

GINGERLILY

LONDON

OUR IMPACT REPORT 2026

PART OF A GLOBAL MOVEMENT WORKING TO BENEFIT PEOPLE AND THE PLANET

Certified B Corporation

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ABOUT GINGERLILY



ABOUT GINGERLILY

Founded in 2004 by Deborah Fiddy, Gingerlily is a family-owned, female-led British luxury bedding brand and internationally recognised silk specialist.

Inspired by the exceptional comfort and natural wellbeing benefits of silk, Gingerlily pioneered silk-filled duvets in the UK and has spentmore than 20 years creating an exceptional collection of silk bed linen, filled bedding, sleepwear and accessories.

Designed in London and crafted using the finest long-strand Grade 6A mulberry silk, our collections are created in partnership with long-standing specialist manufacturers, where generations of silk-making knowledge and traditional craftsmanship continue to inform every piece.

Naturally Hypoallergenic

Hair & Beauty Benefits

Temprature Regulating

100% Sustainable



OUR STORY CONTINUES

Today, Gingerlily is available internationally, both directly to customers and through leading luxury department stores and specialist retailers worldwide.

As a Certified B Corporation, we are building on this heritage by bringing the same care and attention to responsible business, positive impact and continuous improvement as we do to the quality and craftsmanship for which Gingerlily is known.

Find out more at **gingerlily.co.uk**

Founded in 2004. More than 20 years of silk expertise

Family-owned & female-led

Luxury British Bedding silk specialist

Crafted Long-strand mulberry silk for comfort, wellbeing and restorative sleep

A NOTE FROM OUR FOUNDER

Achieving B Corp Certification is an incredibly proud moment for Gingerlily.

It has been a detailed and rigorous process, but one we were committed to undertaking because it reflects the values that have shaped our business since the very beginning.

When I founded Gingerlily over 20 years ago, my ambition was to introduce beautifully crafted silk products that would help people experience the exceptional comfort and natural benefits of silk, supporting better sleep and offer everyday beauty and wellbeing benefits. That same philosophy extends beyond our collections to the way we run our business - from supporting our employees and building long-standing, ethical relationships with our suppliers to continually improving the sustainability of our sourcing and operations and supporting both local charities and wider charities that are close to our hearts.

As a small business, I've always believed that true luxury is about creating beautiful products responsibly, and I'm thrilled to see those values recognised through B Corp Certification.

I want to thank you and all our partners for coming on this journey with us.

Deborah

CEO & Founder

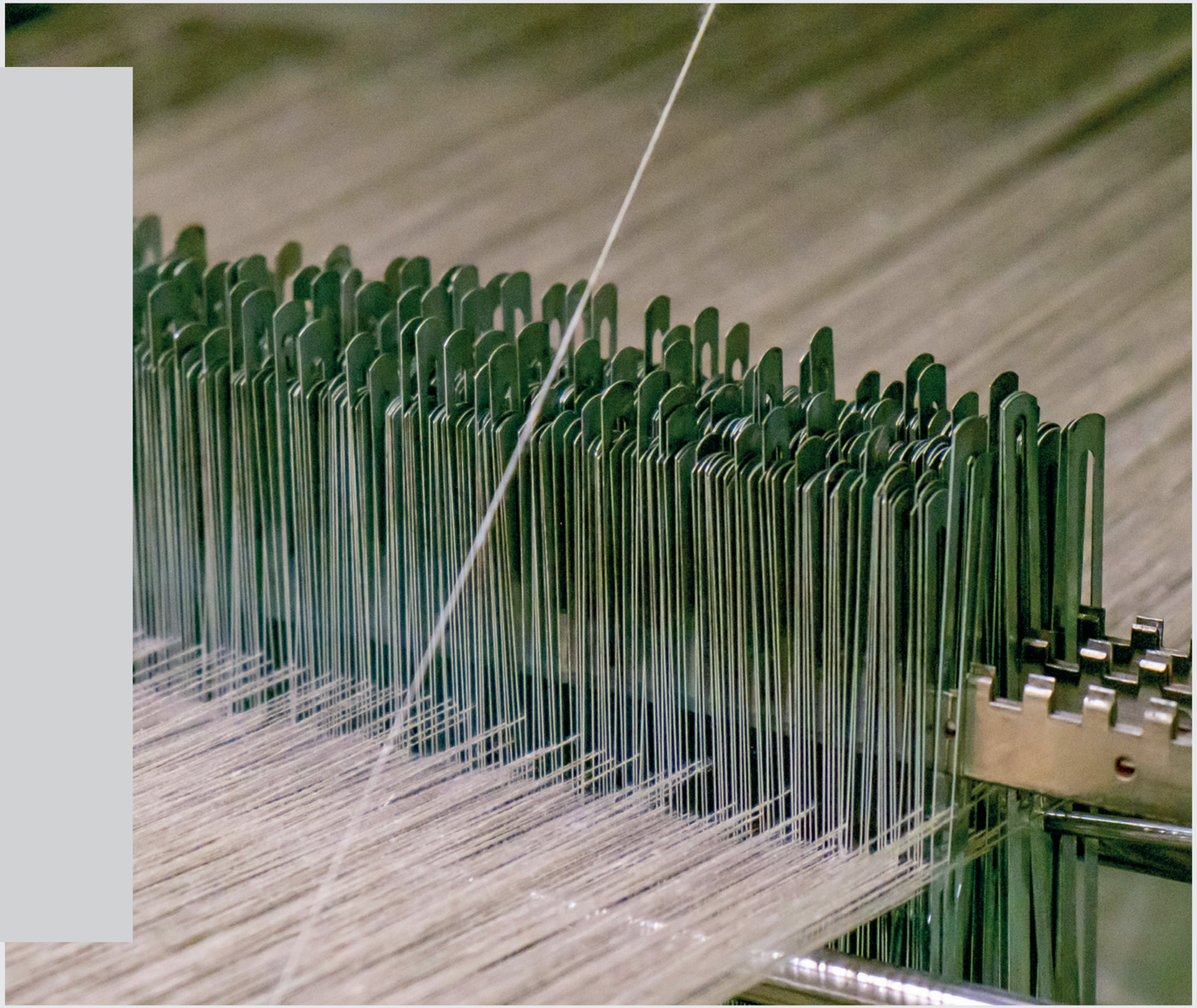


OUR MISSION

At Gingerlily, we believe true luxury should be created with care;
this is for our customers, our team, our partners,
our communities and the environment.

Since the beginning, our purpose has been to create beautiful silk products that enhance everyday comfort, wellbeing and restorative sleep. As a Certified B Corporation, we are building on those founding values by embedding responsible business practices across our operations, from the way we source our materials and work with our long-standing manufacturing partners, to how we support our team, contribute to charitable initiatives and reduce our environmental impact.

Our aim is to show that luxury, craftsmanship and considered business can work together, creating products of lasting quality while continuing to make a positive impact on the people and places connected to Gingerlily.



