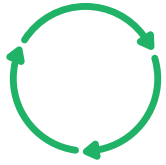


THE GREEN WALK - 8 Sustainable Criteria



ORGANIC

For a brand to be labelled **ORGANIC** it needs to have received at least one of a number of recognised certifications for example Global Organic Textile Standard (GOTS) or Soil Association.



RECYCLED

RECYCLED covers both recycled and upcycled materials, recycled clothing in second hand and vintage shops as well as other concepts where clothing is recycled such as leasing.



MADE IN EUROPE

MADE IN EUROPE ensures that factories are following EU legislation concerning working conditions and environment, while also reducing transport and CO² emissions.



CRAFTSMANSHIP

Making use of **CRAFTSMANSHIP**, handmade or artisanal skills in the production creates unique high-quality garments and can provide livelihoods for workers in rural areas.



FAIR

FAIR and ethical production means fair wage and safe working conditions. Standards such as WRAP, Fairtrade and World Fair Trade Organization (WFTO) ensure ethical production.



LONGEVITY

Design for **LONGEVITY** is durable over time, durable in design and durable in use. The design, materials and manufacturing must be of such high quality that it can stand the test of time.



TOXIC-FREE

TOXIC-FREE. Brands carrying the Oeko-Tex standard 100 certification are free from any harmful chemicals. Also vegetable tanned leather is free from chrome and acids.



LOW IMPACT FOOTPRINT

Brands with **LOW-IMPACT-FOOTPRINT** make an extra effort to lower their carbon footprint for example by the use of innovative materials and processes that reduce the CO² emissions.