

JOSH V
SUSTAINABILITY REPORT
2022

ABOUT THIS REPORT

This report examines JOSH V's sustainability initiatives from 1 January through 31 December of 2022. Our focus for this period was on our clothing lines. In the future, we will broaden these initiatives to include shoes, bags, accessories and our Home collection.

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“Our goal is to be spectacular AND circular”

While we’ve spent years committed to our mission of “making women look and feel spectacular”, we recognize that this mission is increasingly connected to sustainability. Our ambition is now to empower women in a sustainable way. In 2022, we made great progress towards this goal. We launched four successful clothing collections and added light green “CONSCIOUS Selection” tags to our clothes and in our webshop that identifies which items are made from more sustainable materials. We also became a proud member of Better Cotton to improve cotton farming globally, as well as Modint, trade association that will help us extend our sustainability efforts. At the same time, we at JOSH V see the challenges facing the fashion industry today. That is why we took our first steps in developing our roadmap to circularity and joined the UPV Textile Foundation (Stichting UPV Textiel) collective.

2022 was another challenging year. COVID-19 and the war in Ukraine created a scarcity of raw materials, longer lead times and pressure on (purchase) prices. Despite these obstacles, however, we did not abandon our sustainability goals. It is in times like this that our targets become even more important. Sustainability is a continuous learning process, and it is important that JOSH V grows, innovates and cooperates with colleagues and stakeholders. To introduce and maintain sustainability across our entire business operations, we hired a Sustainability Coordinator at the beginning of 2022. Now, after our biannual sustainability update, we are publishing this first sustainability report. These reports are our way to transparently show which sustainability initiatives we’ve begun, as well as which opportunities are still out there.

Josh Veldhuizen
Founder & CEO of JOSH V



2022 HIGHLIGHTS

27 January

Launch of CONSCIOUS Selection clothing made from more sustainable materials

19 April

JOSH V is now a proud member of Better Cotton

8 August

Publication of our biannual report about sustainability efforts within JOSH V

23 September

ReShare project is launched with JOSH V's EUR 10,000 donation of sewing machines and sergers for a garment repair pilot in The Hague, Tilburg, Rotterdam and Deventer

21 November

Moyee as a brand partner and sustainable coffee supplier for JOSH V HQ



2 February

Donation of EUR 10,000 to Sympany, a textile collector working on a circular textile chain

1 June

Became a member of the Modint trade association

6 September

Packages with CONSCIOUS Selection garments and care tips to keep clothes looking good for longer provided to 15 influencers with a total of 1,173,000 followers, as well as to the editors of 7 fashion/lifestyle magazines in the Netherlands

6 October

JOSH V participated in Modint's "business talks" event during Dutch Sustainable Fashion Week

ABOUT JOSH V

Dutch fashion and lifestyle label JOSH V was founded by fashion designer Josh Veldhuisen in 2011. The brand is known for stylish collections that empower women. JOSH V's mission is "making women look and feel spectacular", with diversity, body positivity and sustainability at its core.

JOSH V sells exclusive collections of high-quality clothing & home accessories at an affordable price. JOSH V fills the gap between high-end and mainstream in the Dutch fashion industry. JOSH V collections are known for their use of high-quality materials along with in-house designs, unique prints and branded buttons. The brand's collections are known for their flattering and comfortable fit, in JOSH V's signature natural tones. The addition of offerings such as shoes, bags, accessories, sportswear, swimwear



and the JOSH V Home collection has helped JOSH V become known as an all-round luxury lifestyle brand, both nationally and internationally. JOSH V is now sold in over 300 Partner Stores, with the collections available in nine European countries. The collections are also available on JOSHV.com and partner websites, including de Bijenkorf and Wehkamp.

32

production sites
across five
countries

7

product groups

42

JOSH V
colleagues

130

points of
sale in the
Netherlands

9

countries with
JOSH V sales
outlets

OUR FOCUS

As a lifestyle brand, JOSH V wants to design collections with attention to its impact on people, the environment and animals. We do this by improving working conditions in a transparent supply chain, using more sustainable materials, delivering our products more sustainably, and focusing on circularity.

