

d+k active

Sustainability Commitment 2022

Acknowledgment of country

dk active HQ is located on Meanjin Country and we acknowledge the traditional owners of this land; the Turrbal and Yuggera people. We pay our respects to Aboriginal and Torres Strait Islander culture, and to the Elders past, present, and emerging.



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Mission statement

dk active has always been for the people and for the planet.

With our commitment to creating quality garments that support and empower, our locally produced active and leisure wear pieces replace the need to purchase ill-fitting, mass-manufactured, or wasteful clothing.

Whether you're working out or hanging out, dk active empowers you to move freely.

At dk active, we acknowledge everything that we do has an impact on our environment, our planet, and our incredible team. Therefore, our commitment is to initiate responsible business practice in everything that we do, to ensure we leave a lighter footprint on our planet. And it's a commitment we take seriously.

It's no secret that manufacturing in Australia and competing with fast fashion brands is a challenge. It hasn't been easy from the start, but it's a challenge that we have welcomed, in the name of creating a better, and more sustainable product.

It's driven us to become as efficient as possible in everything that we do. This in turn not only helps us stay competitive, but it also reduces our impact on the environment, improves our products and empowers our workforce.



A letter from our Founder

I'm Danielle Kay Holden: Founder, CEO and the dk in the dk active brand.

To say I'm passionate about the environment is an understatement. I have spent years honing my knowledge, skills and expertise in the design, manufacturing, and fashion industries to ensure that with every step, I'm treading lighter on the Earth.

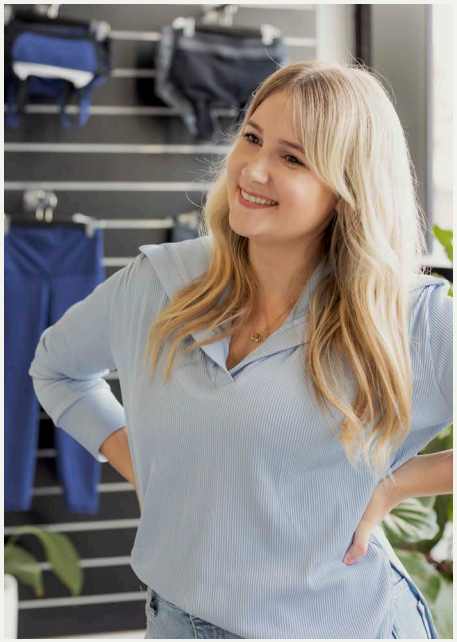
When dk active came to be, I travelled from manufacturer to supplier, searching for those committed like I am to ethical and sustainable business practice. But what I found along the way... didn't cut it. It didn't even come close.

> *"The only option was to manufacture dk active's range right here, in my hometown of Brisbane, Australia."*

As you explore this report, you will discover how I did this and the ways in which I intend for my brand to continue to inspire and drive change in the industry.

Now that I'm a mother to a beautiful little girl, her future means everything to me.

This has only served to strengthen my commitment to leaving the planet in a better position that I found it. Sustainability is not only a commitment to the planet, but a commitment to the future generations and the world we leave behind for them to inhabit. There's no better way to educate than to lead by example, so this is what we strive for at dk active. We aim to set a precedent for Australian fashion designers and businesses alike, present and future. Ethical and sustainable business practice isn't easy, but in our eyes, it's the only choice.



Sustainability at dk active

Sustainability is at the forefront of everything we do, it's not merely an afterthought.

