

ASPIGA



2024
IMPACT REPORT



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A note from our *founder*

2024 has been another incredible year for Aspiga. The business has continued to grow - through product category expansion, innovation and new retail channels. That being said, we are immensely proud that our sustainable objectives remain at the core of everything we do, just as they have been since day one.

As a brand, we always aim to go one step further. We strive to ensure that all areas of the business work smarter, seeking ways to improve and embrace innovation in support of our pillars - doing right by people, doing right by the planet, and supporting positive change.

By working in this way, we actively and collectively challenge new business decisions to ensure that, no matter how big or how small, every activity is measured against our goals.

This year we are honoured to have received the following accolades:

- Marie Claire Sustainable Fashion Awards - Clothing, Highly Commended/Runner Up 2024
- Drapers Independents Sustainability Award, Shortlisted 2024
- Drapers Awards Womenswear Brand of the Year Shortlisted
- Gandhian Award, 2024
- Country & Townhouse Future Icons Awards: Best Sustainable Fashion Brand, Highly Commended 2024
- Drapers Sustainable Fashion Awards, Finalist 2024

Read on to learn more about what we have been most proud of in 2024 as well as our goals for 2025.



Lucy Macnamara
Founder

“Sustainability has been woven into our DNA since day one. We recognise that sustainability is a process across all levels of our business, not a destination.”



Our *story* so far

Established on principles of fair trade in 2006, we are a responsible fashion brand, leading the way in sustainable and ethical design, putting people and the planet first.

We partner with suppliers and artisans to create contemporary and stylish clothing and accessory collections for women and men using natural, organic and sustainable materials.

We have won numerous awards for our work in the sustainable fashion sector, expanding into many new product categories, retail and marketing channels globally, partnering with fashion resale platform the Cirkel, launching a Repair and Rewear service through our Wilton store, and eliminating plastic from our own brand packaging. In this way, we've shown that making and selling high quality products that minimise the impact on the planet can go hand in hand.

In addition to a thriving B2C online presence, Aspiga now has 12 stores around the UK and 1 in Barbados.

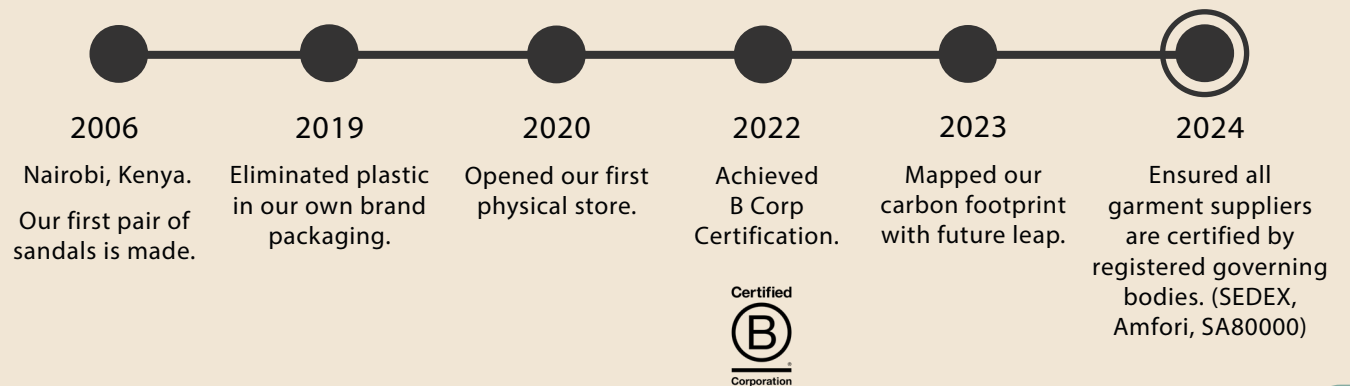
We are proud to have been awarded B Corporation status in 2022, committing to people, planet and profit in equal measure.

"We believe business can and must be a force for good."

Lucy Macnamara, Founder



OUR KEY MILESTONES



Our mission

We all have the power to inspire a better world.

Our mission is to work responsibly with our suppliers towards a more socially and environmentally conscious future, putting people and the planet first. That's why we only partner with ethical suppliers, use the best sustainable materials and design beautiful, contemporary and stylish pieces that are intended to last.

We give back through charitable community initiatives that help fight social and environmental injustice today for a fairer tomorrow. In short, everything we do comes down to three things: doing right by people, the planet, and supporting positive change.



DOING RIGHT BY PEOPLE



DOING RIGHT BY THE PLANET



SUPPORTING POSITIVE CHANGE

OUR SUSTAINABILITY PILLARS



SUPPLY CHAIN
TRANSPARENCY



GIVING
BACK



SOCIAL ADVOCACY
ECONOMIC EMPOWERMENT



DYES AND PRINTING



ZERO PLASTIC
PACKAGING & LABELS



SUSTAINABLE MATERIALS



UPCYCLING INITIATIVES



USING OUR VOICE



FOOTPRINT

OUR STANDARDS

We continue to measure performance across our three commitments: doing right by people, doing right by the planet and supporting positive change. We then review them against our sustainability pillars.

In 2021, we adopted the universal framework of the United Nations Sustainable Development Goals (SDGs) as a way of matching our efforts with the rest of the industry and to make sure we're tackling the most important issues.



Proudly *B Corp*

Sustainability has been written into our DNA from day one and we were delighted to achieve B Corporation status in 2022, being one of the first UK fashion brands to have been awarded this status, with a high score of 98.9.

We believe that B Corp is the single most important movement of our time. So, achieving B Corp status felt like a natural step for us as a company.

