

ANOTHER YEAR OF FASHIONING A BETTER FUTURE

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PROGRESS IS POSSIBLE

This year’s Impact Report comes at a pivotal moment.

Global climate measurements have reached unprecedented levels, underscoring the urgency of action. We are witnessing record-breaking warming, accelerated biodiversity loss, and increased pressure on vital natural resources. These environmental shifts are deeply interconnected, affecting ecosystems, global communities, and the foundations of both life and business. The challenge ahead is immense, but we know the path forward is clear: bold, collective action to safeguard our planet and all who call it home.

In an industry filled with interwoven complexities, we remain steadfast in our commitment to sustainability. Guided by our three core pillars—Keep Earth Clean, Keep Earth Cool, and Do Right by People—we

continue to design with purpose, craft with care, and prioritize impact at every step. Our products are Purposefully Designed, Beautifully Functional, and Consciously Crafted—built to last, made to be passed on. This means investing in lower-impact materials and processes, advocating for legislation that drives accountability, and making sustainability accessible—no PhD required.

This year’s Impact Report builds upon the foundation of our past work, offering fresh insights, measurable progress, and a renewed sense of urgency. We are incredibly proud of what we’ve accomplished and even more energized for what’s ahead. Change is possible, and together, we are shaping a more sustainable future—one step, one product, and one commitment at a time.

01 KEEP EARTH CLEAN

We’re focused on fewer inputs and cleaner outputs—reducing natural resource consumption, minimizing waste and pollution, and prioritizing safer chemistry across our value chain.

02 KEEP EARTH COOL

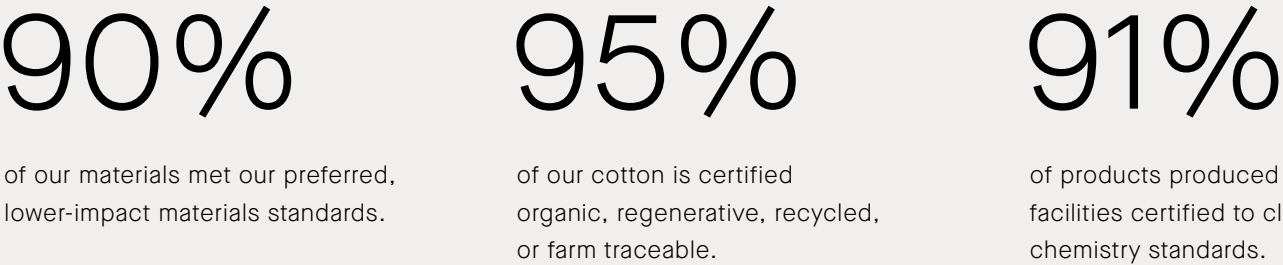
We’ve committed to climate reduction targets approved by the Science Based Targets Initiative: To reduce our greenhouse gas emissions by more than 50% per-product by 2030, and to achieve Net-Zero emissions by (or before!) 2050.

03 DO RIGHT BY PEOPLE

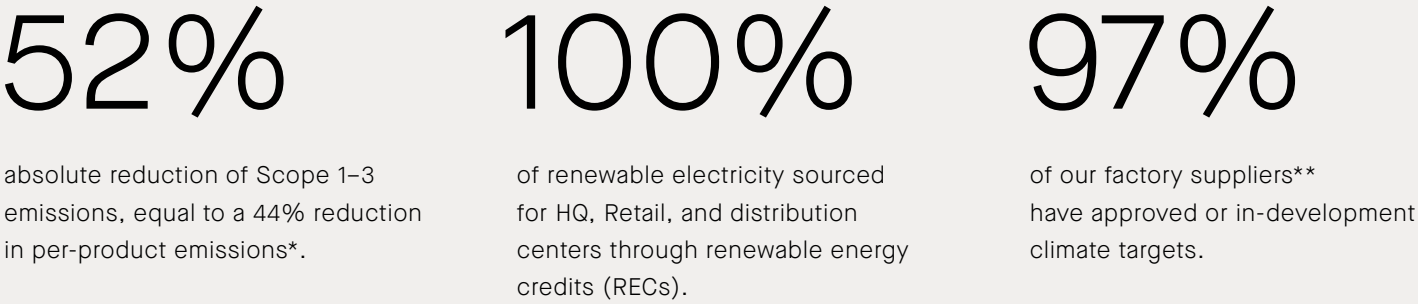
We’re working to enhance worker livelihood, achieve gender equality, and promote fair living wages. We’re also supporting community impacts at the intersection of social and environmental needs through our Black Friday Fund.

