



**OUR
THOUGHTFUL
WAY**

thought



OUR THOUGHTFUL WAY

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LASTING THOUGHTS



"It's about the whole journey for us."

FROM OUR FOUNDERS

"Who would have thought that the tiny collection of shirts we first designed in Sydney would lead us here? Not us. We feel very fortunate."

Thought hasn't appeared overnight. It's taken many a rolled up sleeve, late nights, and steely determination.

Our love for natural and sustainable fabrics is where everything began. The first styles we made were simple. We were eager to show the beauty of these kinder yarns so didn't overcomplicate our designs.

We discovered the yarns really came into their own when carefully cut and sewn as the simplest of tunic dresses, a classic shirt. More designs that let this raw beauty come through are what happened next.

Today, there's still a simplicity in silhouette that we haven't lost. It's what brings an air of timelessness and wearability to our pieces.

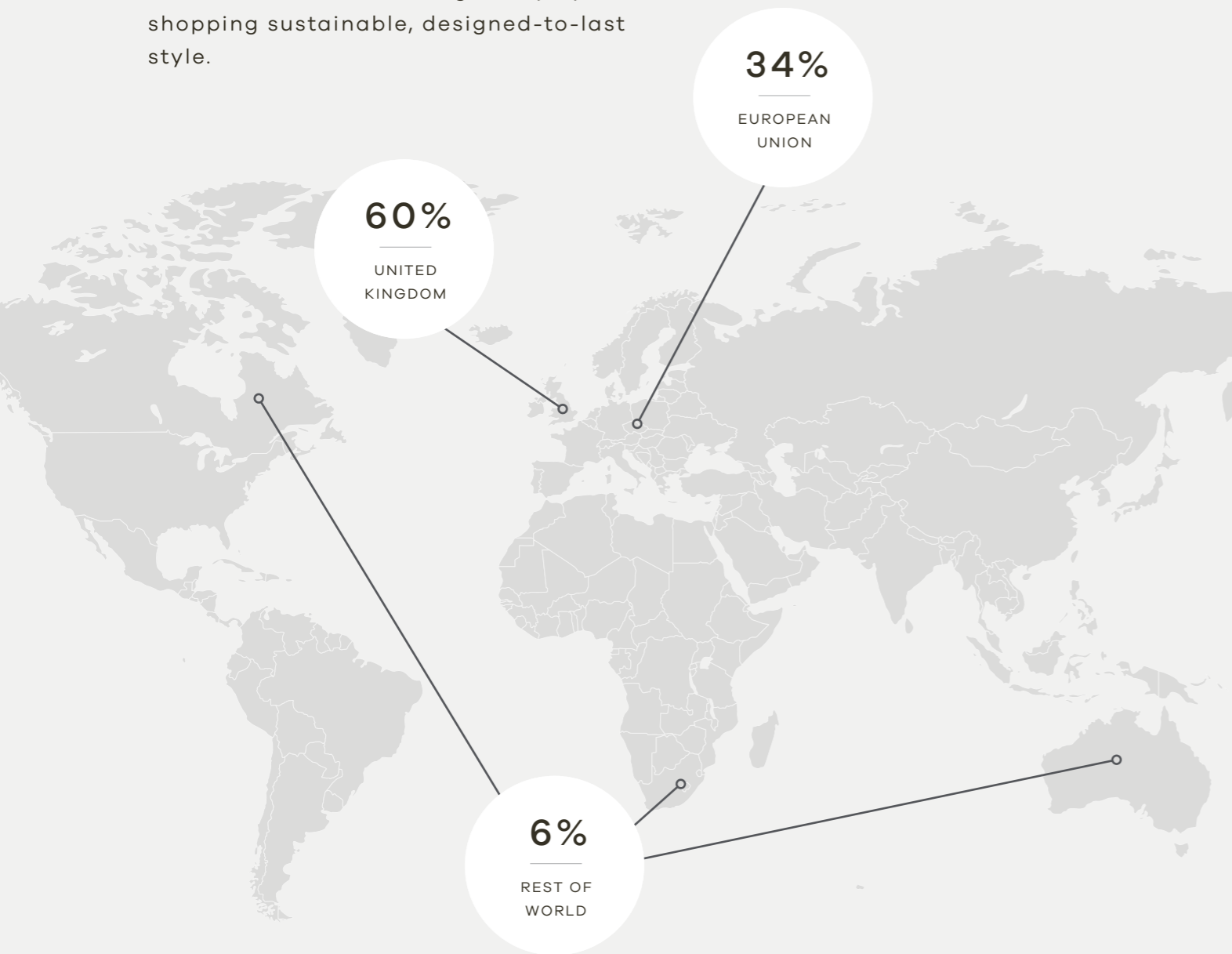
John & Rachel



FIND US FAR AND WIDE

As an independent business we're very proud to have grown organically across the UK, Europe and rest of the world.

We work with stockists that share our mission to live more thoughtfully by shopping sustainable, designed-to-last style.



HEAD OFFICE

Westgate House,
149 Roman Way,
London, N7 8XH, UK

thought





Our mission

LIVE MORE THOUGHTFULLY

We want to offer more considered choices.
To show that there are more sustainable ways
to live, dress and be. To connect and grow a
community, where ideas inspire more ideas.

A woman with dark hair pulled back is sitting on a white rectangular pedestal. She is wearing a long-sleeved, button-up dress with a vibrant floral pattern in shades of blue, gold, and brown. The dress has a fitted bodice and a flared skirt. She is looking down and to her right. The background is a bright, airy studio space with white walls and large windows. Several framed sketches or drawings are leaning against the wall behind her. The lighting is soft and natural, coming from the windows.

We believe

**CONTEMPORARY FASHION
AND SUSTAINABILITY
GO HAND-IN-HAND**

OUR PROMISE

We'll always design style that's effortless and has sustainability in mind. Collections that help people make more considered decisions.

- We put thought into everything we do. From how we source our materials, to how we can give back and inspire our industry and community.
- We value long-term partnerships, supporting small businesses and their growth. Making positive changes, like lessening waste. Protecting people. The environment. And creating designs with longevity in style and quality.
- We'll share our point of view in the hope that it inspires or helps encourage positive change.
- We support the philosophy that every small change really does matter.

**A LITTLE BIT OF THOUGHT,
A BIG DIFFERENCE.**



OUR COMMITMENTS

CONSIDERED DESIGN

We think through every step of our design process in great detail. From the natural and sustainable materials we use to how we develop and create our styles and prints. All along, we never lose focus on how people will wear or use our pieces.

