

A woman with brown hair and blue eyes, wearing a vibrant red, textured coat, stands in the center of the frame. She is positioned in front of rows of blue stadium seats. To her right, a green fence separates the seating area from a grassy field. The background shows a clear sky and some distant trees. The overall scene is bright and open.

SUSTAINABILITY UPDATE

2025

WHITE STUFF

A LOOK BACK

At White Stuff, doing the right thing is part of who we are.

In 2025, we made strong progress across our sustainability pillars: Fabrics, Environment, and Community. We create beautiful, responsibly made clothes that last. Certified materials remain central to how we reduce impact. In 2025, 86% of the products we sold included certified fabrics, and using organic and Fairtrade cotton helped us avoid over 5,000 tonnes of CO₂ emissions¹.

We are excited about the steps we have taken to understand and reduce our emissions. Not just those that we produce directly, but also those produced by the factories that we use to make and sell our clothes. Since 2023, we have reduced our carbon emissions by 40%, driven by the responsible choices we make when selecting our fabrics².

We continue to strengthen our factory relationships and are now working to better understand our factories' ESG credentials (such as water and chemical usage), and build these into our factory selection process. We continue to work with them to ensure our governance standards are aligned and delivered in a positive and collaborative manner.

Finally, we are pleased that our charitable activities remain strong as we continue to provide both financial and non-financial support to our charity partners, including our main charity partner, Create Arts UK.

We're proud of how far we've come and we're pushing more than ever towards our ESG goals. Thank you for supporting us as we strive to put people, planet and purpose at the heart of what we do. We look forward to sharing even more progress in the year ahead.



(1) White Stuff 2025 Emissions Report.

(2) When comparing emissions figures published in our 2023 and 2025 Annual Reports

OUR ESG PILLARS

At White Stuff, we're all about trying to do the right thing by the planet and its people. Our ESG commitments are tied to our company values.

PEOPLE AND COMMUNITY

At White Stuff we believe everyone deserves to be treated with fairness, dignity and respect across our business, our communities and our supply chain.

FABRICS

We are committed to using certified natural materials and increasing our use each year, while exploring innovative fabrics and circular production methods to offer better choices for our customer.

ENVIRONMENT

We take a holistic approach to protecting the environment. We want to make sure that we minimise our impact and aim to have a positive influence.

ENABLED BY:

PEOPLE AND CULTURE
PROCESS AND TECHNOLOGY
SUSTAINABILITY AND CHARITY

OUR YEAR IN A SNAPSHOT

#1

We remain the UK's biggest fashion retailer for Fairtrade sourced cotton

86%

of products sold last year included certified materials

49%

of products sold last year were recyclable

95%

of products sold contained natural fibres

927

We donated 927 cartons to New Life (containing around 4,000 product samples).

£166K

donated to charity in this year.

100%

of the cotton in our range is organic, recycled or Fairtrade certified.

100%

100% of our man-made cellulosic fibres are sourced from certified and well-managed forests

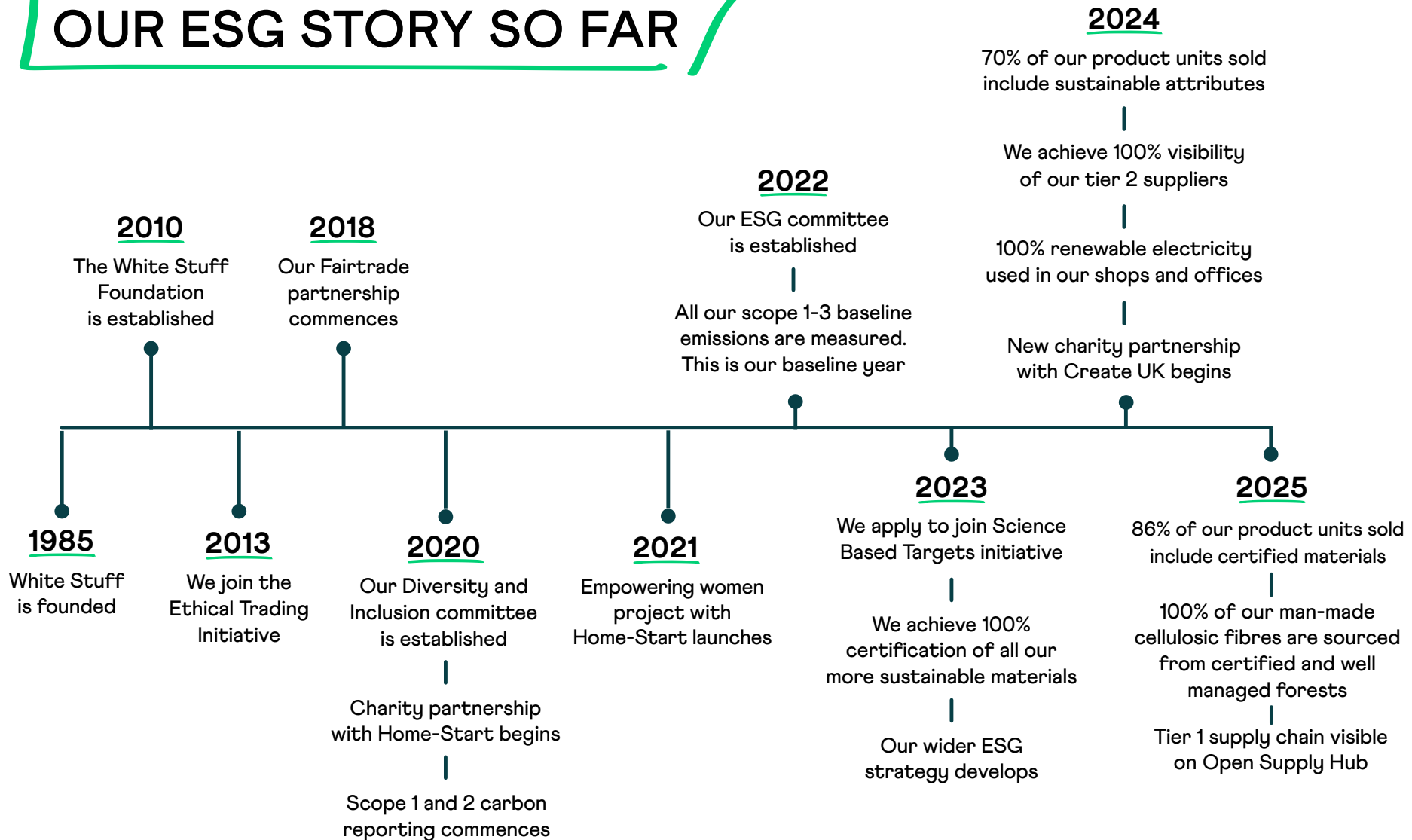
100% of the energy used in our shops and at our head office was renewable

Our delivery bags are made from 100% recycled content, and are recyclable

100% of all our packaging waste at our warehouse is recycled

100% of our tier 1 factories are now available to view on the Open Supply Hub. A collaborative transparency website for sharing traceability of our supply chain

OUR ESG STORY SO FAR



OUR ONGOING PRIORITIES

1.

To increase the proportion of certified materials in our product ranges.

→ We have now achieved certified materials usage for 86% of our total product range.

2.

To improve the visibility and transparency of our end-to-end supply chain, with a focus on improving our insight of our factory ESG credentials.

→ We have continued our goal of being a transparent business.

We've now launched our tier 1 supply chain on the Open Supply Hub.

3.

To measure and reduce our carbon emissions, whether directly or indirectly produced.

→ We looked closely at how our fabric choices affect the planet and by using certified materials, we avoided around 17% of clothing-related emissions.

Choosing organic and Fairtrade cotton over conventional cotton made a big difference, helping us prevent over 5,000 tonnes of CO₂ emissions.

4.

To provide financial and non-financial support to our charity partners, and to provide our employees with the opportunity to do the same.