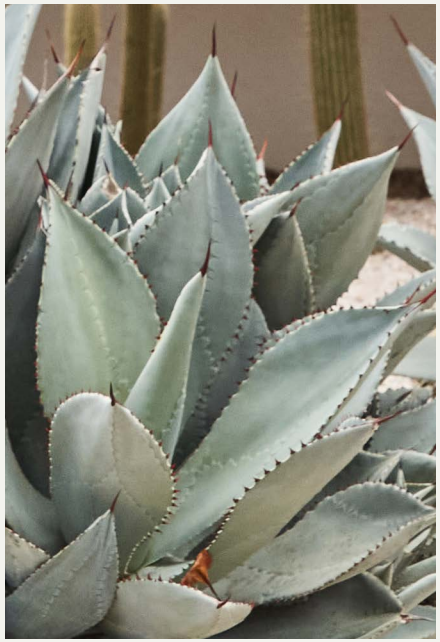
We're in the unique position of running our entire business in-house. From concept, design, product development, digitisation, laser fabric cutting, fabrication and distribution, we're able to take steps to ensure sustainability from the outset and at every stage of operation.

By doing so, we don't have to rely on third parties to deliver these services. This vertical integration enables us to not only make commitments to ethical manufacturing, but it also allows us to underwrite them. Our factory, processes and products are local, open, and transparent... all proudly located in Brisbane, Australia in our solar powered premises.

All this in-house activity renders our clothing kilometers amongst the lowest in the industry. This acts to further reduce our carbon emissions, packaging waste and costs.

An advantage of manufacturing locally means that we overcame supply chain issues amidst the global pandemic that negatively impacted many businesses worldwide. We recognise how lucky we are to be in this unique situation. But it's our commitment to sustainability that led us here.

> *"We're in the unique position of running our entire business in-house."*



Our journey

Our journey began with exploration.



Manufacturing

Our journey began with exploration.

Visiting manufacturers and textile suppliers brought to light just some of the environmental, social, and ethical issues that plague the fashion industry. It's common practice for fashion brands to offshore their manufacturing, distribution and more, though for *our* business model the environmental, ethical and workplace practices we discovered in many manufacturing facilities simply did not align with our moral compass.

> ***"Where we tried to salvage any offcuts, we were told it was not possible and all would be thrown into landfill."***

Not only that but the large mass production quantities that were required per product were incomprehensible for a brand that was just getting started. Many factories in this time did not have water treatment facilities and the toxic chemicals would run straight into the local waterways. After years of research and no luck in finding somewhere that aligned with our views, we had to acknowledge the environment and the people within it, as well as the overall contribution to society that we could deliver.

To act on this, we asked the hard questions, avoided short cuts, and paved our own journey. We certainly didn't take the easy route... but the path to positive change is rarely straightforward. We decided the only way forward, was to be in complete control from start to finish and create our entire manufacturing process in house.

Thanks to our team's continued diligence to dk active's unwavering stance on ethics, we've fostered a business that not only promises positive outcomes for the planet, but also creates an incredible workspace for our team and community at large.



The design process

Working with a cradle-to-grave philosophy guarantees our sustainable design right from the outset.

Using high quality fabrics means your dk active pieces fit better, perform for the purpose they are created for, and withstand wear and tear for years. Beginning with fabric choices and development means that when we dream up new garments, we match them with a fabric that not only honours the design, but our environmental commitment.

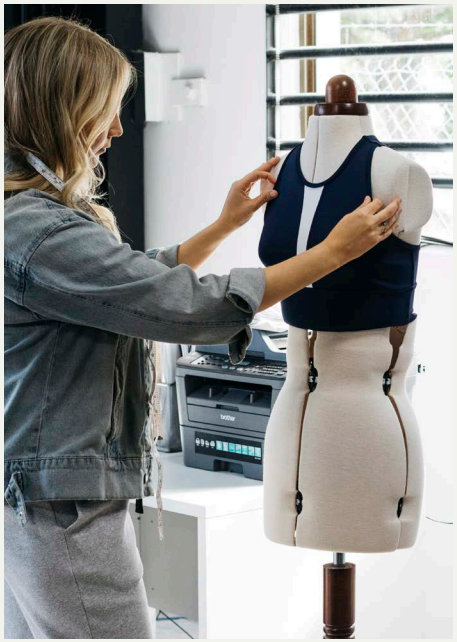
Once fabrics have been paired with designs, we move on to ranging, colour planning and sampling. This is undertaken with a bird's eye view to ensure cohesive styling and colour ranging, but with no attention to detail spared.