We believe progress is a process, and along our journey to clean up the industry, we like to stop and smell the flowers. From being named Most Sustainable Brand of the Year by Marie Claire and Glossy to accelerating our carbon reductions and achieving 90% preferred, lower-impact materials, we're proud of the milestones we've reached and excited to continue leading the way in fashioning a better future.

01 KEEP EARTH CLEAN



02 KEEP EARTH COOL



03 DO RIGHT BY PEOPLE



*Relative to our 2019 baseline
**Tier 1 suppliers by total volume

2024 AWARDS AND RATINGS



2024 Sustainable Fashion Brand
of the Year by Marie Claire



2024 Sustainable Brand of the
Year by Glossy (for the second
consecutive year)



No. 1 Score on Remake's
Fashion Accountability Report



'Good' Rating on Good On You



EPA Green Power Partner
(for the third consecutive year)



'Leading Transformational Change' by
Textile Exchange's Material Change Index
(for the third consecutive year)



KEEP EARTH CLEAN

We know there is no planet B, which is why we're so committed to confronting the unsustainable realities of textile production and supporting the transition to a more responsible, circular, and regenerative apparel industry. Every decision we make considers the broader social and environmental implications as well as the potential financial outcomes, and we remain committed to balancing profitability with meaningful progress toward our ambitions to keep Earth clean.



OUR PRIORITIES

OUR KEEP EARTH CLEAN SDGS



01 MINIMIZE WASTE & POLLUTION

Increase recycled content in our designs and partner with facilities that are reducing textile waste, treating wastewater, and investing in closed-loop production practices.

02 REDUCE NATURAL RESOURCE CONSUMPTION

Prioritize materials and processes that inherently use less water and energy to create, adopt operational efficiency measures and water recycling processes across our factory base.

03 PRIORITIZE SAFER CHEMISTRY

Safer chemical inputs yield safer chemical outputs which protect workers, local environments, and downstream ecosystems in the process.

MATERIALS MATTER

Our goal is to source 100% of our materials through certified organic, recycled, regenerative, renewable, and responsible sources by 2025. We call these “preferred materials” because they are produced in ways that aim to keep our soils healthier, our waters and air cleaner, our nature thriving, our climate cooler, our workers better off, and ensure a higher standard of animal welfare—and they meet credible, third-party standards that verify these claims and ensure traceability. Prioritizing preferred materials requires continuous improvement, deep cross-functional partnership, and rigorous accountability, and we are dedicated to transparently sharing our progress along the way.

Since 2019, we’ve made significant progress toward our [preferred materials](#) goal, with 90% of our materials by volume now meeting our preferred criteria. Achieving this milestone is the result of careful efforts by our team to source verifiably lower-impact materials and those that meet credible, third-party sustainability standards and certifications. These certifications are especially critical because they provide verified chain-of-custody documentation, enabling us to be confident that the materials we purchase are as represented. Additionally, many certifications include verified environmental reduction metrics, which we use to measure progress toward our ‘Keep Earth Clean’ and ‘Keep Earth Cool’ climate goals.

Navigating the landscape of these third-party certifications is complex due to the types of materials we

source and the availability of numerous standards, each with distinct requirements. To guide our decisions, our team thoroughly evaluates each certification, weighing factors such as the rigor and industry recognition of the standard, potential impacts on product quality and handfeel, availability and cost of materials, and opportunities to advance or show support for innovative approaches. Balancing considerations like these has led to our comprehensive preferred materials framework, which currently includes over 20 thoughtfully selected and verified material standards.