AREAS OF FOCUS

- **GOVERNANCE:** To balance purpose with profit, embedding responsible business practices into how we make decisions and how we continue to grow as a Certified B Corporation.
- **WORKERS**: To support our small team by creating a respectful, responsible and considered working culture.
- **COMMUNITY:** To strengthen long-standing partnerships with trusted manufacturers and contribute to charitable initiatives that reflect our values.
- **ENVIRONMENT:** To continue reducing our environmental impact through more responsible sourcing, operations and ongoing improvement.
- **CUSTOMERS:** To create beautifully crafted silk products that support comfort, wellbeing and restorative sleep, while maintaining the quality and craftsmanship Gingerlily is known for.



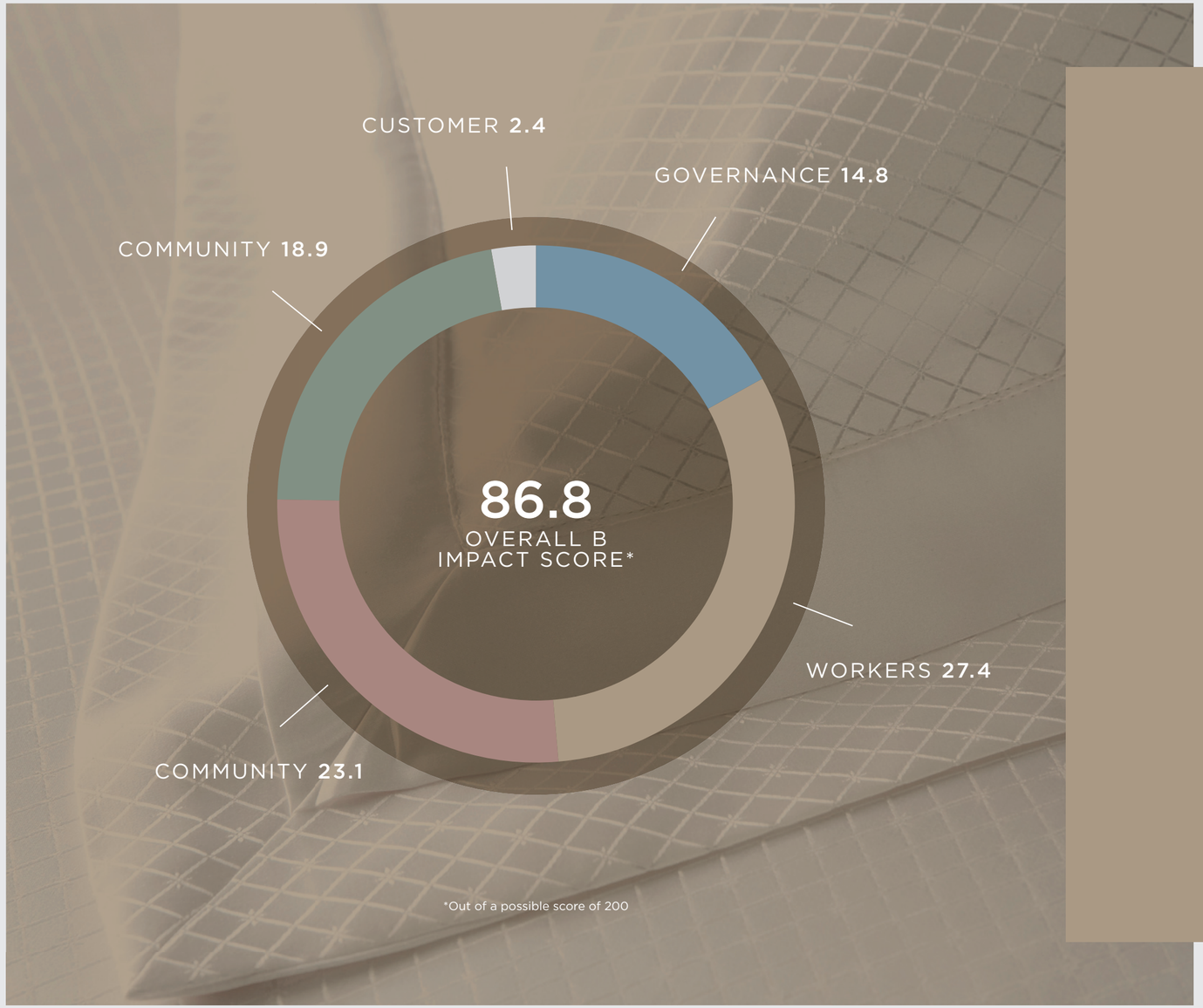


OUR CULTURE AND VALUES

- **RESPECTFUL BY NATURE:** We treat colleagues, partners, suppliers and customers with care, courtesy and consideration.
- **WORKING WITH INTEGRITY:** We value honesty, sincerity and trust in the way we communicate, collaborate and make decisions.
- **ONE TEAM, SHARED PURPOSE:** We support one another across roles and functions, working collaboratively for both personal growth and the wider success of the business.
- **GUIDANCE AND GROWTH:** We share knowledge, mentor new team members and create space for learning, confidence and development.
- **DRIVEN BY CARE AND PROGRESS:** We bring passion and motivation to our work, helping Gingerlily move forward as a more ethical, inclusive and sustainable business.



OUR B CORP ASSESSMENT



OUR B CORP OVERALL IMPACT SCORE: **86.8**

B Corp Certification looks at the impact of a business as a whole, holding companies to some of the highest standards of social and environmental performance, transparency and accountability. It assesses the full business, not just one product, policy or area of operation.

Through the B Impact Assessment, Gingerlily was reviewed across key impact areas including governance, workers, community, environment and customers.

We are proud to share our results across these areas, reflecting both the progress we have made and the opportunities we have to continue improving.

Scores and impact area metrics are reported and calculated by B Lab as part of the B Impact Assessment.



