SON OF A TAILOR

COMMUNICATION ON PROGRESS

2020

UN GLOBAL COMPACT REPORT

CEO STATEMENT

SON OF A TAILOR'S MISSION IS TO FUNDAMENTALLY CHANGE FASHION FOR EVERYBODY INVOLVED; THE CUSTOMERS, THE EMPLOYEES, AND THE ENVIRONMENT.

WE BELIEVE THAT APPAREL PRODUCTION CAN AND MUST BE IMPROVED AS IT IS AN INDUSTRY THAT IS VERY HARMFUL TO THE ENVIRONMENT AS WELL AS THE PEOPLE WHO MAKE THE GARMENTS. FOR THE LAST YEARS, WE HAVE BEEN ADVOCATING FOR NEW APPROACHES, WE HAVE PROVED THAT CHANGE IS POSSIBLE IF WE ARE WILLING TO EMBRACE IT AND THAT TECHNOLOGY CAN HELP US REIMAGINE GARMENT PRODUCTION PROCESSES.

WE HOPE THAT SON OF A TAILOR CAN LEAD THIS CHANGE AND ACT AS A BEACON THAT CAN INSPIRE OTHER COMPANIES AS WE ARE VERY AWARE THAT WE CAN'T CHANGE THE WORLD AS A SINGLE COMPANY. WE ARE A PROUD SUPPORTER OF UN'S GLOBAL COMPACT INITIATIVE AND FULLY BELIEVE IN SHARING OUR EXPERIENCES IN THIS CONTEXT AND FORUM.

JESS FLEISCHER / CEO

WHO WE ARE

WE ARE A CLOTHING-TECH COMPANY MAKING CUSTOM FITTED WARDROBE ESSENTIALS FOR MEN.

SON OF A TAILOR WAS FOUNDED IN COPENHAGEN IN 2014, OUT OF A FRUSTRATION WITH WASTEFUL PRODUCTION APPROACHES THAT DISREGARD THE PEOPLE INVOLVED AS WELL AS THE ENVIRONMENT AND END UP DELIVERING A PRODUCT THAT DOES NOT MEET CUSTOMERS' EXPECTATIONS IN REGARDS TO QUALITY AND FIT.

SINCE THE BEGINNING OF MASS PRODUCTION A HUNDRED YEARS AGO, THE FASHION INDUSTRY HAS NOT TREATED ITS PEOPLE, PRODUCTS OR OUR PLANET WELL. THE ARRIVAL OF E-COMMERCE, WITH ITS INCREASED RETURN RATES AND SQUEEZED MARGINS, ONLY CAUSED WORSE CONDITIONS AND MORE WASTE IN AN ALREADY CARELESS INDUSTRY.

OUR SOLUTION IS A REIMAGINED SUPPLY CHAIN INSPIRED BY LEAN MANUFACTURING. CONCRETELY, THIS MEANS THAT WE MAKE ALL OUR PRODUCTS TO ORDER, BASED ON EACH CUSTOMER'S UNIQUE MEASUREMENTS, FROM MATERIALS OF THE HIGHEST QUALITY IN PORTUGAL AND ITALY.

SUSTAINABLE DEVELOPMENT GOALS

WORKING TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS IS AT THE HEART OF SON OF A TAILOR. OUR APPROACH ELIMINATES OVERPRODUCTION AND INVENTORIES, AND OUR CUSTOMERS RECEIVE PRODUCTS THAT FIT PERFECTLY WHICH WE BELIEVE IS THE MOST DETERMINING FACTOR FOR APPAREL CUSTOMERS' SATISFACTION.

WE WORK VERY CLOSELY WITH OUR PRODUCTION PARTNERS TO NOT ONLY GUARANTEE TOP QUALITY PRODUCTS BUT ALSO GREAT WORKING CONDITIONS FOR OUR TEAM.

EACH SON OF A TAILOR PRODUCT COMES WITH THE NAME OF THE PERSON WHO MADE IT. THIS WAY WE RECREATE THE LINK BETWEEN THE SEAMSTRESSES AND KNITTERS AND OUR CUSTOMERS.

OUR FOCUS

SDG 8

PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

SDG 12

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

SDG 13

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

THIS MEANS THAT “SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION” IS NOT ONLY OUR MAIN FOCUS, IT IS IN OUR DNA. DEVELOPING PROCESSES AND TECHNIQUES THAN CAN INSPIRE A SYSTEMIC CHANGE IN THE FASHION INDUSTRY IS WHAT OUR BUSINESS MODEL IS BASED UPON.

RESPECT FOR PEOPLE AND PLANET IS AT THE CORE OF THIS ENDEAVOR. BY DOING THINGS OUR WAY, WE, THEREFORE, ESPECIALLY CONTRIBUTE TO “SDG 13: CLIMATE ACTION” AND “SDG 8: DECENT WORK AND ECONOMIC GROWTH”.