MOVING TOWARDS TRUE SUSTAINABILITY

We are working with our partners towards true sustainability. That's why we form long-term partnerships with suppliers, increasingly work with certified materials and seek out experts to help us with issues and projects. We have joined Better Cotton (p. 7), the amfori Business Social Compliance Initiative (p. 10) and the Modint trade association. In addition, we have been offering a climate-neutral delivery option via Budbee since 2021. In 2022, we began to offer free garment repairs via ReShare. Partnerships like this allow us to work in concert towards our four sustainability targets.

AT THE OFFICE

Sustainability is an integral part of our organization, with many departments

working towards sustainability targets. In 2022, we hired a Sustainability Coordinator and started the Sustainability Club, which consists of colleagues from almost every department – from design to production to sales to e-commerce to marketing – who meet once a month. The club monitors progress on targets and makes adjustments where necessary. The group also brainstorms and develops new initiatives. The club shares important updates with the management team to keep the entire organization involved. We also want our offices to have a positive impact on society and the environment. We are careful to use as little paper as possible in our administration, and our offices use refurbished equipment. We buy our lunches from De Buurtboer, a local company that only uses regional and sustainable products, and reduces food waste. We are also very proud to partner with Moyee. This collaboration not only means that we serve FairChain coffee at the office, but that we also inspire each other to focus on common values, including chain transparency and fair labour conditions. You can read more about this collaboration [here](#).

"Sustainability needs to be integrated across the entire organization."



Yenneke de Moes

Sustainability Coordinator at JOSH V

OUR SUSTAINABILITY TARGETS



SUSTAINABLE MATERIALS

We want to create garments from materials that last as long as possible and – when possible – from sustainable materials that are purchased as responsibly as possible. (p. 7)



TRANSPARENT PRODUCTION CHAIN

We want to make our entire production chain transparent and, together with our suppliers, we are committed to improving working conditions across production. (p. 9)



SUSTAINABLE DELIVERY

From initial shipment to delivery and returns, we aim to use as little packaging material as possible, while still providing the necessary protection for our products. Page (p. 9 and 11)



CIRCULARITY

We design garments that you can wear and combine forever. Reuse and recycling are increasingly important starting points for our collections. (p. 11)

FROM DESIGN

OUR DESIGNS

At JOSH V, we develop unique and recognizable designs that highlight the female body, in all its many shapes and sizes. The garments in our collections are available from size 2XS to 2XL. Our designs maximize comfort without sacrificing style. Whenever possible, we use materials with a little extra stretch or add zippers or elastic to a waistband or the side of a top, so we can make sure different body shapes get the best possible fit. It's one way we help women feel spectacular in our clothing.

Our designs change with the (fashion) seasons. By sticking to our design principles, however, we ensure that every piece is worthy of JOSH V.



INFINITE COMBINATIONS

Our collections can be combined in an endless number of ways, including with pieces from previous collections. It's one way we maximize the life of JOSH V garments. Being able to enjoy your clothes for a longer time makes them not only a good fashion investment but also more sustainable. Our design principles ensure we stand apart from the consumption culture of disposable clothing (also known as fast fashion). It's just another thing that makes JOSH V special.