Our approach to material selection is ambitious yet nuanced. This is particularly true in the case of cotton, our most significant fiber use by volume. While organic cotton remains our primary sourcing directive, it makes up less than 1% of global cotton production. As such, we must remain flexible and rely on a combination of certifications (organic, recycled, and regenerative) to achieve our preferred sourcing goals and support our product needs. However, recycled cotton can present strength challenges and verified regenerative standards are relatively new, requiring careful vetting for credibility and verified outcomes. Despite these challenges, we remain committed to achieving our goals by sourcing materials through the most credible certifications currently available. Through this approach, we are encouraging market growth and supporting the future supply of these fibers.

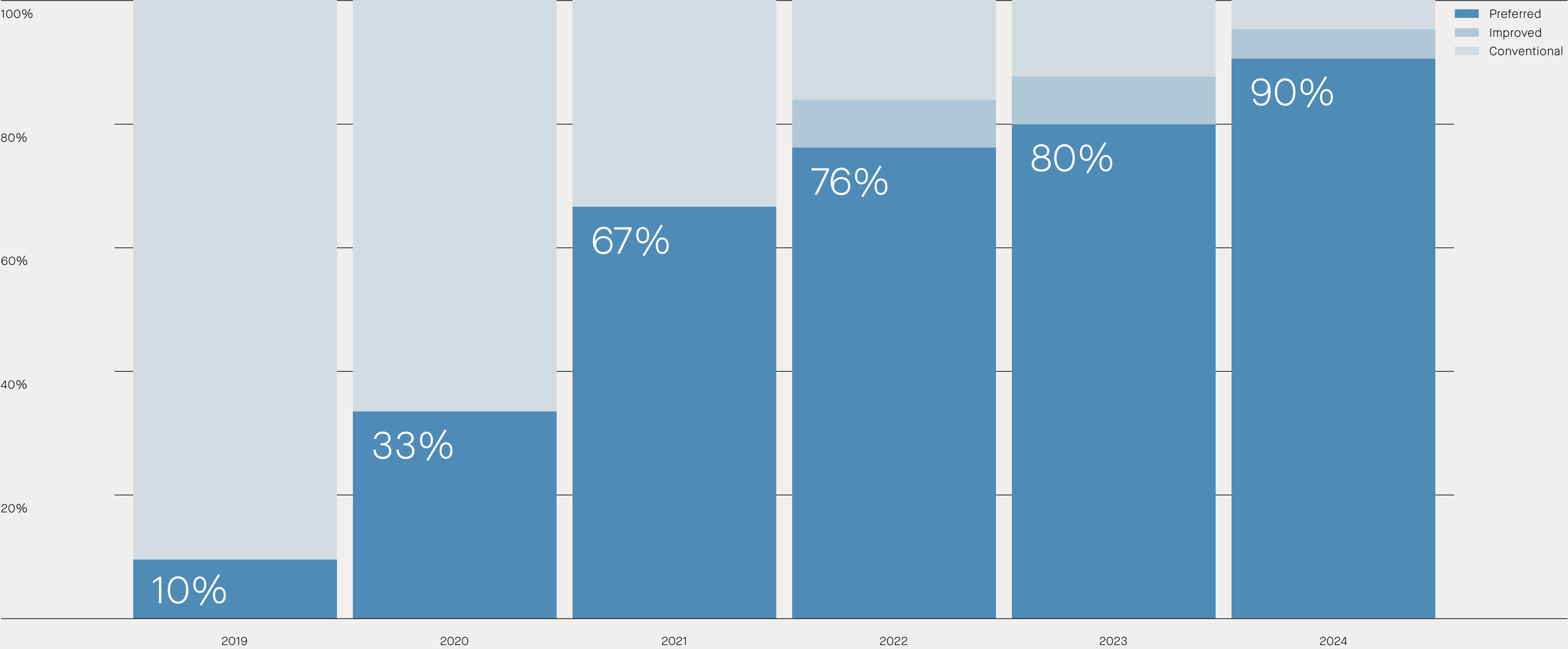
MATERIAL ADOPTION BY VOLUME (2024)