STRUCTURE OF THE REPORT

1. PEOPLE

DEDICATED TO THE PEOPLE IN OUR HEAD OFFICE IN COPENHAGEN AS WELL AS IN OUR PRODUCTION SITES IN PORTUGAL AND ITALY

↳ INITIATIVES

INITIATIVES THAT WE ARE CURRENTLY WORKING ON*

2. PLANET

FOCUSES ON THE PLANET AND THE IMPACT WE ARE CURRENTLY EXPERIENCING

↳ INITIATIVES

INITIATIVES THAT WE ARE CURRENTLY WORKING ON*

*WE SEE SUSTAINABILITY AS A PROCESS THAT REQUIRES CONTINUOUS LEARNING AND IMPROVEMENT SO THIS ELEMENT OF THE REPORT AIMS AT GIVING YOU A SNEAK PEEK BEHIND THE SCENES. AT THE SAME TIME, IT AIMS TO REMIND US THAT THERE IS ALWAYS WORK TO BE DONE, THAT WE CAN ALWAYS DO BETTER.

WHILE THE COMMITMENT TO SUSTAINABLE DEVELOPMENT HAS BEEN AT THE HEART OF SON OF A TAILOR FROM THE START, THIS IS THE FIRST REPORT OF THIS KIND THAT WE ARE DOING. AS A SMALL COMPANY, WE HAVE BEEN FOCUSING OUR STRENGTH ON WALKING THE TALK RATHER THAN ON THE TALK BUT WE FEEL LIKE THAT AS OUR TEAM GROWS, IT IS TIME TO ADAPT A MORE INSTITUTIONALISED FORMAT. WE ARE VERY EXCITED TO INVITE YOU ON THAT JOURNEY. LET'S CHANGE GARMENT PRODUCTION TOGETHER, FOR GOOD!

PEOPLE

HEAD OFFICE

REIMAGINING CLOTHING PRODUCTION IS A TEAM EFFORT. WE WOULDN'T BE WHERE WE ARE TODAY WITHOUT ALL THE PEOPLE INVOLVED, IN OUR HEAD OFFICE IN COPENHAGEN AS WELL AS IN OUR PRODUCTION SITES IN PORTUGAL AND ITALY.

SON OF A TAILOR WAS BORN AND RAISED IN COPENHAGEN AND WHILE WE MIGHT BE A LITTLE MORE COLORFUL THAN THE AVERAGE SCANDINAVIAN, ALL OUR PRODUCTS ARE ROOTED IN THE DANISH DESIGN TRADITION. OUR HEADQUARTER IS LOCATED IN THE HEART OF THIS VIBRANT, BIG-YET-SMALL CITY AND WE WOULDN'T WANT TO HAVE IT ANY OTHER WAY.

IN TOTAL, WE ARE 26 PEOPLE WORKING IN THE HEAD OFFICE. THIS INCLUDES PATTERN MAKERS, CUSTOMER SUPPORT, OPERATIONS, FINANCE, AS WELL AS MARKETING.

DIVERSITY.
NON-DISCRIMINATION.
EQUAL OPPORTUNITIES.

DIVERSITY, NON-DISCRIMINATION, AND EQUAL OPPORTUNITIES ARE THE NORM AT SON OF A TAILOR. WE EMBRACE HUMANITY IN ALL ITS FORMS AND OUR OFFICE IS A SAFE SPACE FOR EVERYONE.

CURRENTLY, WE ARE 26 PEOPLE WORKING IN THE HEADQUARTER, 15 MALE AND 11 FEMALE, WHO COME FROM EIGHT DIFFERENT COUNTRIES AND HAVE DIFFERENT SEXUAL ORIENTATIONS.

BEING A DANISH COMPANY MEANS THAT THE UNIVERSAL DECLARATION OF HUMAN RIGHTS AND FREEDOM OF ASSOCIATION ARE GUARANTEED NOT ONLY BY OUR IDEOLOGICAL COMMITMENT BUT ALSO BY DANISH LAW AS DENMARK IS A MEMBER OF THE INTERNATIONAL LABOUR ORGANISATION (ILO).

OUR COMMITMENTS

RESPECT AND PROMOTE DIVERSITY IN REGARDS TO GENDER, SEXUALITY AND NATIONALITY

ENSURE NON-DISCRIMINATION

ENSURE EQUAL OPPORTUNITIES AND PAY FOR MEN AND WOMEN

GUARANTEE FREEDOM OF ASSOCIATION

NO FORCED, COMPULORY OR CHILD LABOUR

HEAD OFFICE EMPLOYEES

SAFE AND HEALTHY WORKING CONDITIONS

TURNING THE STATUS QUO IN THE FASHION INDUSTRY UPSIDE DOWN TAKES NOT ONLY SKILL AND DEDICATION BUT ALSO A HAPPY AND HEALTHY TEAM.