"Another key element to the dk active design process is pairing designs back with the collections that came before them."

Our new designs complement previous ranges, as we design with longevity in mind, not just for passing trends.

This allows our customer to build a considered, ethical and sustainable wardrobe, slowly over time.

Imagining a room full of discarded samples, fabric cut offs or ditched design? Not under this roof. Our unsuccessful samples are always used and never thrown away. Our staff are welcome to choose from the samples to add to their own wardrobes, and the rest are gifted to organisations and charities that will best make use of them.



Fabric accreditations

STANDARD 100 by OEKO-TEX®

One of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.

Australian Certified Organic

Better for you, better for the planet. Our certified organic textiles are produced without any harmful chemicals that not only damage the environment through waste and run off, but can also cause harm to those with sensitivities or allergies.

ISO9001 – Quality Management System (Aus)

This certification sets out criteria for quality management, meaning that dk active can ensure our customers consistently receive quality products.

ISO14001 – Environmental Management System (Aus)

The ISO14001 certification gives our business a systematic approach to measuring and reducing our environmental impact.

Fairtrade Certified – Organic Cotton

Fairtrade certifications for our organic cotton ensures economic opportunities for the farmers who produce our fabrics and other raw materials.





Fabrics

Crafting garments isn't just about the fabric.

There's much more to garment construction than that (don't forget, we're detail oriented). All our fabric trims and threads must be OEKO-TEX 100 certified to meet our quality standards.

All organic materials and cottons are woven in Australia, which gives us certainty in our environmental and accreditation processes.

Fabric	Certifications						
	Garments are Australian Made	Vegan	Oeko Tex 100	GRS Global Recycled Standard	Offcuts recycled into new yarn	Compostable mailer and packaging	Solar powered factory
100% Organic Cotton (fleece and Jersey)	✓	✓	✓			✓	✓
Regenerated Nylon	✓	✓	✓	✓	✓	✓	✓
Revive Nylon	✓	✓	✓	✓	✓	✓	✓
Elixir Supplex	✓	✓	✓		✓	✓	✓
Air Fit	✓	✓	✓	✓	✓	✓	✓
New lightweight ribbed	✓	✓	✓	✓	✓	✓	✓
Agile ribbed lycra	✓	✓	✓	✓	✓	✓	✓
Eco-Active Lycra	✓	✓	✓	✓	✓	✓	✓

Our planet



Footprint

Reducing our footprint extends to the parts of dk active that leave our Headquarters.

We're cognisant of the impact of all external factors that come into play when running a business. Because we're into actions, rather than words, here's how we're taking tangible steps to combat those contributions.

- Carbon neutral shipping to reduce our carbon footprint
- Keeping as much fabric production as possible within Australia. All garments are Australian made.
- Using sea freight for international imports rather than air which reduces carbon emissions and dependence on fossil fuels
- Shipping our parcels in entirely compostable or recyclable packaging
- Powering our HQ on solar, and feeding back the excess energy we generate into the energy grid
- Favouring fabric mills who also operate on solar power

"Our HQ, based in North Brisbane, runs on solar power and a passion for ethical business practice. We are proud to say that our factory meets all Australian standards for ethical clothing manufacturing."