RESPONSIBLE SOURCING

The best possible practice is important to us. We use industry standards to ensure our processes are the highest recognised benchmarks they can be. We learn, adapt and constantly evolve. Our guiding light is to do what's right and follow our instincts.

FOSTERING CHANGE

Small changes can make big differences. We want to share this thinking with others and we have a dedicated community where we can. Educating, supporting, skill-sharing, and partnering with others make us stronger together.



CONSIDERED DESIGN

Everything we create embraces the concept of slow fashion. Our clothes are made with the greatest consideration for people and the planet. They're designed to last and to be worn time after time.

You'll find our collections practical, accessible, and flattering. With the welcome effect that they'll make you feel as good as you look.



DESIGN IS NEVER A REPEAT PROCESS

Things evolve. We, too, move forward. Choosing fresh colour palettes. Refining our silhouettes and how things fit. Developing new and unique prints. And finding innovative ways to use our natural and sustainable fabrics, edge-to-edge. We always work towards zero waste where and when we can.

PRINT DIFFERENTIATES US

An incredible amount of thought goes into the prints we use. They have their own narrative, which is what makes us unique. Our designers find their inspiration in galleries, our vintage archive, and always in nature. Through sketching and sampling, we make sure we get every exclusive-to-us print perfect.

THE HUMAN TOUCH

People, not machines bring our collections to life. From our designers and production team at our London HQ to the skilled makers in our factories.



SMALL, CONSIDERED PRODUCTION

We keep our quantities small so to keep a certain specialness to our collections. Every piece should feel unique. Together with our factory partners we work towards small, considered production. Of course, always keeping to required minimum orders, fair wages, and respecting their invaluable skills.

WASTE, NOT WASTED

We turn our scrap fabrics into headbands. Leftover yarns into socks. We only use polyester that's recycled. There are lots of small changes like these we can make – and we'll continue to embrace them.



*Our considered collections
will always...*

- Be sustainably sourced
- Be accessible and inclusive
- Allow people to express themselves
- Be timeless in design
- Slot effortlessly into lifestyles
- Be expertly crafted with natural fabrics
- Show how clothes don't have to cost the earth

An aerial photograph of a beach. The left side shows a wide, sandy beach with some sparse vegetation and small rocks. The right side shows the ocean with white-capped waves breaking onto the shore. The water is a vibrant turquoise color. The overall scene is serene and natural.

RESPONSIBLE SOURCING

At Thought, we make every decision with the greatest respect for people and the planet. We'll always do what's right. Nature and people are integral parts of who we are. Our actions and business practice will always protect them.

RESPONSIBLE SOURCING

ENVIRONMENTAL SUSTAINABILITY

We consider every environmental impact and ensure our suppliers commit to our Environmental Policy. Setting and maintaining these standards helps to raise greater awareness of the need to be responsible.

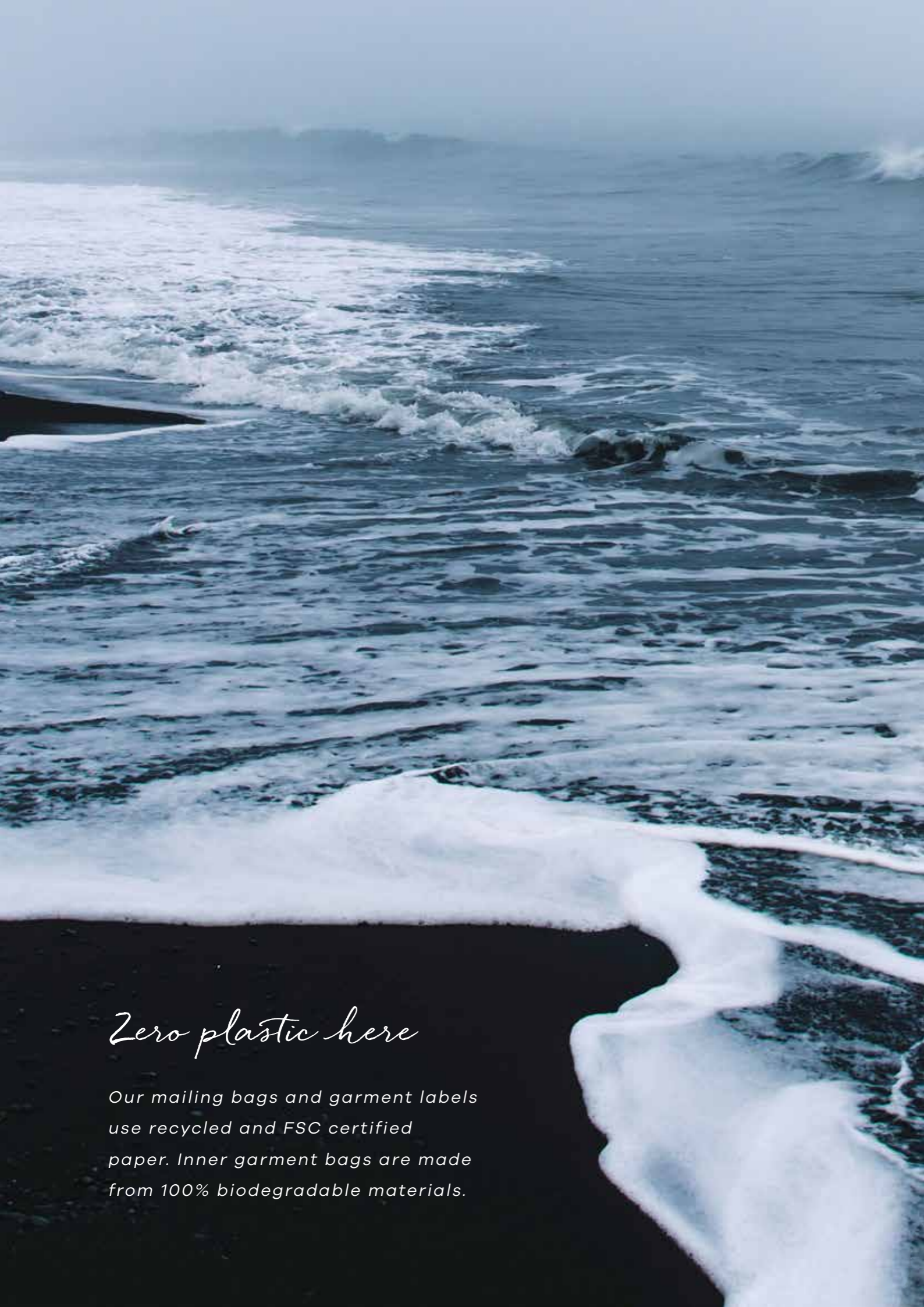
SOCIAL STANDARDS

We take every step possible to show great care to the people involved in making our clothing. Building lasting relationships with the people we work with is crucial for us.

