



re/make

2020

Transparency

Report

At Remake we hear time and time again that our fast growing community wants to shop sustainably, but they don't know where to begin. The research process is daunting. It can be time-consuming and confusing, especially given the proliferation of sustainable labels: *organic*, *sustainable materials*, *fair trade*. Not to mention, many brands are co-opting all the interest in sustainability to greenwash, so you're never really certain who you can trust.

Fear not Remakers. We've got you. Our Seal of Approval — built with input from Human Rights, Climate, Water, and Waste experts—evaluates the data fashion brands publicly disclose. We give our seal to brands who are not just doing less harm, but striving to *do more good*.

As a non-profit and independent third party, we pride ourselves in evaluating from a distance and charging no auditing fees.

We rate brands based on what information is publicly disclosed. We aren't fans of 90-page, jargon-heavy sustainability reports or sustainability efforts that take place behind closed doors. If a brand does not disclose their policies, process, and progress publicly, we give them zero points because we know that transparency is the first step towards turning fashion into a force for good.

We are pleased to share our **2020 Brand Transparency Report: with our 10 Rockstars, 10 Wannabes, 10 Offenders, and 10 Up & Comers**. While this is by no means an all-encompassing list, we hope that it is a good start to help you remake your closet with brands that match your values and to call out the brands that are greenwashing and choosing profit over people and our planet.

With love,



Ayesha Barenblat
Founder of Remake



The Remake Seal of Approval assesses brands across 5 criteria:

14%

Traceability & Transparency

33%

Maker Wellbeing

31%

Environmental Sustainability

14%

Sustainable Raw Materials

8%

Leadership, Diversity & Inclusion

How We Score

Brands can get a maximum of 100 possible points. A brand must score at least 50 points to receive Remake's Seal of Approval. In the case of a brand scoring less than 50 points, we start a conversation, inviting them to do better.

While our scoring system includes points for multiple categories, it is difficult for a brand to pass without making progress across the board. This ensures that brands with the Remake Seal of Approval are holistic about the human rights, women's rights, and environmental sides of sustainability.

[Here is a more detailed look at our scoring criteria.](#)

Finally, we find it important to add that our way of assessing brands will continue to evolve as our understanding of the planetary emergency deepens. In the near future, we hope to add a column to our scoring chart that takes into account brand growth and the overall scale of production. The fact is, brands will need to move away from the mass production of clothing in order to curb the impact of fashion on the planet. Even the most sustainable brands, if growing fast, are not thinking about the impact on natural resources and planetary boundaries.

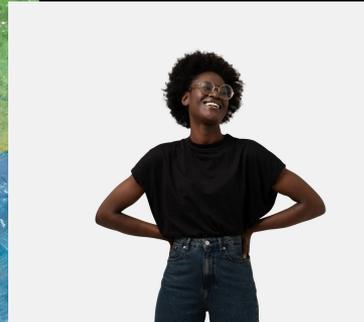
Rating	Remake	HIGG	Fair Trade	Good on You	CDP	SA8000	Wrap	Better Work	Fashion Revolution
Accessibility: findings are publically available	x			x					x
Labor Rights: findings evaluate worker welfare and fair wages	x	x	x	x		x		x	x
Human Rights: findings focus on women workers; findings evaluate areas that especially impact women's wellbeing like opportunities for development, benefits, and community impact	x								
Environment: findings evaluate waste, water, carbon, raw materials, animal rights, and packaging	x	x		x	x	x	x		x
Progress: findings evaluate that brands are doing more good, not just less harm	x		x						
In-Depth: findings look beyond first tier to evaluate the full supply chain	x	x		x	x		x		x

The Rockstars

While no brand is perfect, the following 10 brands are leading the way with their sustainability efforts in the fashion industry. All of the brands featured on this list received 50+ points. We hope they inspire other brands to do more good. That said, it is essential to note that any brand selling new products and focused on growth can never be truly “Sustainable.” Vintage, thrift, and second-hand models are the most sustainable path forward, as these options don’t require the production and manufacturing of any new items, but rather, make use of what already exists. On that note, we encourage shoppers to start with second-hand shopping to find apparel that suits their needs before purchasing new from any sustainable fashion brand. **We were also disappointed to see that most brands scored extremely low in our Leadership, Diversity and Inclusion category — an area that we hope to see more growth in following brands’ commitments to diversity.**



*READY TO INVEST IN
A SIGNATURE PIECE
FROM A ROCKSTAR
BRAND? CHECK OUT
THE NEXT 2 PAGES*



Tops



OUTERKNOWN

65 points

Of the nearly 400 brands we've vetted, Outerknown has always impressed us with its efforts. A majority of the factories used by Outerknown provide garment makers with a living wage. On the climate side, Outerknown details the need for suppliers to adhere to environmentally friendly policies in its Code of Conduct and is one of the few brands telling suppliers to follow ZDHC wastewater guidelines.

