

Sustainability Report

It is undisputed that the fashion industry must become drastically more sustainable. Both small and large companies are obligated to do so. But consumers can also make a difference through a conscious and sustainable approach to clothing and consumption.

Our motivation is to create clothing that is worn with pleasure and out of belief for a long time.

With our sustainable approach, we want to provide the necessary transparency and education to enable every customer to make a conscious purchasing decision. The concept is divided into the A-C's, which are explained in more detail below: **Consciousness, Collaboration, Contribution, Commitment.**

2021

Consciousness

The term "sustainability" has arrived in fashion and is now almost omnipresent. But in the jungle of numerous certificates and non-transparent value chains, it is not always easy for the customer to make a conscious, sustainable purchase decision. In addition, we are aware that every production of a new textile product ultimately consumes resources, causes CO2 emissions, and generates waste. Therefore, we aim to offer high-quality products that our customers value and enjoy for as long as possible.

Thus, we see sustainability as an optimization process that must be viewed holistically. From the cultivation of raw materials to the end consumer. That is why, on the one hand, we are working with our partners to develop more

environmentally friendly products and more sustainable processes. On the other hand, we also see a shared responsibility on the consumer-side. To enable customers to act and make decisions on their own responsibility, we want to provide the best possible transparent and comprehensible information.

There are now a large number of labels and certificates that are intended to make it easy for the customer to see whether a product is sustainable. However, some of them have different focus points and therefore test different aspects. The table shows which label tests what.

	OKO TEX 100	GOTS	ISO9 001	SEDEX	BSCI	ORGANIC 100	GLOBAL REC. STANDARD	WRAP	GREENER KNOWFF	VEGAN
MATERIAL SUPPLIER		X								X
SOCIAL PRODUCTION STANDARDS	X			X	X		X	X	X	
OCCUPATIONAL SAFETY	X			X	X			X	X	
QUALITY MANAGEMENT			X	X						
ENVIRONMENTAL PROTECTION IN PRODUCTION	X			X	X		X	X	X	
HARMFUL SUBSTANCES IN MATERIALS	X	X					X		X	
USE OF SUSTAINABLE MATERIALS	X					X	X		X	
USE OF ANIMAL SUBSTANCES										X

We want to create products that will be worn with pleasure and for a long time. That's why it's important to us to choose the right fabrics and qualities that ensure durability and comfortable wear. To help you get important information about the product quickly and easily, we have developed icons that stand for certain fabric or product properties. These can also be found on the corresponding product detail pages.

RECYCLED

The product consists entirely or partially of recycled materials.

ORGANIC

All materials come from purely organic cultivation.

NATURAL

The product consists entirely of natural and non-synthetic material.

DURABLE

Workmanship and long-wearing material are suitable for hard-term use.

PLASTIC FREE

The product and the packaging do not contain any plastic.

OFFICIAL

Use of logos or characters is permitted through official cooperation or license.



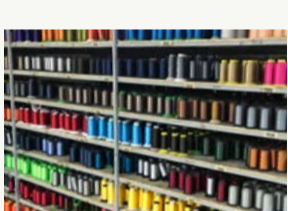
Cotton (CO)
THE MOST POPULAR NATURAL FIBER

Cotton is a cellulose-based fiber and makes up approx. 45% of the world's textile raw materials. This makes it the most widely used natural fiber, which is offered in a variety of qualities. The raw material is particularly popular because of its soft hand feel, high availability and its versatile properties. Further positive properties are its high moisture absorption, good tear resistance and its lightweight, which ensures a comfortable fit. As a sustainable option, the market offers organic cotton, which uses fewer chemicals in cultivation and reduces water usage in production.



Wool (WO)
SOFT AND WARM

Wool is a natural fiber based on protein. If the term is used correctly, it only includes sheep hair. Due to different races and breeds, the market offers a variety of wool types, such as fine merino wool. Wool is particularly popular for winter goods due to its excellent warmth. In addition to its warming function, wool also has a high degree of elasticity, which means that wools can keep their shape well. Another noteworthy property is the recyclability of the fibers.