OUR MATERIALS

We source natural, sustainable yarns that use less water, fewer pesticides, and create less CO2. And we upcycle our leftover fabric at source so to reduce waste and create new products.





OUR ENVIRONMENTAL POLICY

With sustainability as a core value, we recognise our responsibilities towards the environment, eco systems and local communities. Our suppliers and their supply chains must comply with the following standards.

- Materials are sourced from natural, organic, renewable and recycled sources.
- Farming and harvesting crops, to produce materials used in our collection, do not contribute to habitat loss or destruction.
- Best available practice will be sought in the selection of chemicals and manufacturing processes. This must achieve certification, such as OEKO-TEX®, wherever possible.
- All factory discharges to the atmosphere, water and land are within legal limits and have as minimal an impact on the local environment, people and ecosystems as possible.
- A concerted effort is made to ensure water and energy is conserved wherever possible across our entire supply chain.
- During manufacture, our collection is transported in the most environmentally friendly way possible.
- Every effort is made to reduce, reuse and recycle all waste.
- Any hazardous wastes are appropriately segregated, stored and disposed of responsibly.
- Reviews of sustainability and environmental performance happen at least annually. This results in positive change, additions, or business activities to promote continual improvement.

Zero plastic here

Our mailing bags and garment labels use recycled and FSC certified paper. Inner garment bags are made from 100% biodegradable materials.

OUR SUSTAINABILITY HIGHLIGHTS



GOTS CERTIFIED ORGANIC COTTON

The only cotton we use.



VEGAN GLUE

Nothing animal, ever.



100% SEA FREIGHT

No air travel.



ZERO PLASTIC PACKAGING

And labels. Always FSC certified.



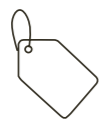
RESPONSIBLE SOURCED TENCEL™

And Modal™. Always fully sustainable, branded cloth.



FAIRTRADE & GOTS CERTIFIED T-SHIRTS

Not one or the other. It has to be both for us.



ORGANIC COTTON LABELS

Soft, sustainable neck and care labels.



LESSENING LANDFILL

Thousands of plastic bottles become new garments.



100% BIODEGRADABLE GARMENT BAGS

Just drop them in your compost.

75%

OF OUR FABRICS ARE CERTIFIED

95%

OF OUR COLLECTION IS PETA APPROVED

98%

OF OUR PACKAGING IS RECYCLABLE



SOCIAL STANDARDS

Our commitment to achieving high ethical and social standards begins with ensuring working conditions reach the standards set by the International Labour Organization. This is reflected in our company Code of Conduct.

Our code of conduct

1. Employment is freely chosen
2. Freedom of association / staff representative
3. Working conditions are safe and hygienic
4. Child labour shall not be used
5. Living wages are paid
6. Working hours are not excessive
7. No discrimination is practiced
8. Regular employment is provided
9. No harsh or inhumane treatment is allowed

WE CONDUCT INTERNAL AUDITS

This is something we do to ensure our Code of Conduct is followed. We visit and check in with our factories regularly. And we take the time to reflect and refine how we do things in-house. We're proud to be a member of the Ethical Trading Initiative (ETI), a leading alliance of companies, trade unions and NGOs that promotes respect for workers' rights around the globe.



AS WE GROW, SO TOO DO OUR SUPPLIERS

We're a team, after all. It's important that we build and better our relationships.

PROUD TO SUPPORT CHINA

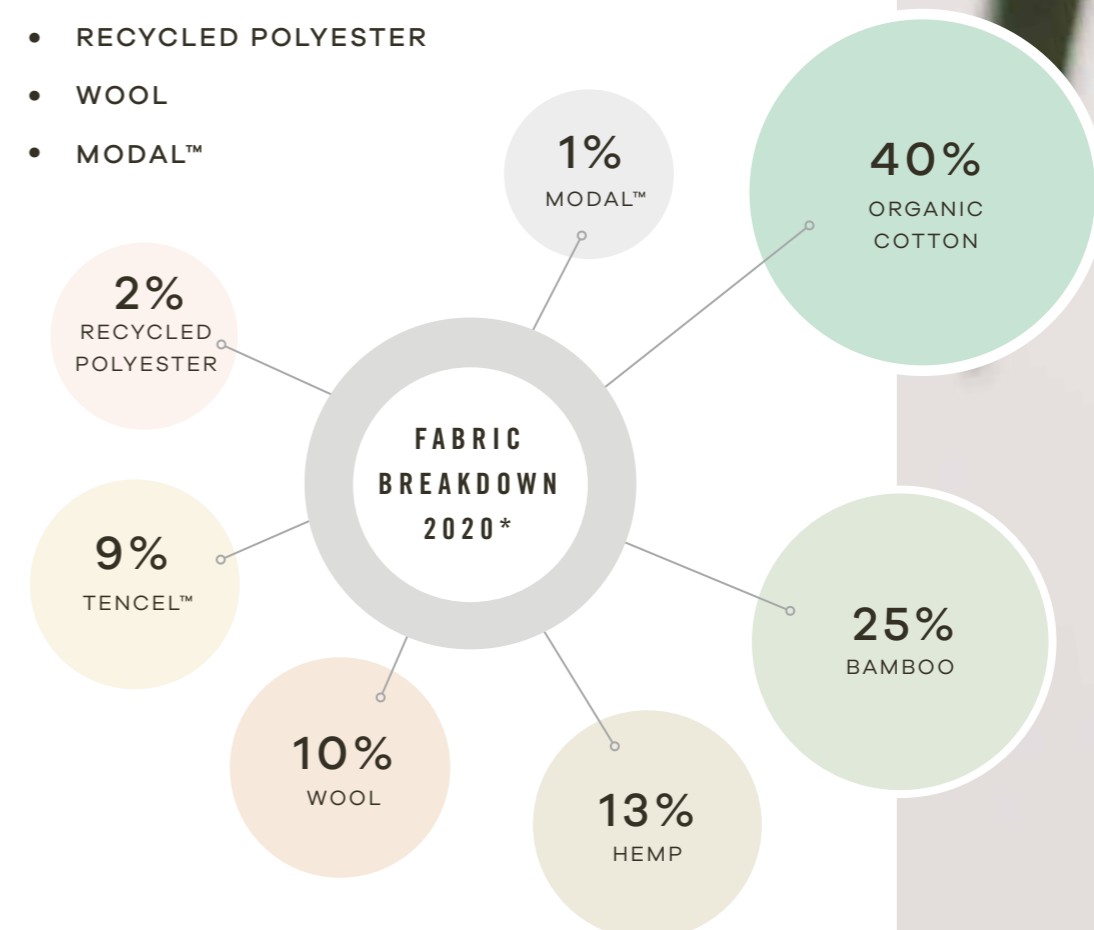
We're all about working with others. From the talent at our factories (some factories are the same ones we've worked with since day one). To the people we partner with at like-minded businesses. We learn. We grow. We do it together.