– Danielle Kay, Founder



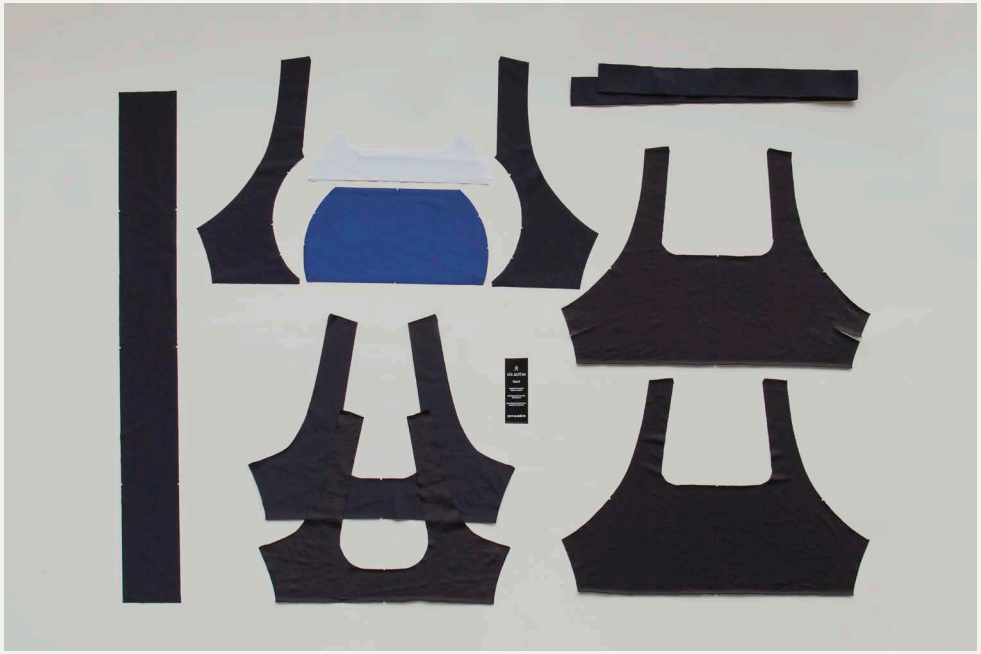
Garment components

We do our utmost to use recycled polyester (also known as regenerated nylon) in our fabrics that require a certain level of stretch.

However, to achieve a longer lasting garment, a small amount of virgin polyester is required in the composition where recycled polyester cannot be replaced.

This increases the longevity of the garment, therefore adheres to our commitment of creating high quality garments that are built to last.

Commitment to sustainability is paramount, so ongoing research and the continued development with our textile mills will ultimately result in a garment that withstands the test of time yet requires no virgin materials.



dk active Packaging

dk active have been shipping with our custom, compostable mailers for some time now.

We soon upgraded our sticky tape and shipping labels to a compostable alternative, to ensure that not only was home composting easy and straightforward for our customers, but it gives us peace of mind knowing that no elements of our packaging are adding to landfill or post-consumer waste.

Our garment swing tags are made from recycled paper and are completely recyclable. These tags are attached using safety pins, which can easily be reused around the home or donated where not required.




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Circular model

Textile waste is not limited just to discarded clothing. The production of garments creates waste in the form of offcuts and fabric scraps.

In the early days, we repurposed our fabric scraps in several ways. We donated them to TAFEs and sewing schools for students to test machines on, or we gifted them to companies who used the scraps as filling for boxing bags.

However as time went on, our production grew... and so did our waste.

Because we refused to send our scraps to landfill, we could see the volume of leftover fabric pieces rise before our very eyes. The gravity of this was not lost on us, so we did something about it.

Partnering with Textile Recyclers Australia has allowed our 'trash' to become treasure again! All our offcuts are sent to their fabric recycling centre, where they are broken down and woven into new yarn to be repurposed into new fabrics and textiles. We've also extended this to our customers, inviting them to send back their (very old and very worn) dk active garments to be recycled. This makes our manufacturing process completely circular, which is something we're very proud of.

Total fabric recycled

1,179.1 kg

(Up until May 2022)

AUTHORISED TEXTILE SUPPLIER FOR GREEN CERAMICS TM. SUSTAINABLE CLOTHING & TEXTILE RECYCLER

*Above image is from Textile Recyclers Australia Website. Watch below video:
https://texrecaus.com/about

Our people



Our team

dk active has always fiercely championed gender equality and worker's rights in the fashion industry.