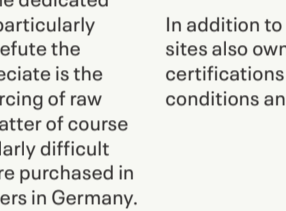
Nylon (PA)
ROBUST UND FLEXIBLE

Within the synthetic fibers, nylon is classified as a polyamide fiber. It is very elastic and often used for stockings and swimwear. Nylon is one of the most abrasion- and tear-resistant fiber, which is why it is also used for seat belts in cars and the aviation industry. Just like acrylic and polyester, nylon is found in fiber blends, for example in socks, to increase the tear resistance. Recycled nylon made from plastic waste such as fishing nets offers the same quality as a new production.



Polyester (PL)
A TRUE ALL-ROUNDER

Polyester is a synthetic fiber. Due to its modifiability, polyester can be given different properties depending on the area of application. Advantages of all polyester variants include their very high tear resistance, quick drying, the soft hand feel and good dyeability. Polyester is also often used as a fiber blend with cotton, as their properties complement each other. Thanks to its low tendency to crease, polyester is also easy to handle in daily use. Recycled polyester is made by melting down plastic residues such as PET bottles.



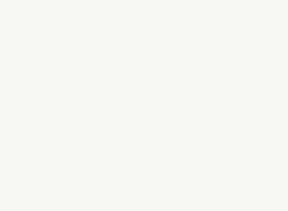
Polyacrylic (PC)
VEGAN ALTERNATIVE TO WOOL

The synthetic fiber polyacrylic, or acrylic for short, can be described as a synthetic equivalent to wool. Acrylic is used both on its own and in fiber blends, for example to improve their elasticity, gloss or heat retention. In contrast to solely stretchy fabrics, elastane has the ability to immediately bounce back to its original shape. This makes elastane especially suitable for sportswear and tight-fitting textiles, as it ensures freedom of movement while maintaining a close fit.



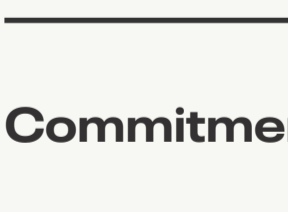
Elastane (EL/EA)
THE STRETCHY FIBER

Elastane, also known under the brand name Lycra, is a synthetic fiber. Probably the most important characteristic of elastane is its eponymous elasticity. The fiber can be stretched up to five times its original length. In contrast to solely stretchy fabrics, elastane has the ability to immediately bounce back to its original shape. This makes elastane especially suitable for sportswear and tight-fitting textiles, as it ensures freedom of movement while maintaining a close fit.



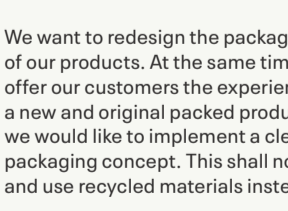
India
IN THE MOTHERLAND OF COTTON

We produce a large part of our cotton products in the south of India. Our partner producer based there, which accounts for a third of Indian cotton production. Over the decades, a large number of textile experts have settled there and established an efficient infrastructure. This means that a wide variety of qualities can be used without long transport routes. Our producer is committed to fair and environmentally friendly production. International certificates and transparency are extremely important to him in order to combat the prejudices of Far Eastern suppliers and at the same time to be able to assert oneself against cheaper suppliers. We maintain a very close cooperation and the doors are always open to us for an on-site visit.



China
ENDLESS POSSIBILITIES

China offers almost unlimited possibilities in textile production. As a specialist for berries, our headwear producer based there relies on sustainable raw materials and original finishes. Our socks are mostly produced at our partner in Shandong, China, a province known for its advanced textile industry. Thanks to the most modern knitting machines, it is possible to realize socks in a wide variety of finenesses and material compositions. The range of styles extends from fine business socks and comfortable sports socks to special winter qualities and elaborate pattern knitting. Our partner proves the sources of sustainable raw materials with certificates such as OEKO TEX and Global Recycling Standard.