WE CHOOSE YARNS WITH GREAT CARE

Sustainability has been part of our DNA since we started out in 1995 – which, naturally, includes our yarns. Their traceable origins, low impact, quality feel, and ability to last as well as become more beautiful with use, are what make our collections so very special.

- CERTIFIED ORGANIC COTTON
- HEMP
- BAMBOO
- TENCEL™
- RECYCLED POLYESTER
- WOOL
- MODAL™



*Based on main garment composition



ORGANIC COTTON

Organic cotton is cotton that's produced and certified to organic agricultural standards. Its production sustains the health of soils, the environment, and people by using natural processes rather than artificial inputs.



THE FACTS

- Produces approximately 46% less CO2 emissions
- Eliminates the use of harmful chemicals
- Only represents less than 1% of global cotton production
- 40% of our 2020 collection is organic cotton

why we love it

All our organic cotton base fabric is GOTS certified.

It supports and protects farmers and the environment.

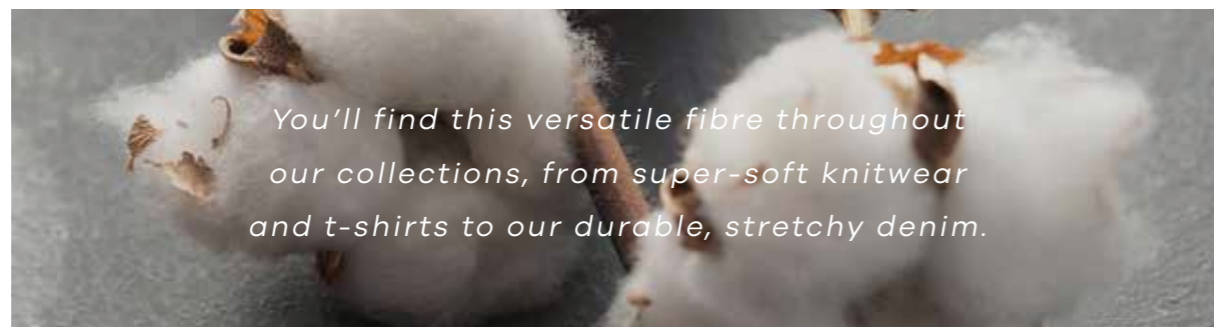
As a natural fibre it's breathable, incredibly soft and kind to skin.

GOTS is recognised as the world's leading processing standard for textiles made from organic fibres. It defines high-level environmental criteria along the entire organic textiles supply chain and requires compliance with social criteria as well.



NEW FOR 2020

We've partnered with a supply chain in India to develop our first Fairtrade and fully GOTS certified t-shirt collection. This ensures working conditions and wages comply with Fairtrade standards and the end product is 100% organic.



HEMP

Hemp has been used to make fabric for thousands of years. It's one of the most sustainable fibres in the world, and an excellent alternative to linen. We've been using hemp in our collections since 1995.



THE FACTS

- Uses four times less water than non-organic cotton
- 60-70% of nutrients are returned to the soil
- One hectare can absorb a huge amount of CO2 – around 15 tonnes to be exact
- 13% of our 2020 collection is hemp

why we love it

For its naturally quick and easy cultivation.

As a natural fibre, it's breathable and absorbent.

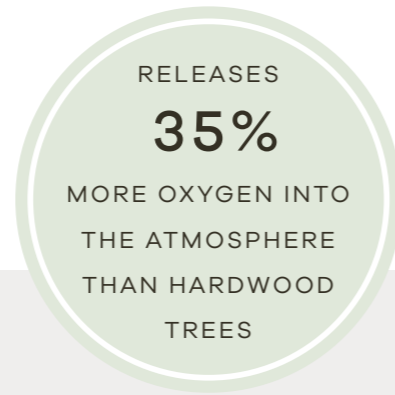
It takes colour very well, making it perfect to use for our printed pieces.

It's soft and long lasting – and with time it gets softer still.



BAMBOO

Bamboo is a natural, renewable resource that can be crafted into a soft, viscose fabric. It was first used for clothing in the 20th century and was initially manufactured in China – which is where we still source our bamboo today.



THE FACTS

- The fastest growing woody plant on earth
- It can grow up to 47 inches in 24 hours – a highly sustainable resource
- Can absorb as much as 12 tonnes of carbon dioxide per hectare per year
- 35% of our 2020 collection is bamboo

why we love it

Our bamboo is Ecocert Organic Standard certified.

It's grown in controlled, responsibly sourced forests that are FSC certified, so has no impact on wildlife.

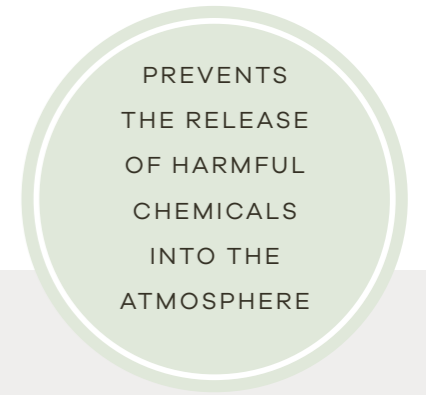
It's luxuriously soft and naturally breathable.

Ecocert is one of the largest organic certification organisations in the world. They strive to enable production processes that respect the environment, better management of available energy and of natural resources, socially responsible sectors, and better product quality and safety.



