

materials sourcing guide

second edition





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Natural



Synthetic



Wood-Based Cellulosic



GUESS Animal Welfare Policy



ONE DENIM JEAN USES OVER 700 GALLONS (2,701 LITERS) OF WATER DURING ITS LIFE.



32% CONSUMER CARE
(880 LITERS)

2% FACTORY LAUNDRY
(48 LITERS)

2% FABRIC MANUFACTURING
(44 LITERS)

64% RAW MATERIALS
(1729 LITERS)

FASHION'S IMPACT*

- ▼ 85% of all clothing ends up in landfill.
- ▼ On average, people discard 70 lbs (~30 kg) of clothing each year.
- ▼ Wear your clothes longer to improve its environment impact.

TAKE ACTION

SMARTGUESS Shop mindfully for clothes you love!



RESOURCED

Donate or recycle your unwanted clothing and shoes. Borrow, share and swap clothes when possible!



Explore second hand or vintage clothing.

*Fashion Impact statistics refer to the U.S. according to the U.S. Environmental Protection Agency and Global Fashion Agenda Garment Resale Toolkit

RESOURCED is available in the U.S. and is coming soon to Canada and select stores in Europe.



SMART GUESS guide



DENIM

SMART GUESS denim is **made with at least 20% certified sustainable materials and uses production methods with reduced environmental impact.**



Examples include water-saving technology, chemical or dye alternatives and less waste.

NON-DENIM

SMART GUESS non-denim products are **made with 20%-100% certified sustainable materials.**



Certified sustainable materials can include fabrics that are organic, recycled or made with eco-responsible production.



2021 ECO targets

25% of all GUESS denim and apparel will meet **SMART GUESS** guidelines

20% of cotton will be sourced with **Better Cotton Initiative (BCI)***



**BCI targets include cotton sourced for all GUESS?, Inc. brands*

ECO material options



NATURAL* Organic cotton, Recycled cotton, Alternative fibers



SYNTHETIC Recycled polyester, Recycled nylon



WOOD-BASED CELLULOSIC TENCEL™ Lyocell, TENCEL™ Modal or LENZING™ ECOVERO™

**BCI cotton is not physical. Quantities are measured using a credit system.*



Symbol on following pages notes material's ECO BENEFIT



General material category: **NATURAL**

(includes cotton, hemp, linen)

ECO options

ECO MATERIAL

ORGANIC COTTON



*No pesticides
Safer for people*

RECYCLED COTTON



*Reduces waste
Conserves natural resources*

ALTERNATIVE FIBERS

Examples: HEMP, LINEN, JUTE

KEY NOTES

Certification required:

Organic Content Standard (OCS) or
Global Organic Textile Standard (GOTS)

Certification required:

Global Recycled Standard (GRS) or
Recycled Claim Standard (RCS)

These renewable fibers are known to use
less water and chemicals.



BETTER COTTON INITIATIVE (BCI)

*GUESS partner that trains farmers to use water efficiently, care
for the environment & implement principles of decent work.*





General material category: **SYNTHETIC**
(includes polyester, acrylic, acetate, elastane, nylon)

ECO options

ECO MATERIAL

RECYCLED POLYESTER
RECYCLED NYLON

Examples: REPREVE™



Reduces waste
Reduces carbon emissions

KEY NOTES

Certification required:
Global Recycled Standard (GRS) or
Recycled Claim Standard (RCS)



DID YOU KNOW?

Recycled polyester comes from recycled plastic water bottles.





General material category: **WOOD-BASED CELLULOSIC**
(includes viscose/rayon, lyocell, modal)

ECO options

ECO MATERIAL

TENCEL™ LYOCCELL
TENCEL™ MODAL
LENZING™ ECOVERO™ VISCOSE



*From sustainably managed forests
Protects ecosystems*

KEY NOTES

Mill certification confirmation letter
and product registration required.

TENCEL™ Lyocell with REFIBRA™ technology uses recycled cotton from fabric cutting scraps.

TENCEL™, REFIBRA™, LENZING™ and ECOVERO™ are trademarks of Lenzing AG.



GUESS animal welfare policy



SUPPLIERS MAY NOT USE THE FOLLOWING MATERIALS:



- **Fur**
(including mink, fox, lamb, raccoon, rabbit, dog)
- **Angora Fiber**
(hair or wool from Angora rabbit)
- **Mohair**
(Angora goat hair)
- **Exotic Leather**
(or other parts from vulnerable, endangered or wild-caught species)

PERMITTED WITH CAUTION:



- **Leather**
Certified by the Leather Working Group is preferred
- **Down**
Responsible Down Standard (RDS) certification required
- **Wool**
Mulesing shearing must be avoided



our partners



Since 2015, GUESS has been a member of the SAC, achieving "strategic level" membership based on sustainability goals.



Since 2016, GUESS has sponsored sustainability and fashion classes at the Los Angeles Fashion Institute of Design and Merchandising, educating hundreds of students and associates.



In 2017, GUESS was the first apparel company in the U.S. to publish and externally assure a sustainability report aligned with GRI standards.



In 2017, GUESS became a signatory of Global Fashion Agenda's commitment to a circular fashion system.



In 2019, GUESS joined Ellen MacArthur Foundation's Make Fashion Circular Jeans Redesign project. This project employs the principles of a circular economy to ensure positive impacts for the environment, society, and the health of those people working in its industry.



GUESS submitted its first CDP Climate Change Report in 2018 and achieved leadership status in 2019.



GUESS has committed to tracking and disclosing the origins of its wood-based cellulosic materials to help ensure the preservation of ancient and endangered forest.



In 2019, GUESS became a signatory of the UNFCCC, committing to stabilize greenhouse gas concentrations in alignment with the Paris Agreement.





2020

U.S. [guess.com/sustainability](https://www.guess.com/sustainability)
Global sustainability.guess.com