

# Clémence de Lafosse: An Integrated Sustainability Strategy in Fashion

Clémence de Lafosse follows a sustainability strategy embedded in its everyday decision-making as an independent fashion brand. While the brand does not have a formal sustainability department, sustainability is fully integrated into the creative, production, and sourcing processes, directly overseen by the founder.

## Environmental Commitments

- **Material Sourcing:** 90% of the materials used are recycled, sourced from haute couture deadstocks and second-hand garments, eliminating the need for new textile production. Only sewing threads, zippers, and metal fastenings are purchased new to ensure garment durability. All other components, such as buttons, trims, and bindings, are systematically repurposed from recycled materials.
- **Use of Synthetic Fabrics:** The brand incorporates synthetic fabrics only when sourced from haute couture deadstocks, ensuring no new synthetic production is required for its collections.
- **Production Model:** A made-to-order system prevents overproduction and unnecessary stock.
- **Waste Management:** Leftover materials are systematically repurposed for trims, accessories, or future collections, ensuring a zero-waste approach.

## Social Commitments

- **Inclusive Representation:** Although the brand designs mostly for women, it ensures inclusivity in model casting and collaborations.
- **Diverse Casting:** Models are selected through a mix of professional agencies, street casting, and personal networks.
- **Collaboration with UNS\*** (an LGBTQIA+ inclusive agency) **ensures representation of People of Color, non-binary individuals, and diverse gender identities.**
- **Creative Network:** The brand collaborates with independent stylists, photographers, and artists from diverse backgrounds.

## Future Expansion & Ethical Production

- **Currently, all garments are handmade by the founder and a dedicated seamstress.**
- **Commitment to Local Employment:** If the brand expands, it aims to establish a local atelier and hire a diverse team, ensuring ethical production and preserving high-quality craftsmanship.

## Strategy Management & Transparency

- **Sustainability is not managed by a specific department but is embedded in everyday decisions by the founder.**
- **Material selection, casting, and production choices are continuously assessed to align with sustainability goals.**
- **Transparency:** Updates and improvements to the sustainability strategy are shared through the website and social media.

Berlin, 16/03/2024

Clémence de Lafosse - *Founder*

A handwritten signature in black ink, appearing to be 'Clémence de Lafosse', written in a cursive style.