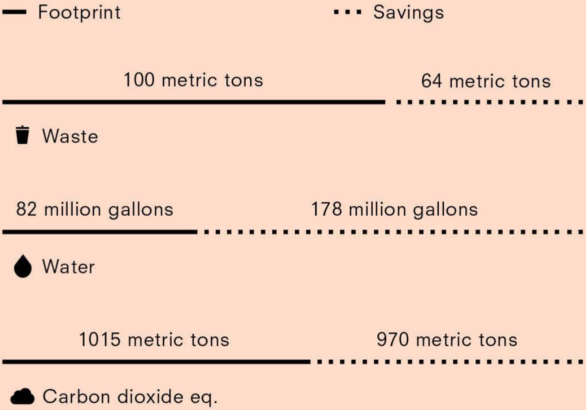
The sustainability report

Big companies report their profits in quarterly earnings reports. We think companies should be accountable for more than just profits. That's why from now on, we'll be sending you guys our quarterly sustainability report so we can track our progress together.

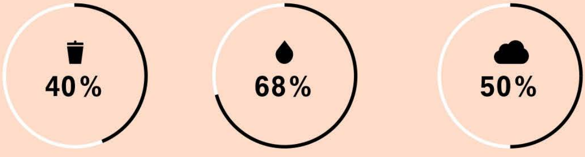
Sexy math

RefScale tracks our exact environmental footprint in terms of water, carbon dioxide and waste. It's important for us to keep reducing this footprint, so we invest in low impact alternatives in all stages of manufacturing, like eco fabrics and LED lighting.

Here's our impact from last year:



Here's how much we saved last year compared to most clothes bought in the U.S.:



Waste

Water

Carbon dioxide

And because we want you to see firsthand how you're making a difference, last year we launched a dashboard that lets every customer check out how much water, carbon dioxide and waste they personally saved from their purchases. Good job, guys.

What the f*ck is an offset?

It's not enough just to manufacture sustainably - we also invest in programs that replace the resources we've spent. Which is where offsets come in. Basically in exchange for the emissions, water and waste our clothes used in 2016, we helped plant forests to naturally capture carbon dioxide, invested in clean water solutions, and purchased landfill gas offsets. Kinda like Venmo but for Earth. Here's the breakdown:

Carbon

We offset 2,000 metric tons of carbon dioxide that protected more than 1,000 acres of Amazon rainforest from deforestation. We teamed up with the Brazilian Rosewood Amazon Conservation Project, which works to employ the local community and eliminate illegal logging.

Energy

We purchase 100% wind energy offsets from Arcadia Power for the electricity we use in our Factory, HQ, and retail stores. In 2016, we purchased 227 megawatt-hour of wind energy, to be exact.

Water

We contributed 15 million gallons of fresh water to critically dewatered rivers and wetlands throughout the US. We did this with our buddies from the Bonneville Environmental Foundation's (BEF) Water Restoration Program, who focus on water security for people, fish and wildlife.

Waste

We offset our waste footprint by calculating the amount of natural gas needed to landfill the generated waste and then offsetting the calculated energy emissions toward landfill gas projects in the United States. In 2016, we offset 520 metric tons of carbon dioxide.

The fabric is the magic

Some of our fabrics still have a significant impact on the environment, so we're always looking for better options. In 2016, we focused on finding more sustainable versions of our highest impact fibers - cashmere and silk.

Bluesign® Certified Eco Silk

We sourced our Eco Silk from a Bluesign certified mill. The fabric is made using a holistic systems approach, which means only safe dyes are used.

Cradle to Cradle Certified® Cashmere Sweaters

We sourced all our cashmere silk sweaters from Naadam, a brand that uses hand-combed, cruelty-free cashmere from wild Mongolian goats. The silk used is pesticide-free and harvested from cocoons left behind after the silk moths have flown away.

We're just getting started

There's still a lot to do, and we're working hard to be better. Our goal for 2017 is to reduce our product impact per unit by 10% compared to last year.

Here's our % to goal in 2017 so far:

🗑	Waste	104%
💧	Water	74%
☁	Carbon dioxide eq.	93%

Also, we have some exciting new stuffs coming in 2017! Like these stuffs:

#WeAreReformation

Our new and improved sustainable factory in Downtown LA is now open and 4x the size of our old space! We are working on installing rooftop solar, EV charging stations, and a sustainable garden. But most importantly, we've launched new programs to further invest in our factory team aka the awesome people behind your clothes.

- We offer free English as a Second Language (ESL) courses twice a week at our factory
- We started an ongoing program that offers every member of our factory team a 15-minute massage
- We offer Pathway to Citizenship services and free legal support for team members to apply for US-citizenship

Dirty talk

Up to 80% of the impact clothes have happens after you take them home so we're introducing new product development standards to make Ref clothes easier to hand and machine wash.

Innovation station

We want to keep pushing innovation in our fabrics + fibers, and see even more sourcing wins in 2017. We'll launch a plan to replace Viscose with something recycled or regenerative, develop 100% sustainable denim, and start to test waterless or non-toxic dye solutions. We're excited to get these new healthy fabrics into your next Ref dress.

Do good, get presents

We want to do something special for our RefScale VIPs who have the highest environmental savings through their purchases. So we've planned some surprises through a new rewards program. Eventually this will be a thing for all of our customers, tied directly to each person’s RefScale dashboard.

Thanks for joining the Reformation and supporting our mission for a more sustainable future. We can’t wait for all the good stuff we’re going to do together. Also stay tuned for the next edition of The Sustainability Report coming soon, k bye!

xx Ref