OUR IMPACT
SCORE IN DETAIL

GOVERNANCE

IMPACT AREA

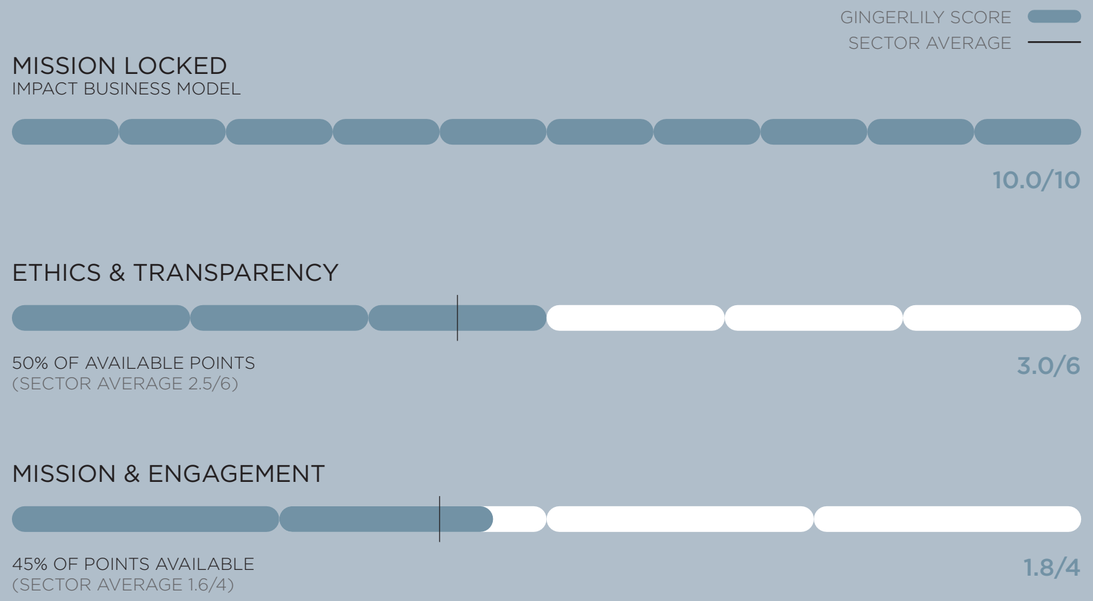
GOVERNANCE: **14.8/20**

(+7.3 PTS VS SECTOR AVERAGE 7.5)

Governance is where Gingerlily's values are formally built into the way the business is run. As part of our B Corp journey, we strengthened our governing documents to ensure stakeholder interests are considered in decision-making, embedding responsibility beyond profit alone.

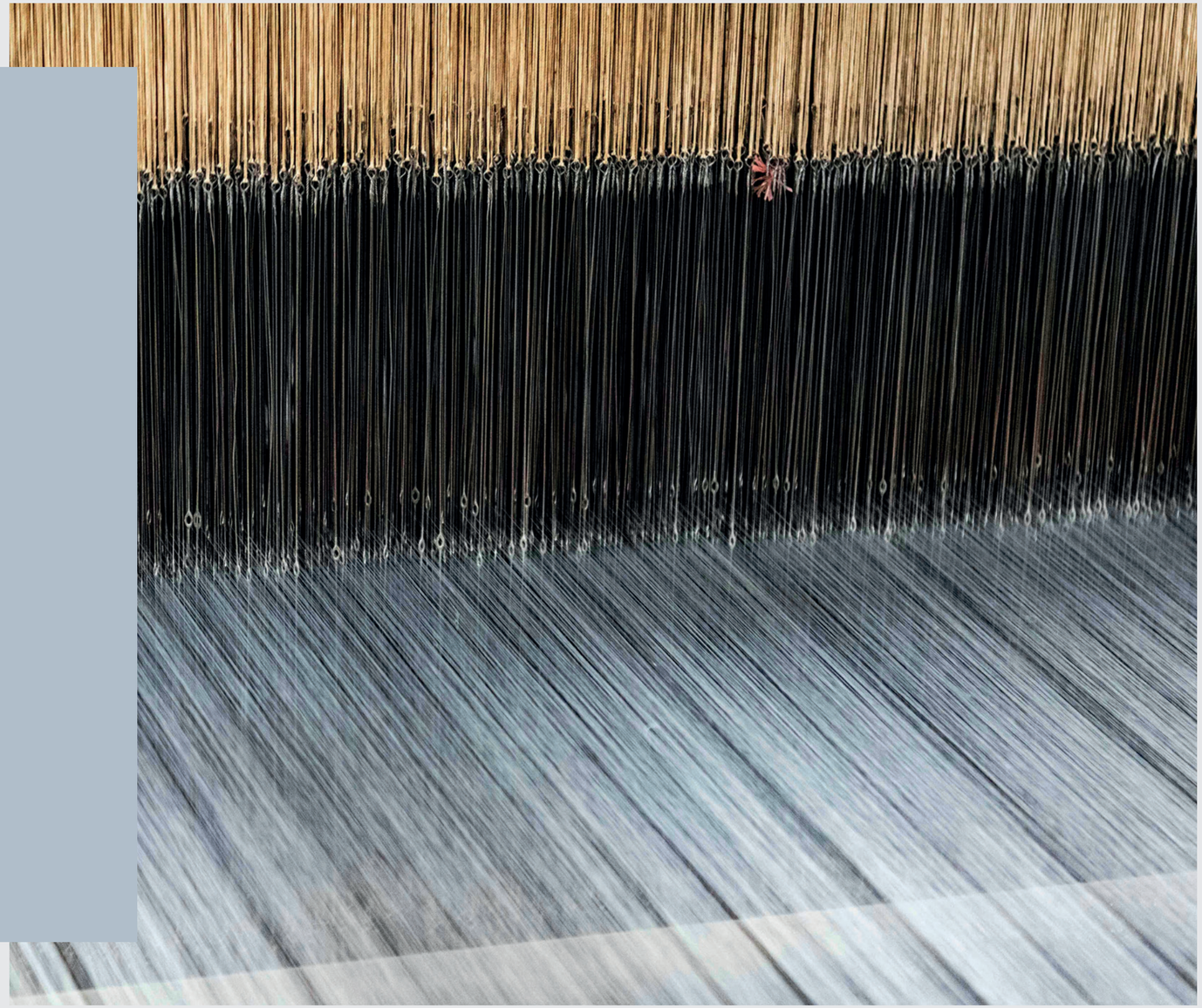
This area recognises the structures, policies and leadership practices that support ethical decision-making, transparency and accountability across the business.

Scores and impact area metrics are reported and calculated by B Lab as part of the B Impact Assessment.



GINGERLILY'S GOVERNANCE HIGHLIGHTS

- **10/10 ACHIEVED FOR MISSION LOCKED,** recognising that stakeholder consideration is embedded within our governing documents.
- **BOARD-LEVEL REVIEW** of social and environmental performance, helping keep impact on the leadership agenda.
- **CLEAR ROLES AND RESPONSIBILITIES**, supported by written job descriptions, a formal organisational chart and regular management meetings.
- **ETHICS AND ACCOUNTABILITY,** including a written Code of Ethics, whistleblowing policy and internal financial controls.
- **IMPACT RESPONSIBILITIES WITHIN THE TEAM,** with social and environmental considerations reflected in management roles, training and performance reviews.



GOVERNANCE GOALS AND NEXT STEPS

TRACK OUR IMPACT MORE CLEARLY
Introduce defined social and environmental KPIs, helping us measure progress and review our impact year on year.

STRENGTHEN LEADERSHIP REPORTING
Develop a more structured approach to reviewing social and environmental performance at Board and management level.

EMBED RESPONSIBILITY ACROSS THE BUSINESS
Continue to make social and environmental considerations part of everyday roles, decisions and ways of working.