Jeans



Nudie Jeans co



MUD JEANS

57 points

Nudie Jeans has repair shops around the world to help extend the life of its products in addition to recycling 70% of the water used in the washing process, and delivering products in recycled bags. Nudie Jeans is also one of few brands to assess and address the risks related to subcontracting, including audit reports.

74 points

MUD Jeans has big, audacious goals, including creating the world's first pair of carbon neutral jeans. Today they lead the way in using recycled water and reusable fabrics. They also have a Code of Conduct which details the social and environmental responsibilities of MUD and its suppliers.

Dresses



MARA HOFFMAN

51 points

When it comes to the use of sustainable fabrics and raw materials, Mara Hoffman makes our heart sing. That said, we still think the brand could be plenty more transparent about the internal conditions of their factories, as the website remains fairly mum about who is making the brand's clothing. Furthermore, while Mara Hoffman has received positive press for using a diverse range of models in fashion shows, no information can be found on whether the brand is implementing the same diversity and inclusion tactics internally.

Outerwear



patagonia  cotopaxi GEAR FOR GOOD

67 points

Patagonia uses Fair Trade Certified factories and sources a majority of its fabrics from sustainably produced raw materials. However, Patagonia has been selling to a range of larger markets lately (Urban Outfitters, U.S. Armed Forces, etc.), making us question its unrestrained growth and production scale impact.

50 points

Cotopaxi works with factories that prioritise worker well being and benefits. We would like to see Cotopaxi take a cohesive approach across the board to make sure factories are up to standard, as the brand currently tackles issues such as wages and waste to a varying degree in each factory.

Bags



RAVEN
+
LILY

51 points

Raven + Lily is an accessories brand that focuses on the well-being of its artisans. As a Fair Trade Federation member, the company commits to paying its workers fairly and promptly, in addition to visiting artisans a minimum of once a year. The brand also sources eco-friendly materials (though we would like to see more transparency about how they source the materials they use).

Intimates



organicbasics.

53 points

Intimates, tees, and socks have never been so cozy, or so ethical. Organic Basics works with global initiatives that are taking action to reduce greenhouse gas emissions. The brand is also one of the few publishing their CO2 emissions, water footprint, and fabric waste (0 tons of waste in 2019!) from manufacturing. Organic Basics is able to map its supply chain, knowing between 60-100% of its suppliers at different stages in the product cycle.

Athleisure



girlfriend
collective

67 points

If you're looking for ethically made athletic wear, Girlfriend Collective is your one-stop shop. The garment makers in this brand's SA8000 Vietnamese factory are provided with free lunch and dinners, guided exercise breaks, and free health check-ups every six months. As part of their manufacturing processes, products are made from at least 79% recycled materials. That said, we hope this brand can continue to reduce the amount of spandex (which can take up to 200 years to decompose) in their products.

Shoes



NISOLO

50 points

When it comes to making well-being, Nisolo is doing everything right. This sustainable shoe brand scores top points for its labor standards and ensuring a living wage for makers. In fact, makers who join the Nisolo factory have a 47% increase in their earnings on average. While Nisolo is leading the way when it comes to the social side of sustainability, we'd like to see the brand take the same initiative on the environmental front with sustainable fabrics and raw material alternatives being used wherever possible.

The Offenders

**When it comes to naming and shaming,
we're not afraid to do it.**

These 10 offenders have each scored under 36 points, meaning these brands have chosen profit over people and our planet's future. Together, let's work to change them.





ZARA

36 points

Inditex, Zara's parent company, has shared some lofty sustainability goals, but we could not find any progress reports or metrics on how they plan to measure and meet these. Moreover, Zara scores extremely low on transparency. This fast fashion business model contributes heavily to waste and there is little to no information on the treatment of the makers of their clothing.