Aspiga is proud to be part of the B Corp movement, proving businesses can be a force for good. Our B Corp certification has embedded social and environmental responsibility into our business structure, ensuring we prioritize people, the planet, and profit equally. We place community, customers, the environment, governance, and workers at the heart of our mission for a fair and equitable future.

We work with ethical suppliers, use sustainable materials and create long-lasting garments. Through charitable initiatives, we support the communities where our suppliers operate. B Corp certification marks the start of our journey, driving ongoing improvements to maintain and enhance our impact.

Becoming a B Corp is a comprehensive process, considered to be one of the highest global certifications for business.

It goes beyond looking at individual products, instead looking to assess the overall impact of a business and how it operates, as well as the value it creates for its communities.

OVERALL B IMPACT SCORE

Based on the B Impact assessment, Aspiga earned an overall score of 98.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 98.9: Overall B Impact Score
- 80: Qualifies for B Corp Certification
- 50.90: Median Score for Ordinary Businesses

B Corp Month: March 2024

In March, during B Corp Month, we had the privilege of speaking with inspiring leaders like Edward Bulmer, Jo Woodhurst, Priya Downes, and Laura Rudoe about the importance of the B Corp movement and its role in setting standards for businesses' societal impact.

This year, we also partnered with other B Corp businesses to promote the great work they do. Our bi-monthly insert 'Aspiga Loves' is where we share what we are loving, and our top tips for sustainability, it's also the perfect place to champion other sustainable brands.

In September's edition of 'Aspiga Loves', we partnered with Naturalmat, including information about the company to introduce our customers to brands in other sectors that are doing their part for the environment. In the following edition, we partnered with Balance Me, and included discount codes to encourage customers to shop with them, rather than less sustainable brands.

We are incredibly proud of what we have achieved but there is always more to do. In 2025 we will be reassessed, undertaking the rigorous process to demonstrate our continued progress.



Lucy Macnamara Founder



Laura Rudoe, Evolve Organic Beauty



Priya Downes, Nudea



Jo Woodhurst, Antient and Brave



Doing *Right* By *People*

“We are proud to still be working with the original Kenyan and Indian suppliers we partnered with at the beginning.”

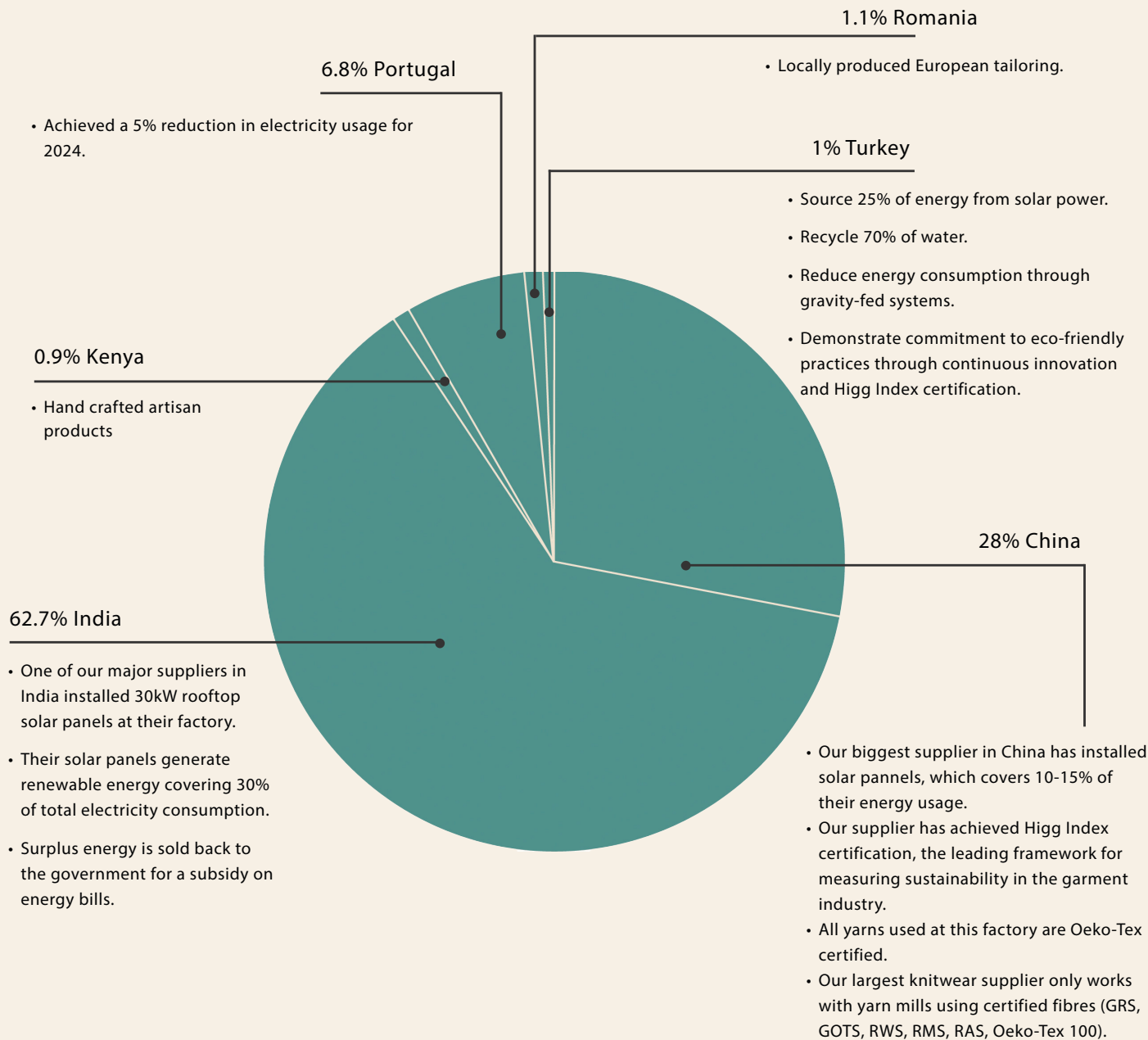
Lucy Macnamara, Founder

Craftsmanship, expertise, and sustainability are key values we seek in our suppliers. From the start, we’ve partnered with those who share our commitment, particularly in Kenya and India. Many have been with us throughout our journey, and we wouldn’t be where we are without them.