Woman Founder & CEO

71% of management are women

88% of team are women

All paid above Australian award wages

Staff PT once a week

Gym on site

Old ranges or pieces are gifted to our staff, their family, and friends



"It's refreshing to work for a team who care about the wellbeing of their employees. I feel understood as a woman, as a mother, and I feel like I am contributing to positive change in the world."

– Chantelle Cathcart, Content Creator


AOC

Diversity and inclusion

Diversity and inclusion has always been one of dk active's core brand pillars.

Inclusion is at the heart of who we are, and we have always believed in celebrating individuality, whether that's someone's lifestyle, size, race, religion or self-expression.

We employ a myriad of people from different cultures within our business and choose to work with a diverse range of models, ambassadors and third parties to support small business, minority groups and all genders.

Our stance on inclusion and diversity extends to our messaging and digital experience. All language on our website, social channels and marketing messaging is crafted to include and inspire every person, never to harm or exclude.



Partnerships

Our founder Danielle recognises the importance of leading the change in our industry, and it begins with the next generation of young designers.

Over the years, Danielle has regularly been involved in Brisbane Fashion Month events, hosting tours on-site to showcase our operations and innovations to the wider fashion community as well as everyday people with a vested interest in ethical fashion.

She is also involved with TAFE's and design colleges, mentoring classes and offering internship opportunities to give real world and hands on learning experiences to students that will help shape their idea of what running a fashion brand or design company can look like in modern day Australia.

Community

It's not enough for us to just do good for the people in our immediate circle, which is why our ongoing commitment to community outreach exists and shape shifts over the years to allow us to help those in need, wherever we can. We regularly donate to the below initiatives in order to create new opportunities for our community.

International Women's Day

We're proud to support the Women's Legal Service Queensland in their mission to provide free legal support to women escaping domestic violence. Our annual IWD event partners with local, women-led business to raise funds and awareness for the work of WLSQ.

Women's Legal Service Queensland Support 2022

Our Break The Bias activation for IWD2022 utilised influencers to raise awareness for the WLSQ. For each person that participated, we donated a dollar value, which equated to dk active providing support for 30,000 women in circumstances of domestic violence.

Fund raising

We consistently participate in fundraising initiatives both for local organisations and national organisations by donating raffle prizes.

The 2022 Floods

With so many homes and lives devastated by the 2022 floods, we couldn't sit idly by. We supplied dk active garments to replace clothing for flood victims who had lost it all. We were also able to offer warehousing space to businesses who needed to relocate their salvaged stock.

Social Licence

dk active are proud to regularly provide ongoing support to charities close to our hearts. We regularly donate to the below initiatives in order to create new opportunities for our community.