H&M

28 points

On H&M's website you'll find the following criteria: "To qualify for a green hangtag, a product must contain at least 50% sustainable materials, such as organic cotton and recycled polyester." This is a ridiculously low bar to be added to the brand's Conscious Collection. Furthermore, H&M is not transparent about the conditions of the women who make its clothes, nor the immense volume of garments the brand continues to put out into this world that end up incinerated or in a landfill.

allbirds

29 points

You'll find all sorts of celebrities endorsing Allbirds, but the brand has a ways to go with its sustainability practices. Kudos to the brand for accounting for carbon offsets and sharing the locations of their factories, but unfortunately, there are no details on the brand's site detailing who is actually making these shoes, how they are treated, or what they are paid.

MISSGUIDED

3 points

Like many of its fast fashion counterparts, Missguided is a brand that shows no interest in investing in people or our planet. The fast fashion brand has a generic Corporate Social Responsibility Statement (CSR) with no plans or goals to reduce its staggering impacts on carbon, waste, or women's lives.



EVERLANE

22 points

Everlane prides itself on exceptional quality, ethical factories, and radical transparency. Unfortunately, based on our research of the brand, it's not doing nearly enough. On the environmental side, the brand has few goals beyond plastic reduction. Publishing photos of its factories tells us nothing about the wellbeing of workers, how much they are paid, or how the brand monitors conditions.

boohoo

5 points

Along with sharing no information on its factories' whereabouts or conditions, Boohoo takes no steps towards environmental sustainability besides planning to install solar panels, offering a wash cycle guide, and sharing a recycling clothing app. Additionally, while the brand is starting to educate buyers on how to make its clothes last longer by focusing on washing clothes less, Boohoo does not offer any changes within the brand's internal practices.



UNIQLO

17 points

Even on the most basic level, Uniqlo has no information on where and how its products are produced. The company reveals nothing about its makers' wages and factory conditions. In fact, an Indonesian garment maker who formerly worked for the brand has written up a report of her time spent working within the lowest rungs of fashion supply chains in a recent plea to the UN to support garment workers — certainly not a good sign.

URBAN OUTFITTERS

2 points

While we commend URBN for not using plastic bags in its brick and mortar stores, it has a long road ahead of it. URBN needs to be more transparent about its material, carbon, human rights, and waste impacts. URBN partakes in greenwashing by talking up its philanthropic community initiatives rather than focusing on the impact of its products on workers' lives and our planet.

FOREVER 21

21 points

Sustainability is not a priority for Forever 21, which sadly, makes us think there's little chance that this mega retailer will change its ways. The company doesn't publicly disclose any information about where its products are being produced, how materials are sourced, or how much its makers are paid. In addition, the brand has a history of unethically ripping off designers for their clothes. In recent years, workers in the Los Angeles factories have been found to make as little as \$4 per hour.

Supreme

0 points

Supreme may bring all the style, but it brings absolutely none of the sustainability. Earning 0 points in our framework, there is no mention of sustainability on the Supreme website. Time for Supreme to step up and address its carbon and human rights impact — until then, they are cancelled in our book.

The Wannabes

The following 10 brands claim sustainable street cred, and while they're making progress, they're not yet fully impressing us.

The brands on this list score between 18 and 62 points. While some of these brands technically pass our Seal of Approval process by scoring higher than 50 points, what keeps them on this list are controversial manipulation tactics that are often the result of greenwashing attempts.





Madewell

62 points

While the **Madewell Eco-Denim Collection** does score a whopping 62 points for its sustainability practices, what keeps us from bumping this brand up to a rockstar is that it is in fact a “collection.” Though the collection may be practicing sustainability, the unfortunate truth is that the rest of Madewell’s apparel line doesn’t come anywhere close in its transparency efforts, scoring a measly 29 points. Until Madewell can extend its sustainable practices to its entire line, we’re calling this brand out for greenwashing.

ASOS

35 points

ASOS, a major online apparel brand, is making headway with its own sustainable framework that emphasizes carbon emissions and sustainable fabric. That said, the collection has not shared any data on their makers’ wellbeing and wages. In addition, similar to Madewell’s Eco-Denim Collection, these sustainable initiatives need to be integrated into the brand’s full business model, not remain exclusive to a specific collection.

Reformation

53 points

Reformation is a brand that we frequently hear referenced when discussing sustainable fashion brands. While the brand does pass our criteria, we worry about their commitment to best practices as they’ve recently been adding factories in China. We do commend the brand for being clear about what they do and do not know about their supply chain; however, as Reformation continues to expand their supply chain, it’s imperative that it be managed just as sustainably as its founding ethos.