This year, we had the privilege of visiting our Indian suppliers, witnessing their dedication and craftsmanship, and learning about the sustainable techniques they use, such as hand-weaving and eco-friendly materials. Their innovation and respect for tradition are vital to our shared sustainability goals.

Our founder, Lucy, also visited our Kenyan suppliers earlier this year. With our story rooted in Kenya, it’s essential for us to support them through interest-free loans and ongoing orders, helping secure jobs and livelihoods. We believe that as we grow, our communities should grow with us—their success is our success.





Our *supplier* partners

Aspiga only sources from trusted partners worldwide. We are committed to working with suppliers who adhere to our Code of Conduct which is based on International Labour Organisation (ILO) standards. We require our partners to provide fair wages, safe working conditions and use sustainable materials.



All our garment suppliers are certified by registered governing bodies, such as SEDEX, Amfori, and SA80000.

*Data from Common Objective.



Supporting *artisanal* crafts

Craftsmanship, expertise and sustainability are the key factors in our choice of supplier. From day one, we have committed to working with partners with the same values. Many of our suppliers have been with us since the beginning of our journey, particularly those in Kenya and India. We wouldn't be where we are without them.

OUR KENYAN FAMILY

Our Kenyan family comprises of four family run workshops that employ talented artisans to make our Kenyan sandals, beaded belts, and Kikoy towels. The income they receive from Aspiga often goes towards funding their families' education and living costs and also supports their extended families, who rely on this income.

Crafted by hand with precision and patience, each piece is beautifully unique and takes hours to make.

The process involves artisans sorting the beads, threading them into complex patterns and then sewing through punched holes directly on the leather. This level of craftsmanship requires skill and precision.

- Each artisan can make two pairs of sandals in a day or one belt in one and a half days.
- In 2024 we bought 4943 pairs of hand beaded sandals, 3158 belts,1871 dog collars, 680 small accessories and 2658 Kikoy goods.
- Across our four suppliers, we currently have over 60 artisans making Aspiga products.



One artisan can make
2 pairs of sandals in a day

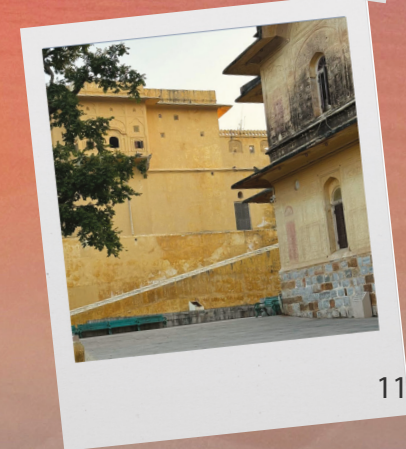
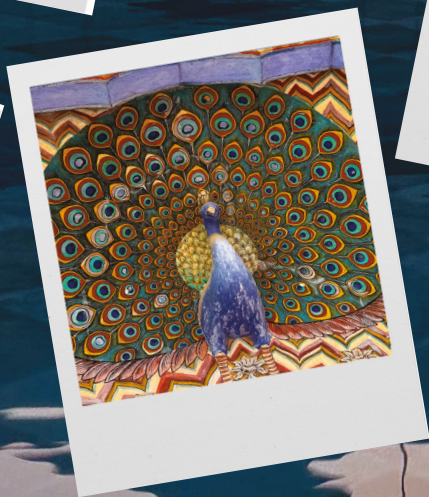


One artisan can make
1 belt in a day and a half

The *Pink City* of Jaipur

Over 60% of our clothing collection is made in India, primarily in the beautiful Pink City of Jaipur, through small family-run businesses that all sign our code of conduct and use certified sustainable materials. Given this, it seemed like a natural choice for us to do our S/S 2025 photoshoot there. We were fortunate to shoot at Nahargarh Fort, one of the magnificent forts that surround Jaipur.

We're also very proud to hold certificates for all our fabrics, proving their sustainable credentials all the way back to the mills where the fabrics are woven.

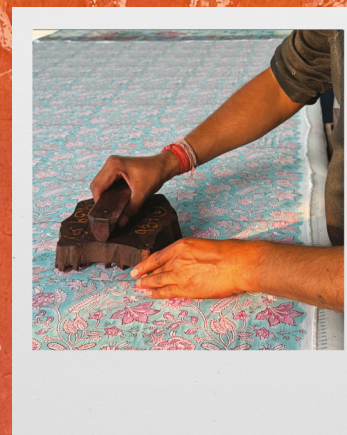


Designed in London: Hand Printed in India

Block printing is one of the oldest methods of textile printing, with origins dating back to 868 AD. This ancient craft has been passed down through generations and demands years of skillful training to master.

Our block print story is rooted in tradition, with artisans pouring their passion and expertise into every piece, infusing it with the timeless essence of craftsmanship. It's a narrative of both heritage and dedication.