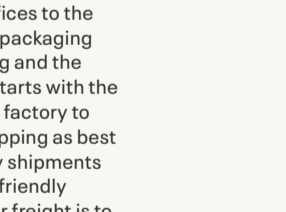
Turkey
TRADITION MEETS INNOVATION

Our Turkish production partner is located right in the heart of Istanbul. The small, owner-managed production facility can look back on decades of experience in the field of sportswear and knitwear such as scarves and hats. In addition to us, they also have long-term partnerships with well-known, major sporting goods brands. In their old-fashioned production, traditional, high-quality machines meet sustainable, innovative raw materials such as recycled polyester and organic cotton.

We work with a large number of international partners and produce in a global network from China to India, Pakistan, Italy, Turkey and Germany. In order to be able to ensure product quality as well as resource-conserving and fair as possible, a good partnership is required along the entire value chain. We are convinced that the selection of the right partners is more important than the location of the production sites. Our selection is therefore made in a long-term process in which, in addition to product quality, we are particularly concerned about personal relationships and local working conditions. Many Asian production countries have to fight very hard against prejudices. But like everywhere, there are also good examples. Our experience and impressions from numerous visits show that the dedicated factories in prejudiced areas are particularly exemplary and work correctly to refute the stereotypes. What we really appreciate is the willingness of our partners to procure raw materials, because this is not a matter of course for all manufacturers. It is particularly difficult when using blank products that are purchased in their finished state from wholesalers in Germany.

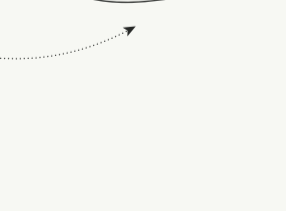
In countries with large raw material production areas, the entire supply chain up to the completion of the product is often located in one country, which in turn makes it much easier to trace the origin of the materials. Due to the close exchange in combination with the importance of the textile industry, certain countries have today achieved a real expert status for certain textile areas. Infrastructure, resources and experts are thus located in one place and can guarantee an efficient process and high-quality results. In this way, we would like to jointly promote environmentally friendly and resource-saving processes along the supply chain and keep the supply routes for the individual production steps as short as possible. Only the finished products need to be imported.

In addition to our field reports, the production sites also own internationally recognized certifications that confirm safe working conditions and good social treatment.



Vietnam
STATE OF THE ART HEADWEAR

Our headwear production facility in Ho Chi Minh, Vietnam is one of our longest partnerships. The expertise and quality in production is extremely high. Accordingly, products of renowned brands from all over the world can be found in the showrooms. We are very proud of the long-standing partnership and the good exchange with one of the top manufacturers in the headwear business. The working conditions are very transparent for us and also backed up with international certificates. In addition to the high-quality workmanship and durable materials, we are convinced by the range of sustainable raw materials such as organic cotton or recycled chemical fibers.



Pakistan
CREATION WITH ENTHUSIASM

With our production partner in Pakistan, we develop our outerwear products. His enthusiasm for the sports industry, especially for soccer and cricket, is reflected in his dedication to sports and techwear. With his expertise, it is thus possible to work together on technically demanding new developments. Especially in the field of outerwear, where the functionality and durability of the textile play an important role, the suppliers score with meticulous quality assurance along all production steps.

In addition, we would like to explicitly encourage you to send us feedback and suggestions for improvement at info@lobsterlemonade.com. We are looking forward to a good, constructive exchange.

Contribution

Knowledge and awareness is the foundation. But it also requires concrete action to move something in the right direction and make the textile business more sustainable, environmentally friendly and fair. In order to make our contribution, we have identified three areas in which we want to improve continuously.

Working on the products is obvious - we want our products to be enjoyed and worn for a long time. That means that we focus on comfortable wear and durable fabrics. The use of environmentally friendly fibers is another building block. The use of ecologically grown or recycled fibers must be increased. In addition, however, a circular economy should also be aimed for in the production of new fabrics, which means that when designing a product, thought must already be given to how it can be created in a way that is as reusable and recyclable as possible.

