

NUDEA

Sustainable underwear and sleepwear
designed to perfection

2024 Impact Assessment Report



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marie claire

Sustainability Awards 2023

WINNER

Best Sustainable
Underwear Brand

LLOYDS BANK

Excellence Awards 2023

FINALIST

Sustainable Brand
of the Year

boutique.
FASHION AWARDS 2023

Sustainable Fashion Awards

FINALIST

Sustainable Brand
of the Year

Drapers

Sustainable Fashion Awards

FINALIST

Sustainable Brand
of the Year



Our Mission: Wearable Wellness

Nudea is a thoughtful curation of underwear & sleepwear created from natural and recycled materials. Each piece is purposefully designed with the perfect fit in mind.

Born from a desire to offer the functional, the necessary and the purest form of comfort, we aim to provide the best foundations to support your unique personal style while ensuring that the layers closest to your skin feel the most supportive, comfortable and flexible.

We are passionate about leaving the world in a better way than we found it. It is this belief that inspires our sustainability practices. We pledge to support our community of like-minded women by empowering our customers to make positive changes, no matter how small. For a more sustainable and balanced future. To create an understanding that this change starts with self-care.



Our Values

Responsibility

We take active measures to support both people and planet and strive to create products that truly care. We believe that transparency is trust and therefore are committed to honesty across the board.

Kindness & Empathy

We always offer a friendly welcome, encourage customers to voice their opinions - and take them on board. We give relevant, expert advice and listen when needed.

Serenity

As a brand, we want to imbue a sense of calm and tranquillity. We believe in order to feel at ease with oneself and to face this frantic world, we need pockets of calm to retreat to.

Support & Inclusion

Physically and emotionally - through thoughtfully designed product, a community of like-minded bra-wearers and a vision to make everyone feel their best, no matter their size, shape, race or gender.

B Corp certified since 2022

Nudea is a certified B Corporation with one of the highest scores in apparel.

We are proud to be part of a community ranked alongside prestigious brands in the fashion industry.



