



Ethical Business Policy

Minna

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1. Ethical Focus, Certification and standards

Minna is committed to:

- Preserving British heritage and maintaining traditional and local skills.
- Sourcing and manufacturing all collections in the UK.
- Only sourcing sustainable textiles, including 100% organic cotton, British wool and fine cotton lace made in Scotland.
- Designing and manufacturing extremely high quality garments that will last and maintain their value.

2. Business structure and practices

Minna is committed to:

- Building and maintaining excellent relationships with employees and suppliers, involving them in decision-making processes and sharing success with them.
- Creating accessories range entirely from vintage and recycled/remnant materials.
- Applying a zero-waste policy, consequently re-using all remnant fabrics for embellishments, accessories and the children's collection.
- Using only sustainable packaging for items purchased from the brands online shop.
- Implementing recycling and low energy use within the office and studio.

3. Sourcing and supply chain policies

Minna is committed to:

- Sourcing materials of extremely high quality, longevity and sustainability.
- Using existing materials rather than manufacturing new fabrics. These currently include, British wool, organic cotton, Scottish lace and end of roll materials peace silk.
- When using leather for accessories or embellishment, only incorporating recycled leather scraps.
- Only sourcing organic cotton that is either SKAL or Soil Association certified.
- Only using AZO free dyes.

4. Factories

Minna is committed to:

- Establishing and maintaining lasting healthy partnerships with freelance seamstresses who work from home (UK)
- Working with small unit production studios in London to support local trade.
- Creating and maintaining unique and important relationships with UK textiles mills (lace & wool)

5. Culture and skills

Minna is committed to:

- Supporting British wool and lace manufacturers.
- Encouraging relationships and regular business for highly skilled independent freelance seamstresses within the UK.

6. Key Targets

- To collaborate with other brands on buying sustainable textiles
- To research and convey sustainability and ethical issues (cotton etc) to supply chain partners.
- To increase textile offering and incorporate more sustainable and fairtrade fabrics.
- To research certified organic laces and encourage suppliers to develop certified organic laces.
- To identify key public profile ambassadors to promote brand identity and ethos.
- To grow the business, both wholesale and online.
- To develop opportunities for collaboration with local charities and youth centres to increase social impact.
- To research if wool factories have policies in place for water conservation, if not encouraging them to do so.