DEEPEN STAKEHOLDER ENGAGEMENT
Build on our existing stakeholder approach by gathering more regular feedback from employees, customers, suppliers and partners.

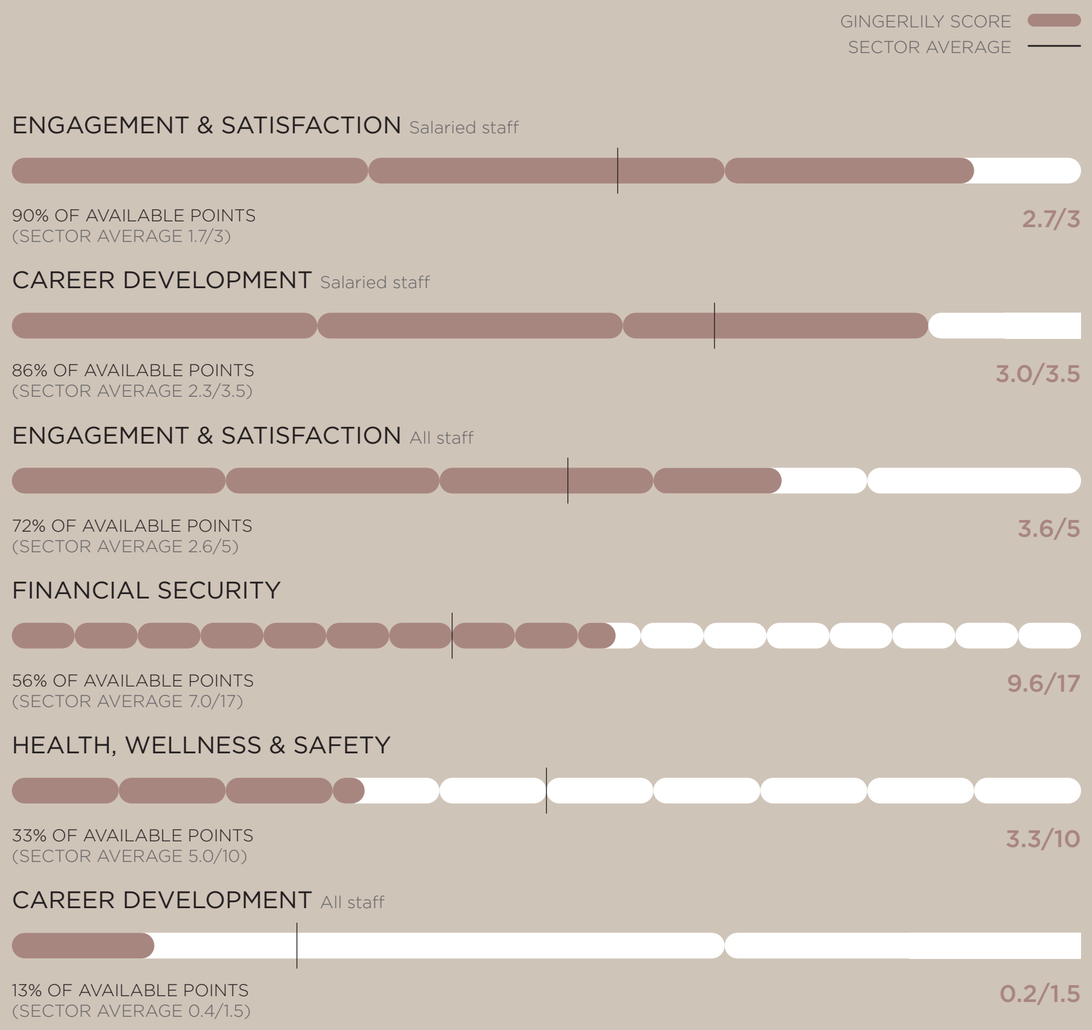
KEEP IMPROVING OUR GOVERNANCE FRAMEWORK
Use our B Corp certification as a framework for accountability, transparency and continuous improvement.





OUR IMPACT
SCORE IN DETAIL

WORKERS



IMPACT AREA

WORKERS SCORE: **27.4/40**

(+11 PTS VS SECTOR AVERAGE 16.4)

At Gingerlily, we take pride in creating a thoughtful and supportive working culture for our employees.

As a small, close-knit team, we believe everyone should feel valued, heard and encouraged to grow. Our Workers assessment reflects strong performance across financial security, employee engagement and career development, while giving us a clear framework for continued improvement.

Scores and impact area metrics are reported and calculated by B Lab as part of the B Impact Assessment.



WORKERS HIGHLIGHTS

LIVING WAGE EMPLOYER

100% of employees are paid at least the individual and family living wage benchmark, with Living Wage accreditation in place since 2023.

STRONG ENGAGEMENT & RETENTION

80% of employees reported feeling satisfied or engaged in our most recent survey, with no employees leaving the business during the assessment period.

SUPPORTING FINANCIAL SECURITY

Employees have access to a private pension, and 100% of non-executive employees received a monetary bonus.

TIME TO REST AND RECHARGE

Full-time employees receive 36+ paid days off each year, alongside family leave policies and other workplace benefits.



HOW WE SUPPORT OUR TEAM

LISTENING AND ACTING ON FEEDBACK

We conduct an annual anonymous employee engagement survey with full team participation. In our most recent survey, 80% of employees reported feeling satisfied or engaged. Feedback is reviewed openly, with actions recorded and used to shape changes to policies, processes and the working environment.

CLEAR OBJECTIVES, MEANINGFUL DEVELOPMENT

Every employee takes part in a structured review process, with annual objectives and KPIs supported by regular check-ins. Reviews also include development discussions, 360-degree feedback and sustainability-linked objectives, helping connect individual contribution with Gingerlily's wider ambitions.

SHARING SUCCESS

At Gingerlily, we believe dedication should be recognised. 100% of non-executive employees received a monetary bonus, with the business maintaining this commitment even when financial performance was challenging. It is one of the ways we show appreciation for the care, commitment and contribution our team brings to the business.



INVESTING IN OUR TEAM

INVESTING IN SKILLS AND PROGRESSION

Employees are supported through role-specific training, cross-functional development and access to external professional development. Training during the period covered systems, ecommerce, customer engagement, product knowledge and wider commercial skills.

A CULTURE WE INVEST IN

At Gingerlily, we believe a positive working culture is built through both meaningful support and everyday moments of connection. Alongside formal benefits, the company funds team lunches, milestone celebrations, social occasions and other thoughtful gestures that bring employees together, recognise contribution and help create a workplace people genuinely enjoy being part of.



WORKERS GOALS AND NEXT STEPS

BUILD ON EMPLOYEE DEVELOPMENT

Continue to strengthen our annual review process, with clear objectives, role-specific KPIs and regular check-ins that give employees the opportunity to discuss progress, challenges, ideas and the support they need.