Our B Corp Scores

Nudea is proud to be a certified B Corp with an overall score of

103

Governance

18.1

18.6

Workers

Community

22.3

39.3

Environment

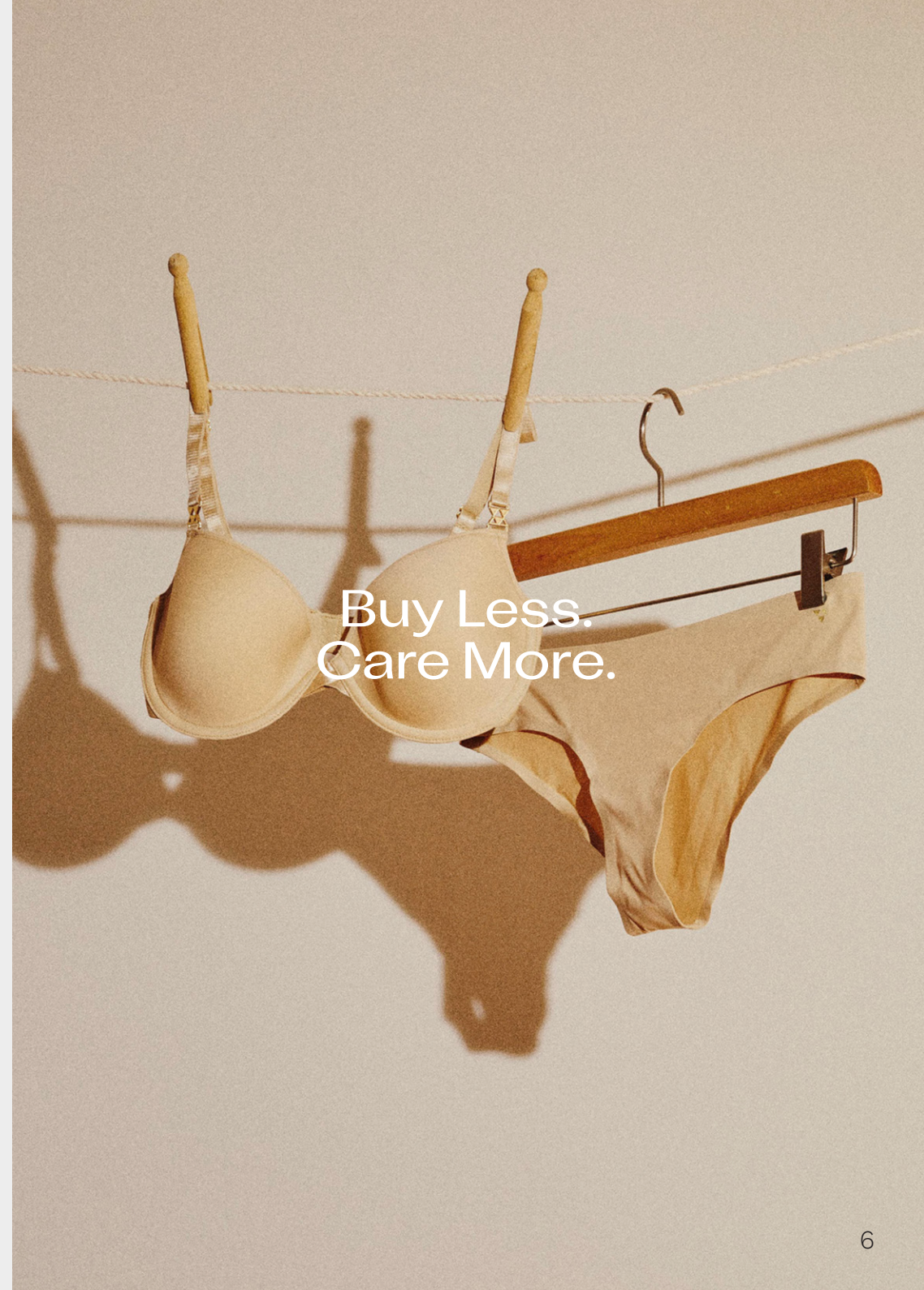
Customers

18.1

Our Sustainability Pledge

300,000 tonnes of clothing is sent to UK landfills per year and amongst that - 19 million bras. Unlike other categories, you can't donate, rent or resell underwear. As it is an item which is worn every single day and washed regularly - this category needs to prioritise sustainability above all others.

We educate and empower women to make better choices through buying less but buying better. Our underwear is made from premium recycled and natural fabrics and we offer aftercare products and advice to prolong wear. For underwear that's built to last.





Since 2022 we have
been educating retailers
and buyers about why
the lingerie industry
should care

The EU's CSRD

The EU's new Corporate Sustainability Reporting Directive (CSRD) came into effect on 5 January 2023, modernising regulations for social and environmental company reporting. It is widely expected that the UK and other countries will follow suit.

The new legislation aims to increase transparency for investors and stakeholders to assess sustainability benchmarks. The CSRD is seen as a crucial step towards a sustainable and responsible business environment focused on society and the planet.

The fashion industry contributes around 8% of annual global carbon emissions. Much of the conversation has focused on fast fashion, however with no second life for underwear we feel that more needs to be done to educate and make change in this category in particular.

Since 2022 we have been working with retailers and industry leaders to educate buyers on legislation changes and hosting panels and discussions on why the lingerie industry should care.

A Note from our Founder

A look back at 2023

While 2023 was a challenging year with the cost of living crisis and post pandemics shifts adding to the rapidly changing landscape, the move to comfort and wellness is here to stay and sustainability has become an even hotter topic with the new EU legislation for transparency on sustainability claims. Nudea is well positioned for this “new world” and it has never been more important to stay focused on offering great quality products that are built to last and supporting our customers in their efforts for better fit and comfort.

In Person Shopping

A key element of 2023’s business strategy was to interact more with our customers in person as over 50% of lingerie sales are made in store, so it’s important to grow and retain physical touchpoints. This year, we’ve secured 10 new stockists both here in the UK and in the US as well as a partnership with Strip Hair Removal Experts in Central London. We’ve also popped up in John Lewis stores as well as Lone Design Club’s pop up shops in London and Leeds among others. Our sales with John Lewis also grew by 200% thanks to the introduction of sleepwear which has done phenomenally well for us.

New Launches

We’ve added new styles to the ever-popular Sleep Collection throughout the year including The Cropped Shirt and The Classic Belted Robe and we will be releasing new colours and styles in the New Year. We also reinforced our technical bra offering with the relaunch of The Go To and The Boss which proved to be very popular. And, for the fans of non-wired bras our Stretch Collection garnered rave reviews about the comfort levels as well as the beautiful colours and our recently launched Form Seamless Collection has also proven popular.