Each year, we visit our manufacturers in Jaipur, and we are continually amazed by the intricate process of creating the blocks and the skilled hand-printing done by these talented artisans. When worn, it drapes beautifully, feels smooth to the touch, and has anti-static properties.



*No two blocks
are the same.*

Each block is carved by skilled craftsmen, taking up to 20 days to carve the blocks required for just one print.

As all of the dyes are handmixed, it can take up to 3 days to prepare just one print.

Find out more:



Our team

We nurture talent and encourage growth within each role, working hard to foster a culture of equality and diversity throughout our head office and store teams. There is always work to be done, but we're committed to doing everything we can to maintain a positive, supportive and inclusive environment for everyone.



We encourage staff to champion new initiatives. Sustainability is now a KPI for every member of staff.



Each staff member is entitled to take a day paid by Aspiga to volunteer for a charity or NGO of their choice.



We have switched all waste management to Curbside Waste and Recycling. They specialise in businesses with multiple sites, which means we can now unify and take better control of recycling across our HQ and all of our stores.



ASPIGA

Doing *Right* By The *Planet*

We strive to minimize our environmental impact through every decision, from production processes to fabric and packaging, always working to reduce our carbon footprint and improve sustainability.



Our fabric sourcing *ethos*

We carefully select our raw materials from natural, renewable and certified sources, wherever possible, to best suit their final purpose and to minimise the impact on the environment.

We use silky soft certified EcoVero™ viscose for blouses and dresses, lightweight organic cotton for summer dresses and kaftans, along with European certified linen and Tencel™.

We have removed 100% conventional synthetic fabrics from our collection and introduced recycled polyester made from post-consumer waste, certified by the GRS (Global Recycled Standard) for new product categories such as men's and women's swimwear, eveningwear and outerwear.



Follow our preferred
fibres benchmark



Choose natural materials
over synthetic



Prioritise certified,
traceable materials



Use circular
design principles



Ensure factories are
using best practices



Introducing New European mills & fabric sourcing for 2024

ITALIAN MERINO WOOL

Woven and dyed in Italy

For our first AW24 season we introduced a felted wool quality. This was knitted and dyed in an Italian mill situated in Prato, who focus on local traditions and have been using sustainable fabrics since 1995. Both mill and fabric have been certified by Pure New Wool, Woolmark, meaning that this wool has been used for the first time and is not blended with any other fibres.

RESPONSIBLE AND WATERLESS DENIM

We have introduced a brand new denim quality to our range, working with a mill whose goal is to significantly reduce water waste and chemical usage. In fact, they have achieved a 92% reduction in water use and 99% decrease in waste water for this product line.

Additionally, the mill has created a recycled yarn and incorporated recycled cotton into their raw material blends for denim fabrics, utilizing all of their post-industrial textile waste as they work towards a zero-waste principle.

CO

ITALIAN COTTON VELVET

Woven and dyed in Italy

Our responsibly sourced cotton velvet is crafted at the historic Pontoglio Mill, home to Italy's largest weaving facility dedicated exclusively to velvet production. Committed to sustainability and environmental stewardship, the mill maintains full control over the production chain, starting from the cotton yarn, ensuring both the quality and traceability of their fabrics.



100%

of our cord
range is organic
cotton (78%)
or responsibly
sourced cotton
(22%)