INVEST FURTHER IN LEARNING

Introduce an annual training budget to support role-specific development, external learning and opportunities to build new skills within the business.

BROADEN PERSONAL DEVELOPMENT SUPPORT

Explore learning opportunities beyond day-to-day roles, including areas such as financial wellbeing, leadership, communication and confidence-building.

ENHANCE EVERYDAY WELLBEING

Review practical and proportionate wellbeing initiatives that support employees in their day-to-day working environment, such as ergonomic workspace reviews, wellbeing resources or other accessible support options. Employees also have access to Gingerlily products at cost, helping them experience the comfort and restorative sleep benefits central to the brand.



OUR IMPACT
SCORE IN DETAIL

COMMUNITY

IMPACT AREA

COMMUNITY: **23.1/40**

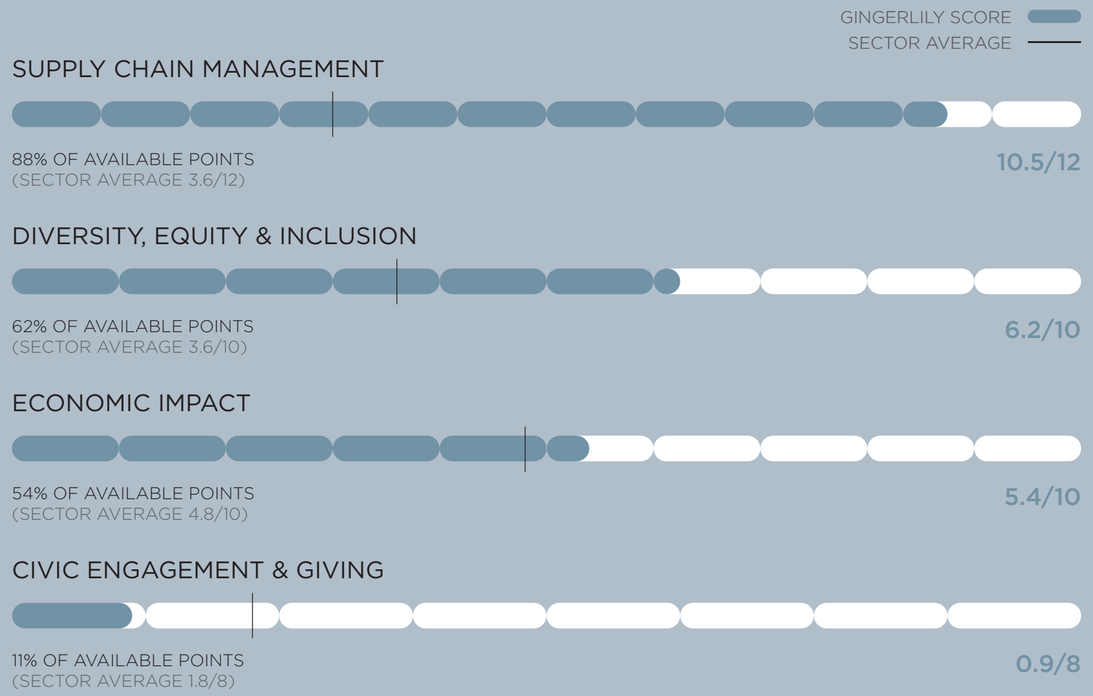
(+10.2 PTS VS SECTOR AVERAGE 12.9)

Gingerlily's approach to community is reflected in how and where we do business. From building long-standing international supplier partnerships to supporting independent businesses, local employment and an inclusive workplace, we aim to ensure our growth has a positive impact beyond our own business.

Our approach also extends through responsible sourcing standards, support for women in business, and ongoing involvement with charitable and community causes.

BUY WOMEN BUILT

Scores and impact area metrics are reported and calculated by B Lab as part of the B Impact Assessment.



COMMUNITY HIGHLIGHTS

LONG-TERM SUPPLIER PARTNERSHIPS

Many of our supplier relationships span between 7 and 20 years, with some partners working with Gingerlily since our earliest years.

SUPPORTING THE LOCAL AND UK ECONOMY

A significant proportion of our purchasing and operational spend remains within the UK and with independent suppliers local to our London headquarters.

DIVERSE LEADERSHIP

Gingerlily is woman-led and majority woman-owned, with women also strongly represented across management and the wider team.

RESPONSIBLE SUPPLY CHAIN

Significant suppliers are assessed against our social and environmental requirements, supported by our Supplier Code of Conduct and Social & Environmental Supplier Questionnaire.

CHARITABLE GIVING

We support a range of charities and causes through donations, fundraising, product contributions and longer-term charitable partnerships, with more detail shared in our Community Giving section.



COMMUNITY METRICS

- **52%** of non-labour supplier spend identified as being with local independent suppliers following our detailed supplier review.
- **44%** of our Cost of Goods Sold was spent with UK-registered companies or UK-based suppliers.
- **50%+ net job growth** was recognised during the assessment period, based on newly created roles meeting B Corp's living wage criteria.
- **75%** of Gingerlily's managers identify as women, alongside the business being both female-led and majority women-owned. Gingerlily is also part of the Buy Women Built community, supporting wider visibility for women-built brands and female entrepreneurship.
- Suppliers representing **80% of our spend have an average relationship of approximately eight years,** with many partnerships spanning 7–20 years and some dating back around two decades.



COMMUNITY METRICS

- **100% of identified outsourced staffing services** are covered by Gingerlily's formal supplier labour and conduct requirements.
- Significant suppliers are screened for **legal compliance, working conditions, labour standards, environmental practices and third-party certifications** through our Supplier Code of Conduct and supplier assessment process.
- **Charitable giving:** Gingerlily supports a range of charities and causes, including Crisis UK, Macmillan Cancer Support, Beyond Shame Beyond Stigma, Mind, Royal Trinity Hospice, MS charities, The Royal Marsden Lung Research, Hospice in the Weald and Furnishing Futures, through donations, fundraising and product contributions.



COMMUNITY GIVING IN DETAIL

SUPPORTING THE CATHERINE CHURCHILL CHARITY

The Gingerlily x Memo Press collection holds a particularly special meaning for our founder, Deborah Fiddy.

Created in collaboration with Memo Press founder Alice Edwards, the collection brings two of Alice's hand-painted floral illustrations, Lily of the Valley and Forget-Me-Not, to silk. Both flowers were chosen for their associations with joy, love and remembrance, with Lily of the Valley holding particular significance for Deborah as it was her sister Catherine's favourite flower.

In memory of Catherine, Gingerlily donates a percentage of sales from the collection to the Catherine Churchill Charity, supporting The Royal Marsden Lung Research and Hospice in the Weald.

Through the collection, we are proud to support organisations working to advance cancer research and provide compassionate hospice care, while celebrating Catherine's memory through something designed to bring beauty and joy.