	Total Volume	% of Total Material by Volume	% by Preferred Status								
			Conventional (% of Specific Material)	Improved (% of Specific Material)	Preferred (% of Specific Material)	Preferred by Standard (% of Specific Material by Preferred Standard)					
Apparel Materials	Cotton	67%	5%	8% Supima (US Traceable)	87%	42% Organic Cotton: GOTS	41% Organic Cotton: OCS	3.4% Regenerative Cotton: Regenagri	0.4% Regenerative Cotton: Good Earth Cotton®	0.1% Recycled Cotton: GRS	
	Manmade Cellulosic Fibers	8%	0%	0%	100%	71% Lyocell: Lenzing Tencel (FSC®)	12% Modal: Lenzing Modal (FSC®)	10% Viscose: Lenzing Ecovero (FSC®)	5% Viscose: Generic FSC®	1% Triacetate: FSC®	1% Acetate: Naia (FSC/PEFC)
	Bast	7%	0%	0%	100%	99% Linen: EUROPEAN FLAX®	1% Hemp				
	Wool	5%	0.2%	0%	99.8%	84.5% Responsible Wool: RWS	15.3% Recycled Wool: GRS				
	Polyester	5%	3%	0%	97%	97% Recycled Polyester: GRS					
	Cashmere	3%	0%	0%	100%	95% Good Cashmere: GCS	5% Recycled Cashmere: GRS				
	Nylon	2%	5%	0%	95%	95% Recycled Nylon: GRS					
	Alpaca	1%	4%	0%	96%	96% Responsible Alpaca: RAS					
	Silk	1%	0%	0%	100%	100% Clean Silk: Bluesign					
	Elastane	1%	100%	0%	0%						
Footwear & Accessories	Leather	100%	0%	0%	100%	51% Bovine Leather: LWG Gold	26% Sheep Leather: LWG Gold	6% Goat Leather: LWG Gold	12% Bovine Leather: LWG Silver	5% Goat Leather: LWG Silver	

Our preferred, lower-impact materials meet robust requirements for traceability and transparency, including certified organic, recycled, regenerative, responsible, and renewable standards.

90% of our materials met our preferred, lower-impact standards in 2024. The goal? 100% by 2025.

PREFERRED MATERIALS* UPTAKE (2019–2024)



Our ability to achieve our social and environmental goals across our sustainability pillars requires a foundation of traceability and transparency. We strive for complete supply chain transparency, tracing the complex journey of production processes from farm to finished product across our assortment. Our emphasis here allows us to properly assign risks and practice due diligence, pinpoint areas where we can improve, and ensure fair and equitable treatment for the people in our value chain. We rely on supply chain mapping through third-party certifications and standards, supplier surveys and data collection, and technology-enabled software solutions to verify the origin and chain of custody of our raw materials.

We have built robust traceability measures into our Tier 1 & 2 supplier relationships where we have direct sourcing operations and 100% visibility, but traceability gets more difficult and complex as we move further upstream. Over the past four years, we

have operationalized our data collection processes to successfully gain 95% visibility in Tier 3 suppliers, and 85% visibility in Tier 4 sourcing regions. Tier 4 traceability to the regional or farm-specific level, verified through raw material certifications and standards, remains our biggest data gap and opportunity for improvement.

To help close this critical gap, we launched pilot programs with two innovative traceability software providers in 2024, with plans for full implementation in 2025. Adopting advanced technology will help us close our traceability gaps in Tier 3 and Tier 4 in a more timely and dynamic way. With this clearer picture, we can more confidently validate the origins of our materials through software verification and digital tracking, enabling more targeted actions to reduce impacts and drive measurable progress throughout our value chain.