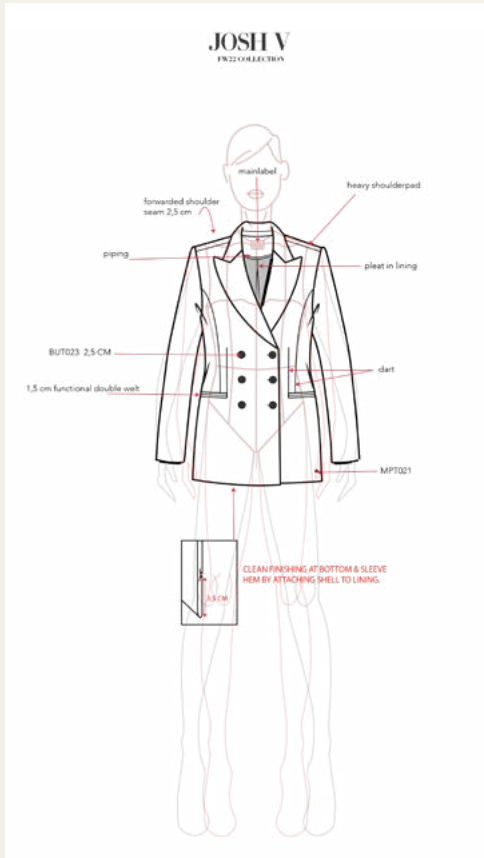
FEMININE

A comfortable, flattering fit designed and developed for and by women

SUSTAINABLE

Clothing that lasts and is always in style





Mylene de Roo explains, “Each design is worthy of JOSH V and is in line with our DNA. JOSH V stands for feminine chic, with a timeless and luxurious look. High-quality materials are important to us, but we are also moving towards using more sustainable materials. Moreover, we make clothes that you can enjoy for years to come. You don’t buy a JOSH V garment for just one season; you can wear many items all year round. We do this by ensuring that our collections go with each other – through our use of colour, for example – so our pieces can be combined for years to come. We look at the best fit on the body, thinking about comfort and unique details that range from our JOSH V buttons to branded artworks. We call it ‘affordable luxury’, putting items that look and feel costly within reach. Beautiful fabrics and a great fit make an item worthy of JOSH V.”

Mylene de Roo

Head of Design at JOSH V

CHIC AND FEMININE DESIGNS TO LAST A LIFETIME

As Head of Design, Mylene de Roo has been designing collections at JOSH V for around eight years. The design team has an increasingly important role in making garments more sustainable because everything at JOSH V is designed in-house. If it was up to Mylene, a customer would never have to throw away a JOSH V piece.



TO ITEMS

OUR BUYING PRINCIPLES

Because we design our clothes in-house, we have a lot of leeway with the materials that we use. We want our purchasing to become more sustainable by following our buying principles:

Durable materials: high-quality materials ensure our items last a long time, and where possible, we choose the most sustainable option.

Partnerships: through long-term relationships with suppliers can we optimize our product quality and sizes.

Data driven: research into our target groups and aligning with sales and purchase data help prevent overproduction.

Our goal is to produce our clothing and materials closer to home. Although this is not yet possible for all product groups, we have already found good options for some pieces, and we are investigating other locations. A great example is our JV ZOE embroidered Essentials T-shirts, which are produced in Portugal. In the coming years, we intend to have other products produced closer to home as much as possible. We've already taken some great steps forward and we'd like to continue them into 2023.



MATERIAL PURCHASING

We are constantly looking for materials that look good, are comfortable and last a long time. In addition, we have committed ourselves to making our materials more sustainable. By 2026, we want to replace 100% of the three core materials we use in our collections – cotton, polyester and viscose – with sustainable alternatives such as organic cotton, recycled polyester and LENZING ECOVERO. This is a challenging target. We are now at 53% for cotton, 35%

for viscose and 41% for polyester. This means an overall progress of 45% of sustainability growth for these three materials. We are proud that we have already made almost half of our three core materials more sustainable. Now that we have taken the first steps, we also face obstacles. For example, it is hard to find more alternatives for viscose and difficult to make blends (clothing consisting of several materials) sustainable in their entirety. Nevertheless, we can be proud looking back on the steps that we have

taken this year. We can take courage from them as we continue our development into 2023.

MAKING COTTON MORE SUSTAINABLE

In 2022, we purchased 50% more sustainable cotton in comparison with 2020. In addition to organic cotton (Organic Content Standard, OCS, or Global Organic Textile Standard, GOTS), we have also been purchasing cotton via the Better Cotton Initiative since 2021, as organic cotton remains scarce. We expect to continue purchasing through this initiative in the coming years. You can read more about the materials we use [here](#).

OUR OTHER FABRICS

We use other fabrics, such as linen and wool, and make conscious choices around them. In 2022, 6% of the wool in our collections was Responsible Wool Standard (RWS) certified wool. We also choose not to use certain materials, such as fur or materials from exotic animals.