89%

of our collection
is made from
100% Natural
Fibres

We have increased
our responsibly
sourced Merino
wool & wool mixes
from 3.41% to

7.6%

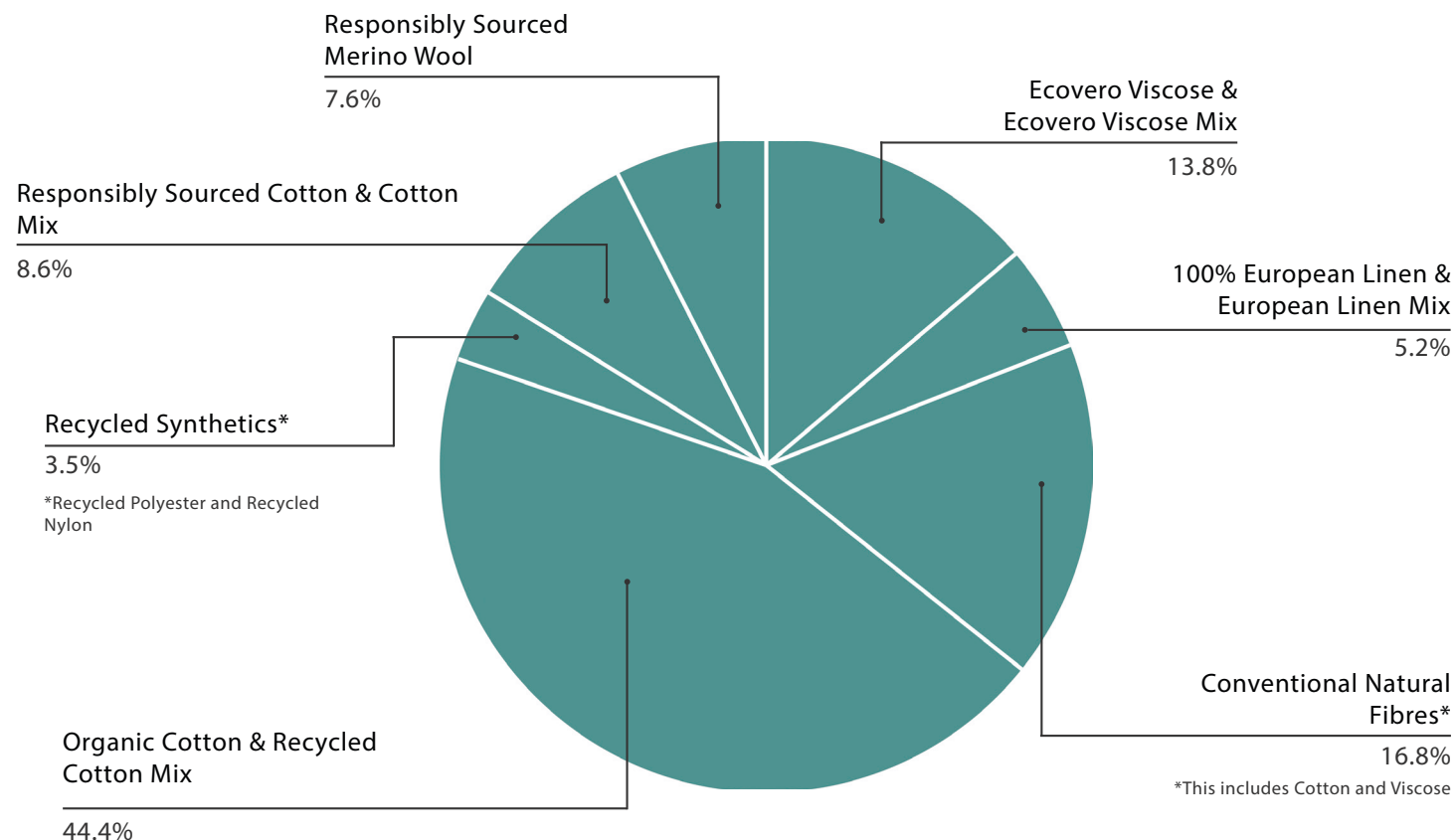
83%

of our Aspiga
collection is made
from certified
fabrics

Choosing *certified & responsible fabric*

We invest in certified fabrics to ensure responsible sourcing and ensure traceability, helping to minimize our environmental impact.

Aspiga Collection Fabric Breakdown



Our *preferred* fabrics



RESPONSIBLY SOURCED COTTON uses water more efficiently than traditional cotton. By building partnerships within the cotton supply chain we can help to improve the social, economical and environmental outcomes for farmers and their land.



ORGANIC COTTON is cultivated without the use of harmful chemicals, helping to ensure that the soil, air, and water remain free from pollutants that can cause harm. It also supports water conservation, cleaner air, healthier soil, and improved livelihoods for farmers. Hand-picked to preserve its natural form, organic cotton feels softer on the skin and has a more refined appearance (always a plus). Additionally, it is chemical-free and hypoallergenic, making it a great choice for sensitive skin.



MERINO WOOL is 100% biodegradable, naturally breathable and hypoallergenic, and is made from the finest wool yarn, using sustainable farming practices. Our 100% Merino wool is certified Pure New Wool, meaning that it has not been blended with any other fibres and meets OEKO-TEX® standards.



RECYCLED NYLON offers the same environmental benefits as recycled polyester. It helps reduce waste by re-purposing discarded post-production materials ensuring they do not end up in landfill or our oceans. The production of recycled nylon uses significantly fewer resources compared to virgin nylon, requiring up to 90% less water and 50% less energy compared to the production of virgin nylon.

Our *preferred* fabrics

LENZING[®] EcoVero[™]

LENZING[™] ECOVERO[™] viscose has a much smaller environmental footprint than traditional viscose. The production process uses 50% less water and produces 50% fewer greenhouse gas emissions. The wood pulp is responsibly sourced from certified forests that are not linked to deforestation. Additionally, this fabric is certified compostable and biodegradable across industrial, home, soil, and marine environments.



European Flax[®] Premium linen fiber

EUROPEAN-CERTIFIED LINEN, ensures that the linen fibres used in this fabric are ethically grown in the fields of France, Belgium, and the Netherlands. This certification guarantees responsible farming practices, protecting both the environment and local communities. Linen, made from the flax plant, is naturally biodegradable, making it an eco-friendly choice. What's more, flax requires only rainwater to grow, minimizing water consumption compared to other crops.



TENCEL[™] is a Lenzing branded lyocell fibre. It is made using environmentally responsible, closed-loop production processes which transforms wood pulp into usable fibres.

This solvent-spinning process recycles processed water and reuses the solvent at a recovery rate of more than 99%.

This biodegradable and compostable fibre has a soft, silky texture with a drapey quality and is breathable, strong and cool to wear.



RESPONSIBLY SOURCED
VISCOSE AND MODAL are certified to ensure that the wood used in production comes from sustainably managed forests that adhere to strict social and environmental standards.

These standards help prevent deforestation, and forest degradation, protecting biodiversity.



100% RECYCLED POLYESTER is made from post consumer fibres. Using 59% less energy than virgin polyester, all of our recycled polyester is certified to ensure responsible social and environmental practices.

Our Journey on *traceability* and transparency

We prioritize educating customers about our materials by using QR code signage in stores for easy updates. We require traceability from suppliers when introducing new fabrics and are exploring product passport technology to ensure full traceability across all product tiers.

TRACEABILITY OF OUR LINEN PRODUCTS:

To ensure best environmental practices within our supply chain, throughout 2024, we have worked with our suppliers on consolidating our linen fabrics, to be woven and dyed in the same facility. Doing so ensures best sustainability practises are adhered to and helps to reduce these products' carbon footprint.

We are able to trace all our European Linen garments back to the spinner. This equates to 6% of our Spring/Summer 2024 collection.