Hear And Say

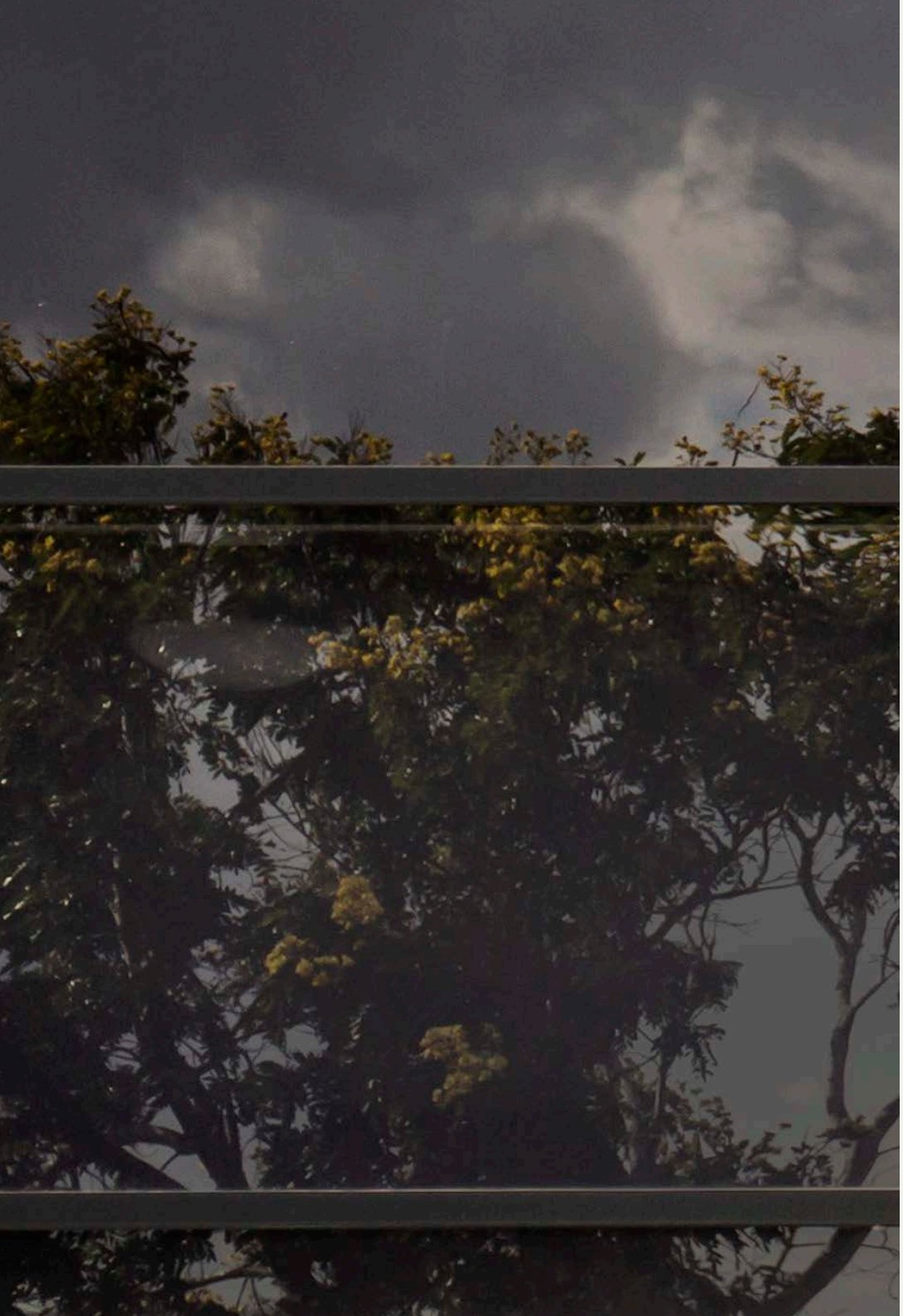
A leading provider of healthcare that are working to eradicate deafness in children both in Australia and worldwide

Sailability

A NFP that enables up to 800 disabled people to participate in active sailing each week.

Thread Together

Any samples that don't make the final cut, are donated to Thread Together, who connect with charities to supply clothing to those who need it.



What's next?

We recognise that ethical and environmentally responsible business practice is an ongoing endeavour.

dk active has always championed transparency, an open dialogue, as well as an evolving business model to ensure we stay at the forefront of any technology and operations that reduce our environmental impact.

Projects on the horizon

1

Replacing our custom Elixir fabric with a new and improved version, crafted from environmentally conscious REPREVE recycled yarn to help actively reduce landfill and ocean waste.

2

Reaching our goal of utilising 100% recycled and/or organic materials... we're very close to this and couldn't be prouder of how far we've come.



Our journey continues

This sustainability report will be the first of many to review our practices and ensure our customers, community and the fashion industry at large know that it is within our power to take matters into our own hands and build a better future.

d+k active