

VERTICAL

A C T I V E W E A R

2022

**ANNUAL IMPACT
REPORT**

LETTER FROM THE CEO

Dear Fashion Enthusiasts,

I hope this letter finds you excited about the positive changes happening in the world of fashion. As the CEO of Vertical Activewear, I am thrilled to share our journey towards a cultural shift that embraces sustainability as a core value.

The fashion industry has long been known for its creativity and innovation, but it has also faced criticism for its environmental impact and exploitative practices. Today, we stand united in our mission to change the narrative and create a brighter, greener future for fashion.

Embracing sustainability is not just a buzzword for us; it's a profound commitment that permeates every aspect of our brand. From the materials we use to the way we produce our garments, we're making conscious choices to minimize our environmental footprint.

One crucial aspect of our sustainability journey is our transition towards on-demand fashion manufacturing right here in the US. This transformative approach allows us to produce clothing only when it's needed, reducing excess inventory and waste. By adopting on-demand manufacturing, we embrace a more efficient and planet-friendly model that aligns with our core values.

Our vision for on-demand manufacturing goes beyond just environmental benefits. It empowers us to offer you unparalleled customization and personalization, ensuring that each piece you purchase from us is a unique reflection of your style and identity. By choosing to invest in timeless, quality pieces that are made to last, you contribute to a shift away from the fast fashion frenzy, promoting a more sustainable approach to fashion consumption.

Transparency is a cornerstone of our sustainability commitment. We want you to know exactly where your garments come from and the journey they've taken. Our partnerships with responsible suppliers and our dedication to ethical production practices ensure that the hands crafting your clothing are treated with respect and care.

But our sustainability journey doesn't end here. We're continuously exploring new ways to innovate and improve our processes, embracing cutting-edge technologies that further reduce our environmental impact. We're committed to learning, adapting, and growing as we navigate this transformation together.

As you browse through our collections and fall in love with our designs, know that you're not just buying clothes; you're becoming part of a movement that embraces sustainability, responsibility, and positive change. Your support empowers us to do more, to dream bigger, and to create a better world for future generations. I invite you to join us on this exciting journey towards a more sustainable and conscious fashion industry. Together, we can make a difference, one stylish step at a time.

Thank you for being a part of our community and for sharing our passion for sustainability.

Sustainably yours,
Tia Robinson
Founder & CEO
Vertical Activewear





OUR SUPPLIERS

We strive for the most sustainable supply chain possible...

55% of our suppliers are locally owned

75% of our suppliers are owned by women or underrepresented minorities

78% of our suppliers are independently owned



CHARITABLE GIVING AND PRO BONO WORK

We are dedicated to giving back to our community!

In 2022, we donated an equivalent of 48% of our time to volunteering or pro-bono services!



ENVIRONMENTAL IMPACT

We are committed to protecting our planet for future generations!

Each one of our matching sets is made from 14 recycled water bottles

Our product packaging is easily recyclable and non-toxic

We monitor our energy and water use monthly

Our office has implemented an eco-friendly purchasing policy



2023 GOALS

In 2023 we hope to...

Become a
certified B
Corp!

Reduce our
energy and
water usage by
2%

Begin tracking
amount of
waste
produced and
recycled