MATERIAL PURCHASING

These percentages are calculated on the basis of kg of material purchased by amount of purchased items per clothing collection (excl. Home, shoes, bags and accessories collection):

2020

Fall/Winter '20 (60,089 items)
Spring/Summer '21 (89,443 items)
Essentials (23,982 items)

2021

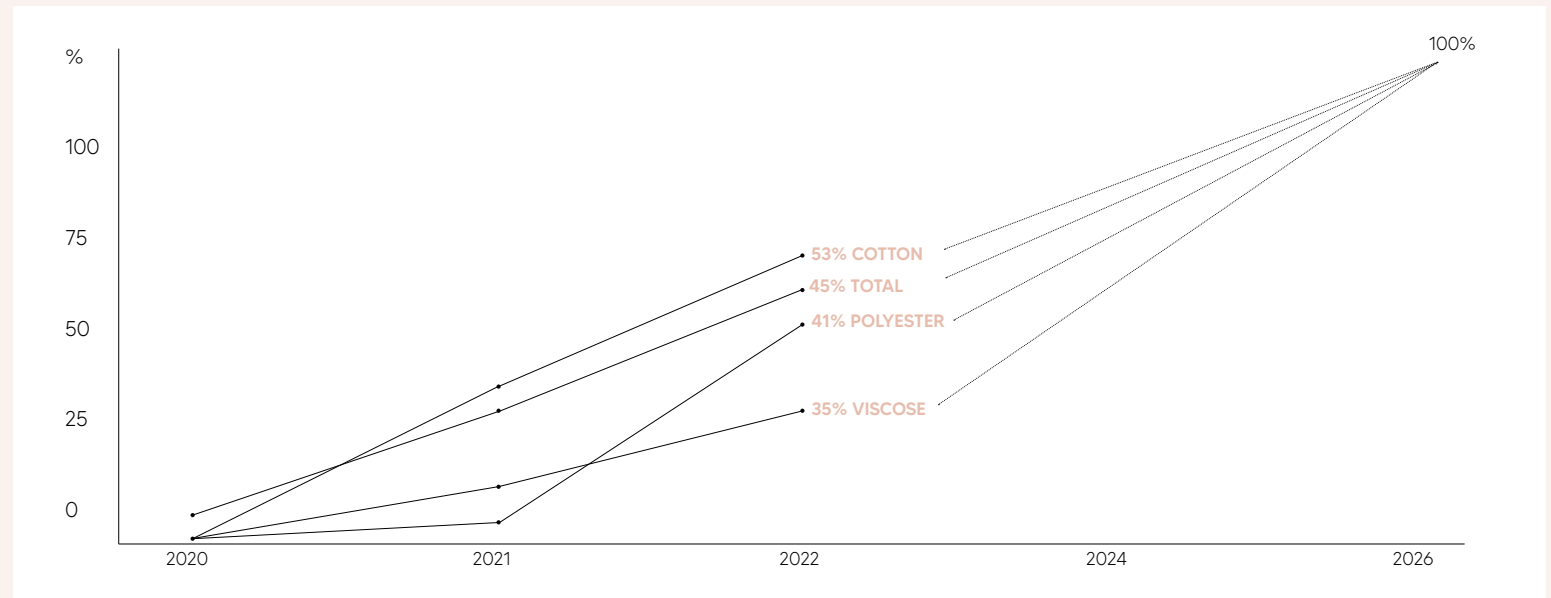
Fall/Winter '21 (71,638 items)
Spring/Summer '22 (83,216 items)
Essentials (25,068 items)

2022

Fall/Winter '22 (88,570 items)
Spring/Summer '23 (87,688 items)
Essentials (25,445 items)
Homewear and activewear (18,081)

PURCHASED MATERIALS 2022

OBJECTIVE PROGRESS



In 2023, we want to update our purchasing policy for materials that come from animals.

LABELS

Since 2021, all of our hang tags have been made from FSC-certified paper. This led to making brand labels for our clothing range from 50% recycled polyester. In 2023, our brand labels and warning tags will be replaced by a more sustainable alternative.