AT SON OF A TAILOR, WE PROMOTE OPPORTUNITIES TO GROW AND DEVELOP SKILLS, AND TO BALANCE PRIVATE LIFE WITH WORK TASKS. WE BELIEVE THAT IT IS GOOD FOR OUR EMPLOYEES AND BELIEVE THAT WHAT IS GOOD FOR EMPLOYEES IS GOOD FOR BUSINESS. BESIDES THIS, DANISH/EU LAW STRICTLY REGULATES WORKING CONDITIONS MAKING SURE THAT EVERYONE IS SAFE AND HEALTHY.

OUR COMMITMENTS

PROVIDE WORK INJURY INSURANCE FOR ALL EMPLOYEES

PROVIDE WORK EQUIPMENT THAT RESPECTS EMPLOYEES' IDIVIDUAL NEEDS

PROVIDE DATA SECURITY

PROVIDE OPPORTUNITIES TO GROW AND DEVELOP SKILLS

PROVIDE OPPORTUNITIES TO SHAPE OWN TASKS

PROMOTE WORK-LIFE BALANCE: WORKING FROM HOME, MATERNITY/PATERNITY LEAVE

OFFER NO UNPAID JOBS OR UNPAID INTERNSHIPS

PROMOTE A LEARNING CULTURE: LEARN FROM MISTAKES AND STRIVE FOR IMPROVEMENT

PROMOTE A CULTURE OF RESPECT, OPENNESS AND EMPOWERMENT

INITIATIVES

FORMULATE AN INTERNAL CODE OF CONDUCT FOR THE HEAD OFFICE, INCLUDING A CLEAR STATEMENT OF OUR DIVERSITY POLICY AND OF OUR COMMITMENT TO HUMAN AND LABOUR RIGHTS

EXPLORE POSSIBILITIES OF CERTIFICATIONS FOR SON OF A TAILOR AS A WORKPLACE

WE BELIEVE THAT THERE IS ALWAYS ROOM FOR IMPROVEMENT. THIS DOES NOT ONLY APPLY TO OUR PRODUCTS BUT ALSO TO SON OF A TAILOR AS A WORKPLACE.

BEING A SMALL COMPANY, OUR APPROACH TO HR HAS MOSTLY BEEN SHAPED BY AN INFORMAL UNDERSTANDING OF WHO WE ARE AS A BRAND AND HOW THIS TRANSLATES INTO THE WAY WE GO ABOUT OUR DAILY TASKS AND HOW WE ARE HIRING NEW EMPLOYEES. FOR THE COMING YEAR, WE AIM TO FORMALLY DOCUMENT OUR WAY OF DOING THINGS BY BRINGING OUR COMMITMENTS ON PAPER.

PEOPLE

PRODUCTION PARTNERS

WE BELIEVE IN QUALITY AND CRAFTSMANSHIP. ONLY IF THE QUALITY IS RIGHT, YOU WILL WANT TO WEAR THE CLOTHES OVER AND OVER AGAIN. THAT'S WHY WE ARE ONLY WORKING WITH THE MOST SKILLED SEAMSTRESSES AND KNITTERS WHO HAVE THE SAME DEDICATION TO DETAILS AND HIGH QUALITY AS WE DO.

WE SELECT OUR PRODUCTION PARTNERS BASED ON THEIR SKILL, BUT ALSO ON THEIR STRONG COMMITMENT TO GOOD WORKING CONDITIONS AND SHARED VISION TO MAKE GARMENT PRODUCTION BETTER FOR EVERYONE INVOLVED. OUR "MADE-TO-ORDER" APPROACH REQUIRES THAT WE ARE ALWAYS IN CLOSE CONTACT WITH OUR PARTNERS. THIS MAKES LONG-TERM RELATIONSHIPS THAT ARE BASED ON TRUST AND TEAM WORK EVEN MORE IMPORTANT.

WE PROACTIVELY CHOSE TO PRODUCE ALL SON OF A TAILOR GARMENTS IN THE EUROPEAN UNION. THIS ENSURES TRANSPARENT AND REGULATED WORKING CONDITIONS AS ALL PARTNERS HAVE TO ADHERE TO EU LAW. BESIDES THAT, ALL OUR PRODUCTION PARTNERS HAVE SIGNED A CODE OF CONDUCT THAT OUTLINES OUR MUTUAL COMMITMENT TO ETHICAL, FAIR AND TRANSPARENT BUSINESS BEHAVIOUR. OUR CODE OF CONDUCT IS BASED ON THE INTERNATIONAL AGREED STANDARDS FOR RESPONSIBLE BUSINESS BEHAVIOUR FORMULATED BY THE INTERNATIONAL LABOUR ORGANISATION (ILO) AND THE 10 PRINCIPLES FOR HUMAN RIGHTS, LABOUR, ENVIRONMENT AND ANTI-CORRUPTION FORMULATED BY THE UN GLOBAL COMPACT.

