

DEAR DENIER

AN INTRODUCTION TO
THE DEAR DENIER SUSTAINABILITY FRAMEWORK®



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CALLING ALL RETAILERS – IT'S TIME TO DRIVE CHANGE

a foreword from the founders of Dear Denier

Recent consumer research show that more than half of all consumers would choose more sustainable brands over non-sustainable alternatives. This is especially true among younger consumers, who desire brands that not only minimize their climate change impact but actually put sustainability and transparency at the very center of the brand.

Post-COVID all trends point to sustainability solidifying even more as a basic expectation. The global health crisis will increase overall consumer demand for products closely associated with trust, well-being, and the collective good in fashion.

Consumers will spend less money more consciously, the expectation for sustainability, fair working conditions, and ethical action within supply chains will become a bare minimum for brands and retailers to compete.

For us sustainability has always been at the very heart of our business practices ever since the inception of the brand in 2012. Our products are made ethically in Italy, our production is zero-waste and driven by renewable energy, we work with recycled and low impact materials, we have launched an innovative recycling initiative and we work closely with scientists to continue to innovate and improve our environmental and societal impact.

It is our strong belief that the hosiery industry is ripe for disruption – even more post-COVID - as the consumer becomes aware of the damaging nature of the conventional hosiery products.

We hope that you will take all this into account when deciding how to spend your buying budgets. Together we can drive change in a category characterized by turning the blind eye.

Yours Sincerely,

Katrine & Frederik Drost Lewinsky
Founders of Dear Denier



Hosiery

- A challenged industry

Our mission is to overcome the environmental and ethical challenges of traditional hosiery production and make the most sustainable products possible without compromising on the quality. Our approach merges science and fashion and we work closely with innovative yarn and hosiery manufacturers as well as with scientists in the field of sustainability.

It is no secret that the global fashion industry is one of the most polluting industries in the world. It accounts for more than 4% of the total GHG emissions (greenhouse gas) in the world. This is a huge contribution to the atmospheric warming that has lifted the global temperatures.

The hosiery industry is unfortunately a major negative contributor in this regard. And has been for many years.

For more than 60 years the industry has been making the same products in the same way using the same materials.

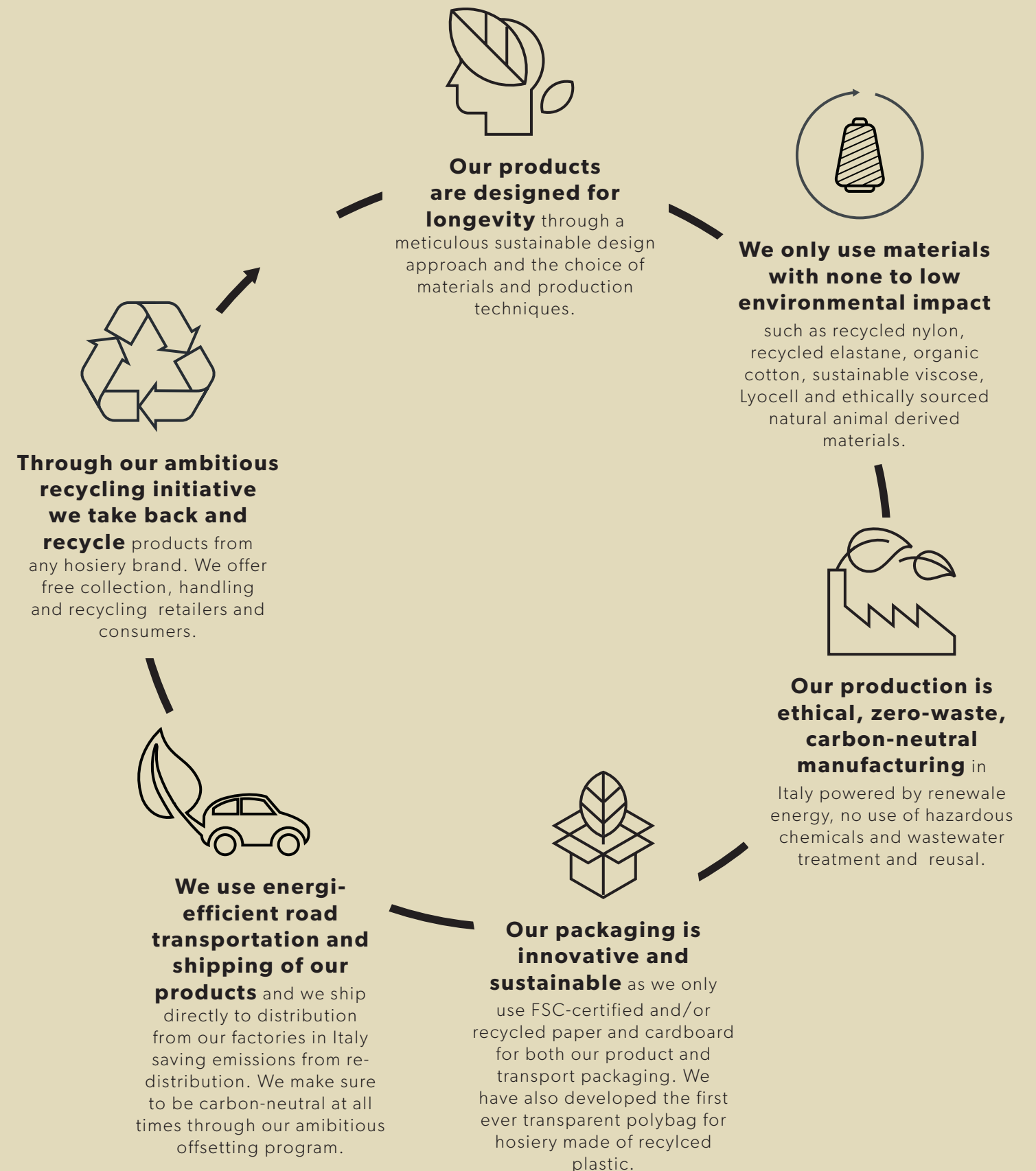
Nylon and elastane are the preferred materials when making tights. Both are synthetic materials and nylon is a plastic material derived from crude oil and chemically processed. It is an extremely water and energy consuming process which results in high GHG emissions, excessive use of water and energy as well as environmental pollution.