→ We donated £166K to charity over the last year and increased awareness and support of Create among our employees and customers.

5.

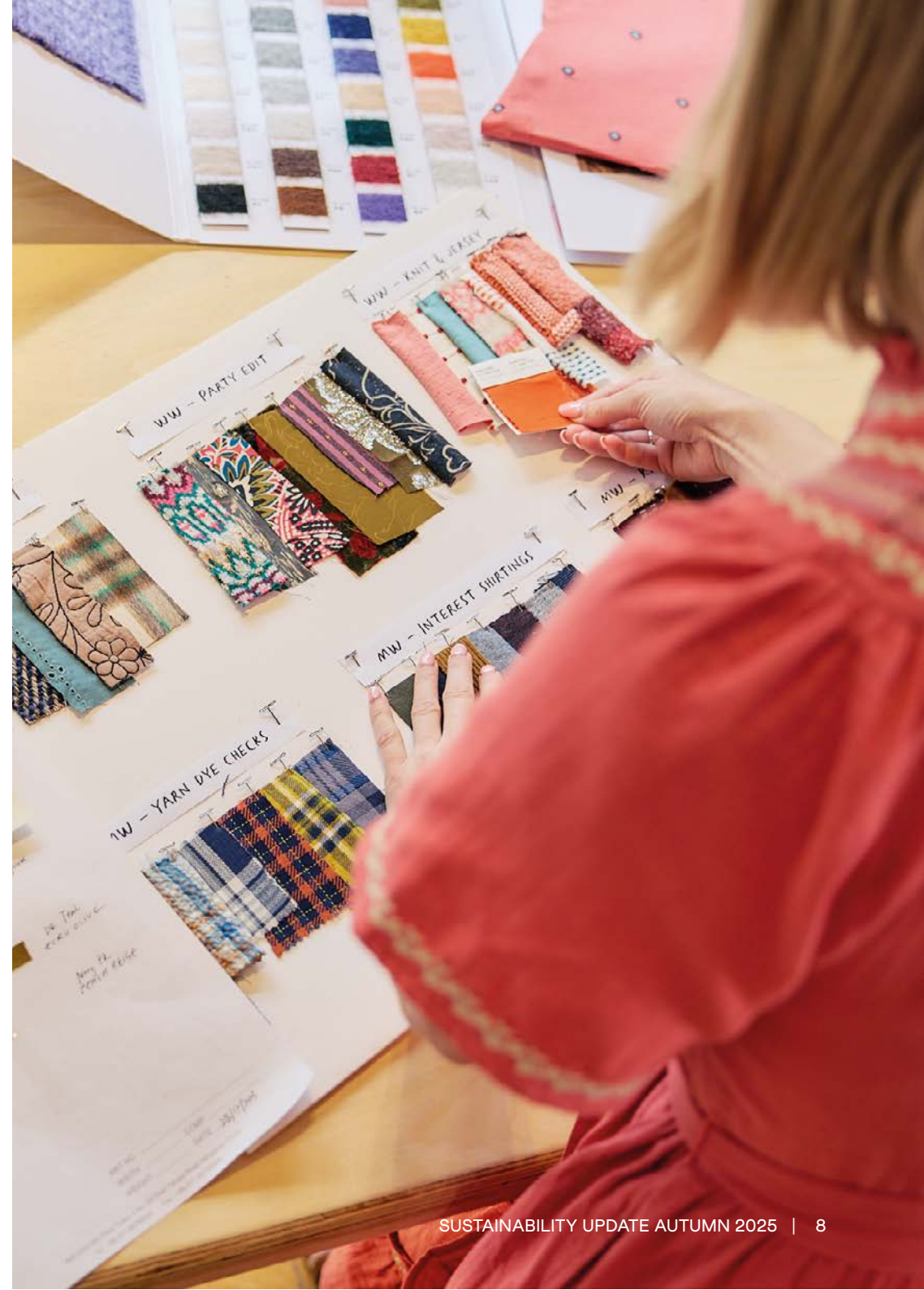
To strengthen our position as a supportive retailer, enhance our policies and benefits and to benchmark and critique our diversity and inclusion work.

→ We launched our Online Accessibility Framework to make shopping easier for everyone, both online and in-store.

The image displays three distinct fabric textures stacked vertically. The top layer is a tan-colored material with a fine, leather-like grain. The middle layer is a vibrant blue fabric with a prominent, regular ribbed texture. The bottom layer is a yellowish-gold fabric with a similar ribbed texture. The word 'FABRICS' is printed in white, bold, uppercase letters across the center of the blue fabric. Below the text is a decorative white wavy line.

FABRICS

We're dedicated to choosing better materials for our clothes. This year we have achieved our commitment of sourcing 100% of our viscose, modal and lyocell from certified sources.



MATERIALS

We are known for using natural materials in our clothes. (Something you, our customers, have told us you value.) These natural fibres create soft, breathable fabrics that are biodegradable and recyclable. By using certified sources, we are confident that the land, animals and farmers that produce the fibres are treated in a more sustainable and ethical way.

“This year, 95% of our products contained natural fibres.”

We define certified materials as having one of the attributes set out in the table, and are delighted that for the year under review, 86% of our products contained responsible materials as follows:



Attribute	Certification standard	% total units
Organic	Global Organic Textile Standard Organic Cotton Standard	48%
Fairtrade	Fairtrade Standard	12%
Sustainable Viscose	LENZING™ ECOVERO™, Livaeco™ by Birla Cellulose™, and FSC®.	8%
Recycled Fabric	Global Recycled Standard	8%
European Flax	European Flax	3%
Responsible Wool	Responsible Wool Standard	3%
Total		86%

WHAT DO WE MEAN BY CERTIFIED MATERIALS?

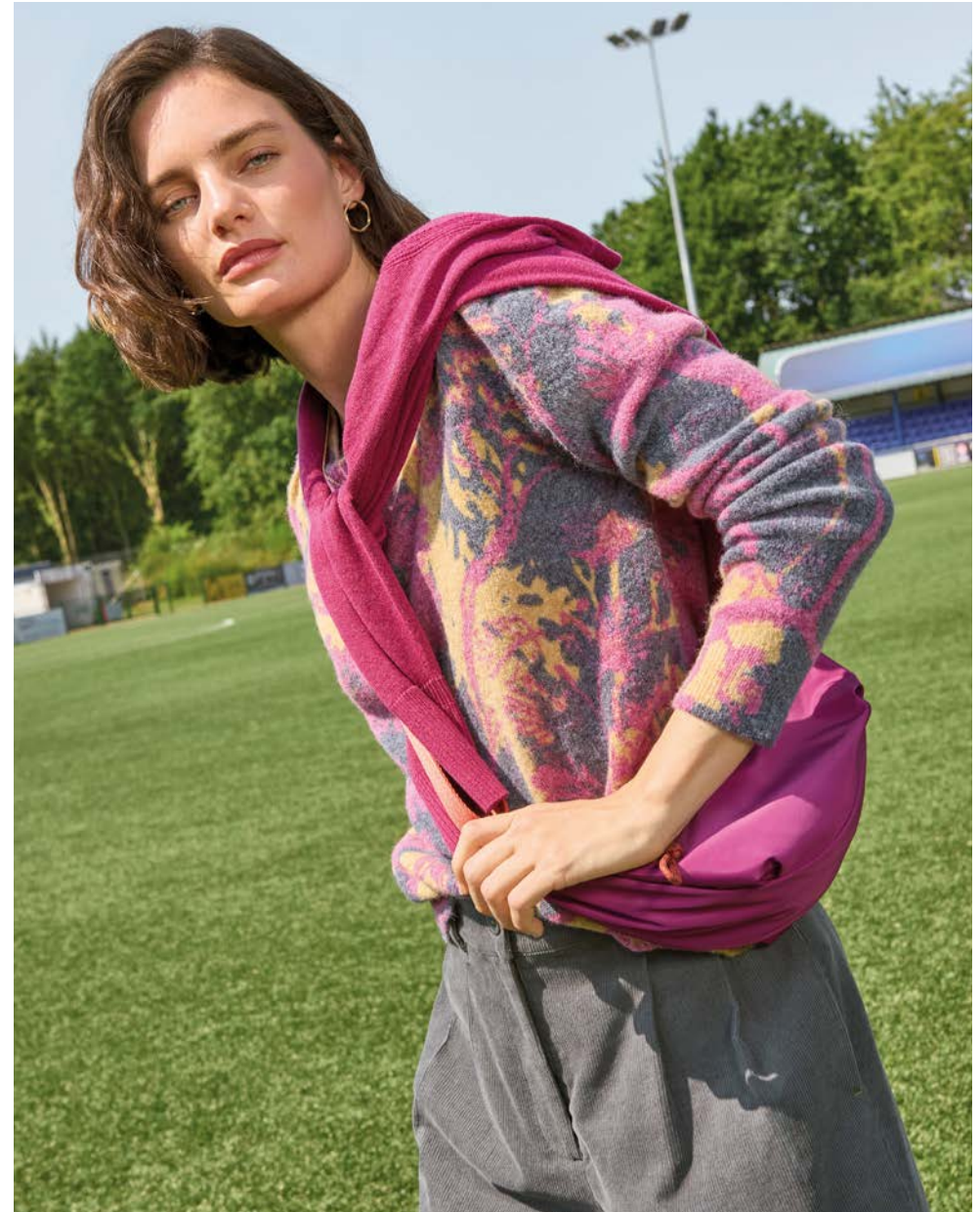
These are materials that are more sustainable than their conventional alternatives, and the claims around their sustainability credentials are verified by independent certification bodies.