DIVERSITY.
NON-DISCRIMINATION.
EQUAL OPPORTUNITIES.

OUR COMMITMENT TO DIVERSITY, NON-DISCRIMINATION, AND EQUAL OPPORTUNITIES IS AS VALID IN REGARDS TO OUR PRODUCTION TEAM AS IT IS IN REGARDS TO OUR HEAD OFFICE. SON OF A TAILOR CONDEMNS ANY TYPE OF VIOLATIONS OF THE INTERNATIONALLY DECLARED HUMAN RIGHTS. WE BELIEVE IN TREATING PEOPLE WELL WITH DIGNITY AND RESPECT REGARDLESS GENDER, RACE, RELIGIOUS OR CULTURAL BELIEFS AND EXPECT OUR PARTNERS AND SUPPLIERS TO WARRANT THE INTERNATIONALLY DECLARED HUMAN RIGHTS, TOO.

ALL WORKERS, COLLABORATORS, SUPPLIERS, SUB-SUPPLIERS, AND CONSULTANTS INVOLVED WITH SON OF A TAILOR'S PRODUCTION ARE CAREFULLY CHOSEN BASED UPON THEIR MINDSET AND COMPETENCES, RATHER THAN ON THE BASIS OF GENDER, RACE, RELIGIOUS OR CULTURAL BELIEFS.

WE BELIEVE THAT THE FASHION INDUSTRY HAS TO BE BETTER AND BY TREATING PEOPLE WELL, WE ALSO TREAT THE BUSINESS WELL.

OUR COMMITMENTS

WORK ONLY WITH EU BASED SUPPLIERS AND COLLABORATORS TO ENSURE A COMPLIANCE WITH EU REGULATIONS

VISIT ALL COLLABORATORS AND SUPPLIERS REGULARLY TO GET A PERSONAL IMPRESSION OF WORKING CONDITIONS AND STRENGTHEN THE RELATIONSHIP

ENSURE THAT THE CODE OF CONDUCT IS COMMUNICATED AND RESPECTED AMONG OUR PRODUCTION PARTNERS

PRODUCTION EMPLOYEES

86 PORTUGAL

13 ITALY

PORTUGAL

ITALY

SAFE AND HEALTHY WORKING CONDITIONS

OUR PRODUCTION TEAM IS A VITAL PART OF SON OF A TAILOR AND WE ARE COMMITTED TO ENSURE THAT EVERYONE WORKING FOR US IS DOING SO OUT OF FREE WILL AND UNDER SAFE AND HEALTHY CONDITIONS.

WE BELIEVE THAT WORKING BY FREE WILL IS A FUNDAMENTAL RIGHT. THEREFORE, ALL PARTNERS MUST ENSURE THAT NO PEOPLE INVOLVED WITH SON OF A TAILOR'S PRODUCTION ARE IMPOSED TO FORCED AND COMPULSORY LABOUR IN ANY FORM.

OUR PARTNERS MUST PROVIDE A SAFE AND HEALTHY WORKING ENVIRONMENT TO MINIMIZE ANY RISKS OF ACCIDENTS AND INJURY OCCURRING IN THE COURSE OF WORK. THIS INCLUDES AN ADEQUATE WORKING STATION. VERBAL, EMOTIONAL, AND PHYSICAL ABUSE AND INTIMIDATION IS STRICTLY PROHIBITED AND CONDEMNED.

ALL COLLABORATORS ARE PAID AT LEAST THE MINIMUM WAGE REQUIRED BY NATIONAL LAW AS WELL AS A 13TH MONTH PAY. A STANDARD WORK WEEK IN OUR PRODUCTION IS 40 HOURS.

OUR COMMITMENTS

WORK ONLY WITH EU BASED SUPPLIERS AND COLLABORATORS TO ENSURE A COMPLIANCE WITH EU REGULATIONS

VISIT ALL COLLABORATORS AND SUPPLIERS REGULARLY TO GET A PERSONAL IMPRESSION OF WORKING CONDITIONS AND STRENGTHEN THE RELATIONSHIP

UTILISE THE NEWEST TECHNOLOGY TO ENSURE A LIGHTER WORK PROCESS AT OUR PRODUCTION FACILITIES

PAY ALL EMPLOYEES AT LEAST THE MINIMUM WAGE

CONTINUED AND ENSURED PAYMENT OF ALL SUPPLIERS

PRODUCTION VISITS

WE WORK CLOSELY WITH OUR PRODUCTION PARTNERS AND VISIT THEM REGULARLY. WHILE WE HAVE BEEN WORKING WITH OUR PORTUGUESE PARTNERS FOR SEVERAL YEARS, WE ONLY STARTED PRODUCING IN ITALY WHEN LAUNCHING OUR ZERO WASTE PULLOVER IN AUTUMN 2019.
IN 2020, THE GLOBAL COVID-19 PANDEMIC HAS MADE TRAVELLING TO OUR PRODUCTION PARTNERS DIFFICULT AND FOR THE MOST PART IMPOSSIBLE. SIMILAR TO THE HEAD OFFICE, WE OFTEN HAD TO SWITCH TO ONLINE MEETINGS FOR THE TIME BEING.