The environmental impact of one pair of conventional tights is approximately 11 litres of water, 8 kWh and 500 grams of GHG. But it does not have to be this way. Dear Denier represent an ethical and eco-friendly alternative.

Nylon contributes to atmospheric warming

Nitrous oxide in the earth's atmosphere contributes to ozone destruction and the atmospheric warming. It is also characterised as a greenhouse gas component. One source of N₂O is as a by-product in the manufacture of nylon, specifically in the preparation of adipic acid. By using no virgin materials we can reduce N₂O almost completely.

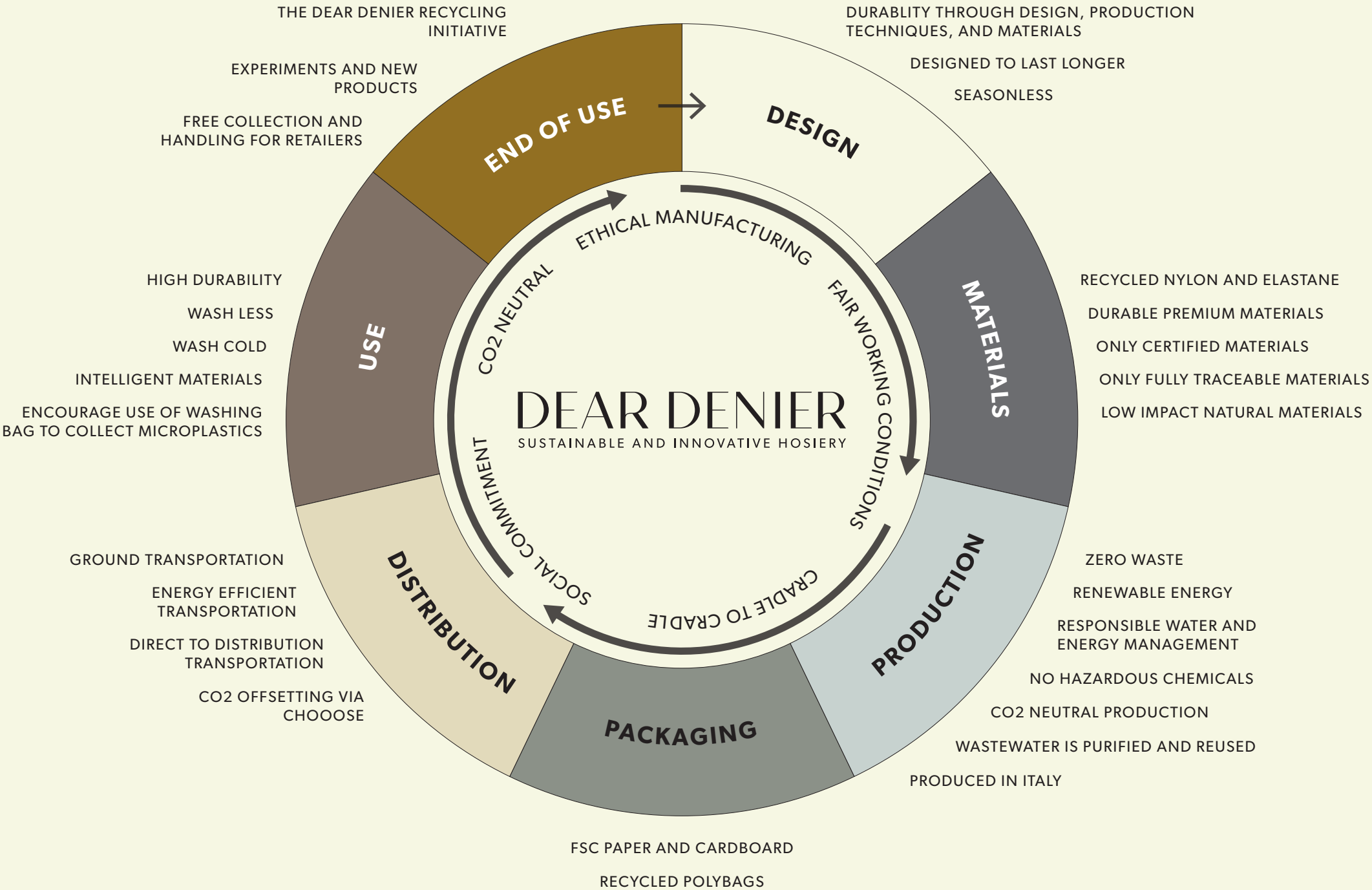
Our sustainability and product loop




The Dear Denier sustainability framework®

We have developed The Dear Denier Sustainability Framework® to systemise our work with sustainability and secure the constant innovation and development of our methods and procedures during the entirety of our value chain and to be able to deliver the absolute highest quality and most sustainable products while minimizing our environmental impact.

Our framework is a circular model that takes into account not only the environmental sustainability during the product life cycle but also ethics in material sourcing, working conditions and social commitment.



A photograph of two women embracing in front of a window. The woman on the left has dark, curly hair and is wearing a light-colored, strapless top. The woman on the right has long, blonde hair and is wearing a white, strapless top. They are both looking down and away from the camera. The background shows a window with white frames and light-colored curtains. The lighting is soft and natural, coming from the window.

Your choice of hosiery cannot save the planet alone - but together we can make a real impact.

SMALL CHOICES WITH BIG IMPACT

Our solutions to the industry challenges

Based on our sustainability framework we have identified six key areas in which we have been able to reduce the environmental impact significantly compared to "the usual way" and hereby disrupt the hosiery industry. Sustainability is a journey with no end-destination. That is why we work systematically and focused - with experts - in each of the six areas to come up with new and better solutions.