Sustainability: A Journey Not a Destination

In July we onboarded Vaayu as our official partner to calculate and communicate carbon emissions for each product on an ongoing basis for full transparency allowing us to reduce our carbon emissions even further when planning for the future. In August, we launched the inaugural Nudea Sustainability Report, an in-depth insight into our environmental and ethical achievements over the past year. As a B-Corp certified brand, we are proud to be driving transformative change within the lingerie industry and beyond.

Award-winning

It’s been an award-filled year for us scooping Marie Claire’s Best Sustainable Underwear Brand 2023 and Boutique Magazine’s Sustainable Brand of The Year 2023 as well as being shortlisted in Drapers’ Sustainability Awards and Independents Awards and The Lloyds Bank British Business Excellence Awards.

Our Community

Community-led initiatives throughout the year included supporting Menopause Awareness Month in October by raising awareness amongst our customers as well as donating 10% of sales to Wellbeing of Women via Work For Good to help the charity work towards its goal of improving women’s health from birth through to menopause and beyond.

Priya Downes,
CEO & Founder



Press

As seen in...

GRAZIA

HELLO!


THE SUNDAY TIMES

marie claire

this
morning

The Telegraph

OK!
magazine

SHEERLUXE

W. ICONS

THE HANDBOOK

CITIZEN FEMME

FINANCIAL TIMES
how to
spend it

Evening Standard.

COSMOPOLITAN

VOGUE

FOR ALL THE FASHION BUSINESS
Drapers



The 5 Key B Corp Impact Areas

1. Governance

“The Governance Impact Area evaluates your company’s overall mission, ethics, accountability and transparency through topics such as integration of social and environmental goals in employees’ performance evaluation, impact reporting and transparency, stakeholder engagement, and more.”



2023 Business Recap

Online sales over the past year declined 7% on the back us cutting marketing spend in half. New customer growth also declined however our existing customers kept online revenue almost apace with last year. This strategy on marketing saved approx. £50K in cash outflow.

Wholesale Sales however experienced growth of 159% and is now half of the total revenue of the business. We have onboarded 10 new stockists in the UK and US and seen revenue with John Lewis grow 135%. A new licensing project with TK Maxx has also been successful in generating incremental revenue, profit and giving us the opportunity to test new products by supporting the volume needed for manufacturing new styles to the minimum quantities required by our factories. We will be continuing to partner with TK Maxx into 2024.

At the beginning of 2023 we set ourselves a goal to reach profitability by early 2024, however a continued challenging macro environment for growth has pushed our expectations back to end 2024.

It remains important to stay resolved in our path to profitability. This means remaining lean, leveraging organic marketing and widening distribution through wholesale channels. 54% of lingerie sales still happen in physical stores and so pop-ups and wholesale are important to continue pursuing.

2023 Financial Results

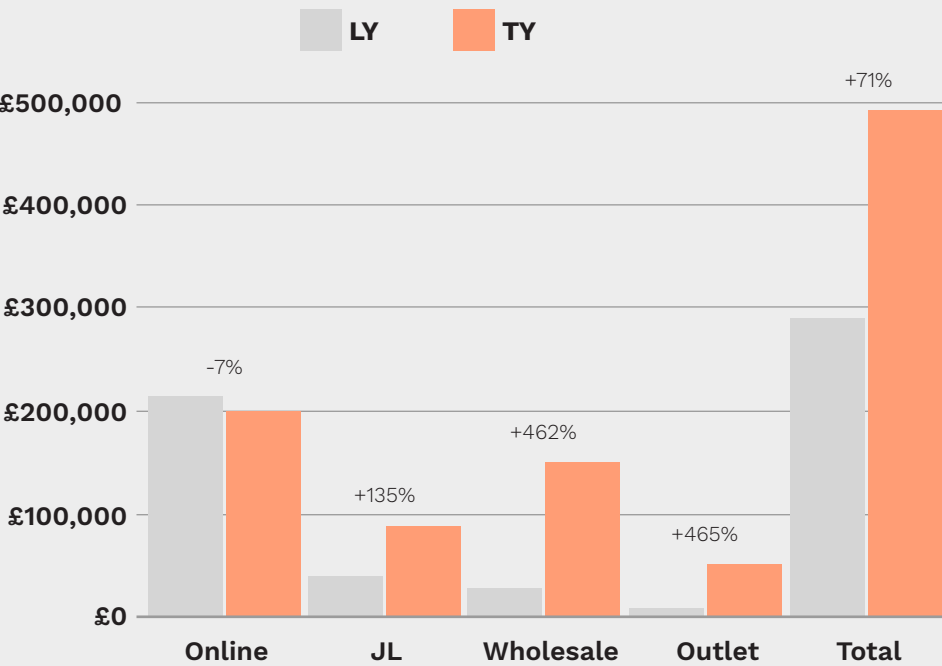
Gross Revenue

Gross Revenue reached £491K, up 71% on 2022, driven exclusively by wholesale. John Lewis, in particular, grew strongly as did sales from new and existing accounts. The introduction of sleepwear products has contributed to growth allowing us to expand into non-lingerie stockists where fitting services are not required.

