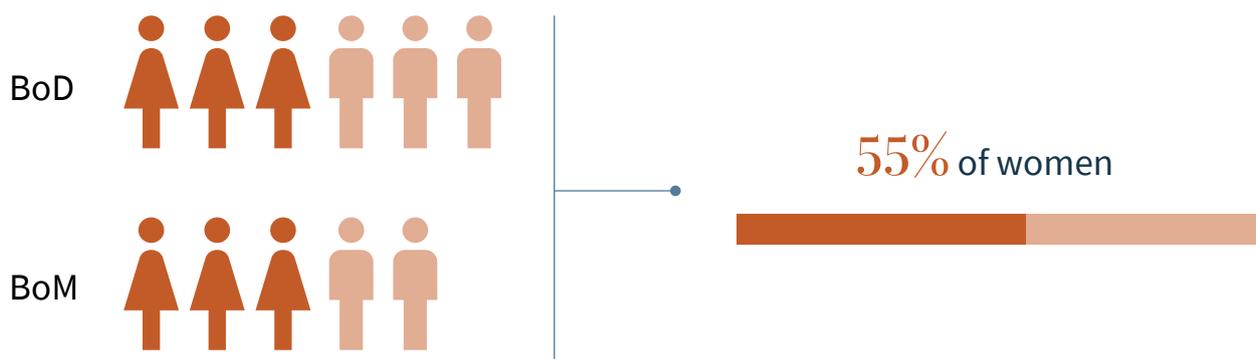


● EMPLOYEE ● COLLABORATOR ● INTERN

Last year, we felt the need to reassess what indicator best represents **equity, inclusion, and gender balance within our team**.

Historically, we have viewed the percentage of women in our team as indicative of our commitment to gender equality, as women have consistently made up the majority of the Rifò team since its foundation.

However, we recognized that solely focusing on increasing the number of women in our team could inadvertently lead to hiring based on their gender rather than skills, knowledge, and attitude. Therefore, our goal last year was to **maintain gender balance in positions of responsibility**, including both the **Board of Management (BoM)** and the **Board of Directors (BoD)**.



Gender pay gap = 0

Wage ratio* = 1.8

The maximum pay is 1.8 times higher than the average salary

* Calculated as the ratio between maximum wage and average wage of permanent employees.

EMPLOYEE WELFARE

A **Supplementary Agreement** was introduced in 2022 to increase the welfare of Rifò employees.

The benefits provided to employees are:

- Flexible working hours
- Healthcare assistance
- Annual Production Bonus & Annual Sustainability Performance Bonus
- \downarrow CO₂ Smart working up to 5 days per week
- \downarrow CO₂ Reimbursement of transportation expenses for commuting between home and work by train.



In 2023, **8 people** in the team benefited from the reimbursement of transport expenses for commuting by train.

37,500 km were travelled by train instead of car, thus saving a significant amount of carbon emissions.

-11.6 tons of CO₂

is the equivalent emitted by Rifò employees commuting by train .

The daily savings correspond to the CO₂ emitted per passenger by flying with a Boeing 737 from Milan to Luxembourg*.



*Source: <https://www.luxair.lu/en/information/co2-calculator>

Supply chain social responsibility

Ensuring that our garments are made in full compliance with ethical principles is a top priority for us.

We are dedicated to ensuring that our suppliers are fully aligned with and uphold the same principles and values as we do. To achieve this, we ask them to **sign a Code of Conduct**, and we **conduct independent audits** to monitor the **social sustainability** of our supply chain.

Our **Code of Conduct** requires them to **respect the five principles of the International Labor Organization (ILO)**:

1. Freedom of association and the effective recognition of the right to collective bargaining.
2. The elimination of all forms of forced or compulsory labor.
3. The effective abolition of child labor.
4. The elimination of discrimination in respect of employment and occupation.
5. A safe and healthy working environment.

Starting in 2022, we have engaged the international certification body **Bureau Veritas** for our **long-term project of supply chain monitoring**. The aim of this project is to verify working conditions and compliance of our suppliers with social responsibility principles, namely:

- Regulatory compliance
- Forced and child labor
- Working environment
- Working hours
- Remuneration
- Environment



To date, we have subjected **13 first- and second-tier suppliers to independent audits**. In 2023, Bureau Veritas conducted audits on 3 first-tier suppliers, revealing **28% non-conformities**. Following this, a corrective action plan was developed by Bureau Veritas and implemented by our suppliers to address the identified issues.

The process of monitoring our suppliers through independent audits allows us to **identify potential critical situations within our supply chain** and address both minor and major non-conformities. If a supplier fails to rectify identified non-conformities, we cease collaboration with them, underscoring our commitment to upholding ethical principles and working conditions throughout our supply chain.