We strive for complete supply chain transparency, tracing the complex journey of production processes from farm to finished product. In 2024 we gained 85% visibility in Tier 4 sourcing regions.





FASHIONING FORWARD WITH FIBER CLUB

When we examine the diverse materials we source and the variety of certifications involved, a central challenge becomes clear: finding ways to scale innovative next-gen materials. Too often, we encounter early stage innovators offering promising next-gen materials, yet we struggle to find purchasing arrangements that are financially viable for both parties and help these innovations reach scale. These constraints can limit our ability to support innovation and expand widespread adoption of preferred materials.

For this reason Everlane became an inaugural member of [Fiber Club](#), a pioneering collaborative initiative launched by [Circ®](#), in partnership with [Fashion for Good](#) and [Canopy](#). Fiber Club provides apparel brands with a platform to collectively test, adopt, and scale Circ's innovative next-generation lyocell fiber through a streamlined process that simplifies supply chain integration and lowers financial barriers. Alongside Bestseller, Eileen Fisher, and Zalando, we joined Fiber Club's first project to incorporate Circ's recycled lyocell fiber into our products, reinforcing our commitment to expanding the use of innovative, circular materials in our assortment.

Circ's recycled lyocell fiber is an innovative material produced from recycled textile waste using their advanced textile recycling process. By leveraging the collective resources and purchasing power of Fiber Club, we are reducing supply chain complexity, lowering minimum order requirements, and making the adoption of next-gen materials like Circ lyocell more financially viable at scale. Everlane's participation in Fiber Club reflects our belief that driving meaningful sustainability progress requires collective, pre-competitive collaboration across brands, suppliers, and innovators.

Our engagement with Fiber Club is part of a long-term commitment to advancing circular and responsible sourcing. Our teams are actively working to integrate Circ's recycled lyocell fiber into our future product lines, with a product launch forthcoming. We're excited to share more about these developments in the coming years as we continue our journey toward achieving meaningful and measurable sustainability outcomes across our assortment.

We recognize the significant risks plastics pose to both our environment and our health, which is why we’ve been actively transitioning away from single-use and virgin plastic packaging since 2018, and achieved our goal to do so in 2021. Even so, we remain committed to responsibly sourcing our packaging needs and prioritizing recycled content, with a particular emphasis on post-consumer

recycled (PCR) materials whenever possible, and curbside recyclability for our customer. For packaging types where some virgin fiber content is necessary to ensure structural integrity and effective product protection during transit—such as our shipping boxes and mailers—we source materials certified by the Forest Stewardship Council (FSC) to confirm responsible forest management practices.

PACKAGING FOOTPRINT (2024)

Packaging Type	% of Total Volume	Material	Recycled Content	Circularity
Shipping Boxes	49%	Corrugated Cardboard	75% Recycled (avg. 68% PCR), 25% FSC Certified	Curbside Recyclable
Mailers	26%	Kraft Paper	100% Recycled (83% PCR, 17% Pre-Consumer)	Curbside Recyclable
Vela™ Paper Protective Bags (polybag replacement)	21%	Glassine Paper	None	Curbside Recyclable
Recycled LDPE Polybags*	2%	Recycled LDPE	100% PCR	Store Drop-Off Recyclable
Shipping Tape	2%	Water-Activated Paper Tape	None	Curbside Recyclable

*We currently use recycled LDPE polybags only for larger items, such as outerwear, where a functional fiber-based alternative is not yet available.



NATURE AND BIODIVERSITY

Our business, like the broader apparel industry, fundamentally depends on nature, relying on land, water, plants, and animals as the building blocks of our products. In our [2023 Impact Report](#), we shared our early efforts to better understand our nature-based impacts, including our water risk hotspots.