EBITDA

EBITDA losses were reduced by 18% from 2022 to £486K. It is important to point out that this was impacted by a stock writedown (outlet) on one range of products. End of season stock write downs are baked into the normal course of business however 2023 was exceptionally high. 2024 will resume normal smaller end of season sell-offs (if at all). Without these high stock write downs EBITDA losses in 2023 would have reduced by 43% from 2022.

Gross Revenue by Channel



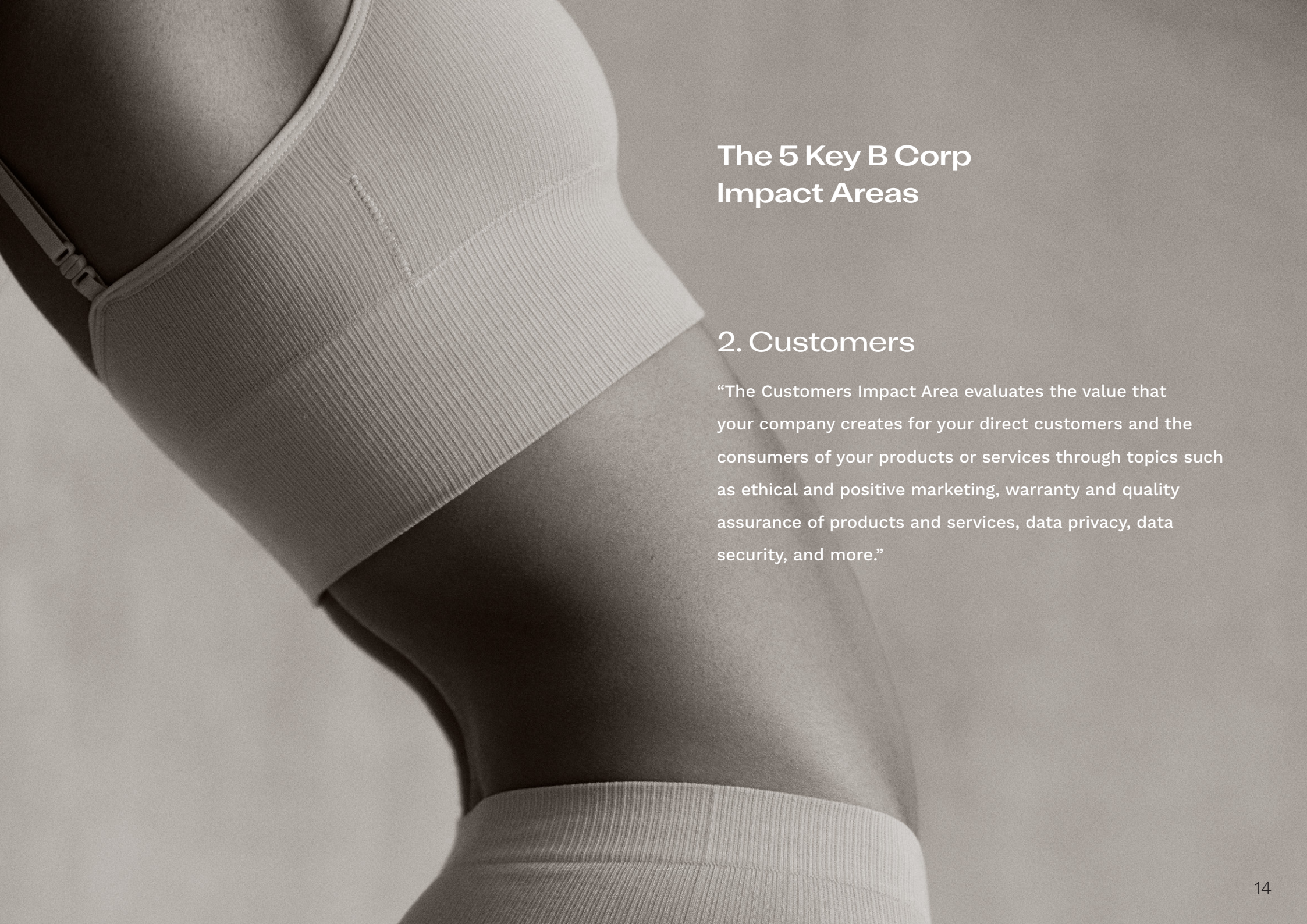
EBITDA

	2022	2023	%
EBITDA excl stock Write-downs	-£578K	-£344K	-43%
EBITDA	-£596K	-£486K	-18%