DESIGN

Industry challenge

Unfortunately hosiery has for many years been driven by price and availability making a once luxurious accessory made of silk into a product characterized by low quality and even build-in obsolescence as the consumer has accepted one-time use of tights.

Our solution

We have developed a meticulous sustainable design approach which makes sure that we always design for longevity and obtain the highest durability possible by applying premium product features and materials. Furthermore, we do not overproduce and we are working with primarily core collections that differ very little across seasons.

MATERIALS

Industry challenge

The materials used most often are high impact materials made with harmful raw materials, lots of chemicals, excessive amounts of water and energy.

Our solution

We use premium and sustainable materials such as recycled nylon and elastane and traceable natural fibres such as Egyptian organic cotton, Italian silk and cashmere produced with regard for nature, people and animals. Our viscose is from Lenzing and we also use Lyocell. All of our raw materials come from Italian suppliers who have comprehensive environmental, ethical and quality certificates.

DESIGN



Sustainable design



Recycled materials



Seasonless



Green and innovative technology

MATERIALS



Recycled materials



Low impact natural materials



Full Tracability

PRODUCTION

Industry challenge

The production is extremely energy and water consuming with high quantities of waste.

Our solution

Our Italian factories are highly specialised and technological OEKO-TEX®-certified zero-waste factories powered by renewable energy. They continually invest in sustainable solutions and work systematically to reduce their environmental footprint i.e. by purifying all wastewater from production, applying systems for responsible management of energy and water consumption and specialising in the use of sustainable and eco-friendly materials.

Industry challenge

The dyeing process is typically done with chemical dye, which can contain both heavy metals and dangerous chemicals. The water and energy consumption is excessive, and the wastewater can be contaminated.