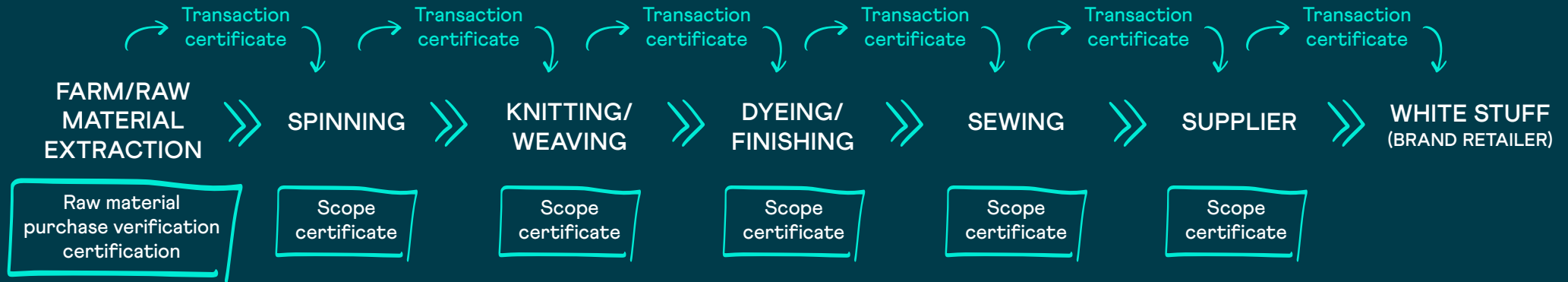
All our responsible materials carry independent chain of custody certification which provides us with transparency of the material origin throughout the supply chain. It also ensures that our high ethical, environmental and chemical standards are met at each stage.

“By using certified materials, we aim to reduce our environmental or societal harm from the production of our goods.”

We adhere to the rigorous procedures issued by the Organic Cotton Standard, Global Organic Textile Standard, Global Recycling Standard, Responsible Wool Standard and Forestry Stewardship Council. We apply these to ensure we reach their required standards for each product.

You can find out more by reading our certified materials guide at whitestuff.com/materials-guide





This year, both our head office and our distribution centre were audited by a third-party auditor for the Global Organic Textiles Standard (GOTS) and the Forestry Stewardship Council (FSC). This ensured we hold the necessary credentials to use and sell certified fabrics through all of our retail shops and our partnerships globally.

WHAT DO WE MEAN BY CERTIFIED MATERIALS?

Certification	Definition
Global Organic Textiles Standard (ORGANIC COTTON)	The Global Organic Textile Standard (GOTS) sets rigorous criteria for both ecological and social aspects, including the use of organic fibers, safe chemical use, sustainable water and energy management, and fair labour conditions.
Organic Cotton Standard (ORGANIC COTTON)	The Organic Cotton Standard is a certification that ensures cotton is grown and processed according to strict organic farming practices. Prohibiting synthetic pesticides, herbicides, and genetically modified organisms (GMOs).
Fairtrade Standard (FAIRTRADE COTTON)	The Fairtrade Cotton FSI Model (Fairtrade Standards Initiative) is a framework designed to support cotton farmers by ensuring they receive fair prices, access to premium payments, and improved working conditions.
LENZING™ (VISCOSE, MODAL & LYOCELL)	LENZING™ is an Austrian company renowned for producing high-quality, sustainable fibres made from renewable wood sources. The company specialises in the manufacturing of TENCEL™ and LENZING™ ECOVERO™ fibres (wood pulp sourced from protected forests).
Birla™ (VISCOSE & MODAL)	Birla Cellulose™ is an Indian sustainable fibre brand, known for producing high-quality, eco-friendly cellulosic fibres derived from renewable wood pulp. These include products such as Birla™ Modal and Livaeco™, all manufactured using environmentally responsible processes that minimise water, energy, and chemical use.
FSC® (VISCOSE)	FSC® viscose refers to viscose fibres that are produced from wood pulp sourced from forests certified by the Forest Stewardship Council (FSC). The FSC® certification ensures that the wood used in the production of viscose comes from responsibly managed forests.
Global Recycled Standard (RECYCLED POLYESTER & COTTON)	The Global Recycled Standard (GRS) for Textiles is a certification that verifies textiles and apparel products contain at least 20% recycled materials and are produced following sustainable and socially responsible practices.
European Flax (LINEN)	European Flax fibres, grown in Northern Europe, require almost no irrigation and very few pesticides.
Responsible Wool Standard (WOOL)	The Responsible Wool Standard (RWS) is a certification that ensures wool is sourced from farms that prioritise animal welfare, sustainable land management, and ethical practices.
Leather Working Group (LEATHER)	The Leather Working Group (LWG) is an international organisation that promotes sustainability and environmental best practices within the leather industry.



OUR MATERIAL COMMITMENTS

“This year we have achieved the goal of 100% of our cellulosic fibres coming from certified sources, including LENZING™, Birla™ and FSC® viscose.”

We have also continued our commitment to using responsibly sourced cotton, ensuring that 100% of the cotton used in our fabrics is either organic, Fairtrade Sourced or recycled cotton.

By the end of 2025, 25% of our synthetic materials will be made from recycled content. In addition, 25% of our wool will be Responsible Wool Standard (RWS) certified.

For 2026 we have set ourself the following target:

50% of our synthetic materials will be made from recycled content by the end of 2026.

OUR ACHIEVEMENTS

86%

of our overall range is made using certified materials and we look to increase this year on year.

16%

increase in our use of certified materials versus last year.

100%

100% of our leather footwear, bags and belts are sourced from Leather Working Group certified tanneries.

100% of our woven linen range is European Flax Certified.

100% of our women's swimwear range is made from REPREVE® fabric. REPREVE® Nylon yarn is created from utilising the scrap nylon waste from production lines which is collected and reformulated into new yarns.

100% of the cotton in our range is organic, recycled or Fairtrade certified.