The nominated mill has accomplished the following sustainability objectives and established annual targets:

- Solar Panels Installed: Promoting renewable energy use.
- Water Management and Conservation: Implementing efficient practices to optimize water usage such as Rainwater Harvesting: Actively harvesting rainwater, with 15% of water usage being recycled.
- Chemical Management and Safety: Setting annual reduction targets for improved chemical safety.
- Oeko-Tex Certified Fabrics: Ensuring all fabrics meet stringent environmental and safety standards.



Our Journey on *traceability* and transparency

TRACEABILITY OF OUR KNITWEAR:

We are able to trace back to the spinners all of our knitwear produced for 2024. Through full traceability, we are able to map the origin of the fibres. We can trace all of the following for our knitwear collection:

- Spinner
- Dyer
- Knitter/Factory
- Trims/Hardware

29% of our Autumn/Winter 2024 knitwear orders came from a mill who have invested in and cultivated their own grassland area. This provides excellent work opportunities for locals and allows the mill to employ experienced professionals. There is a real focus on animal welfare and caring for their livestock is a top priority.

All our Alpaca yak products come with QR codes where the customer can learn more about the product and its origin.



TRACEABILITY OF OUR ORGANIC COTTON CORD COLLECTION:

In 2024, the majority of our Autum/Winter Cord collection was made from certified organic cotton.

For this range, we are able to map and trace the following:

- Fibre wholesaler
- Spinner
- Weaver
- Dying facility
- Hardware and buttons supplier
- Garment factory

The organic cotton cord range makes up 73% of the Autumn/Winter 2024 collection.

Extending the life of *each garment*

WILTON REPAIR AND REWEAR

We encourage our customers to shop mindfully and extend the life of their Aspiga products, supporting them with in-store mending services and our resale partner. Proud of our sustainable, beautifully designed, and long-lasting clothes, we recognize that even the best-loved items can wear out.

That's why we launched our Repair & Rewear service in 2023, available to all Aspiga customers and provided by our dedicated Wilton store team. This service helps reduce environmental impact and ensures our products last even longer.

In addition, we repair any imperfect items returned to our warehouse and sell them at a reduced price in our Wilton store, aligning with our goal to increase clothing circularity and reduce waste. In 2024, we repaired a total of 25 items for our customers, and over 1,000 items were resold in Wilton after being repaired.

"We want our products to be loved, worn, fixed and passed along."

Lucy Macnamara, Founder of Aspiga

THE CIRKEL

In 2024, we continued our partnership with The Cirkel, a fashion resale platform that allows customers to shop and sell pre-loved womenswear Aspiga products, increasing a product's lifespan and avoiding unwanted clothes going to landfill.

"Partnerships like this one help push resale from niche to mainstream. We make shopping second-hand feel like new, and selling your clothes completely hassle-free. Partnering with Aspiga only works to elevate the world of resale!"

Eliza Batten, Founder of The Cirkel



Our *Certified* packaging

Our sustainability mission extends to our packaging, and we are proud to have the following certifications for our labels and tags;

GOTS Certified Cotton: All our woven back neck/size/country of origin labels made in India. One of our larger Chinese suppliers has also achieved Organic cotton certification. (We are working on achieving this with our European partners).

Oeko - Tex : All of our woven back neck/size/country of origin labels are Oeko-tex certified (Portugal, Turkey, China & India).

GRS: All of our care labels which are produced for our largest orders are made from recycled polyester (Turkey, China, Portugal & India). We are aiming to improve this for our smaller orders where its difficult to meet moq requirements.

FSC: All swing tickets for our larger orders in the range use FSC certified paper.

YUPO® paper: Our swimwear hygiene label is now made from Yupo® Paper, eliminating single use plastic.



Sustainable marketing materials

All our printed marketing materials, including brochures, inserts, and booklets, use paper certified by the Programme for the Endorsement of Forest Certification (PEFC). The PEFC supports sustainable forest management, ensuring fibers come from controlled, sustainable sources that meet its standards.

Furthermore, all paper used in Aspiga brochures is produced using non-chlorinating bleaching methods and are fully recyclable.

We offset all our carbon emissions from our prints, working with international conservations charity, World Land Trust

The printer of our brochure is ISO 14001 accredited, demonstrating a documented commitment to environmental management. The company actively seeks ways to reduce their environmental impact and regularly reviews their Environmental Compliance Register.

Additionally, the mills and printers we work with also manage their environmental practices in accordance with ISO 14001 standards.



PEFC/16-33-795

PEFC Certified

This product is from sustainably managed forests and controlled sources.

www.pefc.co.uk



WORLD
LAND
TRUST™

www.carbonbalancedpaper.com
CBP005757

10,965m²

of critically threatened
tropical forest protected
partnering with World
Land Trust in 2024



Creating *Positive* Change

We choose to use our voice to help fight social and environmental injustice today for a fairer tomorrow. By giving back through our charitable community initiatives we can do right by people, do right by the planet, and support positive change.



Community based partners

Our ethos has always been to go beyond business as usual towards empowered community, undertaking initiatives that have the power to disrupt cycles of poverty.



DAYS FOR GIRLS

Aspiga donated off-cut fabrics to Days for Girls, who are using them in Angola to distribute sanitary products to schoolgirls and create washable menstrual products through local sewing teams. The donation supports efforts to break the stigma around menstruation and promote menstrual health. Volunteers from Associação Nacional de Ajuda Humanitária (ANAH) expressed gratitude for the support, as Days for Girls continues to empower women and girls worldwide.



BOLINGBROKE ACADEMY

We have donated a large box of left over fabrics, unsellable stock and scrap trims to their textile students as additional resources. We hope to build a relationship with the textile students at Bolingbroke, giving talks about careers in the fashion industry as well as implementing work experience opportunities.