COMMUNITY GIVING IN DETAIL

SUPPORTING ACCESS INTO THE DESIGN INDUSTRY

Gingerlily has previously partnered with United in Design through its internship programme, supporting the charity's work to create more inclusive pathways into the interiors and design industry. This reflects Gingerlily's wider commitment to supporting opportunity, representation and emerging talent within the creative communities connected to our business.



COMMUNITY GIVING IN DETAIL

WIDER CHARITABLE GIVING

Alongside our ongoing support for the Catherine Churchill Charity, Gingerlily supports a wider range of charitable causes through donations, fundraising and the gifting of our products. Most recently, we donated a Lily of the Valley Eiderdown to Furnishing Futures for a fundraising auction, helping to support its work creating safe, comfortable and thoughtfully furnished homes for women and children rebuilding their lives after domestic abuse.

We are proud to continue supporting charities and community initiatives where we can, using both our products and our platform to contribute in a meaningful way.



COMMUNITY GOALS AND NEXT STEPS

STRENGTHEN SUPPLIER RISK ASSESSMENT

Develop a more structured approach to assessing social, environmental and labour-related risks across suppliers, subcontractors and outsourced service providers.

INTRODUCE REGULAR SUPPLIER REVIEWS

Work towards reviewing our significant suppliers at least every two years, using the findings to identify opportunities for improvement and strengthen responsible practices.

IMPROVE SUPPLIER ONBOARDING AND VERIFICATION

Build a clearer onboarding and verification process for new suppliers, helping us assess risk consistently & ensure partners understand and meet our Supplier Code of Conduct requirements.



COMMUNITY GOALS AND NEXT STEPS

FORMALISE OUR CHARITABLE GIVING

Build on our existing charitable giving approach by exploring clearer annual commitments, including opportunities to support environmental causes alongside the charities and communities already important to Gingerlily.

INVOLVE OUR EMPLOYEES AND CUSTOMERS

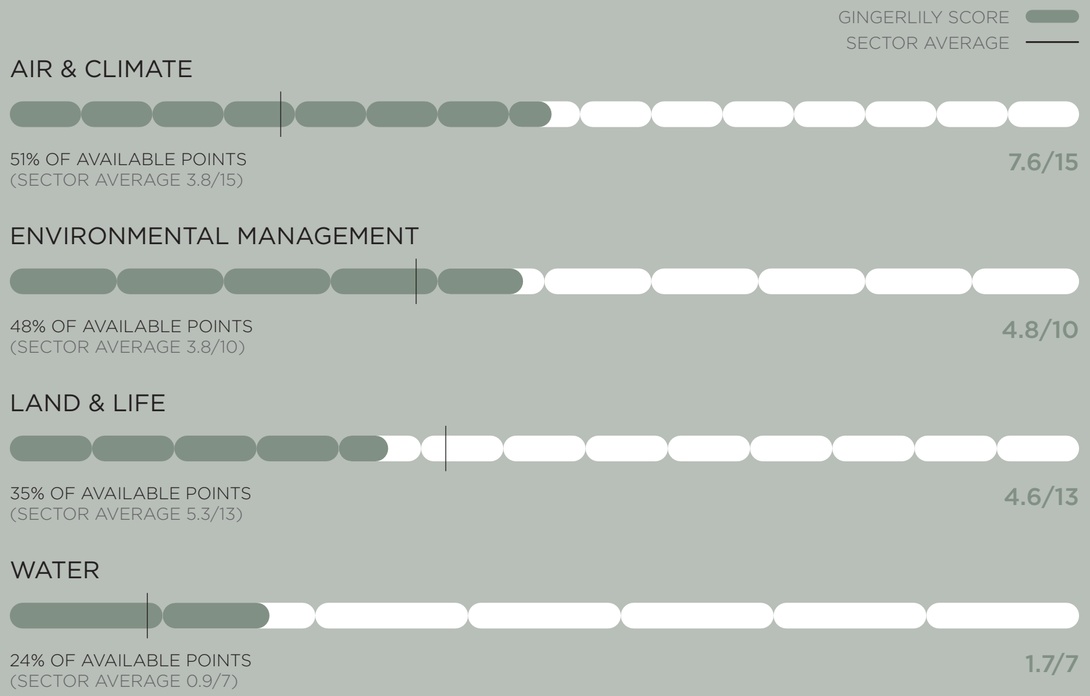
Create more opportunities for employees and customers to help shape our charitable & community initiatives, including providing input into the causes and organisations we support.





OUR IMPACT
SCORE IN DETAIL

ENVIRONMENT



IMPACT AREA

ENVIRONMENT SCORE: **18.9/45**

(+7.5 PTS VS SECTOR AVERAGE 11.4)

Our approach to environmental responsibility focuses on reducing our impact across our products, supply chain and day-to-day operations.

From responsible textile standards and independent product testing to reducing waste, energy and water use, we continue to look for practical ways to improve how we work.

We also consider environmental performance within our supplier relationships, working with partners who can demonstrate recognised standards and responsible practices, while encouraging more sustainable ways of working across our own business.

Scores and impact area metrics are reported and calculated by B Lab as part of the B Impact Assessment.



ENVIRONMENT HIGHLIGHTS

RESPONSIBLE TEXTILE STANDARDS

We work closely with our suppliers to maintain high standards of textile compliance, using OEKO-TEX® and GOTS certification where applicable, alongside independent testing of materials to support compliance with REACH and POP requirements.

REDUCING OUR OPERATIONAL IMPACT

We continue to look for ways to reduce energy, water and waste across our office and wider operations.

RESPONSIBLE SUPPLIER PRACTICES

Environmental standards, certifications and performance form part of how we assess and work with our suppliers.

PROGRESS TOWARDS NET ZERO

Reducing emissions remains part of our longer-term environmental ambitions, alongside continued improvements across our operations and supply chain.