100% of our viscose is FSC®, LENZING™ ECOVERO™ or Birla™ Livaeco™ certified. Also 100% of our cellulosic fibres (TENCEL™ Modal, TENCEL™ Lyocell or Birla™ Modal) are certified.



ENVIRONMENTAL

The image is a wide-angle landscape photograph. In the foreground, a paved road curves along the edge of a dry, hilly terrain. The hills are covered with sparse, low-lying green and brown vegetation. In the middle ground, a large, calm body of water, likely a lake or a wide river, stretches across the horizon. The water has a deep blue color. In the background, the sky is a clear, pale blue. The word "ENVIRONMENTAL" is superimposed in the center of the image, underlined.

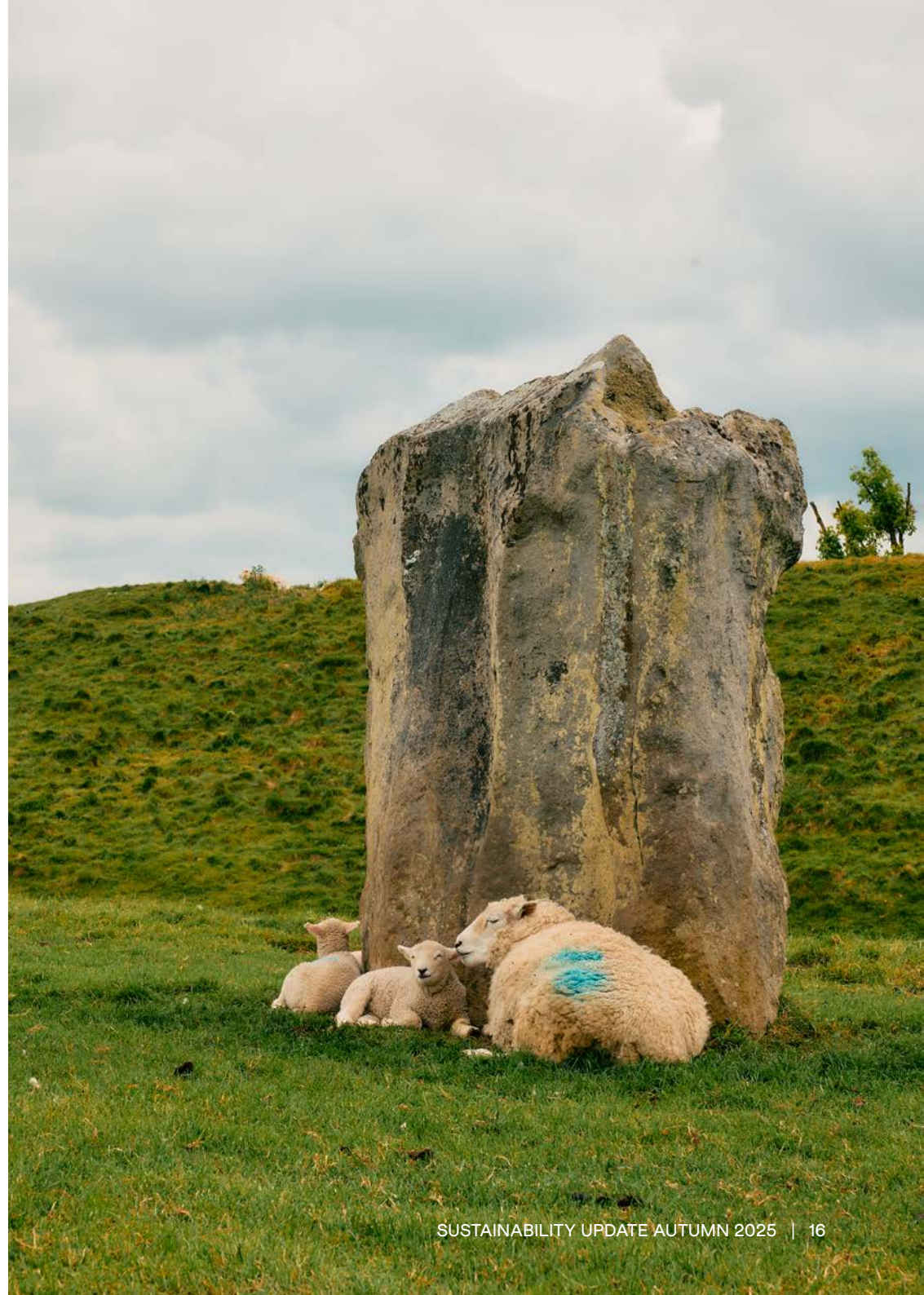
In 2018, the UN estimated that the fashion industry is responsible for 10% of global carbon emissions and that 85% of all textiles produced eventually end up in landfills.

For several years, we have reported our emissions and energy usage in our annual report and accounts, in accordance with our obligations under the Streamlined Energy and Carbon Reporting (SECR) policy.

This year, we've continued to refine and improve the quality of the data we gather about our use of certified materials.

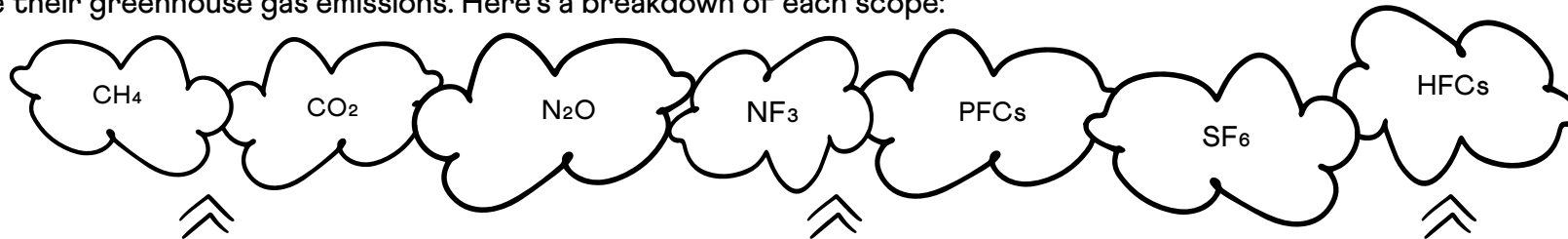
This is so we can better understand and reduce our environmental footprint, especially in areas where we emit the most. We've also worked closely with our suppliers to review how they manage waste, water and emissions, helping us make even smarter, more sustainable choices.

Following the acquisition of White Stuff by TFG Brands (London) in October 2024, we've aligned our commitment to join SBTi as part of the TFG group in 2026.



HOW WE MEASURE OUR EMISSIONS

Scope 1, 2 and 3 carbon emissions are categories defined by the Greenhouse Gas (GHG) Protocol to help organisations measure and manage their greenhouse gas emissions. Here's a breakdown of each scope:



SCOPE 1 EMISSIONS

Definition

Direct emissions from sources that are owned or controlled by the organisation.

Examples

- Fuel combustion in company-owned vehicles.
- On-site energy generation (like natural gas boilers).
- Emissions from chemical production processes if owned by the company.

Why they matter

These are the emissions that a company has the most direct control over and can reduce through operational changes, such as improving energy efficiency or switching to cleaner energy sources.

SCOPE 2 EMISSIONS

Definition

Indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed by the organisation.

Examples

- Emissions from electricity used to power offices, factories, or stores that is produced offsite by utilities.

Why they matter

While these emissions occur offsite, they result from the company's demand for energy. Companies can reduce Scope 2 emissions by purchasing renewable energy or improving energy efficiency.

SCOPE 3 EMISSIONS

Definition

All other indirect emissions that occur in a company's value chain, both upstream and downstream.

Examples

- Emissions from the production and transportation of purchased goods and services (upstream).
- Emissions from the use of sold products and disposal of waste (downstream).
- Business travel, employee commuting, and transportation logistics.