What we said we would do?	What we actually did?
Provide regular reporting to all stakeholders on financial performance, social and environmental performance.	<p>Publish weekly sales reports which are available to all employees and consultants.</p> <p>Published our first publicly available Sustainability Report on our website to all key stakeholders.</p>
Evolve Board reporting to incorporate key performance indicators (KPIs) on the company's social or environmental performance. Initially focusing on KPIs around biodegradability and recycled content of components and fabrics used in our products.	<p>Launched dynamic carbon reporting and scenario analysis on new product launches and factory moves.</p> <p>With the onboarding of Vaayu in 2023 we have now incorporated carbon emissions into reporting and decision making on production and business strategy for expansion.</p>
Create a financial and metric glossary for all employees and Board members on key KPIs and metrics.	Monthly reporting on KPI's and metrics including Carbon emissions with glossary and training on all metrics.

Plans for 2024

- Recruit a Board Advisor and/or Board Director with Environmental expertise in the retail or fashion sector
- Evolve Board reporting to incorporate more key performance indicators (KPIs) on the company's social or environmental performance, particularly around waste emissions and bra recycling
- Launch a Sustainability training programme, engaging 100% of our team members



The 5 Key B Corp Impact Areas

2. Customers

“The Customers Impact Area evaluates the value that your company creates for your direct customers and the consumers of your products or services through topics such as ethical and positive marketing, warranty and quality assurance of products and services, data privacy, data security, and more.”

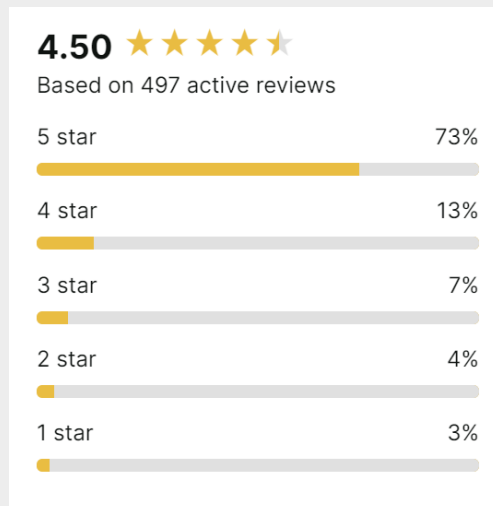
“Really comfy bras and amazing customer service”

Penelope



4.7 out of 5

“Excellent” 422 Reviews



★REVIEWS.io

21% Average online return rate

37% Revenue from repeat customers

Gathered over 1000 customer reviews on products and customer service through 2 review platforms – Reviews.io and Trust Pilot both with an excellent rating. Moreover our scores have improved from 4.5 to 4.7 (Trustpilot) and 4.25 to 4.5 (Reviews.io) reflecting the quality of our product and excellent customer service.

Customer Testimonials

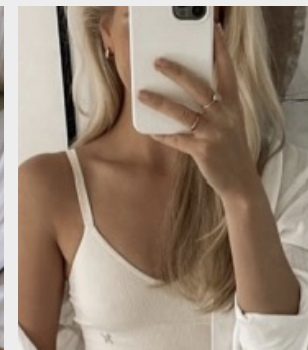
“Super comfy, amazing quality and lovely packaging!”

“My partner can now wear the correct bra size A★★★★”

“Comfiest bras I have ever worn. Great colour!”