PACKAGING

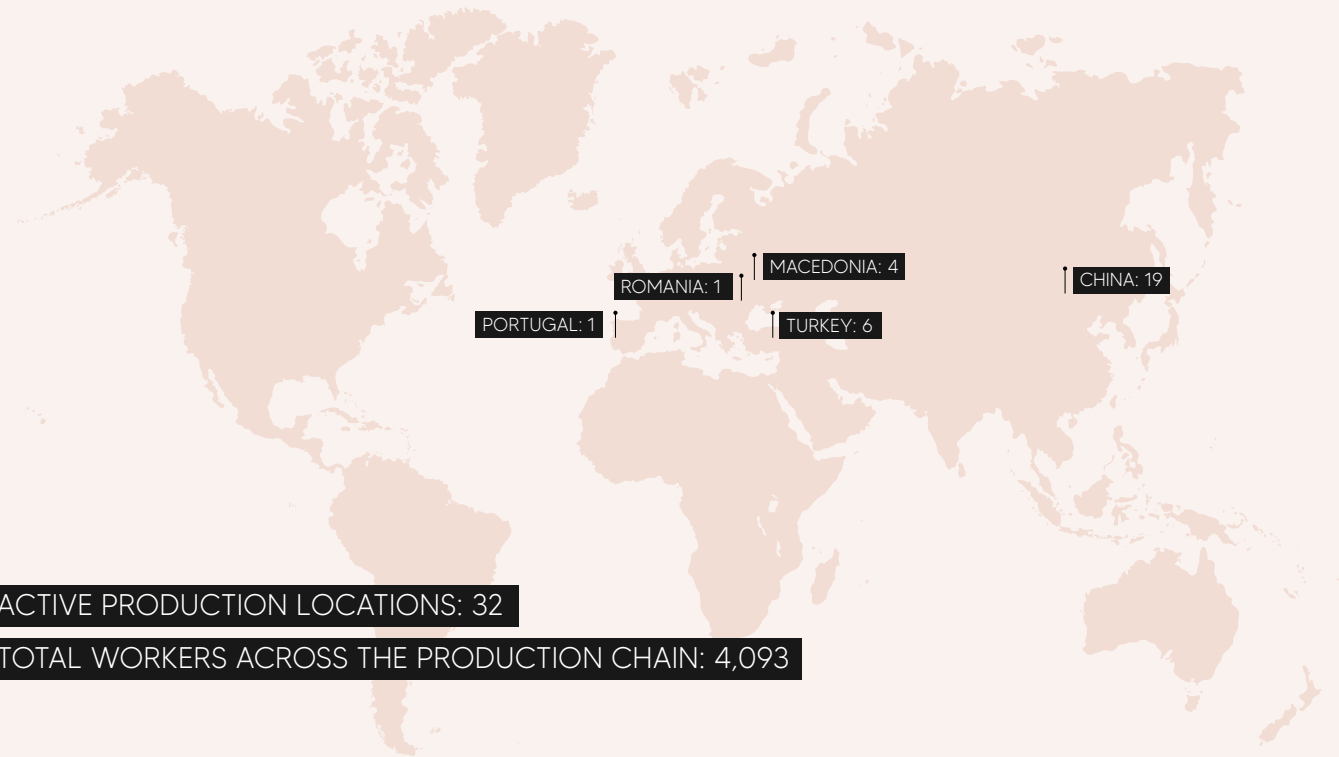
We want to use as little packaging as possible for transportation to our warehouse, as well as for sending our clothing to shops and customers' homes. We need packaging to protect our clothing from damage, but we want to source it responsibly and use as little material as possible. At the moment, we mainly use FSC-certified boxes to transport garments from production locations to our

warehouse or to stores. In 2023, we want to bring this to 100% and pack all our garments in recycled polybags (plastic wraps).

RESTRICTED SUBSTANCES LIST

In 2022, we rolled out the Restricted Substances List to prevent chemically harmful substances from entering our clothing collections. We will begin active monitoring in 2023.

JOSH V PRODUCTION LOCATIONS IN 2022



TRANSPORT

Our garments come from different countries before arriving in our warehouse or in shops. We opt for boat and truck transport, avoiding air transport as much as possible because of its higher environmental impact. In 2022, about 85% were transported by boat and truck.

PRODUCTION CHAIN TRANSPARENCY

We want our collections to be made by people working in safe conditions and being treated with dignity. This is why we are increasingly mapping out our production chain. In 2021, we got full transparency on our Tier 1 suppliers, the factories in which our end products are made. By converting

materials to sustainable alternatives and using certification we mapped some of our Tier 2 suppliers, textile and dye factories, as well. Over the coming years, we want to get more insights our Tier 2 and Tier 3 suppliers. We will use 2023 to investigate which tools and systems can support us in this. We will also analyse potential risks to humans, the

environment and animals, and examine how our current locations can best be monitored and improved.