TENCEL™

Tencel™ is one of the most sustainable fabrics in the world. It's a type of lyocell produced by the Austrian company, Lenzing AG and comes from Eucalyptus trees, a natural renewable resource.



THE FACTS

- The trees are grown in sustainable, FSC certified forests
- Uses a closed loop production process, recycling 99% of chemicals
- The finished fabric is 50% more absorbent than cotton
- 9% of our 2020 collection is Tencel™

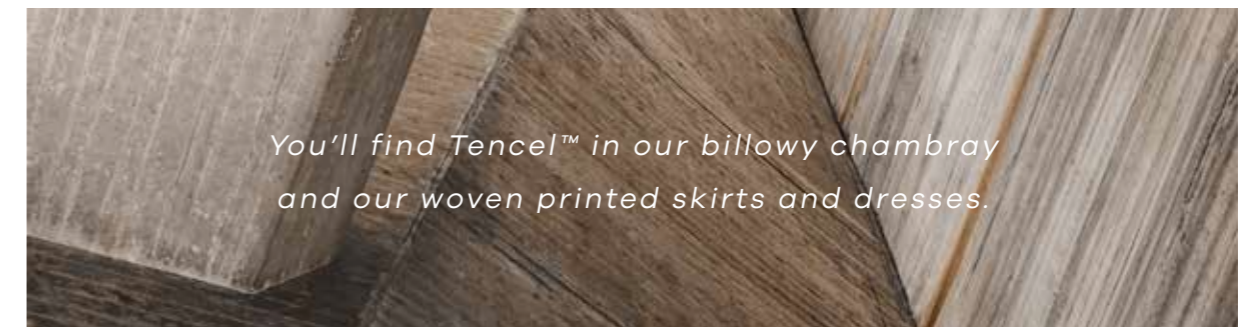
why we love it

For its sustainable production process, from growth to fabric.

It's light on energy and water consumption.

It has a luxurious handle.

The Lenzing Group is an international group with its headquarters in Lenzing, Austria. Through unique, resource-conserving technologies they develop natural, renewable fibres for industry, brands and retailers, whilst protecting the natural environment.



RECYCLED POLYESTER

Recycled polyester fabric is made from polyethylene terephthalate (PET), which is mainly found in plastic bottles. Our recycled polyester is made entirely from used plastic bottles.

RECYCLING PLASTIC BOTTLES REDUCES WASTE GOING TO LANDFILL

THE FACTS

- Uses 33-53% less energy in production than virgin polyester
- Eliminates the need for petroleum
- 60 million plastic bottles go to waste every day globally
- 2% of our 2020 collection is recycled polyester

why we love it

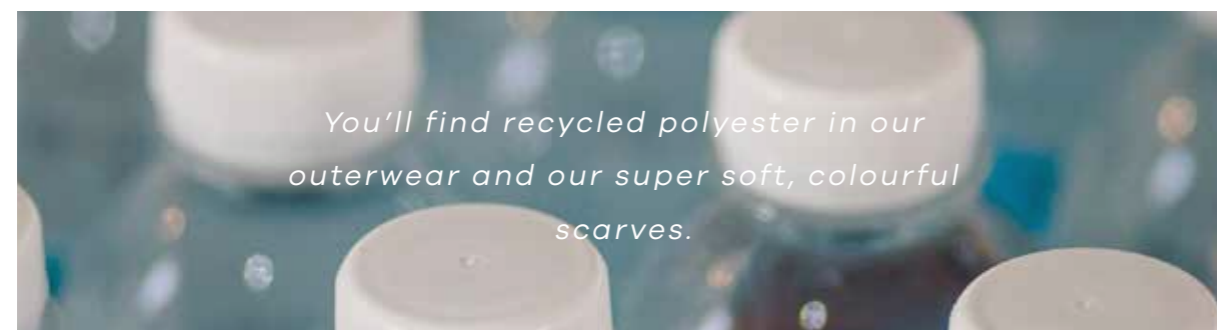
Our recycled polyester is certified by the Global Recycled Standard.

It promotes circular fashion.

It gives new life to old materials that aren't biodegradable and would otherwise go to waste.

For its strength, durability and versatility.

Global Recycled Standard is a product benchmark for tracking and verifying the content of recycled materials in a final product. This applies to the full supply chain with the goal of increasing use of recycled materials in products and reducing/eliminating the harm caused by its production.



WOOL

Wool is a natural, renewable fibre that comes from the fleece of sheep. It has many excellent qualities that distinguish it from other fabrics. Humans are yet to produce a man-made fibre that matches these distinctive properties.

NATURALLY INSULATES & REGULATES TEMPERATURE, IN ALL CONDITIONS

THE FACTS

- Can absorb up to 30% of its weight in water before feeling wet
- One of the most recycled fibres in the world
- No chemicals needed to craft into clothing
- 10% of our 2020 collection is wool

why we love it

For its many unique qualities – it's naturally breathable, versatile and resilient.

It's adaptable enough to be knitted into many variations of texture and style.

It's fully biodegradable.

NEW FOR 2020

We're introducing a new sustainable fibre: recycled wool. It offers all the natural benefits of ordinary wool, whilst minimising the impact on the planet.



MODAL™

Modal™ is a sustainable viscose produced by the Austrian company, Lenzing AG. It comes from Beech trees, a natural renewable resource.

95%
OF PRODUCTION
WASTE IS
RECOVERED &
RECYCLED

THE FACTS

- Lenzing grow Beech trees in sustainable, European, PEFC certified forests
- 10-20 times less water consumption than cotton
- End fabric is 50% more absorbent than cotton
- 1% of our 2020 collection is Modal™

why we love it

For its sustainable production process, from growth to fabric.

For its beautiful drape and silky-smooth feel.

For its excellent absorbency.

The Lenzing Group is an international group with its headquarters in Lenzing, Austria. Through unique, resource-conserving technologies they develop natural, renewable fibres for industry, brands and retailers, whilst protecting the natural environment.



Wear it, care for it, wear it again. So to increase longevity and improve function of our garments we do blend a small percentage of other fibres with our natural and sustainable ones. Fibres like elastane – in our socks and leggings.

and there's more to come...



RECYCLED
NYLON

Diverts plastic from going to landfill.