In line with our commitment to social responsibility, we adhere to **responsible purchasing practices** with all our suppliers. In 2023, we summarized how we apply the principles of **Common Framework for Responsible Purchasing Practices** in a written document. This framework was defined by a coalition of multi-stakeholder initiatives with the goal of reducing negative impacts on workers within production chains. In this model, responsible purchasing practices are grouped into five core principles:

1. **Integration and reporting**
2. **Equal partnership**
3. **Collaborative production planning**
4. **Fair payment terms**
5. **Sustainable costing**



A woman with dark hair tied back, wearing a brown long-sleeved top, is shown from the chest up. She is holding a baby in a purple fabric sling. She is looking down at the baby with a gentle expression. The background is slightly blurred, showing what appears to be a workshop or a room with some items on a table.

06. Our projects for the future

06

- 6.1 Unifying & tracking our take-back service
- 6.2 Social factory for knitwear
- 6.3 Brand certification
- 6.4 Pursuing Sustainable Development Goals (SDGs)

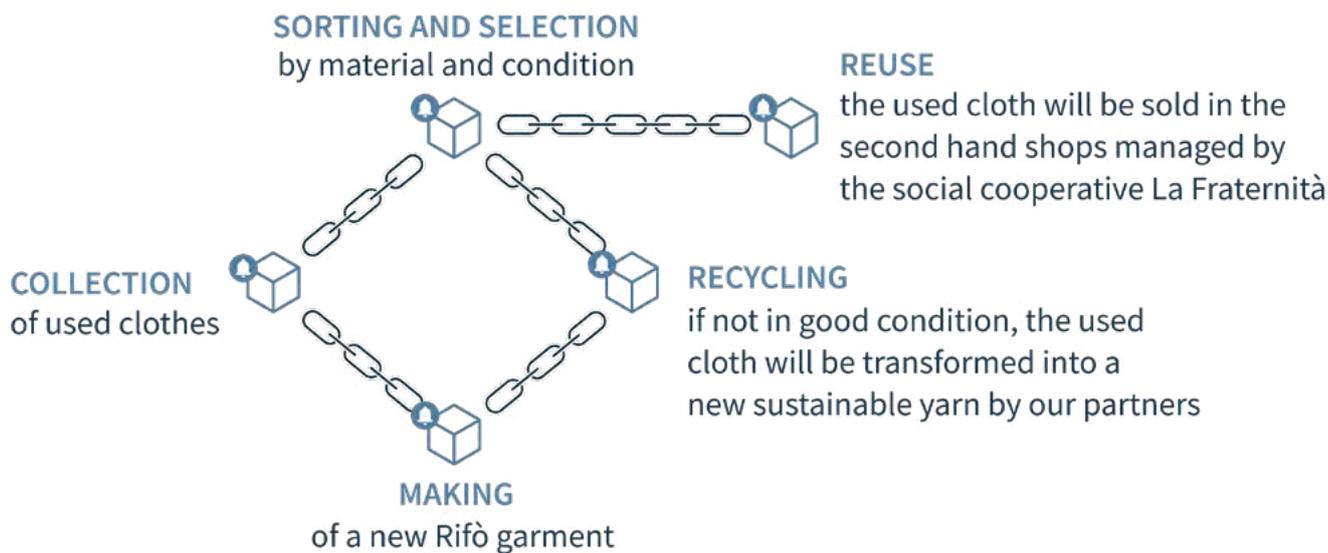
6.1 Unifying & tracking our take-back service

A great project on our agenda for upcoming year involves streamlining our take-back service and implementing a blockchain solution to enhance the tracking of collected garments. We are also planning to introduce cotton as a new material to be collected through our take-back service.

Merging our take-back service involves the introduction of new collection boxes, providing people with the opportunity to donate their old denim, wool, or cashmere garments for reuse or recycling, without the need for distinction between denim and wool/cashmere. We have already developed a prototype of our new box and conducted testing during the operational period of our temporary store in Milan.

It was a great success, as just in one month, we managed to collect:





Together with our Swedish partner PaperTable, we will develop a **traceability solution based on blockchain technology for our take-back service**. Our purpose is to **further increase the transparency and traceability** of our take-back service by providing people real-time information on the path followed by their garments.

We plan to **send notifications to those participating** in the take-back service as soon as the status of their garments changes, for example from “in the box” to “sent to reuse”.

Starting next year we will begin working on this project to implement it by January 2025.