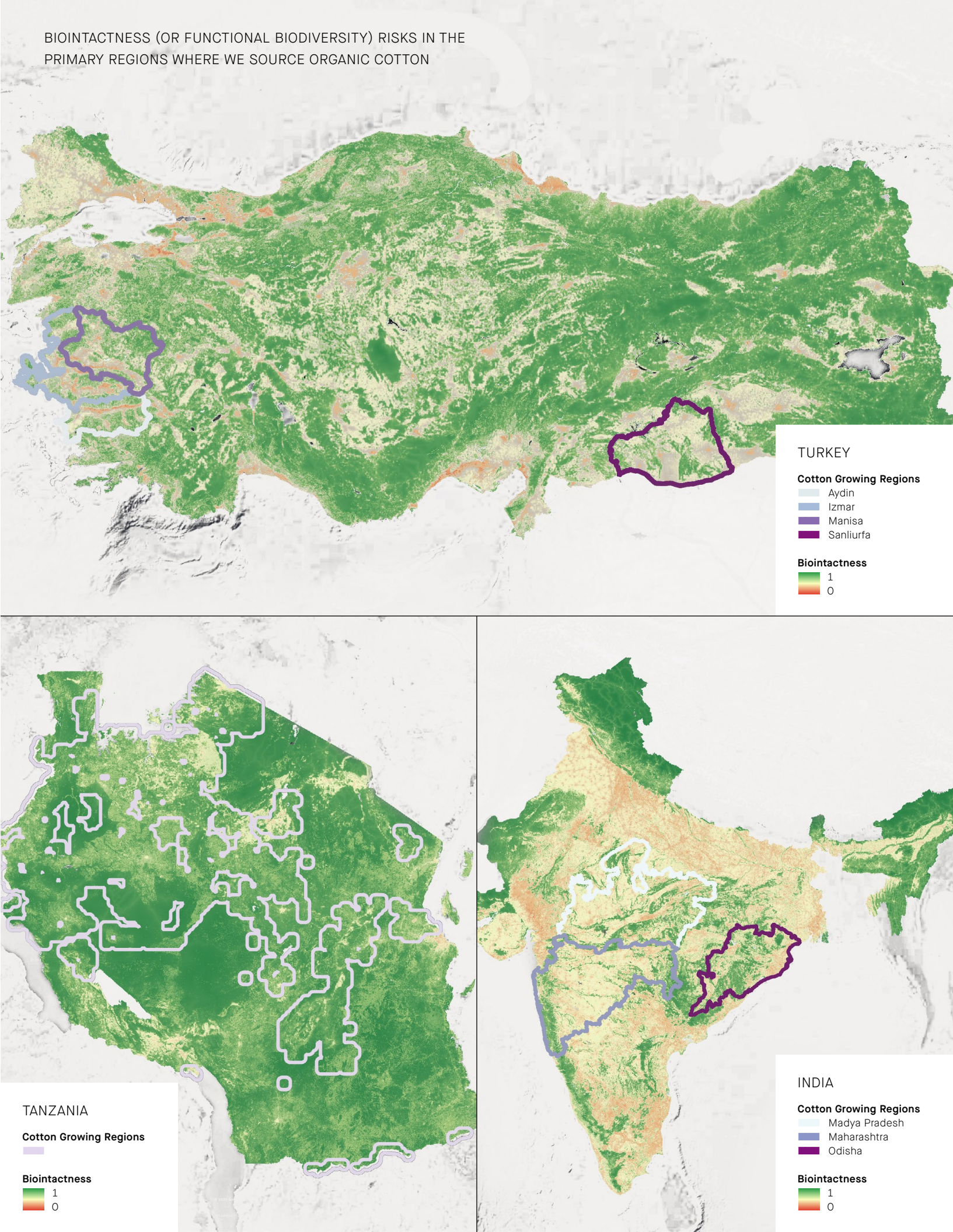
In 2024, we expanded on this foundation by partnering with Pure Strategies to conduct a more comprehensive nature gap assessment. This assessment evaluated our current supply chain practices and strategies, identified potential nature-related hotspots, and explored opportunities to align with global frameworks such as Science Based Targets for Nature. It also highlighted areas where Everlane can best support existing and emerging nature-focused leadership initiatives both within and beyond our value chain. Recognizing that biodiversity and nature impacts are inherently localized, our assessment closely examined the specific regions where our suppliers operate, and where our raw materials are grown and processed.