COLLABORATING WITH SUPPLIERS

We strive to form long-term relationships with suppliers that will allow us to work together to create clothing with attention to its impact on people, the environment and animals. Even in troubled times, such as during the COVID-19 pandemic, we continue to explore ways of collaborating with our suppliers. This is how we were able to continue developing our collections in recent years.

CODE OF CONDUCT

Our direct suppliers, agents and other intermediaries at the production sites have all received our Code of Conduct, and our Tier 1 production sites have signed the Code of Conduct as well. When we start new collaborations, we ask the production site to sign them before we place our first order. We also share our sustainability targets and our Restricted Substances List. This will ensure we can work together towards achieving our objectives.

MONITORING WORKING CONDITIONS

We think it is important that our products are made under good working conditions, so we have set requirements. To monitor compliance to our Code of conduct, we

have been member of amfori Business Social Compliance Initiative (BSCI) since 2021. This initiative is dedicated to improving working conditions in high-risk countries, such as China and Turkey. The organization conducts independent audits at our suppliers every two years. Suppliers are checked for, among other things, the prohibition of discrimination and child labour during these audits. Sedex is a similar initiative to BSCI and is another accepted standard for monitoring working conditions.

OUR AMBITIONS

From 2023, we will only purchase from production locations in high-risk countries if they are affiliated with BSCI or SEDEX. By the end of 2022, 98% of our Tier 1 production sites in high-risk areas were affiliated with BSCI or SEDEX. Not all production sites wanted to participate in these programmes, which unfortunately resulted in us breaking with four sites in 2022. Two new BSCI audits are scheduled in 2023, which will mean we have achieved our objective. New production locations are only accepted to our supplier base if they are audited, or in the auditing process. Read more about our ambitions concerning supply chain transparency and working conditions [here](#).



LONG-STANDING COLLABORATION

We have been cooperating with our Shanghai supplier since 2017. This supplier makes 90% of our suits and is a great partner in material development and scaling up our sustainability. We are doing this step by step, and we see the numbers continuing to increase. This means we can grow sustainably together.



NEW COLLABORATION

We have been working with a new supplier in Portugal since 2022. We were looking for a supplier close to home for our new JOSH V Activewear line, and they agreed to a relatively small edition. This allowed us to reduce the chance of overproduction and see how successful this new collection would be with our customers.

TO YOU

SUSTAINABLE SHIPPING

When sending our items from the warehouse to our customers' homes, we want to use as little packaging material as possible. Our warehouse has been using an automatic packing conveyor since 2021. This packing line ensures our boxes are made to fit the volume of the shipment. This means that we don't take up shipping space with air, fitting more packages on a single truck to create a more sustainable shipment for our orders. It also eliminates the need for filling material such as bubble wrap. The packaging material we use consists of FSC-certified boxes and in 2023 we will change to recycled polybags.

We are also looking at environmentally friendly delivery options. Since 2021, customers have been able to choose if they want to pick up their packages from a Budbee Box or PostNL Point. In 2022, 7.8% of our customers used this option. Fossil-free delivery service Budbee also offers the option of deliveries between 5:00-8:00 PM on weekdays and between 2:00-7:00 PM on Saturdays, which means they succeed in delivering most of the JOSH V packages on the first attempt.

RETURNS

As much as possible, we try to prevent the returns of online orders. We work with our suppliers to optimize sizes while also informing customers about the fit as well as we can. This used to be done with a Fitting Tool, but we will offer a size chart in the online store as of 2023. We believe our online customers will be better able to estimate the correct size, decreasing their number of returns. If an item is returned, it will be repackaged, and the old packaging will be recycled. We also ask for a small contribution for each return shipment. Returns cost a lot of money and are not sustainable. We hope this fee will create more awareness among customers.

We donate 10% of the return fee to a charity that benefits the circular clothing industry. In 2021 we collected enough money to make a donation of EUR 10,000 to textile collector Sympany, which was used to set up a mechanical recycling process to recycle clothing on a larger scale. Throughout 2022, we donated EUR 10,000 to ReShare Stores for the purchase of sergers and sewing machines for clothing repair services to extend the lifecycle of clothing.



ECO-FRIENDLY WASH TIPS

When washing your garments, follow the care label and wash them at **as low a temperature as possible**.