RECYCLED
WOOL

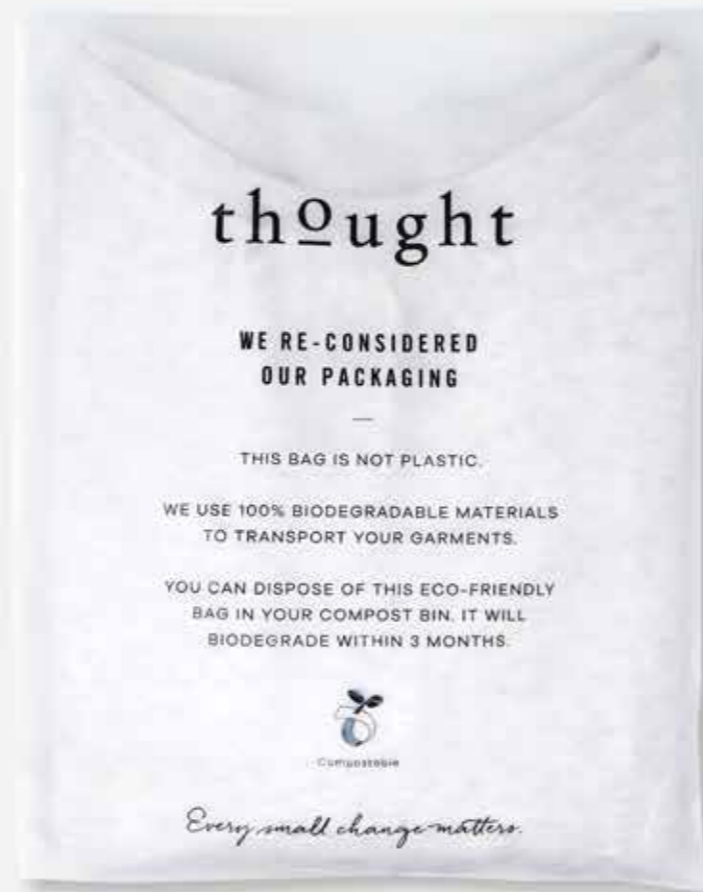
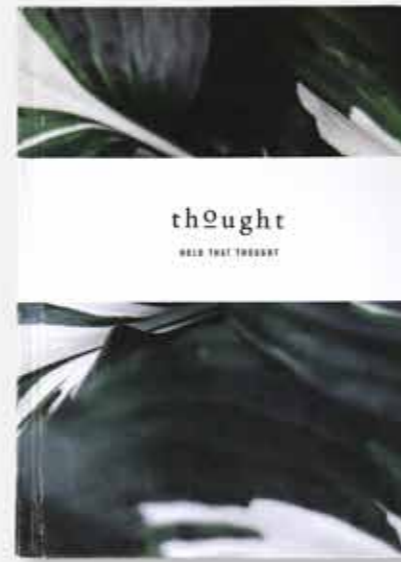
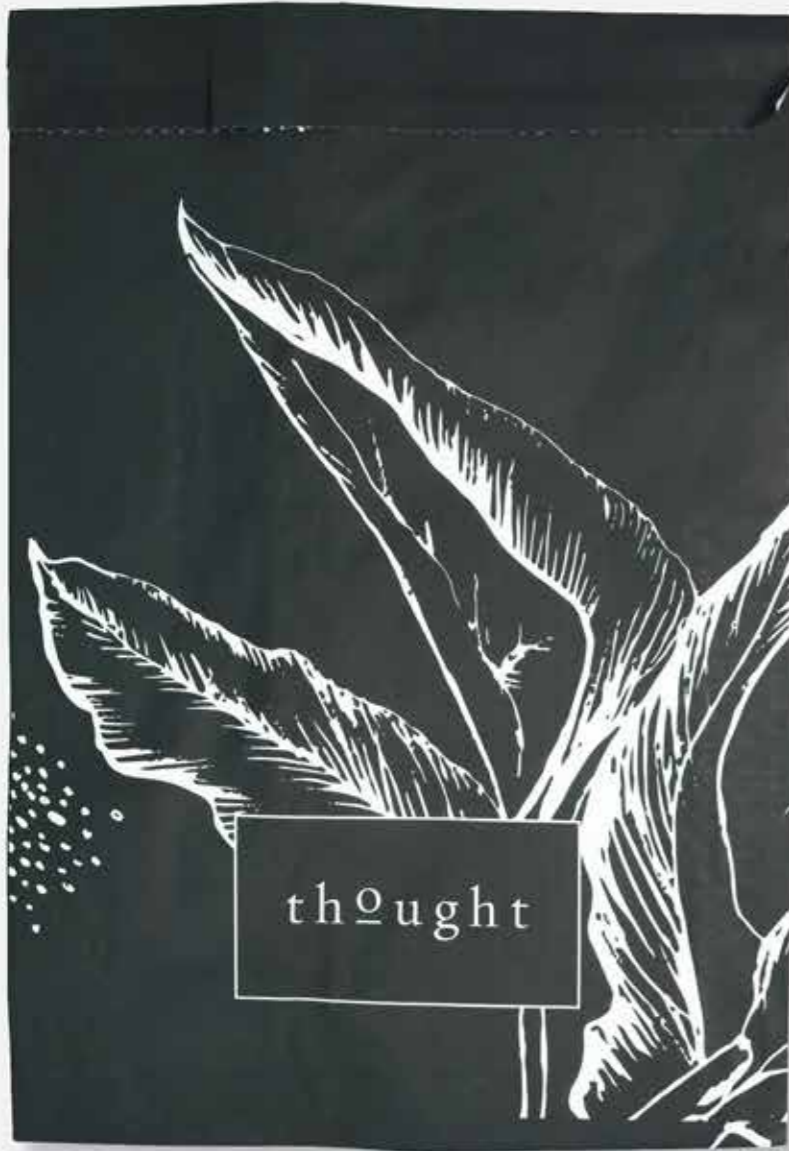
To further our 'waste, not wasted' philosophy.



HELLO,
SEACELL™

Seaweed, smartly made into yarn.





ZERO PLASTIC PACKAGING & LABELS

How we label and package our collections is just as important as how we make them.

We use recycled paper for our labelling, which is certified by the Forest Stewardship Council (FSC). This assures that the wood and forest our labels originate from are well-managed and safeguarded for future generations.

Our garment bags are made from compostable cornstarch and the mailing bags these go in to are made from FSC recycled paper.

There's no plastic. Ever.

OUR ACCREDITATIONS

Our standards are echoed in the credentials of the materials we use.