Why they matter

Scope 3 typically represents the largest portion of a company's carbon footprint, often accounting for 70-90% or more of total emissions. Despite being indirect, these emissions are influenced by a company's decisions and practices.

WHY SCOPE 3 EMISSIONS MATTER

Scope 3 emissions cover everything from sourcing raw materials to disposing of products. They make up the biggest part of our company's carbon footprint.

While companies don't control these emissions directly, they can influence them through supplier choices, product design, and how customers use their products. Tackling Scope 3 helps drive positive change across the whole industry.

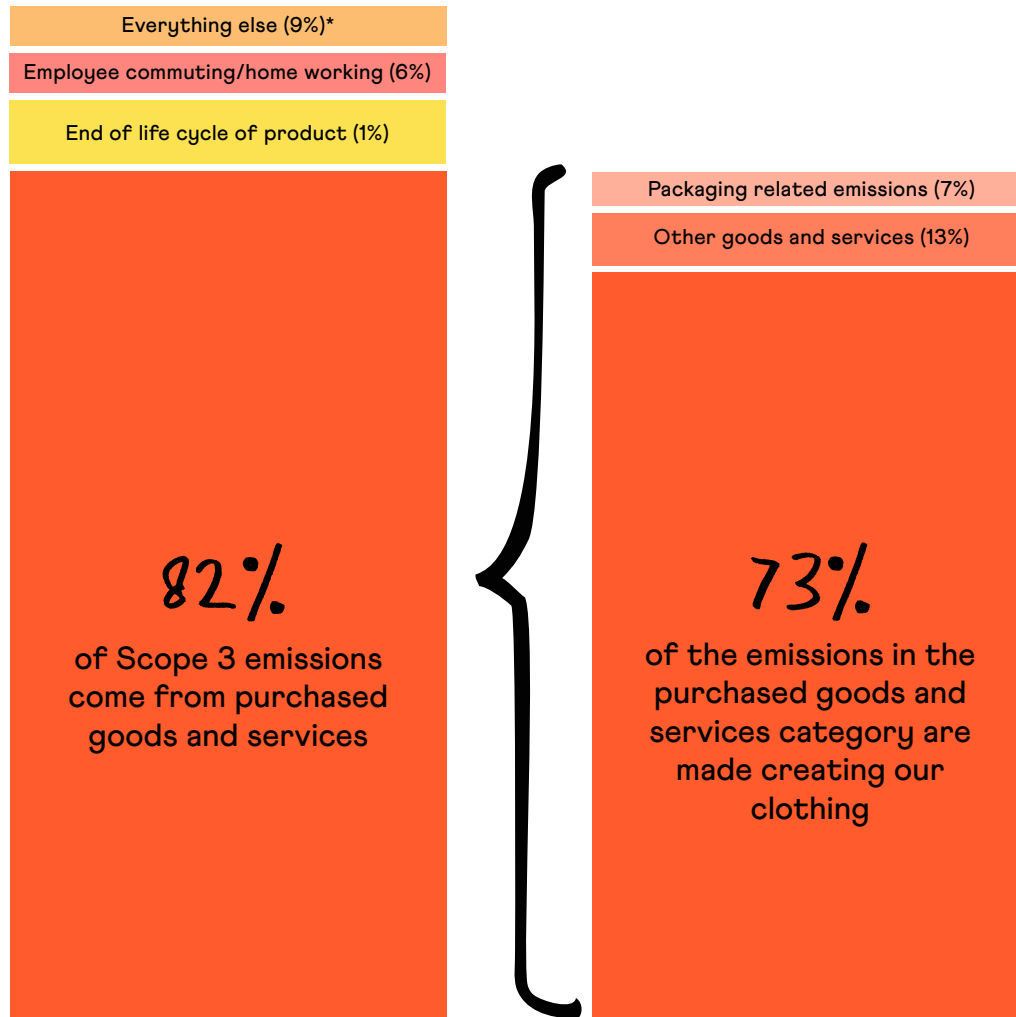
Taking responsibility for Scope 3 emissions shows true leadership in sustainability, leading to better products, less waste, and innovation in low-carbon solutions.

We welcome the pressure from regulators, investors, and customers to measure and reduce these emissions. Although we are not required to report Scope 3 emissions, we believe it's the right thing to do.

Managing Scope 3 emissions is key to making a real difference in reducing our overall impact and focusing on ways to achieve an environmentally responsible future.



SCOPE 3 EMISSIONS



*Eg. Transportation, end-of-life treatment of our clothes, and business travel.

OUR GHG EMISSIONS RESULTS

Over the last year we have continued to make substantial progress in the assessment of our emissions across Scope 1, 2 and 3.

After our first assessment of our greenhouse gas emissions, we found that over 70% of our emissions come from the manufacture of our products. So last year, we worked with emissions specialists to better understand the fibres we use. This gave us clearer data and helped us see how factors like fabric type—woven or knitted—affect our emissions. With this insight, we're now able to focus on reducing our impact more effectively.

In the year in review, we are happy to announce that since beginning to review our emissions with a fibre baseline in 2023, we have reduced our emissions by 40%.

This year, we have focused on our material choices and how more sustainable options like organic cotton vs conventional cotton can result in a reduction in emissions. In fact, 17% of our overall garment emissions have been avoided by purchasing more sustainable alternatives to conventional materials.

Emissions Category	Total Emissions (tCO ₂ e)	Percentage of Emissions
Scope 1	130	0%
Scope 2	1,156	1%
Scope 3	56,691	99%
Total	57,902	100%

FIBRE BASELINE

Our fibre baseline assessment is a key part of how we track and report our emissions each year. It gives us a detailed look at how our clothes are made—covering everything from fabric types to sustainable practices. This helps us clearly see where our biggest impacts are and focus on making real improvements.

In 2025, over half (53%) of the materials we used were organic or Fairtrade cotton. Thanks to this, we avoided an estimated 5,265 tonnes of CO₂ emissions¹.

This shows how important responsible sourcing is. We’re committed to using even more certified fabrics in our products moving forward.

Certified materials can have a positive impact in other areas too. For example, organic farming supports biodiversity by avoiding harmful chemicals, using crop rotation for soil health, and relying on natural fertilisers instead of synthetic ones.

How a fabric is made also affects emissions. Knitted fabrics use fewer energy-intensive steps than woven ones, which require processes like warping and weaving. In fact, our knitted cotton products have an average of 7% lower carbon footprint than woven cotton². Insights like these help us make smarter design choices with sustainability in mind.

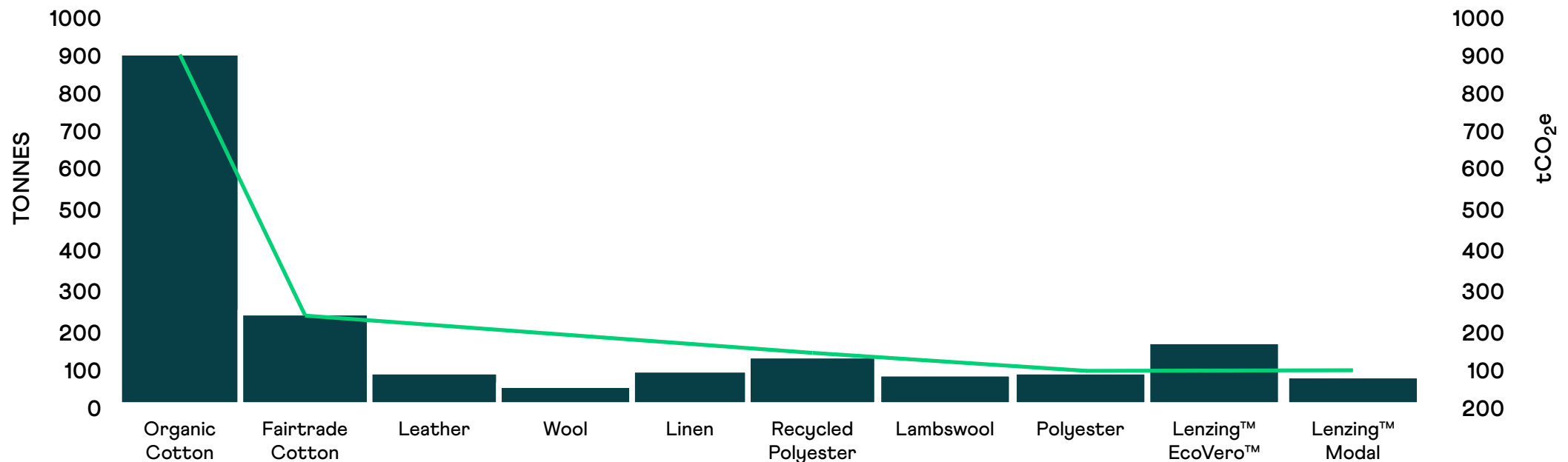
(1) White Stuff 2025 Emissions Report
(2) White Stuff 2024 Emissions Report