Our solution

Our dyeing facilities are zero-waste facilities. They filter and clean all of the wastewater from the dyeing process. The water is monitored and re-used for production or for watering of fields and other municipal needs. All the powder colorants used are cleaned along with the fumes from the drying process. This means that no polluting elements are emitted into the atmosphere.

PRODUCTION



Water treatment and reuse



Renewable energy



Zero waste production



Zero emission



No hazardous chemicals

DISTRIBUTION

Industry challenge

With a majority of the global hosiery production based out of Asia the choice for transportation is either by air freight or cost-effective and often high CO2 emission transportation.

Our solution

We use energy-efficient road transportation and shipping of our products. We ship short distance and directly to distribution in Europe from our factories in Italy saving emissions. We make sure to be carbon-neutral at all times through our ambitious offsetting program.

PACKAGING

Industry challenge

The packaging is typically made of both paper and plastic. The plastic is necessary to protect the fragile product.

Our solution

Our packaging is FSC-certified which ensures that the paper and cardboard is made from responsibly managed forests that provide environmental, social and economic benefits. Our polybags are made of 100% recycled materials. We know of no other hosiery brands, who does this.

END OF USE

Industry challenge

It takes 30-40 years for nylon to degrade into microplastic! The technology that allows us to separate nylon from elastane and make new tights from used tights is not developed in a commercial scale yet.

Our solution

For recycling to be sustainable the product you make from recycled materials has to have a lower environmental impact than the product it replaces. This is quite a challenge. We are, however, working on an innovative recycling programme that we cannot wait to launch.

DISTRIBUTION



Low impact transportation



Responsible and energy-efficient shipping



Carbon offsetting

PACKAGING



Sustainable packaging



Low impact certified materials



Recycled materials

END OF USE



Collection






Recycling

What do you need to make nylon tights?

CRUDE OIL + CHEMICALS + WATER + ENERGY = NYLON TIGHTS

The difference between one pair of normal tights and one pair of Dear Denier tights

Conventional tights		Dear Denier tights
11 litres of water		1 liter of water
8 Kwh		3 Kwh
500g CO2		0g CO2*

*Without offsetting the amount of CO2 would be 100g

The numbers above are based on calculations of the environmental impact of materials and product manufacturing taking into account readily available data, Higg Materials Sustainability Index (MSI) and LCA's from yarn and hosiery manufacturers.

Our savings when making 10.000 pairs of tights



100.000 litres of water
Enough to fill up a full medium sized pool



50.000 Kwh
Enough energy to keep a 60 watt light bulb burning for more than 100 years



50 tons of CO2
Equivalent to the burning of 2.000 litres of petrol

The Dear Denier Recycling Initiative

In 2020 we launched probably the most ambitious collection and recycling initiative ever seen in the hosiery industry to help solve the global pantyhose problem.

More than 2 billion pairs of tights are produced, used and discarded every year. They are made using oil, chemicals, water and energy and when thrown away they dissolve into microplastics polluting our groundwater and oceans.

The Dear Denier Recycling Initiative is the first big scale initiative worldwide to address this massive problem.

No sustainable solution for recycling tights currently exist and it is not possible to make new tights from old tights, yet!

We have teamed up with scientists to figure out the best and most sustainable

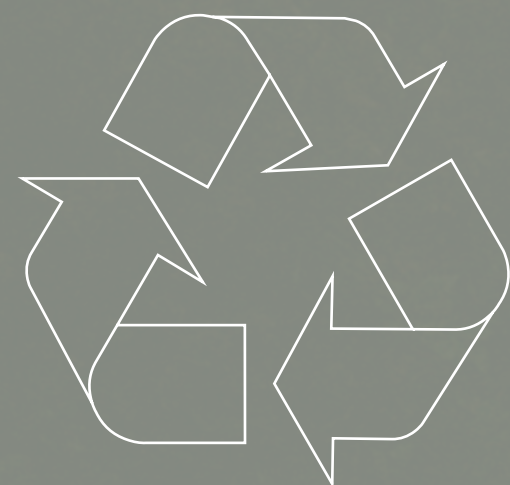
way to recycle tights to prevent them from ending up in landfills. The ultimate goal is of course to be able to make new tights from used tights.

Until we have found the solution, we will use the discarded tights for recycling experiments and to make other types of sustainable products.

All profits from the recycling initiative will be used to fund projects which aim to eliminate plastic from our planet.

We are teaming up with retailers worldwide and our recycling bins and logistics are available free of charge to make it easy to be part of the solution.

Easy and free-of-charge participation



The Dear Denier
Recycling Initiative

Can tights be vegan?