Theory

46 points

Theory rules when it comes to business wear; however, with a score of 46, this brand doesn’t pass our criteria. While **Theory’s Good Wool Collection** is pulling this brand’s weight, we’d like to see Theory publicly sharing information about the actual conditions within their factories, especially considering that the brand assesses its first-tier facilities regularly. Additionally, in order to bring up its score, Theory will need to invest in its environmental practices, including implementing recycling technologies while also reducing its water footprint and carbon manufacturing processes.

MATT & NAT

19 points

This brand loves to talk up its bags as being made of recycled plastic bottles. What we would like to know is what happens to these bags at their end of life? Matt & Nat has also taken some recent press heat for using polyvinyl chloride plastic (PVC) and polyurethane (PU), substitutes for leather, both of which aren’t great for the environment. We would like to see the brand invest in innovative research for a positive substitute. Moreover, there is little to no information on where, who, and how Matt & Nat’s product is made.

MATE

18 points

MATE the Label professes a holistic approach to sustainability, but in the area of Raw Materials, the brand doesn’t even score half of the possible points that it could. MATE the Label currently does not disclose its CO2 emissions from manufacturing, nor is it piloting any programs to help lower its carbon footprint.

AMOUR VERT

22 points

On Amour Vert’s website you’ll find the tagline, “effortlessly sustainable” — unfortunately, it takes a lot of effort to be sustainable, which is maybe why this brand is failing. Amour Vert lacks any public information about the actual conditions within the factories that produce its apparel. It also makes no mention on how the brand traces its impact through each production stage.



37 points

Nike’s transparency efforts fall oh so short. They put out a Manufacturing Map on their website that shares information on the amount of factories, number of workers, and average ages of garment makers in each country— but there is no information on wages, or how they are leaving the people who make the brand’s product any better off.



48 points

Despite its pro-women facade, Lululemon was recently in the news for the abuse of women in one of the factories making its leggings. Moreover this brand only shares extremely vague, undefinable goals with no targets or action plans on how it plans to reduce the carbon and waste, or how it plans to improve the treatment of the women who make the high priced athletic gear.



30 points

For some reason, Fjallraven has managed to pick up a sustainability persona that doesn’t actually align with most of its practices. While the brand does produce a few eco-friendly collections, it’s seriously lacking in information on working conditions. Additionally, the brand’s environmental initiatives are limited when it comes to water, waste, carbon, and dyeing practices.

The Up & Comers

These young brands have been working hard to be sustainable from the on-set.

We are cheering on these small but mighty brands to take market share from the behemoth that is fast fashion brands.





ARMEDANGELS

57 points

This German-based brand impresses us with its drive to improve workplace conditions worldwide while simultaneously utilizing organic wool, recycled plastic, and sustainable cellulose fiber to create stylish clothing.

prAna

51 points

Prana shares its Tier 1 supplier list with the public and aims to eliminate the use of materials from ancient and endangered forests by 2022, and virgin forest fibers by 2025.

NEOCOCO

48 points*

*NEOCOCO falls two points short of receiving our Remake Seal of Approval, but this POC-owned brand gets our support because of the strides it's made with diversity, equity, and inclusion at the leadership level.

HARA

57 points

Hara the Label's vision is to have one supply chain in one location. The brand's makers earn a living wage and workplace safety is a top priority.

SOKO

65 points

Soko's makers have channels to voice concerns, issues, and suggestions — allowing them to be heard and addressed by the brand.



73 points

TAMGA Designs' production process limits the amount of waste being produced compared to standard production, while the brand also invests in biodegradable packaging and replanting rainforests.

•KNOWN SUPPLY

55 points

KNOWN SUPPLY partners with fair trade producers and has started its own production facilities, which is beyond commendable!

VETTA

52 points

Vetta Capsule's woven clothing is produced in a NYC family run factory that is visited often. A partner factory in Los Angeles knits the brand's sweaters.



52 points

Synergy Organic Clothing is a GOTS certified (leading textile production standard) womenswear producer based in California. Its pieces are made by its partner artisan groups in Nepal.

ABLE

LOCAL + GLOBAL

58 points

ABLE publishes its lowest wages on its website for the public, impressing us with its drive for transparency in the fashion industry.

More Sustainable Brands

Interested in learning about more sustainable brands that have passed Remake's Seal of Approval process? Visit www.remake.world to get more information about brand transparency and access to educational resources. Use our [Sustainable Brands Directory](#) to search your favorite brands and see how they score in our Seal of Approval process. We're constantly updating it!

[Be a part of our Movement](#) and join us in asking brands to share their truths and rethink the way apparel is being made. It's time to hold brands accountable in doing their part for the climate and women's rights.

This report has been endorsed by the following individuals:

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about how a specific
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