FOSTERING CHANGE

We want to trigger thoughts and start conversations. The community we're growing gives us a place to do this. Giving back wherever and whenever we can is a core part of who we are.

We hope that the partnerships formed in our community help enhance our mission and spread the idea that a little bit of thought can make a big difference.

FOSTERING CHANGE

CONSUMPTION & COMMUNITY

We've built up a lot of knowledge over the years and made some great connections. Both enable us to live and act more thoughtfully. We actively share and pass this information on so our community feel more informed and engaged in our mission.

GIVING BACK

We're fully committed to supporting other businesses striving to make positive impacts. One company we work with is Smart Works – they dress, help, and empower out-of-work women.

PARTNERSHIPS

There's no such thing as an expert in our book, so we actively learn from others. This isn't token back scratching – it's about mutual support and mentorship. Tackling things together can reveal positive opportunities that may not otherwise arise.

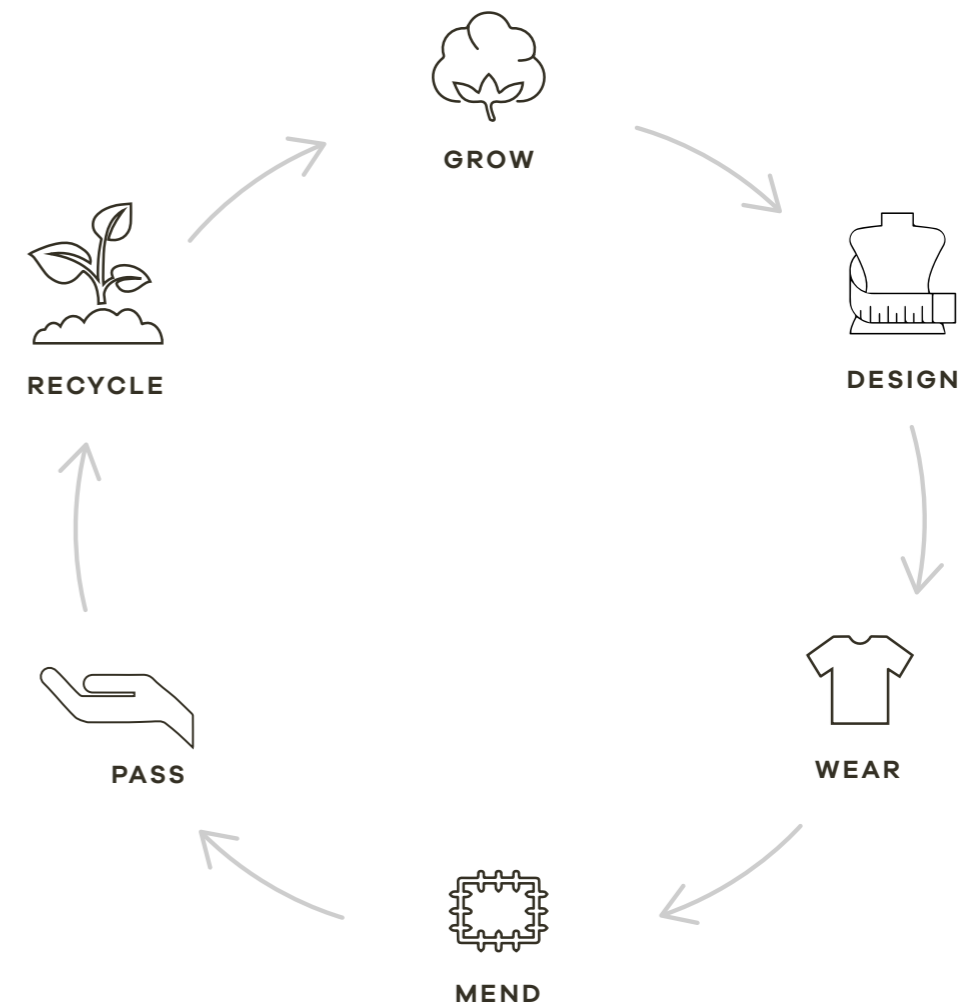




WE'VE ALWAYS BELIEVED IN CIRCULAR FASHION

At Thought, we see every part of a garment's life span as cyclical. From farmers sowing seeds and harvesting crops to how those crops become the yarn. Yarn that will become the clothes we wear, care for and eventually, pass on.

As designers, as thinkers, we work hard to continue this natural, sustainable loop.



WE HAVE OUR OWN MANTRA

*"wear me, love me,
mend me, pass me on"*

It's all about supporting a longer life for your clothes.

WEAR ME

So many clothes are only worn a limited number of times. We look to educate others on how to make the most of clothes – giving confidence that you can wear things more. This might be through sharing styling tips on how to put pieces together or styling the same item in different ways.

LOVE ME

Shopping smart and buying pieces that are really cherished is a good ethos to have. Looking after them properly will keep them good as new and help them to last longer. We share how to shop more thoughtfully as well as offering practical tips and workshops on aftercare and storage.

MEND ME

Whether it's a hole, ripped seam or a little snag, often these pieces get left unworn or put aside for charity. Working with experts, we share both simple and more creative techniques to repair items. This often includes upcycling and re-purposing.

PASS ME ON

How do you responsibly pass on unwanted items? We explore old and new ideas. We introduce inspiring people behind our partner charities and share the true impact clothing has on the environment. It's another way we hope that we can inspire more change.



we make old new again

We collaborate with Traid in skill-sharing workshops. Darning. Patching. Practical skills we can enjoy passing on to others to continue the loop.

GIVING BACK

The majority of our collection is womenswear and much of the time we are dressing working women. Professionals in offices, classrooms, the arts, and many more industries.

Supporting Smart Works, which we've done since 2015, is logical to us. They're an incredible charity who provide support to aspiring, out-of-work women – with interview training and head-to-toe dressing.

Smart Works have offices in some of the UK's major cities and have a great success rate in giving their clients the confidence to secure employment.

Every season we donate all our unworn production samples. And we add to this a selection of our current collection. This enables them to offer more choice to their clients and set them up for success.



"One in two of the women we help gets the job."

SMART
WORKS



To date we've donated over 35,000 pairs of socks to charities including Shelter and Crisis.

WE HAVE ONE PLANET

Clean air. Fresh water. Forests for future generations. Whatever we can do to protect the things we so often take for granted we will.

With so many elements to the environment, we choose to support grassroots charities rather than those more established. We believe we can make more of a difference. We've proudly supported...