Fabric	Sum of Total kg CO ₂ e	kg of Fibre	Knit or woven
Organic Cotton	5,559.73	409,472	Woven
Organic Cotton	5,536.13	414,206	Knit
Wool	3,687.27	64,203	Knit
Fairtrade Cotton	2,736.87	202,646	Knit
Leather	2,335.43	61,717	Non-Woven
Linen	1,608.85	66,761	Woven
Modal	1,179.84	76,493	Knit
Recycled Polyester	987.71	64,642	Knit
Wool	908.11	15,812	Woven
Linen	832.95	34,564	Knit
Viscose	792.42	51,375	Woven
Acrylic	752.77	40,779	Knit
Nylon	639.71	27,268	Knit

EMISSIONS AND WEIGHT OF TOP 10 FABRICS

When looking at our top fabrics used this year by weight, we can see that our top five most used materials are natural materials. We prioritise the use of quality natural materials in our products to reduce emissions and allow recyclability at the end of a product's life.

Natural materials biodegrade more easily than man-made alternatives, like polyester. If they make up 100% of the material's composition, this makes the product easier to recycle. Our bestselling Annie shirt is one example.





REDUCING OUR WASTE

Reducing waste is central to our commitment to building a more sustainable future in fashion. From design to production to packaging, we recognise that every stage of our process presents an opportunity to minimise excess and reduce our waste.

SAMPLE MANAGEMENT:

- All our samples which are fit for re-use are offered to our employees through our popular sample sales with all proceeds donated to our partner charity Create.
- Samples not fit for re-use are sent to Newlife (a charity that helps us reduce waste, with proceeds supporting disabled and terminally ill children in the UK).
- We donate single shoe samples to Jo's Odd Shoes, a charity that supports amputees by providing footwear to suit their needs.

RECYCLING:

- We have recycling waste systems in shops, head office, and distribution centre, including for food waste and textile scraps.
- Old laptops, monitors, and desktops are reused or offered to employees in return for a donation to charity.
- When fitting out or refurbishing our shops, we upcycle or reuse old materials where possible.

PACKAGING:

- All our packaging paper is FSC® certified including our product tags.
- Our delivery bags are 100% recycled and recyclable.
- Our shops offer e-receipts as an alternative to thermal paper use.

Other environmental highlights:



CLEANER ENERGY

This year, we continued rolling out LED lighting across our shops. 86% of our shops now have LED lighting installed in the main shop area, and we aim to achieve 100% by 2027. We've also switched to 100% renewable electricity from our main energy supplier and introduced monitoring tools to track and reduce unnecessary energy use in key locations.



WATER REDUCTION

We continue to promote our digital printing processes, which helps decrease our total industrial water and energy usage compared to traditional dye methods.

We are working with our suppliers to improve our understanding of their water usage and reduction methods. Our aim is to share best practices with our wider supply chain, for example the use of closed loop systems for washing and dyeing.



PACKAGING RECYCLING

At our distribution centre, we've set up various waste streams for all packaging — including cardboard boxes, plastic wrap, and bags—so none goes to landfill. Preparing for Extended Producer Responsibility (EPR) has helped us improve packaging visibility and make more responsible packaging choices.



PEOPLE

OUR SUPPLIERS

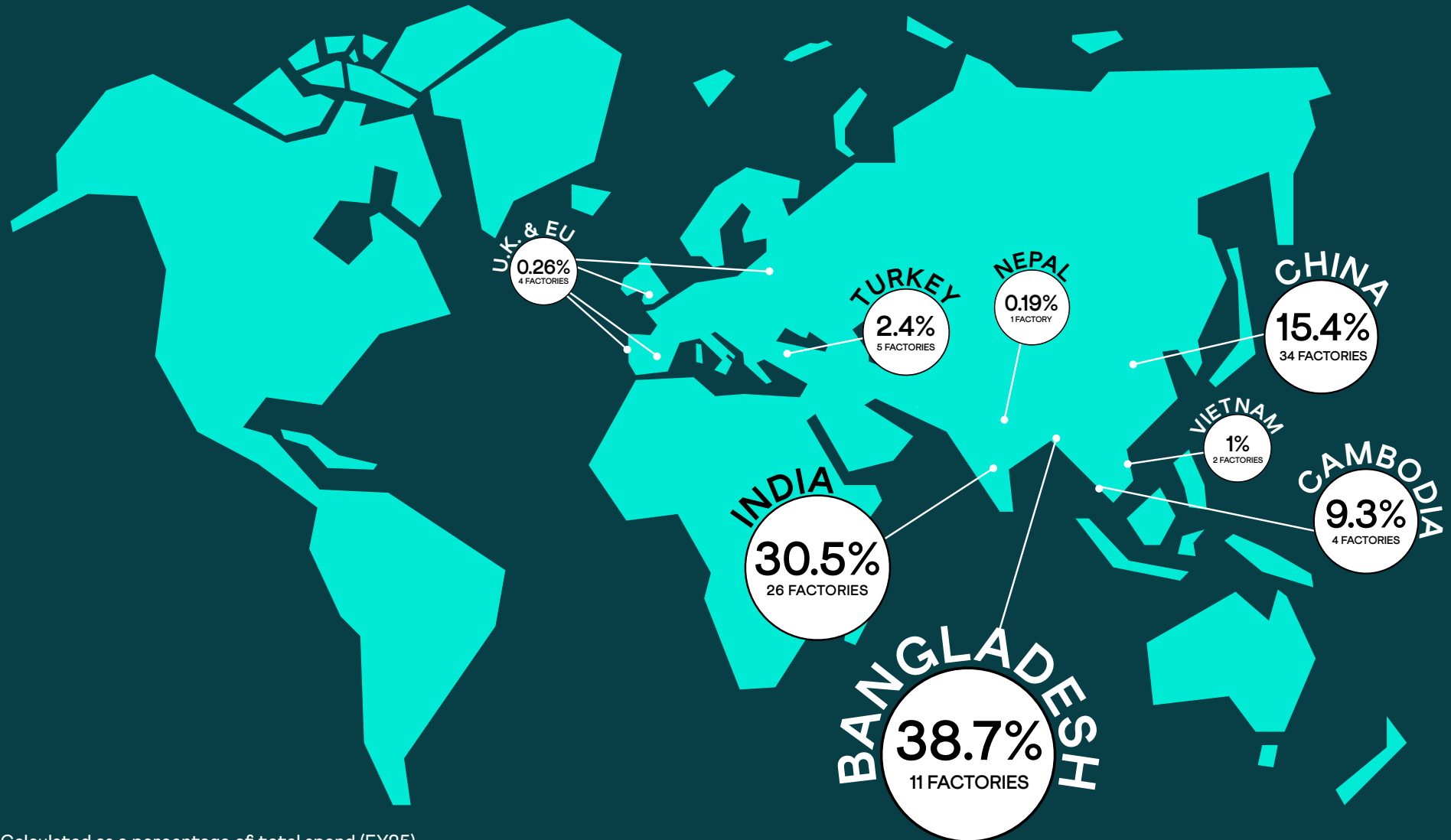
Our suppliers are chosen for their impeccable manufacturing and strong ethical values.