ELIMU SEWING PROJECT & HERI MINISTRIES GIRLS

Heri Ministries Sewing College is our local partner in our sewing project. They are a charity that support vulnerable young women in rural Kenya, equipping them with income generating skills and a sewing trade. To date we have sponsored almost 100 girls to become sewing artisans.



SMART WORKS

We donated 45 items of brand new clothing to Smart Works, a charity providing clothing and guidance for women seeking employment in the UK.

Our charitable initiatives

It is hugely important to us to support the people who make Aspiga possible, as well as other causes close to our hearts.

Over the years, we've given much-needed loans to some of our small suppliers so they can build workshops and buy tools and machinery to grow their businesses.

Since the beginning of our journey we have chosen to use our voice to support initiatives where we can make positive change. Today we continue to take action and collaborate with a number of charities on a local, national, and international level.

In 2024 we have donated a total of £7009.93 to charitable organisations.

+ SCRAP DONATIONS

Since May 2023, we've donated fabric cuttings to the Preloved Studio, a South London charity focused on teaching sewing, upcycling, and repair. Located at Canons House in Mitcham, the studio offers workshops for Merton residents to reduce textile waste and combat fast fashion, while also supporting local circular fashion startups.



WATER HARVEST

WaterHarvest, is a non-profit organisation that works with rural communities in India to help them build rainwater harvesting structures, so they can collect, filter and store water.

Our donations help to provide clean water and good sanitation to families and schools. To put it into perspective, 1 water tank could provide a family of 6 clean water for 25 years.



LOVING HUMANITY

Aspiga proudly donated each month to Loving Humanity; a non-profit organisation created to support refugees and the health and well-being of girls and women.

Every £5 donated helps to keep 10 girls in education, transforming their lives and helping them to learn, work and live with dignity.



BLUEBELLS SCHOOL

Bluebells is a rural primary school, near our Kenyan suppliers, with 150 children. We are thrilled to continue supporting the school in 2024, having funded the fixing of computers and the installation of solar panels. This enabled the school to put new fans in the staff room, computer room and office. On top of this, they have installed security lights, increasing the security of the school compound.



RESTART AFRICA

Opened in 2014, located in Gilgil, Kenya, Restart Africa provides children with an education and a safe and healthy environment to grow and flourish in. The orphanage is entirely funded by donations and is now home to over a hundred children.

We are proud to work with the Santana Women's Group, who supply some of our sandals and jewellery, and donate all profits to Restart Africa.

The Salvation Army Donation



In December 2024, instead of our usual office Secret Santa, we chose to buy gifts for children whose parents were unable to provide presents for the holiday season. We donated these gifts to the Salvation Army, an organization that works tirelessly during Christmas to support families in need and help make the holiday season special for everyone.



Breast Cancer Awareness



To raise awareness for Breast Cancer, our office united by wearing pink. We captured videos to share on TikTok and Instagram, encouraging our followers to join us in supporting the incredible work of Breast Cancer Now.

We also donated 10% of sales on our curated "Pink Edit" to Breast Cancer Now.





LONDON

10
Beach
Cleans



CORNWALL

3
Beach
Cleans

Aspiga Beach Cleans

We are proud to have been supporting beach cleans since 2019.

In Kenya, 12 school children, along with our sandal supplier, volunteer for a monthly beach clean in Malindi. In return Aspiga covers their school fees. This initiative ensures the school children receive an education they had previously been unable to afford. Outside of our beach clean they are constantly encouraging the rest of the village to look after their environment and surroundings.

What started as an initiative to drive awareness of World Water Day, has quickly become a regular activity in Kenya, as well as near our UK stores, and for our HQ team in London, filling bags with rubbish collected from the banks for the river Thames.



BARBADOS

3
Beach
Cleans



KENYA

24
Beach
Cleans

Leading by *example*

We believe in leading by example and inspiring others to achieve positive change. From talks with industry bodies and schools, to involvement in local sustainable events and regular communication with our customers, we actively encourage and inform our community across all touchpoints.

Through our seasonal brochures (approx 10/year), bi-monthly Aspiga Loves parcel insert magazine, our non-profit 16 page 'How to Live a More Sustainable Life' booklet, emails (over 140k base), social posts (over 92k followers on IG), social communities, paid performance advertising and even swing tags, we encourage customers to engage in a more sustainable lifestyle.

To date:

- 4,428 copies of "A Guide to Living a More Sustainable Life" have been requested by customers.
- 500+ followers have joined our Facebook Sustainable Living Community group, dedicated to sustainability.
- The first post on our 92k follower Instagram feed is pinned as B Corp status, (that is always the first post that our 92k followers see).
- B Corp status is highlighted in all of our social bios.
- We have sustainable specific highlights (around B Corp, Beach Cleans & Circularity) on Instagram with a reach of 4.3k views.
- We were featured in the Coutts window display, showcasing B Corp month and International Women's Day.
- Our B Corp certification page has been viewed over 64k times across all time (up until 31st December 2024).

4,428
copies of "A Guide to
Living a More
Sustainable Life"
requested by
customers

500+
followers in
our Facebook
community
dedicated to
sustainability



Our *retail* stores

We now have 12 Aspiga stores. In 2024 we opened a permanent store in King's Road and we have opened a brand new store in Sherborne. We also transformed our Northcote Road store into an Outlet, as well as being one of our Cirkle drop off points.

We aim wherever possible to repurpose what is already in the new sites we open and minimise the purchase of new fixtures. We are proud to report that this year we did not to send any waste from new sites to landfill.

We have implemented a new store opening sustainable checklist to align values across new sites.

We re-use fixtures and fittings where possible

Implemented a store opening sustainable checklist.