MADE BY

MEET THE FACES BEHIND OUR GARMENTS

AT SON OF A TAILOR, WE ARE TAKING SUPPLY CHAIN TRANSPARENCY ONE STEP FURTHER, FROM "MADE IN" TO "MADE BY": EACH ITEM IS NOT ONLY MADE ESPECIALLY FOR YOU, IT ALSO COMES WITH THE NAME OF THE PERSON WHO MADE IT. THIS WAY WE RECONNECT THE PEOPLE WHO MAKE OUR CLOTHES AND THE PEOPLE WHO WEAR THEM. ON OUR WEBSITE YOU CAN LOOK UP THE FACE BEHIND YOUR GARMENT AND LEARN MORE ABOUT OUR PRODUCTION PARTNERS.

100% OF OUR GARMENTS CAN BE MATCHED WITH THE PERSON WHO MADE THEM AND ALL OUR SUPPLIERS ARE LISTED ON THE WEBSITE. WE CURRENTLY PROVIDE FULL PROFILES FOR ALL OUR PORTUGUESE PARTNERS, OUR ITALIAN PARTNERS ARE ONLY LISTED WITH THEIR NAMES WHILE WE ARE WORKING ON THE IMAGE MATERIAL.

INITIATIVES

DEVELOP AND/OR ADOPT NEW TECHNOLOGIES AND PROJECTS TO MAKE TASKS MORE CONVENIENT FOR OUR PRODUCTION TEAM

COMMUNICATE TRANSPARENCY OF SUPPLIERS AND COLLABORATORS MORE CLEARLY

ADD THE "MADE BY" CONCEPT FOR OUR ITALIAN SUPPLIER TO THE WEBPAGE

WE ALWAYS STRIVE TO DO BETTER AND THIS APPLIES TO ALL ASPECTS OF OUR BUSINESS. THE PEOPLE WHO MAKE OUR CLOTHES ARE AN INTEGRAL PART OF SON OF A TAILOR AND WE ARE PROUD OF THE HUMAN FACTOR IN OUR PRODUCTION THAT HELPS TO KEEP CRAFTSMANSHIP ALIVE. FOR THE NEXT YEAR, WE AIM TO CONTINUE TO MAKE THE EVERYDAY TASKS OF OUR PRODUCTION PARTNERS MORE CONVENIENT FOR THE EMPLOYEES PERFORMING THEM. ON TOP OF THAT, WE WANT TO BE EVEN MORE OPEN AND TRANSPARENT TOWARDS YOU BY MAKING MORE INFORMATION AVAILABLE ON THE WEBSITE.

PLANET

WITH WASTEFUL PRODUCTION PROCESSES AND OVERPRODUCTION, THE FASHION INDUSTRY HAS TAKEN ITS TOLL ON OUR PLANET.

WITH WASTEFUL PRODUCTION PROCESSES AND OVERPRODUCTION, THE FASHION INDUSTRY HAS TAKEN ITS TOLL ON OUR PLANET. IT IS UNCERTAIN WHETHER MAKING AND SELLING CLOTHES CAN EVER BE TRULY SUSTAINABLE BUT OUR AIM IS TO DEVELOP PRODUCTION PROCESSES AND TECHNIQUES THAT HELP TRANSFORM THE INDUSTRY.

WE BELIEVE THAT "MADE-TO-ORDER" AND MORE SPECIFICALLY "MADE-TO-MEASURE" HAS GREAT POTENTIAL TO EFFECTIVELY ADDRESS WASTE AND CO2 EMISSIONS AS TWO OF THE BIGGEST ENVIRONMENTAL ISSUES OF GARMENT PRODUCTION. WHILE OUR APPROACH ENABLES US TO MINIMISE THE AMOUNT OF WASTED MATERIALS, WE ARE ALSO COMMITTED TO EXPLORING MORE SUSTAINABLE ALTERNATIVES AND TO DIVERSIFYING THE MATERIALS THAT WE ARE USING.

MATERIALS

AS A CLOTHING COMPANY WORKING WITH "SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION", MATERIAL CHOICES PLAY A CRITICAL ROLE. WE CHOOSE OUR MATERIALS VERY CAREFULLY. THIS MEANS THAT WE ONLY WORK WITH MATERIALS OF WHICH WE KNOW THE COMPOSITION AND WHICH ARE LONG-LASTING. WE ONLY USE NATURAL MATERIALS AND WHENEVER POSSIBLE MAKE THE WHOLE GARMENT OUT OF A SINGLE MATERIAL WHICH IS AN IMPORTANT ASPECT WHEN CONSIDERING RECYCLABILITY. WE CHOOSE OUR SUPPLIERS BASED ON THEIR COMMITMENT TO EXCEPTIONAL QUALITY AND TRANSPARENCY.