They share our passion for quality, attention to detail, commitment to running their factories responsibly and treating workers fairly and transparently.

We pride ourselves on our collaborative relationships with our suppliers and aim to build long term partnerships. We have been working with nearly half of our stock suppliers for more than 10 years, and our top five suppliers account for over 50% of our business.



WHERE WHITE STUFF IS MADE



NOTE: Calculated as a percentage of total spend (FY25)

SUPPLY CHAIN TIERS EXPLAINED

The garment industry is a fragmented one, with several layers of production levels (known as ‘tiers’) involved in the production of our final products.

“We’re committed to preventing any modern slavery across all our business operations.”

We have mapped 100% of our tier 1 supply chain which you can find on [\[insert URL to supplier list\]](#). We’ve continued our excellent progress from last year with the mapping of our fabric mills which are now 100% mapped. This year we sent out an evaluation questionnaire to our suppliers. This project was designed to collect primary data directly from our suppliers, focusing on key impact areas including:

- Carbon emissions
- Water reduction initiatives
- Waste management practices
- Packaging usage and reduction targets
- Textile waste volumes and handling

By working closely with our suppliers, we not only gathered important data but also encouraged accountability. This approach helped us spot opportunities to collaborate, share best practices, and identify areas where improvements are needed.

TIER 4

The farms or factories that produce the raw material (such as cotton growers or manufacturers of synthetic fibres).



TIER 3

The spinners and ginners who clean and spin the cotton.



TIER 2

The fabric mills, printers, embellishers, tanneries and laundering units.



TIER 1

The factories that cut, make and sew our products.

BUYING PROCESS AND ETHICAL AUDITS

In 2024, we improved how we track and assess the factories and countries we work with by partnering with experts to create a smarter database. This helps us access factory audits faster and more easily, giving us clearer visibility and allowing us to quickly address any issues that arise.

All our factories must have a undertaken a valid, recognised ethical audit within the previous 12 months. Before work can begin with a new factory, we ensure that there are no critical issues outstanding.

In 2025, we improved the way we manage issues identified during audits by introducing a root cause analysis system. We work in collaboration with our suppliers to uncover the underlying causes behind issues, including gaps in management, lack of training, or resource limits. This approach has been well received and effective in driving meaningful change.

“We don’t just find issues—we dig into why they happen to create lasting change.”

We’ve also strengthened our supplier onboarding with mandatory ESG and human rights checks, plus an ESG scorecard for our buying teams to prioritize sustainability in supplier performance. We’re improving data quality too, including insights like gender splits at our key factories.

Additionally, we joined the Open Supply Hub, a platform that promotes transparency and collaboration in supply chains.

“Joining the Open Supply Hub is part of our commitment to responsible sourcing and supporting positive change in the fashion industry.”

Our buying policies prohibit us from working with countries where illegal migrant labour has been identified as a high-risk, or where there is a very high risk of forced labour or lack of freedom of movement. Our cotton policy does not allow us to accept cotton from regions with human rights concerns, including Uzbekistan, Turkmenistan, Azerbaijan, Tajikistan & Xinjiang Region of China.

ETHICAL CODE OF CONDUCT

White Stuff and our suppliers work together to maintain good ethical practices. We are committed to ensuring labour rights are respected throughout our supply chain, to sourcing responsibly, and to prevent modern slavery and human trafficking, in line with the Ethical Trading Initiative Base Code, the UN Guiding Principles on Business and Human Rights, and the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work.

OUR PRINCIPLES

Our ethical code of conduct sets out the minimum standards we expect from all our partners and suppliers - ensuring that everyone in our supply chain is treated with dignity, operates transparently, and works in a way that supports mandatory human rights and social sustainability.

This code applies to all individuals and entities involved in the production of White Stuff products, including factories, subcontractors, and raw material suppliers. Our code of conduct is a clear component of our supplier manual which all suppliers must read and sign before working with us.

Our code of conduct states:

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Building and fire safety regulations are in place for all workers
- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practised
- Regular employment is provided
- No harsh or inhumane treatment is allowed
- No bribery or corruption practises

ETI MEMBERSHIP

We have been full members of the ETI for 10 years and work closely with the ETI team on our policies and supply chain progress, using the stringent ETI code of conduct. We have regular communication with the ETI along with annual progression meetings to ensure that together we tackle the complex challenges of today's global supply chain, improving the lives of workers globally. As a brand we attend forums which involve open discussions with the ETI and other retailers about the global supply chain challenges we encounter and how collectively we can work through these as one team, understanding and addressing systemic and/or new issues related to human rights at work.

We continually monitor and assess to identify and mitigate modern slavery risks, and to address areas which may require improvement.

The ETI support us as a brand to develop and execute our human rights due diligence and support workers' rights. We continually monitor and assess modern slavery risks, and address any areas which may require improvement.



FACTORY VISITS

We believe building strong partnerships with our factories is key to ensuring fair working conditions and high-quality products. This year, we visited all our main factories in India and Bangladesh to work closely with our suppliers and support them in following our ethical policies.

Our trip to Bangladesh was especially important. Our Sustainability and Technical Managers met with factory teams to check on sustainable practices, product quality, and address any issues from recent audits. These spot checks gave us a real-time look at factory conditions beyond scheduled audits.

During the visit, we:

- Checked worker wellbeing, health and safety, and grievance access
- Helped factories fix audit issues with long-term solutions
- Monitored how certified materials are handled
- Inspected production lines to ensure product quality
- Discussed environmental efforts like water use, carbon reduction, and waste management
- Gained a clearer understanding of daily factory life

“As a brand, we find that visiting our factories in person helps to build collaboration and trust; promoting better working relationships as we work towards best practice.”

MODERN SLAVERY TRAINING

This year, we strengthened our approach to tackling modern slavery by creating mandatory training for teams who work closely with our supply chain, including buying, design, and technical staff. The training helps them recognize the signs of modern slavery and know how to report concerns. Feedback showed a clear increase in understanding, with an average score of 4.5 out of 5.

We make sure all employees know our policies on employment, grievances, and equal opportunities from the start, and these are always accessible on our intranet.

We also listen carefully to our staff through regular feedback channels, including anonymous options, and have a confidential whistleblowing policy to raise any concerns.