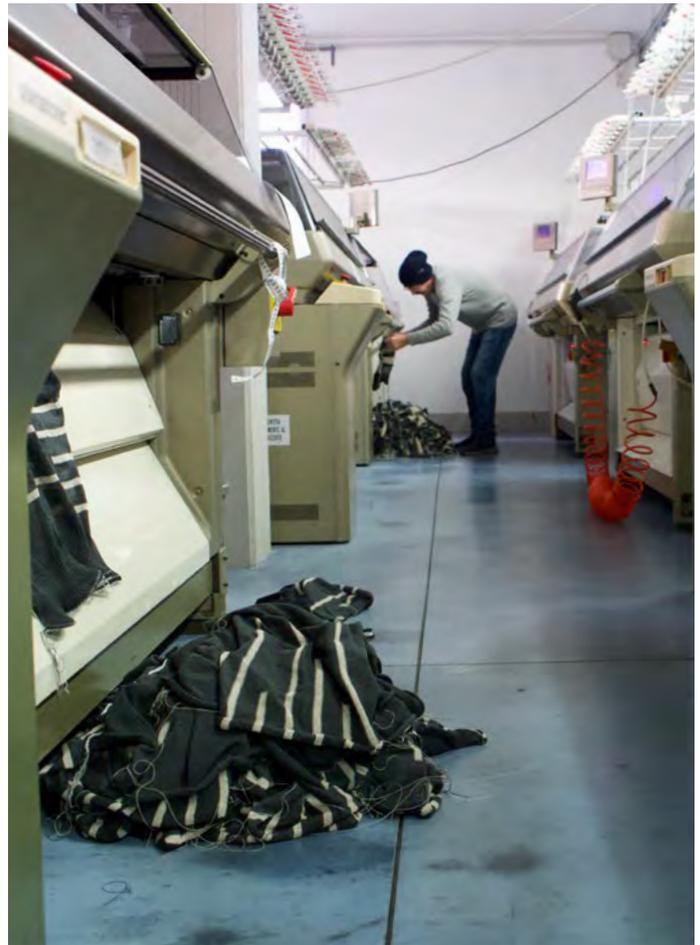


6.2 Social factory for knitwear

We are currently developing a new social impact project aimed at creating employment opportunities for people in fragile conditions while preserving local textile traditions. Specifically, we plan to establish a **social cooperative** that will function as a **knitting factory** for us and other local companies.

Knitting is a craft that relies on **skills passed down through generations**, which are now **at risk of disappearing**. We are determined to ensure that this **valuable tradition** of our textile district is preserved for future generations.

Implementing this project will require significant time and effort, but it presents an excellent opportunity to further amplify the positive impact we have on our community and contribute to the future growth of our brand.



6.3 Brand certification

We have always prioritized the use of certified textile materials in the production of our garments, but now we would like to go a step further. In addition to being certified as a B-Corporation, we plan to **obtain our own brand certification**.

We believe that obtaining recognition from the **World Fair Trade Organization (WFTO)** would be a significant milestone in acknowledging our positive impacts. World Fair Trade is an international network of small and medium-sized enterprises, operating in different sectors, that act as changemakers for an equitable and sustainable world.

We are currently working on our application to be recognized as a WFTO, which means that **we fully practice the 10 Fair Trade Principles**. These principles and practices contribute to **achieving a new sustainable economy and are deeply aligned with the Sustainable Development Goals (SDGs)**.

We embrace and uphold to the following 10 Fair Trade Principles:



6.4 Pursuing Sustainable Development Goals (SDGs)

By pursuing our goal of leading a sustainable change in the fashion industry, we also **contribute to the achievement of the Sustainable Development Goals (SDGs)** proposed by the **United Nations**.



We promote gender equality both inside and outside our company, fighting any kind of gender discrimination and supporting women-run businesses.



We create fair job opportunities in the territory where we operate, thus supporting the growth of our local economy and the employment of disadvantaged people.



We innovate the fashion industry by recovering the ancient tradition of textile recycling to create circular garments.



We promote the implementation of sustainable practices in our textile district and community by supporting local organizations and municipality.



We achieve significant environmental savings by producing garments with recycled and recyclable materials in local supply chains and raise awareness of responsible consumption with a variety of initiatives.

All the data and information presented in this document reflect our commitment to transparency and honesty within our community.

We would like to thank everyone who has spent even 5 minutes of their time reading a portion of the contents of this Sustainability Report.

We firmly believe that fostering critical thinking is essential for individuals to become conscious and responsible consumers. We should dedicate the time to understand and reflect on the implications of the products we purchase.

As we our brand continues to evolve, we recognize the ongoing challenge of striking a balance between market demands and our core values. However, we also embrace this challenge as one of the most rewarding aspects of our work.

We look forward to sharing our progress and insights with you in the Sustainability Report 2024!

Until then,

Rifò Team

Methodological note

Legal name of the organization: **RIFO SRL**

Nature of ownership and legal form: **Innovative SME**

Location: **VIA VINCENZO DA FILICAIA 26/C, 59100 Prato PO**

Countries of operation: **ITALY**

Reporting period: **Jan-Dec 2023 (annual)**

Publication date of the report: **11 April 2023**

[Code of Ethics](#)

[Sustainability Policy](#)

[ESG Risk Management Policy](#)

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