Trees for Cities work on a national and international scale to cultivate lasting change in neighbourhoods. This includes revitalising forgotten spaces and growing food with children.

The **Marine Conservation Society** is the UK's leading charity for the protection of our seas, shores and wildlife.

The **Woodland Trust** plant trees and protect woods all over the UK. The paper we use for printing is offset with tree planting.

Since 2015, we've held our Thoughtful Friday campaign, opposing the trend of mass consumerism. We donate 50% of the total days' sales to charity.

And every December we donate a pair of socks for every pair we sell. To date we've given over 50,000 pairs of socks to incredibly worthy causes.

OUR PARTNERSHIPS

We know it's important to grow our knowledge – part of our considered journey means we listen and learn from others as well as give back.

SOMETIMES, TACKLING THINGS TOGETHER IS THE WAY FORWARD.

In 2006 we became one of twenty founding partners to join the Ethical Fashion Forum (EFF). They're a collaborative movement. Their goal is to transform social and environmental standards in the fashion industry.

We are also heavily involved with Common Objective. It's a progressive platform that connects people. We share the same vision: to make better, smarter, sustainable business decisions. The opportunity to meet, learn, support and connect with like-minded others is invaluable.

We're extremely proud to be collaborating with London College of Fashion on their executive MBA in Fashion.

Mentoring, supporting, and sharing is instinctive for us. And an integral part of how we question, think through and consider our every move.

"Thought recognised the importance of building and supporting a movement that was bigger than the business itself; achieving commercial sustainability that would make long term social and environmental impact possible."



Tamsin from Common Objective



MANY HIDDEN TALENTS MAKE THOUGHT

We're very lucky to have an engaged team; painters, illustrators, novelists, writers, thinkers and designers. Our shared love of optimism, art, nature and little things that make us feel good draw us together. Yet, everyone brings something different and valuable to our in-house collective.

We want to inspire and support our team to help them grow. They share the same values as us and our benefits reflect this. One thing you'll find on our staff perks list is taking a day to volunteer for a worthy cause.

We are believers in two-way input with our people. If we put a lot into our team it makes a big difference.

We are Thought.

**WHEN THINGS CHANGE
INSIDE OF YOU,**

they change around you

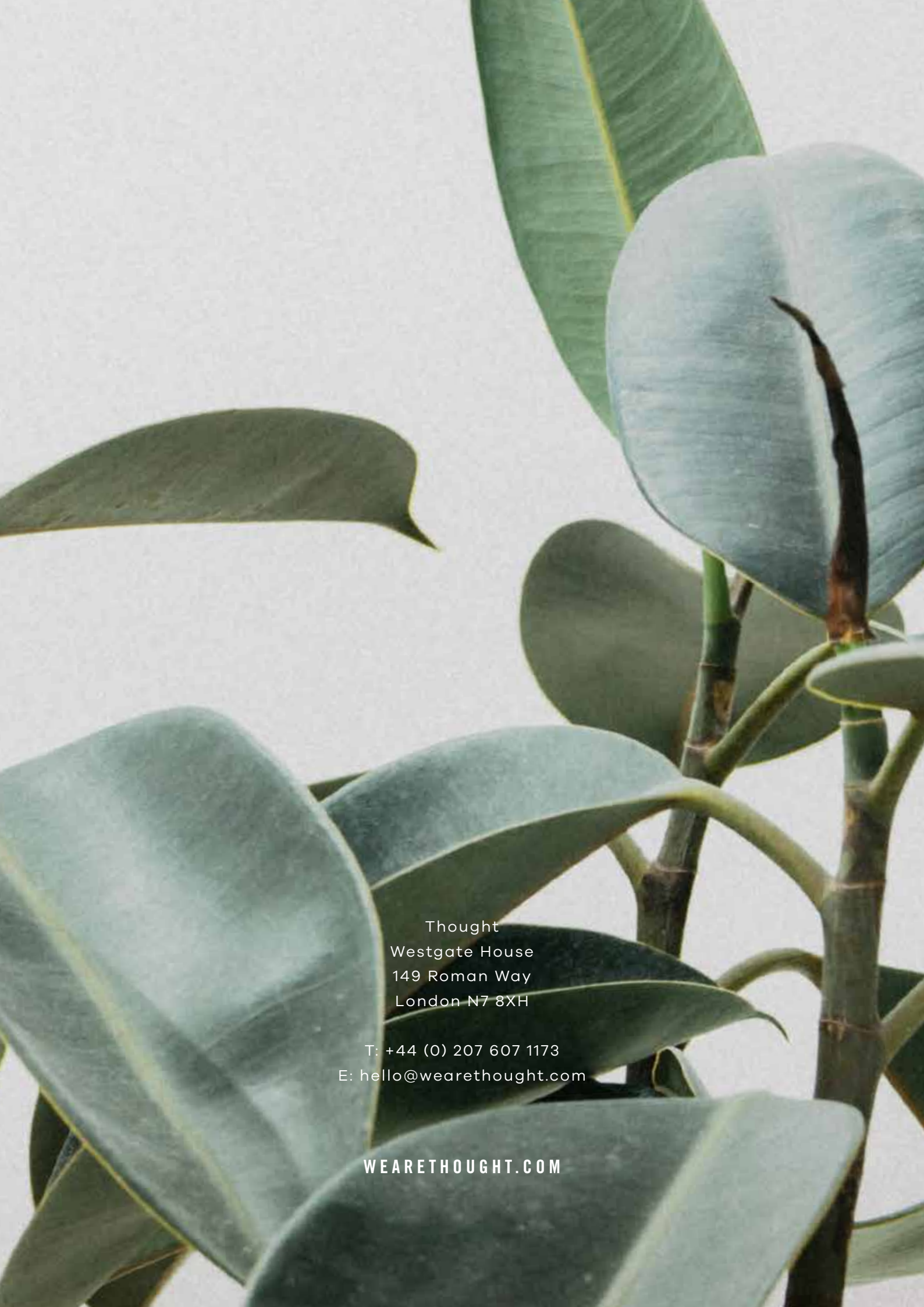
Living thoughtfully starts inside.

Every season we make improvements.
Small tweaks that help us do a little better with
our collections, with people, for the environment.
These steps are often things we share. It's by
sharing them that we can make an impact.

**A LITTLE BIT OF THOUGHT,
A BIG DIFFERENCE.**

#StyleWithThought





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