For example, mixed fibers made of synthetic fibers and natural fibers are difficult to recycle and are therefore often destroyed for a fee instead. For pure synthetics as well as pure organics, on the other hand, there are more and more reusable options.

Unfortunately, the manufacturing of products inevitably creates environmental pollution - everyone should be aware of this. But that is precisely why we must try to reduce its impact to a minimum. For us, packaging is the simplest and most obvious starting point. Minimalist packaging made from recycled materials brings an enormous reduction in plastic waste without having to make any concessions to the end product. The production and packaging of products is followed by shipping and the associated CO2 emissions. This starts with the shipping of the products from the factory to us. We therefore try to control shipping as best as possible. To avoid unnecessary shipments and to use more environmentally friendly shipping methods, in particular air freight is to be avoided further in the future. We also ensure that material deliveries are made from areas

close to production wherever possible. We also use digital communication channels and base our planning on good cooperation with our production partners. All our foreign production partners already work on joint digital platforms, which makes work much more efficient and saves a large proportion of sample deliveries.

Once the products are on sale, we naturally want to offer you the best shopping experience and the option of fast delivery and free returns. Again, both sides are needed to minimize the shipping of goods and thus the CO2 emissions. We continue to strive to improve the information on product info and fits and return would like to encourage you to order consciously and thoughtfully to avoid unnecessary shipping.

In addition to the environmental issues, the social aspects must not be ignored. The positive trend towards "green" products and the associated higher material costs and more expensive manufacturing processes cannot be at the expense of other people. Especially the people working in production as well as those who are affected by the amount of waste must be protected. A good and fair cooperation and the support for internal promotion measures for production workers is out of the question for us. In addition, we strive for partnerships with independent social organizations. In particular, we look for partners who are deeply involved in specific issues and can achieve effective and sustainable results through their expertise.

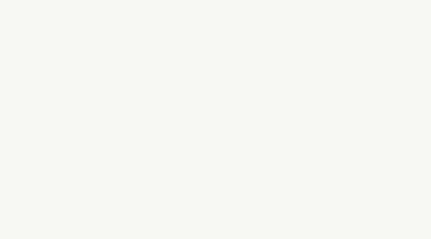
Commitment

To ensure that we do not stop at just nice words and plans, we want to communicate our plans openly and make them comprehensible to everyone. We will report on our progress and achievements, as well as possible failures, in this "Commitment" section of our annual sustainability report.

More sustainable products

REDUCE BLENDED FIBER CONTENT

We would like to reduce the proportion of apparel products that contain blended fibers from 23% to 5%. For sweats in particular, we would like to develop options that we ideally meet all requirements. However, for socks, we see problems in eliminating blended fibers. Without stretch material due to a synthetic fiber content, the wearing comfort and durability would be affected negatively. Acrylic-wool blends are also suitable for headwear, especially snapbacks. These materials are very durable and hardly fade even under strong sunlight. This can significantly increase the lifespan of the caps, which is why we still partly use this fiber blend.



Environmental protection

OPTIMIZED PACKAGING

We want to redesign the packaging and shipping of our products. At the same time we want to offer our customers the experience of receiving a new and original packed product. Therefore, we would like to implement a clever, minimalist packaging concept. This shall not include plastic and use recycled materials instead.

BETTER FIT GUIDE

We would like to create a clear and understandable guide for all cuts and models. Thereby we hope to improve the buying experience, making it easier and more pleasant for the customer to find the right product. A positive side effect is fewer bad purchases and associated returns.

Social responsibility

NEW PARTNERSHIPS

We would like to start a new, long-term collaboration with a partner who has a proven and in-depth commitment to an important social issue. We have not yet decided in which area the commitment will be. It is important to us that a long-term and genuine partnership can develop from there. In our view, the foundation for this is that we can offer the partner added value with our contribution and that the partner fully fits the principles of Lobster & Lemonade.

We see sustainability as an holistic interplay from production to the end customer. Therefore, we would also like to encourage customers to provide us with constructive feedback.

LOBSTER & LEMONADE
X
SENCKENBERG
world of biodiversity