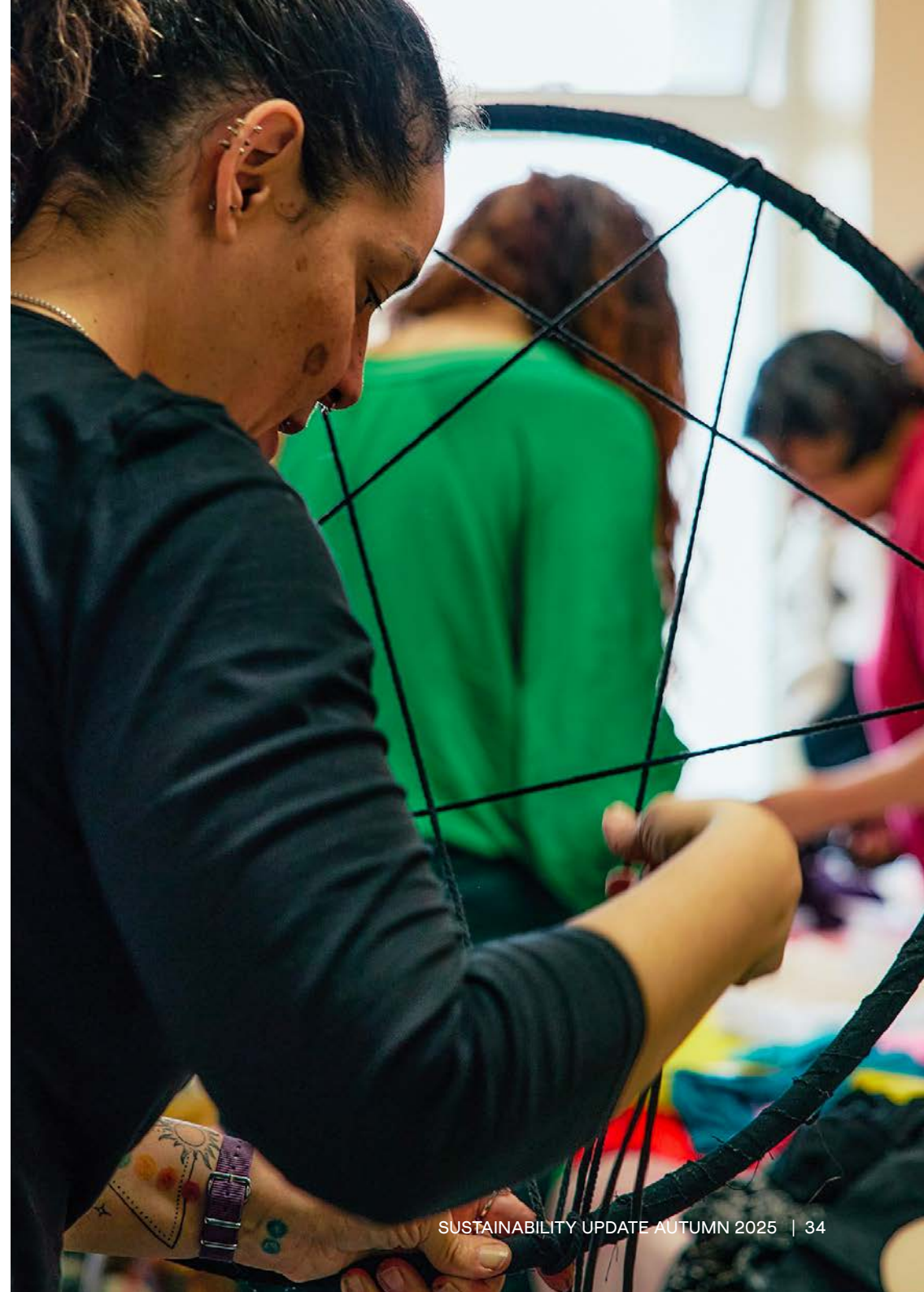
To reduce risks linked to temporary workers at our distribution centre, especially during busy periods, we treat agency staff the same as permanent employees and only work with labour providers licensed by the Gangmasters Licensing Authority (GLAA). This ensures fair pay and proper checks, helping us protect everyone in our workforce.

A photograph of six women of various ages sitting in rows of orange stadium seats. The women are dressed in casual, comfortable clothing. The word "COMMUNITY" is written in large, white, sans-serif capital letters across the center of the image, with a thin white horizontal line underneath it. The background shows more rows of seats and a yellow and black striped wall on the right side.

COMMUNITY

CHARITIES

We try to stand up for what we believe in (things like creativity, independence and self-expression) and to support others to stand up too. Charitable support has always been a key part of White Stuff's operations. We are delighted that this year, we donated £166K to charity.





CREATE UK

In 2024, we began a new partnership with the charity Create, aligning with our core values of community and creativity. These are key values for us; loneliness and social isolation are significant and growing problems that affect all ages and demographics. The feeling of not having community can be a barrier that stops people thriving. And Create helps to address this.

Create uses the creative arts to connect, inspire and upskill society's most vulnerable people. They run projects with professional artists. It could be dance, drama, music, photography, film, painting and a myriad of other artforms. Their work tackles loneliness and isolation across all ages, helping people build confidence, find community and thrive.

The projects allow people who are typically excluded through disability, disadvantage, ill-health, imprisonment, poverty or social isolation to take part in creative arts. They give the adults and children Create work with opportunities to build relationships, nurture skills, express themselves and develop confidence. Create believes everyone should have access to the power of creativity, no matter their circumstances. And we agree.

Alongside financial support, we have helped to raise awareness of Create's incredible work with our customers. We are especially pleased that Create have seen a 20% increase in people signing up to their mailing list as a result of our work with them.



EMPLOYEE-LED CAUSES

This year, we invited our employees to tell us about charities that were close to their hearts.

The response was incredible and as a result, three charities received donations of £10,000 each and 15 nominated charities received £750 each.

This initiative wasn't just about giving back; it was about recognising the impact our people can make when we come together with purpose.

THE THREE MAIN RECIPIENTS:

Hospital Rooms (Charity No. 1168101) transforms inpatient mental health units into environments of hope and healing through art.

Electric Umbrella (Charity No. 1165164) challenges the perception of people with learning disabilities through the power of music.

InFocus (Charity No. 1058937) supports young people with vision impairment and complex needs, helping them to gain independence, confidence and essential life skills.

We offer all colleagues the opportunity to take two paid charity days per year and also offer an employee Matched Funding Scheme.

OTHER PARTNERSHIPS



NEWLIFE

We don't destroy our unwanted samples and end-of-life unsold clothing, and we don't send them to landfill. Instead, we donate our unwanted samples and unsold clothing to Newlife, a charity that supports disabled children. The clothes are then sold in Newlife shops, or are recycled or repurposed.



JO'S ODD SHOES

During the process of designing and producing shoes, we only produce one sample shoe rather than a pair. This is to save on materials and avoid creating unnecessary waste. However, this means that we cannot donate our sample shoes through our normal Newlife channels.

Jo's Odd Shoes provide a brilliant service for those with CRPS, limb differences, amputees or those who can only wear one shoe by offering a large variety of footwear for free.



FAIRTRADE

Our partnership with Fairtrade allows us to independently verify that farmers are paid a fairer price for their cotton. It allows us traceability of the co-operatives from which we have sourced.

The Fairtrade Standards strictly prohibit forced and child labour, as defined by the International Labour Organization (ILO) minimum age, and the worst forms of child labour conventions. Fairtrade are committed to fighting the root causes of labour abuses.

DIVERSITY & INCLUSION PARTNERSHIPS

We're proud to partner with leading organisations to promote inclusion:



STONEWALL

Supporting LGBTQ+ equality through their Diversity Champions Programme.



DISABILITY FORUM

Helping us improve experiences for disabled employees and customers.



MENOPAUSE FRIENDLY

Guiding us to create a menopause-supportive workplace.



INCLUSIVITY AT WHITE STUFF

ACCESSIBILITY ENHANCEMENTS

We're committed to making our online experience accessible to all, meeting the EU Accessibility Act standards. Features like screen reader compatibility and easy-to-read text are all part of this ongoing effort.

D&I AND WELLBEING INITIATIVES

Our Diversity & Inclusion committee regularly plans communications around key cultural topics. Our wellbeing group shares helpful resources on financial health, body positivity, mental health support, and more.

All new starters in head office and shop management roles undergo mandatory unconscious bias training and all shop managers undergo disability awareness training.

SUPPORTING OUR TEAM

In partnership with sustainable brand TOTM, we provide free period products across our offices and stores to help bust taboos and support colleagues. We've also converted two single sex bathrooms to gender-neutral ones to foster a more inclusive environment.

USING CUSTOMERS IN OUR CAMPAIGNS

As a brand, we're all about championing independent spirits. People who go against the grain. And do things a little differently to everyone else. So we love to spotlight customers and community groups within our campaigns, alongside our regular models.

We produce a street style series where we photograph customers and people we've met out and about, whose style we love. We also cast customers in our Introducing series. This year, we asked customers if they'd like to model our petite collection, and the response was amazing.



WHITE STUFF