Yes! Dear Denier is the only hosiery brand in the world with a PETA-approved vegan certification on our tights.

As animal lovers, we're proud to announce that we are officially certified by PETA as an approved vegan brand. The most part of our products are 100% vegan. The dyes, yarns and other products used during the

manufacturing process does not contain any animal ingredients and are not tested on animals. We have a great respect for animals, our planet, and making ethical decisions with the products we make and wear.



We've gone carbon balanced

For every product sold we offset 200 grams of CO2 with Chooose. This amounts to off-setting thousands of tonnes of CO2 every year.

Climate change is the most important issue our planet faces. Every day we strive to battle this important issue and therefore we've gone carbon balanced.

Even though our production is emission free there will always be some CO2-emission in the value chain that we cannot control. We partnered with Chooose, an organisation that makes businesses and individuals carbon balanced by investing in UN verified or Gold Standard CO2 reducing projects

in developing countries - like hydro power in Laos and wind power in Vietnam. This creates the most effective combat to climate change - the fastest.

How does this actually work? For every sold product from now on we offset 200 grams of CO2 - which is actually a lot more than we need to - but that's fine by us. Offsetting is performed through funding the the Bac Lieu wind farm on the Mekong Delta, Vietnam.

CHOOOSE

Certifications Production



We respect the environment by using only energy produced from renewable sources such as water, sun, wind and heat of the earth, certified by the system of "guarantees of origin" of the energy service manager, in accordance with directive ec 2009/28 / ec.



Our factories have the SA8000 Standard certification which is the world's leading social certification program. It provides a holistic framework allowing organizations of all types, in any industry, and in any country to demonstrate their dedication to the fair treatment of workers.



Our factories have the ISO 9001 certification which is the international standard for quality management. In order to be certified to the ISO 9001 standard, a company must follow the requirements set forth in the ISO 9001 Standard. The standard is used by organizations to demonstrate their ability to consistently provide products and services that meet customer and regulatory requirements and to demonstrate continuous improvement.



Our factories have the ISO 14001 certification which is an international standard that specifies requirements for an effective environmental management system. ISO 14001 was developed to provide a management system to help organisations reduce their environmental impact. The standard provides the framework for organisations to demonstrate their commitment to the environment.



Our factories are certified STANDARD 100 by OEKO-TEX® which is one of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.

We've partnered with Chooose, an organisation that makes businesses and individuals carbon balanced by investing in UN verified or Gold Standard CO2 reducing projects in developing countries - like hydro power in Laos and wind power in Vietnam. This creates the most effective combat to climate change - the fastest.

CHOOOSE

Certification Yarns and products



Developed by the SAC - Sustainable Apparel Coalition - which includes many of the most illustrious names in the international garment industry, the idea behind the Higg index is to create a unique instrument available to all operators in the supply chain, enabling them to assess the environmental impact of a garment's entire life cycle.



Q-NOVA® is an environmentally-sustainable nylon 6.6 fibre obtained from regenerated raw materials and which meets given traceability requirements. Q-NOVA® is made by pre-consumer waste: These materials were unusable in any other way and would have been disposed of as external waste.



Roica is the world's first recycled stretch fiber. ROICA is a premium stretch fiber made in closed loop systems using consumer waste which results in reduced amount of waste, reduced amount of chemical compounds needed in polymerization.



The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal.



The Global Recycled Standard is a holistic certification for products with recycled content. The desired effect of the GRS is to provide brands with a tool for more accurate labeling, to encourage innovation in the use of reclaimed materials, to establish more transparency in the supply chain, and to provide better information to consumers.



STANDARD 100 by OEKO-TEX® is one of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.



The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain.



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a different type of hosiery company

Dear Denier [di(e)r de'ni(e)r] was founded in 2012 by Danish Katrine Drost Lewinsky in an entrepreneurial spirit. Katrine worked for 15 years in the fashion industry for several big fashion brands before founding Dear Denier.

While working with sales Katrine visited many stores in Scandinavia and being a tights-girl she always needed to buy new tights when on the road. However, it was almost impossible to find brands with values and products matching the needs and mindset of Katrine as she was looking for fashionable, functional and durable hosiery with a sustainable approach. This was her motivation for launching Dear Denier.

The company has been growing ever since and in 2017 Katrine's husband Frederik joined the company and it is now a family dream to overcome the environmental challenges of traditional hosiery production and make the most sustainable products possible.

Today Dear Denier represents "a new generation of hosiery" with functional products for modern women who are demanding more durable products as well as products made with thought for planet, nature and people.





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DEAR DENIER

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