Our customers are part of our decision making process. In 2023 we carried out three feedback surveys with 700 responses. As a result we have incorporated into our goals this year the following:

- Launching new range of cotton underwear to service customers who can only wear cotton due to skin allergies
- Abandoned our launch of subscription on the back of customers unanimously saying they would not support such a service. Had we launched we would potentially have alienated customers and created wastage through excessive returns
- More physical presence through pop-ups and events which we significantly increased in 2023 but want to double again into 2024



What we said we would do?	What we actually did?
Introduce research workshops to gain feedback through discussion with potential customers and current customers.	Successfully engaged groups of customers in wearer trials of new product, gaining valuable feedback and avoiding wastage in creating products that don't fit well.
Engage customers on our sustainability journey and improve transparency around what we are doing and areas we need to improve.	Published our first sustainability report on our website with clear sustainability goals and transparency around areas that need improvement.
Actively get feedback from customers through focus groups and surveys to ensure that we involve customers in our design, marketing and sales.	Have introduced a cotton range of underwear on the back of requests from customers in our surveys. Along with regular customer surveys the feedback is looped into decisions on product and marketing.

Plans for 2024

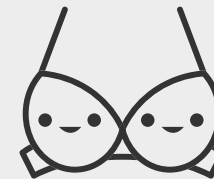
- Reduce returns rate to 21% by engaging customers in the conversation around buying less and returning less to reduce footprint and emissions. We have already reduced our returns rate from 24% in 2022 to 21%. We are aiming for 18% in 2024.
- Establish an “Insiders” Club of key customers who will wear trial our products before we bring to market to gain feedback and also be part of the design process. Whilst we have regular focus groups we have yet to build a core group of Insiders from our own customers who are dedicated to this activity.
- Involve our customers in photoshoots and events and involve them in our 5 year birthday celebrations in September through idea generation, joining events and supporting initiatives close to their communities.
- Support our expansion into new retailers responsibly, partnering only with those that retailers that align with our Supplier code of conduct and who pay staff fair working wages and support staff wellbeing.

“I have tried other ways of trying to measure myself for the right fitting bra & nothing has helped me as much as this fit tape” ★★★★★

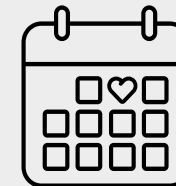


Empowering Women to fit themselves using our revolutionary Nudie Fit Tape®

Enabling and Empowering Women to own their fit through our easy to use fit tools including our trademarked fit tape, relaunched fit finder and live fit sessions.



25K Customers Fitted using our fit tape



400 Live Bra 1-1 fitting appointments through our new interactive Bra Fitting Room



10K Customers who have used our fit finder to size up online



The 5 Key B Corp Impact Areas

3. Environment

“Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.”

Product Design & Raw Materials

Our goal is to exclusively use 100% natural or recycled fabrics in all of our products by 2026.

We currently only use high quality fabrics that are vigorously tested for stretch, wear and wash to ensure that our sleepwear, bras and briefs support our customer for longer.

All of our bras and briefs are made with GRS certified recycled fabrics. Our bras are made from premium fabrics and details, to add luxury to every day.

Pyjama sets and separates, made in India with 100% organic cotton. Every stitch of our sleepwear is 100% OEKO-TEX certified cotton - even the labels. We also offer socks and eye masks, made in the UK.



Nudea's Award-winning Underwear

Meet the bras and briefs engineered
for lasting comfort and durability.

- Seamless, smooth & lightweight
- Inclusive sizing, A-GG cups and 30-40 bands
- Audited factories with high ethical standards
- Added features to prolong wearability
- GRS & GOTS Certified fabrics
- Carbon neutral products; developed
in responsible packaging
- Bra recycling offered to all customers





We introduced Organic Cotton Sleepwear in 2022

Pyjama sets and separates, made in India with 100% GOTS certified organic cotton sourced in Tamil Nadu, South India.

This breathable, lightweight fabric which is super soft against the skin has created seasonless staples which are designed for bed and beyond.

Following the success of our first collection, Sleep is now a mainstream category for Nudea and we will be growing this category in the next few years.

What measures are we taking to source the best cotton with ethical practices?

Our Organic Cotton

The cotton we source from Tamil Nadu is GOTS certified which means they follow strict guidelines including:

No application of synthetic fertilisers

No application of synthetic pesticides including herbicides or fungicides

No use of GMO varieties of cotton

No spray drift from neighbouring conventional fields due to border crops

Crop rotation (no cotton after cotton in the same field in 2 subsequent years)



Our goal is to maintain
100% traceability into
our Tier 1 & 2 suppliers

Our Factories

Our products are made in Bulgaria (3%), India (12%), China (38%) and Portugal (47%).

All of our factories sign up to our Supplier Code of Conduct, which aligns with B Corp guidelines. This ensures that fair wages and optimal working conditions are provided and enforces strict governance on matters related to health, safety and wellbeing.