Our awards



Gandhian Award, 2024

"Beloved Lucy,

It was so wonderful to meet you in person. Huge congratulations on the Gandhian Award for Aspiga. I'm so excited for your upcoming meet with the High Commissioner of India. Nachiket Joshi (Entrepreneur) and Aditi Tatkar are presenting the trophy to you, (Mrs. Aditi is the Women and Child Development Minister of Maharashtra Government, India.) I'm so grateful for all that you do. You are inspiring not just our community but also young ones. Much love and admiration,

Raageshwari"

- A Message to our founder from the Gandhian Awards



Finalist for The Drapers Sustainable Fashion Awards 2024



Highly Commended for Best Sustainable Fashion Brand: Country & Townhouse Future Icons Awards 2024



Shortlisted for Womenswear Brand of the Year: The Drapers Awards 2024



Highly Commended for Clothing: Marie Claire Sustainable Awards 2024



Shortlisted for Womenswear Brand of the Year: The Drapers Independent Awards 2024

Our partners



B-Corp



Common Objective



World Land Trust

THE CIRKEL

The Cirkel



Future Leap



Carbon Click



Water Harvest

Future Goals



Positive Change in 2025

Logistics:

- Target for 80% of shipments to be shipped by sea freight.
- Working with our third party distribution centre to continue to roll out their sustainability initiatives and environmental policy.

Product & Design:

- Continuing to work with our supply base on utilising stock fabrics within our product ranges. This will either be through garments or woven accessories.
- Reduction in sampling; we will only factor three samples within our development process. We will work together with all of our suppliers to ensure this is adhered to.
- Critical path management. We have implemented a new critical path process for 2025 which will allow for more efficiency when sea freighting our garments.
- Join "Fashion for good" by providing hands-on project management, access to funding and a robust ecosystem of mentors and experts, we help the most powerful innovations to market faster. We support innovations across the entire value chain, including materials, processing (chemistry, machinery), end-of-use solutions, and traceability

Marketing:

- Stakeholder education on site - we will drive sustainability initiatives on site, promoting sustainable products more effectively on the website and contributing to campaigns that highlight our ongoing commitment to environmental responsibility. We will do this within our product highlights and content creation within people and planet pages
- Introduce an integrated resale platform - enhance customer circular experience with Aspiga products to ensure reduction of waste.

Employee:

- Learning and Development - Line Managers will assess their team's needs and book specific training across technical skills and specialised training as required. There will be a specific budget allocated to this training.
- Wellness: Aspiga has committed to providing a series of lunchtime wellness talks with guest speakers. Dates to be confirmed but we would hope at least once a quarter if not more.
- Flexible working - We have implemented new initiatives to help our employees. Aspiga is now offering staff work from home flexibility and flexible office house. There will also be areas within HQ set up for hot desking to allow for focused time.
- We will commit to conducting more staff surveys to get up to date feedback on what is important to our employees.

Aspiga Impact Update

We've been working hard to implement our goals for 2025. We're all on a journey to do right by our people and planet, and to support positive change. Here are some of our key achievements from the last six months!



Wellness at Aspiga

A series of wellness events have been thoughtfully planned throughout the year to support the health and well-being of our team. These sessions are completely voluntary and open to all employees based at HQ. We encourage everyone to take part, engage, and make the most of these opportunities to recharge and connect!

WENDY SMITH

Our first session was with Wendy Smith, Accredited Coach /EFT (tapping) practitioner. Wendy specialises in stress management and anxiety. Wendy has equipped the team with some simple stress reduction techniques.



RAAGESHWARI LOOMBA

Our second session was led by Raageshwari Loomba (Renowned Mindfulness Author & Life Coach) she is currently voted as one of the top 50 Mental Health Influencers in India. Raageshwari's diverse work takes her across the globe from performing at the Nobel Peace Centre, to working with HH Dalai Lama, and working in Pakistan with children rescued from terrorist training camps.



Community Beach Clean Up

One of our proudest ongoing initiatives is our monthly beach clean ups in both Kenya and London. In celebration of World Earth Day, we were thrilled to be joined by children from Newton Prep School for our regular clean up! Together with parents, students, and Aspiga staff, we collected an incredible 7 bags of rubbish, making a meaningful difference for our planet, one step at a time.



Bcorp Month in March



SMOL

For B Corp month we partnered with some of our fellow B Corp's. The first was a feature in Smol's March brochure within their "Top 5 B Corp Brands". Smol is a brand of eco-friendly home cleaning products: made with fewer chemicals / vegan and cruelty free / 100% plastic free and recyclable.



ABEL & CO

Our second partnership was a competition with Abel & Cole who are an online grocer that delivers fresh, sustainable, and organic food to homes across the UK. They work with only small organic producers, avoid pesticides and synthetic fertilisers & plant wildflowers around their fields to restore wetland habitats.



SS25 Press Day

For our SS25 press day our goodie bags were themed around B Corp month and circularity. We included book marks and reusable fabric face pads that utilise off cuts of our organic cotton block printed fabric.

Supplier initiatives

Following our recent trip to India (April 2025) we have worked with all our suppliers on a sampling code of conduct. We have implemented this to reduce wastage and over sampling, all in line with our sustainability objectives.



Fundraising

For the whole of March, 5 dedicated team members committed to walking 10,000 steps a day as a part of the Step Up for Smart Works Campaign.

The team raised an impressive £838 which will be put towards Smart Works charitable initiatives.

At our mental health awareness event, held in May at The Soke, we raised just over a £1000! This fundraising will be gifted the young epilepsy charity.



Thank *You*

for being a part of our exciting journey.
We couldn't have made it without you.



ASPIGA

ASPIGA