ENVIRONMENT METRICS

100% RENEWABLE ELECTRICITY

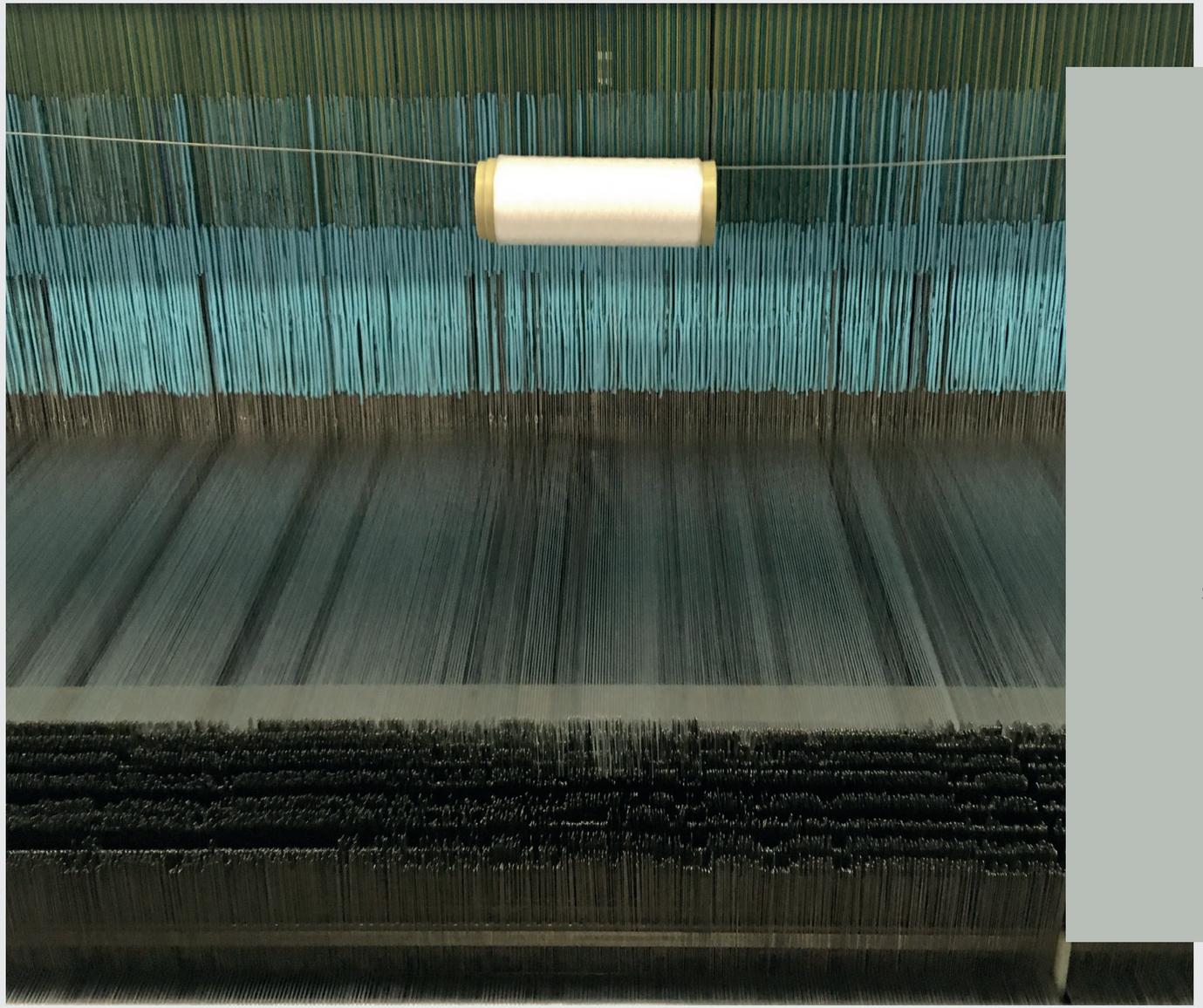
Our office electricity is supplied through a 100% renewable energy contract with E.ON, which has been extended for a further three years.

RESPONSIBLE WASTE MANAGEMENT

Our communal office waste is managed through an established waste disposal service, with appropriate local specialist disposal used for hazardous waste where required.

WASTE TRACKING

We monitor waste generated at our London studio to better understand usage and encourage our team to reduce waste and make more considered day-to-day choices.



ENVIRONMENT METRICS

75%+ CERTIFIED OR APPROVED PURCHASING

More than 75% of materials and products purchased meet B Corp criteria for third-party social or environmental certification or approval, or are sourced from significant suppliers with qualifying company-level certification or approval.

SUPPLIER ENVIRONMENTAL MONITORING

Our significant suppliers are assessed through our Social & Environmental Supplier Questionnaire, covering areas including environmental performance, waste and recycling, environmental policies and third-party certifications.



TEXTILE STANDARDS & COMPLIANCE

Maintaining high standards across our products and supply chain is an important part of our environmental approach. We work closely with our manufacturing partners and use recognised certification and independent testing to support product safety, responsible production and environmental compliance.

RESPONSIBLE WASTEWATER MANAGEMENT

As part of our manufacturing process, dye wastewater is collected and sent to a licensed wastewater treatment facility. Local environmental regulations prohibit untreated dye wastewater from being discharged directly into the environment.

MATERIAL AND CHEMICAL TESTING

Our silk is produced without the use of bleach or pesticides. Where products do not carry OEKO-TEX® or GOTS certification, we use independent testing to assess compliance with relevant EU REACH and POP requirements. To date, 36% of our products have undergone this additional testing, including screening for harmful chemicals and pesticides.



TEXTILE STANDARDS & COMPLIANCE

OEKO-TEX® STANDARD 100

All of our filled bedding products are OEKO-TEX® Standard 100 certified, providing independent assurance that textiles have been tested for harmful substances.

GOTS CERTIFICATION

The majority of our Silk Products carrying the GOTS certification provide assurance of organic fibre content alongside environmental and social criteria throughout textile processing and production.

ALLERGY UK

We have also undertaken testing through the Allergy UK Product Endorsement Scheme, which provides additional independent assurance around product suitability.



ENVIRONMENT GOALS & NEXT STEPS

REDUCE PACKAGING IMPACT

Continue developing our packaging to reduce plastic use and increase the use of recyclable and reusable materials, including card and natural cotton canvas.

IMPROVE STOCK PLANNING

Refine our purchasing and forecasting processes to better align stock levels with demand, helping to reduce overproduction, excess inventory and unnecessary waste.