We believe strongly in supporting the local ecosystem around the factories and in keeping emissions low so we source all componentry (trims, fabrics, packaging) within the country borders and have it transported by road only.

Traceability is about having a clear understanding of where each element of our product comes from so we have a clear answer to “who made our clothes” at every stage of the supply chain.

Our suppliers work with local mills to source raw materials from the surrounding region, transporting them to assembly by road. We are committed to maintaining this practice so the UK Nudea team visits all our Tier 1 & 2 suppliers at least once every 3 years to ensure they are adhering to our code of conduct.

What we said we would do?	What we actually did?
Migrate componentry (bra cups/wires and hardware) to be sourced from repurposed or organic material.	All our sleepwear trims and labels are sourced and made with natural rubber making the entire garment biodegradable. For Briefs all elastics and trims are now made with recycled content.
Double the number of Bras recycled from 600 in 2022 to 1200 in 2023.	Our partnership with Terracycle had another successful year where we recycle 1500 Bras in 2023.
Introduce product level carbon analytics showing cradle-grave Co2 emissions data.	Integrated Vaayu into our website to track Co2 emissions and visible to all customers on our product page.
Eliminated all forms of plastic packaging even recycled plastic.	<p>We started to move to biodegradable packaging but through feedback from customers we realised that many didn't know how to recycle. We have now changed to only recycled and recyclable paper and card which is widely recycled globally.</p> <p>For factory packaging, paper packaging doesn't work for garment protection through standard shipping channels and thus will need to incorporate recycled plastic for shipping factory > warehouse.</p>

Plans for 2024

- Consolidate production for all Lingerie out of Bangladesh from current Portugal, China, Bulgaria and Sri Lanka in order streamline data collection and transparency around emissions in manufacturing our products.
- Introduce briefs and sleepwear into our recycling scheme with Terracycle so we can support customers for all our current products and not just bras
- Further reduce % of packages returned which lead to unnecessary emissions through:
 - More physical touchpoint (through stockists and pop-ups) allowing customers to try on
 - An enhanced online returns portal giving customers more options to returns items and consolidate
 - A/B testing UX on our new website to ensure fitting tools are more prominent and increase number of users pre-purchase
- Run in depth scenario testing on changing product fabrications and moving factories before making key decisions on new ranges and product lines.



The 5 Key B Corp Impact Areas

4. Workers

“Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment”.



Our Culture

Since launch, we have sought to remain creative and collaborative at heart, this means fostering a culture that values and listens to ideas from all areas of the business. We encourage everyone company wide to feedback their views on product, marketing and customer experience. Our flexi-working allows our teams to maintain a healthy work/life balance.

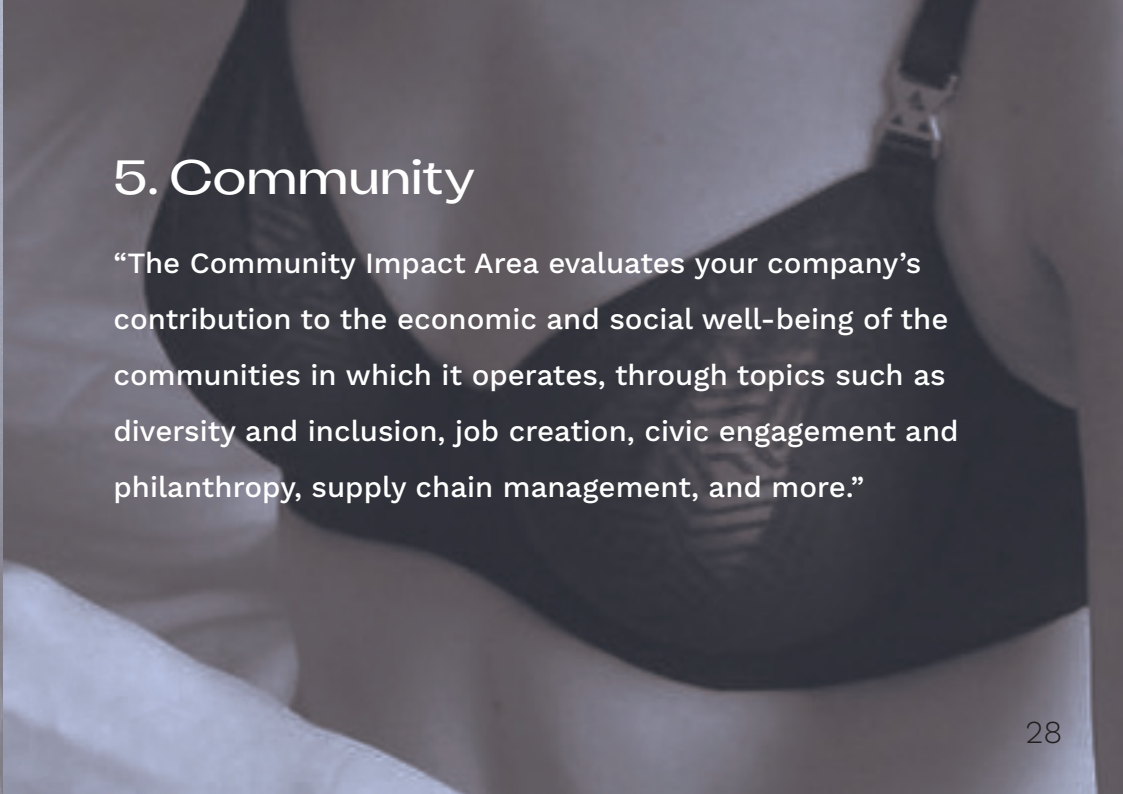
What we said we would do?	What we actually did?
Incorporate social and environmental goals into individual objectives with feedback against those goals incorporated in reviews.	In addition to commercial KPIs all individual performance KPI's now have a social or environmental performance objective linked to our Bcorp recertification goals.
Offering share options to key members of the team.	We added one additional key staff member to our share option incentive program.
Continue to involve all staff and long time freelancers in strategy and business decision making.	Continued openness on financial results to all employees published monthly in all areas of the business. Launched company wide Quarterly and Annual Hindsight offsite meetings.
Explore options to offer further employee benefits, such as health and dental insurance.	Due to budget cuts were not able to offer additional employee pay benefits beyond additional holiday and pension. Increased our staff discount from 30-50%.