COTTON

WHEN IT COMES TO COTTON QUALITY, IT IS ACTUALLY QUITE STRAIGHT FORWARD. THE LONGER THE COTTON STAPLE, THE HIGHER THE QUALITY. SON OF A TAILOR ONLY USES SUPIMA COTTON, WHICH IS 100% EXTRA LONG STAPLE COTTON, THE HIGHEST GRADE COTTON IN THE WORLD. THE LONG FIBERS ARE VERY RESISTANT TOWARDS PULLING, BREAKING AND TEARING, MAKING THE SUPIMA COTTON A LONG-LASTING MATERIAL.

THE SUPIMA COTTON IS GROWN IN CALIFORNIA, AND HOLDS BOTH THE SUPIMA AND OEKO TEX 100 CERTIFICATION, THUS, HAS BEEN TESTED FOR ALLERGY AND HARMFUL SUBSTANCES.

WOOL

THE LUXURIOUS LOOK OF MERINO WOOL COMES FROM THE PROCESS OF REMOVING THE SCALE STRUCTURE OF THE MERINO FIBER WHICH GIVES EACH FIBER A SMOOTH AND SOFT SURFACE. ALL SON OF A TAILOR'S WOOL GARMENTS ARE MADE FROM EXTRA FINE AND SUPER FINE WOOL BETWEEN 17.5 AND 19.5 MICRONS.

ALL OUR WOOL COMES FROM AUSTRALIAN AND NEW ZEALAND SHEEP. WE ONLY USE 100% MERINO CERTIFIED WOOL THAT IS OEKO TEX 100 CERTIFIED, THUS, HAS BEEN TESTED FOR ALLERGY AND HARMFUL SUBSTANCES.

TENCEL

TENCEL IS THE NEWEST MATERIAL THAT HAS BEEN ADDED TO SON OF A TAILOR'S PRODUCT PORTFOLIO. IT IS CONSIDERED ONE OF THE WORLD'S MOST SUSTAINABLE MATERIALS, HELPING TO MAINTAIN THE ENVIRONMENTAL BALANCE BY BEING INTEGRATED INTO NATURE'S CYCLE. IN A CONTROLLED AND ENVIRONMENTALLY RESPONSIBLE PRODUCTION PROCESS, RAW WOOD FROM SUSTAINABLE, PEFC™ CERTIFIED FORESTRY IS TRANFORMED INTO FINE FIBERS. TENCEL IS CERTIFIED COMPOSTABLE AND BIODEGRADABLE.

OUR TENCEL IS 100% LENZING CERTIFIED, EU LABEL CERTIFIED, AND OEKO-TEX CERTIFIED, THUS, HAS BEEN TESTED FOR ALLERGY AND HARMFUL SUBSTANCES.

THIS YEAR, ALL POLYBAGS USED FOR SON OF A TAILOR ITEMS HAVE BEEN CHANGED FROM RECYCLED POLYESTER TO THE COMPOSTABLE MATERIAL MAIZE STARCH. OUR SHIPPING BOXES ARE MADE OUT OF 70%-90% RECYCLED MATERIAL.

MATERIALS IN SALES BY PERCENTAGE

*TENCEL ADDED AS A PART OF CORE LINE UP IN Q3 OF 2020

WASTE

MINIMISING WASTE HAS ALWAYS BEEN AT THE HEART OF SON OF A TAILOR. THROUGH OUR UNIQUE PRODUCTION APPROACH, WE ELIMINATE OVERPRODUCTION AND INVENTORIES AS MAJOR SOURCES OF WASTE IN CONVENTIONAL SUPPLY CHAINS. FOR REFERENCE, SPRING/SUMMER 2020 ALONE HAS CAUSED 35-45 BILLION EURO WORTH OF OVERSTOCK (MCKINSEY). THUS, WASTE REDUCTION IS AN INTEGRAL PART OF THE WAY WE PRODUCE AND WE ARE ALWAYS STRIVING TO PIONEER SOLUTIONS THAT CAN MAKE THE INDUSTRY AS A WHOLE LESS WASTEFUL.