REDUCE OUR OPERATIONAL CARBON FOOTPRINT

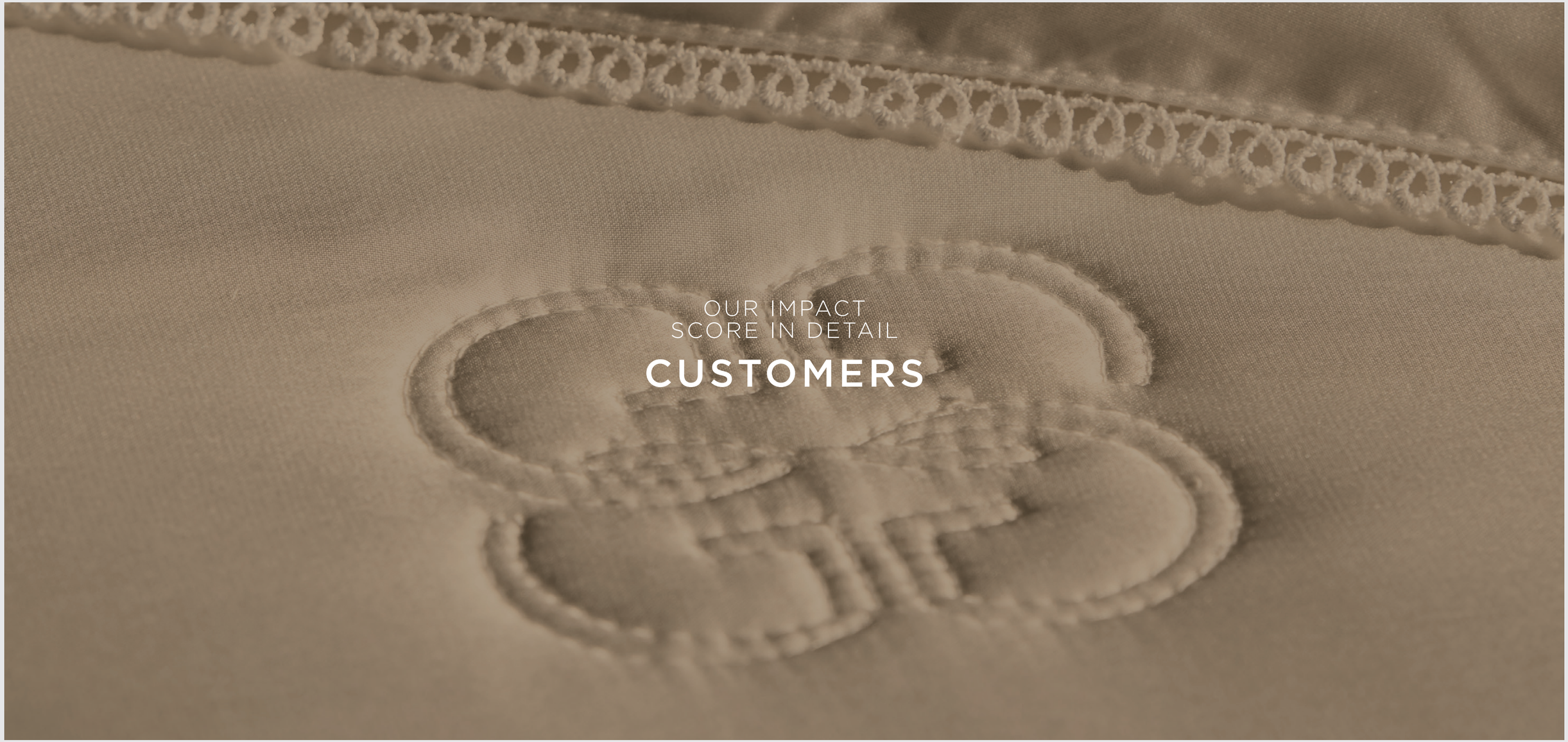
Review our day-to-day operations and identify practical opportunities to reduce emissions across the business.

EXPAND PRODUCT CERTIFICATION

Work towards extending recognised certification, including OEKO-TEX®, across remaining bed linen and other product lines where appropriate.

EXPLORE A PRODUCT RECYCLING INITIATIVE

Develop a customer take-back or recycling programme to explore how suitable materials can be collected, sorted and reused or repurposed into new products.



OUR IMPACT
SCORE IN DETAIL

CUSTOMERS

IMPACT AREA

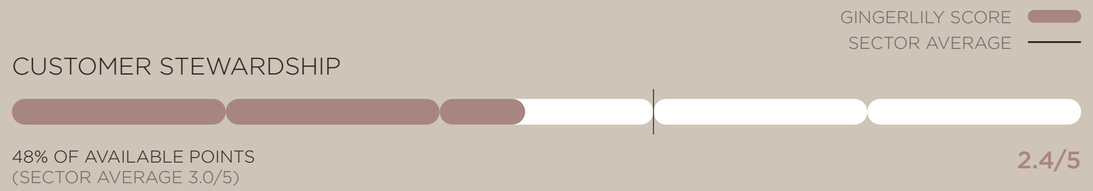
CUSTOMERS: **2.4/5**

(-0.6 PTS VS SECTOR AVERAGE 3.0)

Our customers are at the heart of Gingerlily, and we aim to build lasting relationships through trusted products, responsive service and clear, open communication. From recognised product certifications and quality controls to accessible customer support and responsible data management, we work to give our customers confidence at every stage of their experience with us.

We also value customer feedback as an important part of how we develop our products and service, helping us understand what our customers value and where we can continue to improve.

Scores and impact area metrics are reported and calculated by B Lab as part of the B Impact Assessment.



CUSTOMER HIGHLIGHTS

ACCESSIBLE CUSTOMER SUPPORT

Customers can contact us through multiple channels, including email, website contact forms and live online support, with additional guidance available through FAQs and informational content.

CUSTOMER FEEDBACK

Questions, feedback and complaints are reviewed as part of our day-to-day customer service process and used to help inform improvements across the business.

PRODUCT QUALITY AND ASSURANCE

Formal quality controls, independent testing and recognised third-party certifications support the quality and compliance standards behind our products.



CUSTOMER HIGHLIGHTS

RESPONSIBLE COMMUNICATION

Our Ethical Marketing Policy supports clear, accurate and responsible communication about our products and business practices.

RESPONSIBLE DATA AND PRIVACY

Customer information is managed in line with our publicly available Privacy Policy and GDPR requirements, including clear choices around how personal data and marketing communications are used.



CUSTOMER METRICS

- **MULTIPLE CUSTOMER SUPPORT CHANNELS** are available across our website, including direct customer service, contact forms and live online assistance.
- **100% OF DIRECT CUSTOMER ENQUIRIES AND COMPLAINTS** are managed through our customer service process, with a commitment to respond within 24 hours of receipt.
- **A PUBLICLY AVAILABLE PRIVACY POLICY** sets out how customer information is collected, stored, used and shared.
- **GDPR-COMPLIANT MARKETING PRACTICES** give customers control over how their data is used and whether they receive marketing communications.
- **FORMAL PRODUCT QUALITY CONTROLS** and recognised third-party certifications are used where applicable to support product quality, safety and compliance.



CUSTOMER GOALS & NEXT STEPS

GATHER MORE REGULAR CUSTOMER FEEDBACK

Introduce more structured surveys, reviews and testimonials to better understand our customers and help inform future product and service development.

STRENGTHEN CUSTOMER LOYALTY

Explore ways to recognise and reward our most loyal customers while continuing to improve the service and experience we provide.

MONITOR CUSTOMER SATISFACTION

Develop more regular measurement of customer satisfaction and feedback across different areas of the business, helping us identify opportunities for improvement.

STRENGTHEN PRODUCT ASSURANCE

Continue reviewing the information, assurances and aftercare we provide so customers can purchase with confidence.

MAKE CUSTOMER REVIEWS MORE VISIBLE

Expand the availability and visibility of verified product reviews across our website to help customers make informed purchasing decisions.





GINGERLILY

LONDON

THANK YOU

THANK YOU FOR TAKING THE TIME TO READ OUR IMPACT REPORT AND LEARN MORE ABOUT THE STEPS WE ARE TAKING TO CREATE A MORE RESPONSIBLE AND POSITIVE BUSINESS.

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