Plans for 2024

- Seek out and offer more thirdparty development programs to further career development to employees
- Provide training workshops to upskill employees – such as courses on financial literacy and marketing economics
- Continue to expand employee benefits available to existing and new employees particularly health and dental insurance.
- Offer a program of cross department skills training across to build to support more participation in wider strategic decisions.



The 5 Key B Corp Impact Areas



5. Community

“The Community Impact Area evaluates your company’s contribution to the economic and social well-being of the communities in which it operates, through topics such as diversity and inclusion, job creation, civic engagement and philanthropy, supply chain management, and more.”



Our Community

Our founding community of Bra wearers have been part of our DNA, from the early days of data research to now loyal customers, it is important that we champion causes that are close to the hearts are mind of our customers and their inner circles. Looking forward to 2024 and beyond we want to supplement our community support by offering education and workshops around preserving the craft and design of lingerie which means engaging all our stakeholders on how we create and inspire the next generation of underwear and sleepwear designers.

What we said we would do?	What we actually did?
Support wellbeing and financial security of employees through broader pay packages and training programs to supplement skills.	Onboarded all full times to our new Pension Scheme. Offer additional leave to support wellness days and family time. Flexible working for all employees.
Champion causes that touch the lives of our customers and stakeholders.	Partnered with Coppa Feel! To raise awareness of checking breasts regularly. Showcased through social posts, podcast and emails educational material on menopause awareness including better Nutritional.
Partner with brands, charities and communities to offer free bra fit checks and/or our fit tapes to support education around breast health and wellbeing.	Donated over 1000 free fit tapes to Menopause awareness and Breast Cancer Month partnerships. We donated 2% of our net revenue (revenue after returns) to charities that align with our values including Coppa Feel! Breast cancer awareness and Wellbeing of Women via Work For Good.
Be the voice of change for the industry on environmental and social responsibility in manufacturing and buying.	Key panellist for Lingerie trade shows on how retailers can purchase more responsible brands. Won the Marie Claire and Star Award for Sustainable Lingerie Brand of the year for second year running in 2023.

Plans for 2024

- Continue to review the diversity of the Board to maintain gender and racial representation current 50% Women and 50% from minority backgrounds.
- Continue to present in public panels/forum the importance of environmental responsibility in lingerie manufacturing amongst retailers, trade shows and consumers.
- Introduce formal employee volunteering initiative, including standardising the amount of time our team spends giving back.
- Partner with a UK university to create programs and placements for Contour Design Students. Work with them to create workshops around preserving the craft and design of lingerie.

NUDEA



Contact us for
further Information

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Certified



Corporation