Wash synthetic clothing with **Guppyfriend**, a laundry bag that protects your clothing and the environment.

Wash in a natural way with **Seepje**.

A fabric shaver will easily remove lint, pills and threads from garments with a **fabric shaver**. One of these will help keep your items beautiful for a long time.

The Prym wonder needle can also easily help you get any snags out of your clothing.

You can always repair your JOSH V garment with the **additional buttons**.

Check out our washing and care tips **online**





WHOLESALE

In addition to the Netherlands, JOSH V is available in Austria, Germany, Belgium, Cyprus, Greece, Poland, Portugal and Romania, making wholesale an important part of our business. In total, 52% of our turnover comes from our wholesales partners. Our sales team is committed to helping our wholesale partners every day. This includes our sustainability efforts. For example, we try to lower our wholesale partners' return percentages by offering additional size advice with every delivery. There is also regular contact between departments to ensure that our sales partners' online presentations match the actual product as closely as possible, in order to limit returns for the reasons that "article differs from photo" or "does not meet my expectations".

For international customers, orders are always sent bundled, both for sustainable transport and cost savings. This prevents small shipments from being sent every day. We also always look for the most sustainable option when purchasing materials, such as the clothing hangers we use.

CUSTOMER SERVICE

At JOSH V, we are only satisfied when our customer is. We are constantly working to improve our service and products, and we find feedback to be incredibly helpful. Our customer service team can answer any question via our website, social media, e-mail or telephone. Queries can be about anything from a specific delivery to styling. We aim to provide a substantive response within one working day.

Something may still go wrong of course. For every complaint report, we first look at the implementation of a repair. In most cases, a complaint can be resolved by our prompt sending of new buttons, zippers, or other small repair goods. Where necessary, we offer a local repair shop and share costs with the customer. Customers can also take advantage of free repair service at one of the selected ReShare Stores whenever they like. If an item is damaged beyond repair, we choose not to have it returned. This contributes to our objective of reducing returns and reduces our carbon footprint.



THE ROAD TO CIRCULARITY

JOSH V supports the goal of a circular economy in the Netherlands by 2050. This is why we have a plan for our “road to circularity”. We are working on it with our partner ReShare, among others.

RESHARE X JOSH V: SEWING SHOPS

In 2022, JOSH V opened sewing shops in four selected ReShare Stores. ReShare collects second-hand clothing reuses it, by selling it in their stores, and recycles. Now, customers can also have their clothing repaired by the in-store sewing shop, free of charge in many cases. Nienke Haarsma-Droppers, Business Developer at ReShare, was at the forefront of this partnership.

Nienke said, “We hope this collaboration will help make customers aware of how to properly handle their clothing so it lasts as long as possible. Because JOSH V has donated sergers and sewing machines to ReShare, we can repair garments in our stores. In this way, we help consumers see how easy it is to give clothing a longer life. A nice side effect is that we can also inspire customers who visit the store to buy second-hand clothing. We think it is special that JOSH V has tackled this issue with us, and we are extremely proud of this unique collaboration. We hope to roll out more sewing shops in 2023 and to make the repair service more widely known among consumers. Together, we are contributing to circularity in the fashion industry. ReShare will support JOSH V in 2023 on its route to circularity by contributing to JOSH V’s roadmap for circular clothing collections.”

“We are contributing to JOSH V’s roadmap towards circular clothing collections.”



Nienke Haarsma Droppers

Business Developer at ReShare

5
ways to create
a sustainable
wardrobe



+

SUSTAINABLE WARDROBE

JOSH V likes to share tips via YouTube, Instagram and our newsletter to show customers how they can contribute to a more sustainable fashion industry. Tips include topics such as: how to keep your clothes looking good for years, repairing clothes made at one of the ReShare stores and how to set up your own capsule wardrobe. More tips & tricks can be found on our website, both on the [sustainability page](#) and the contact page below [Frequently Asked Questions](#).

WHAT CAN YOU DO?

GET IN TOUCH

For questions about sustainability or this report, contact JOSH V and our Sustainability Coordinator, Yenneke de Moes, via JV-Sustainability@joshv.com. We are excited to speak with you about our efforts to improve the sustainability of all of our collections.