OUR COMMITMENTS

WE STAY TRUE TO OUR "CUSTOM-FIT" AND "MADE-TO-ORDER" APPROACH THAT ELIMINATES INVENTORIES AND OVERPRODUCTION AS SOURCES OF WASTE

WE ACTIVELY DEVELOP PRODUCTS THAT MAKE USE OF WASTE/LEFTOVER FABRIC

WE ACTIVELY DEVELOP PRODUCTION TECHNIQUES THAT REDUCE PRODUCTION WASTE

PRODUCTION WASTE*

USE OF TOTAL TEXTILE IN CONVENTIONAL GARMENT PRODUCTION

PRODUCTION WASTE / 21.8% **TOTAL PRODUCED GARMENTS / 78.2%** **OVERPRODUCTION / 11.7%**

*SON OF A TAILOR (2019): WHITE PAPER WASTE IN FASHION

ZERO WASTE PRODUCTS

WITH OUR ZERO WASTE PRODUCTS WE ARE TAKING OUR EFFORTS TO MINIMISE WASTE IN CLOTHING PRODUCTION ONE STEP FURTHER. THIS PRODUCT LINE IS NOT ONLY "MADE-TO-ORDER" AND "CUSTOM-FITTED", THUS, ELIMINATING OVERPRODUCTION AND INVENTORIES, AS ALL OUR PRODUCTS, BUT IT IS ALSO 3D KNITTED.

THIS ENABLES US TO REDUCE PRODUCTION WASTE TO LESS THAN 1%. COMPARED TO AN INDUSTRY AVERAGE OF OVER 20% THIS IS A HUGE STEP THAT HAS LARGE POTENTIAL FOR THE INDUSTRY AS A WHOLE.

SINCE THE INTRODUCTION OF THE WORLD'S FIRST PULLOVER OF THIS KIND IN LATE 2019, WE HAVE APPLIED THIS APPROACH TO MORE PRODUCTS. WE ARE CURRENTLY OFFERING FOUR DIFFERENT PULLOVERS PROVING THAT IT IS POSSIBLE TO PRODUCE KNITWEAR IN DIFFERENT STYLES IN A WAY THAT IS FAR LESS WASTEFUL THAN CONVENTIONAL APPROACHES.

USING TEXTILE WASTE

WHILE OUR ZERO WASTE PULLOVERS ARE 3D-KNITTED, MEANING THAT THERE ARE NO CUT OFFS, THE REST OF OUR PRODUCTS ARE CURRENTLY STILL MADE ACCORDING TO THE TECHNIQUE "CUT AND SEW". AS THE NAME SUGGESTS, THE FABRIC IS FIRST CUT AND THEN SEWN TOGETHER WHICH CAUSES CUT OFFS IN THE SENSE THAT NOT THE ENTIRE FABRIC IS UTILISED WHEN CONSTRUCTING THE GARMENT. WE ADDRESS THIS CHALLENGE IN THREE WAYS: FIRSTLY, WE ARE DEVELOPING WAYS TO APPLY THE 3D KNITTING APPROACH TO MORE PRODUCTS. SECONDLY, WE ARE LOOKING INTO ALTERNATIVE WAYS TO MAKE THOSE PRODUCTS THAT CAN NOT BE 3D KNITTED. THIRDLY, WE ARE EXPERIMENTING WITH PRODUCTS THAT UTILISE CUT OFFS THAT WOULD OTHERWISE BE CONSIDERED WASTE. WE'D LIKE TO PUT THE SPOTLIGHT ON THE LAST APPROACH.

IN AN EFFORT TO MINIMISE WASTE, WE TURNED CUT-OFFS FROM THE PRODUCTION OF OUR COTTON GARMENTS INTO BEAUTIFUL RUGS, HANDMADE BY MARIA JOAQUINA IN PORTUGAL. OVER THE LAST YEAR, WE HAVE MADE 99 RUGS WHICH EQUALS ABOUT 150MTR OF SAVED COTTON FABRIC.

IN THE WAKE OF COVID-19 WE HAVE DEVELOPED FACE MASKS, USING LEFTOVER FABRIC, TO KEEP OUR PRODUCTION TEAM SAFE. UPON REQUEST FROM OUR CUSTOMERS, WE HAVE LATER ALSO OFFERED THEM FOR SALE. IN TOTAL, WE HAVE PRODUCED 11670 FACE MASKS FROM LEFTOVER FABRIC WHICH IS THE EQUIVALENT TO ABOUT 690MTR OF SAVED COTTON FABRIC.

CO2

BY MAKING CUSTOM FITTED GARMENTS TO ORDER AND FROM MATERIALS OF THE HIGHEST QUALITY WE DRASTICALLY REDUCE THE EMBODIED CO2 EMISSIONS OF OUR GARMENTS IN COMPARISON TO CONVENTIONAL PRODUCTION APPROACHES. THIS IS THE RESULT OF A WHITE PAPER THAT WE CONDUCTED IN AUTUMN 2019 AND THAT COMPARES THE CARBON FOOTPRINT OF A SON OF A TAILOR T-SHIRT WITH THAT OF A T-SHIRT BOUGHT IN TRADITIONAL OFFLINE RETAIL AND E-COMMERCE.

THIS ANALYSIS SHOWS THAT THE EMBODIED (I.E. FULL SUPPLY CHAIN) CO2 EMISSIONS FOR A SON OF A TAILOR T-SHIRT ARE 32% LOWER THAN FOR A T-SHIRT FROM TRADITIONAL FASHION E-COMMERCE AND 45% LOWER THAN FOR A T-SHIRT FROM OFFLINE FASHION RETAIL. THIS IS MAINLY DUE TO OUR "MADE-TO-ORDER" APPROACH THAT ELIMINATES OVERPRODUCTION AND INVENTORIES, MEANING THAT THE ONLY WAREHOUSING THAT TAKES PLACE IS WHEN THE FINISHED PRODUCT ARRIVES AT OUR LOGISTICS PARTNER TO BE SENT TO THE CUSTOMER FOR WHOM IT WAS MADE.

ANOTHER IMPORTANT ASPECT IS THAT THE CUSTOM FIT, TOGETHER WITH OUR FOCUS ON MATERIALS OF THE HIGHEST QUALITY AS WELL AS A SKILLED PRODUCTION TEAM THAT ENSURES THE GARMENTS' LONGEVITY, RESULTS IN CUSTOMERS WEARING THEIR SON OF A TAILOR PRODUCTS MORE THAN AVERAGE.

OUR COMMITMENTS

THROUGH OUR UNIQUE PRODUCTION APPROACH, WE REDUCE CO2 EMISSIONS IN COMPARISON TO CONVENTIONAL APPROACHES

WE PROACTIVELY DEVELOP PRODUCTION TECHNIQUES THAT HELP REDUCE CO2 EMISSIONS

A SON OF A TAILOR T-SHIRT HAS 32% LOWER EMBODIED CO2 EMISSIONS COMPARED TO GENERAL FASHION E-COMMERCE*

*SON OF A TAILOR (2019): WHITE PAPER CARBON FOOTPRINT OF SON OF A TAILOR COMPARED TO THE FASHION INDUSTRY

CARBON NEUTRAL CERTIFIED HEAD OFFICE

AS A COMPANY THAT MAKES AND SELLS GARMENTS, REDUCING THE CARBON EMISSIONS ASSOCIATED WITH THE PRODUCTION IS CRUCIAL. HOWEVER, IT IS ALSO IMPORTANT NOT TO LOSE SIGHT OF THE ACTIVITIES IN OUR HEAD OFFICE. THAT'S WHY WE GOT OUR HEAD OFFICE CARBON NEUTRAL CERTIFIED IN 2019.

WHAT WE ARE UNABLE TO ELIMINATE THROUGH ENERGY EFFICIENCIES AND OTHER REDUCTION STRATEGIES IN-HOUSE, WE COMPENSATE FOR BY FUNDING INDEPENDENTLY VALIDATED PROJECTS THAT RE-ESTABLISH THE AMAZON RAINFOREST. OUR EMPLOYEES AT THE HEAD OFFICE SUPPORT THIS BY OPTING FOR BICYCLE AND FOOT AS THEIR MEANS OF TRANSPORT WHEN COMMUTING TO AND FROM WORK, CAUSING ZERO EMISSIONS. AS AN E-COMMERCE COMPANY, DELIVERIES OF OUR PRODUCTS TO OUR CUSTOMERS ARE CURRENTLY RESPONSIBLE FOR THE MAJORITY OF OUR HEAD OFFICE'S CARBON FOOTPRINT. WE ARE WORKING ON UTILISING MORE SUSTAINABLE DELIVERY OPTIONS.

COMPANY GHG EMISSIONS BY SOURCE (tCO_2e)

INITIATIVES

INVESTIGATE RECYCLING SYSTEMS TO CLOSE THE LOOP AT THE END OF PRODUCT USE

UTILISE MORE RECYCLED MATERIALS

MAP OUT OUR SUSTAINABILITY ACTIVITIES ACCORDING TO SDGS

LOOK INTO MORE SUSTAINABLE SHIPPING OPTIONS

EDUCATE CUSTOMERS ON GARMENT CARE TO PROMOTE LONGEVITY

COMMUNICATE SUSTAINABILITY AGENDA MORE CLEARLY

MAKING GARMENTS TO ORDER, ACCORDING TO EACH CUSTOMER'S INDIVIDUAL MEASUREMENTS, AND FROM HIGH QUALITY MATERIALS THAT LAST IS BETTER FOR THE PLANET THAN CONVENTIONAL MASS PRODUCTION. THAT'S EXACTLY WHY WE BELIEVE THAT OUR APPROACH IS THE RIGHT APPROACH. BUT IT'S NOT A PERFECT APPROACH, THERE IS ALWAYS ROOM TO MAKE OUR PROCESSES AND PRODUCTS GREENER. THIS RANGES FROM OUR USE OF MATERIALS AND OUR SHIPPING OPTIONS, TO THE EDUCATION OF OUR CUSTOMERS.

WANT TO KNOW MORE?
PLEASE REACH OUT TO OUR CUSTOMER SUPPORT AT
SUPPORT@SONOFATAILOR.COM

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