As part of this process, we are using a number of tools to analyze our nature-related risks: the [World Wildlife Fund's Water and Biodiversity Risk Filter](#) tools to broadly identify potential hotspots for nature-related risks, and the [EarthBlox platform](#) to develop higher-resolution analysis to gain a more detailed understanding of specific geographic hotspots tied to raw material sourcing. Leveraging

the EarthBlox platform and its advanced geospatial data capabilities, we are assessing key environmental indicators within critical sourcing regions. Given that cotton comprises 67% of our total material usage, our initial analysis specifically targeted cotton sourcing geographies. We combined internal supply chain data with open-source global datasets to evaluate site-specific factors such as deforestation, soil pollution, water scarcity and quality, species health, and broader ecosystem conditions.

The results from this detailed analysis highlight specific regions and indicators where risks or opportunities merit further attention. For instance, assessing levels of biointactness or functional biodiversity in regions where we source organic cotton, like Turkey (80% of our volume), India (12%), and Tanzania (8%), can help us strategically prioritize efforts to reduce environmental impacts and support nature-positive outcomes. These insights also enable us to identify promising opportunities for restoration and conservation, such as community-led projects focused on protecting, restoring, and sustainably managing land and water resources. These are valuable insights for an organization our size, with limits on what we can do on our own. This information will help us allocate resources effectively, addressing areas of greatest risk while simultaneously facilitating broader collaborations with peer brands that might also share similar suppliers and sourcing regions.

BIOINTACTNESS (OR FUNCTIONAL BIODIVERSITY) RISKS IN THE
PRIMARY REGIONS WHERE WE SOURCE ORGANIC COTTON





SPOTLIGHT

UNRAVELING SILK'S IMPACT

A COLLABORATIVE LIFE CYCLE
ANALYSIS OF SILK

With the support of [Anthesis](#), Everlane partnered with brands DÔEN, Reformation, Eileen Fisher, and Zimmerman to conduct a first-of-its-kind silk life cycle assessment (LCA) to gain a more accurate understanding of the silk supply chain—from mulberry tree farms to finished yarn. The LCA study addresses carbon emissions, biodiversity, soil health, and more holistic environmental impacts, prioritizing primary data from each of the partner brands' silk value chains. The study has been designed to be consistent with [Textile Exchange's](#) LCA work.

Our initial focus in 2024 was on building the study's framework, refining the methodology, and ensuring accurate primary data collection and calculations from each of our unique suppliers. The outcome in 2025 will be a comprehensive, ISO-compliant, peer-reviewed LCA report and a silk emission factor that will be made publicly available and submitted to platforms such as the Higg Material Sustainability Index (MSI).

We're thrilled to be part of this collaborative effort to deepen our collective understanding of a special material value chain. Together with our suppliers and industry peers we aim to support the shift to lower impact silk fiber production methods.

ENGAGING SUPPLIERS IN ENVIRONMENTAL PERFORMANCE

Environmental performance goes beyond the materials we source and extends to the factories where our products are made. We recognize that our manufacturing partners play a critical role in protecting natural resources, reducing the use of harmful substances, and ensuring safer conditions for both workers and the environment.

HIGG INDEX

Since 2021 we have used the Higg Facility Environmental Module (FEM) to engage our suppliers in environmental impact measurement

and continuous improvement. The Higg FEM provides a standardized, industry-recognized tool to assess and track facility-level environmental performance across key impact areas such as energy and water use, chemical management, and waste reduction. By leveraging this framework, we are helping our suppliers identify opportunities to improve efficiency, reduce their environmental footprint, and work toward meaningful reductions over time. Transparency and accountability are essential to driving progress, and by working with our suppliers through Higg FEM, we are helping to set a stronger foundation for long-term environmental improvements across our supply chain.



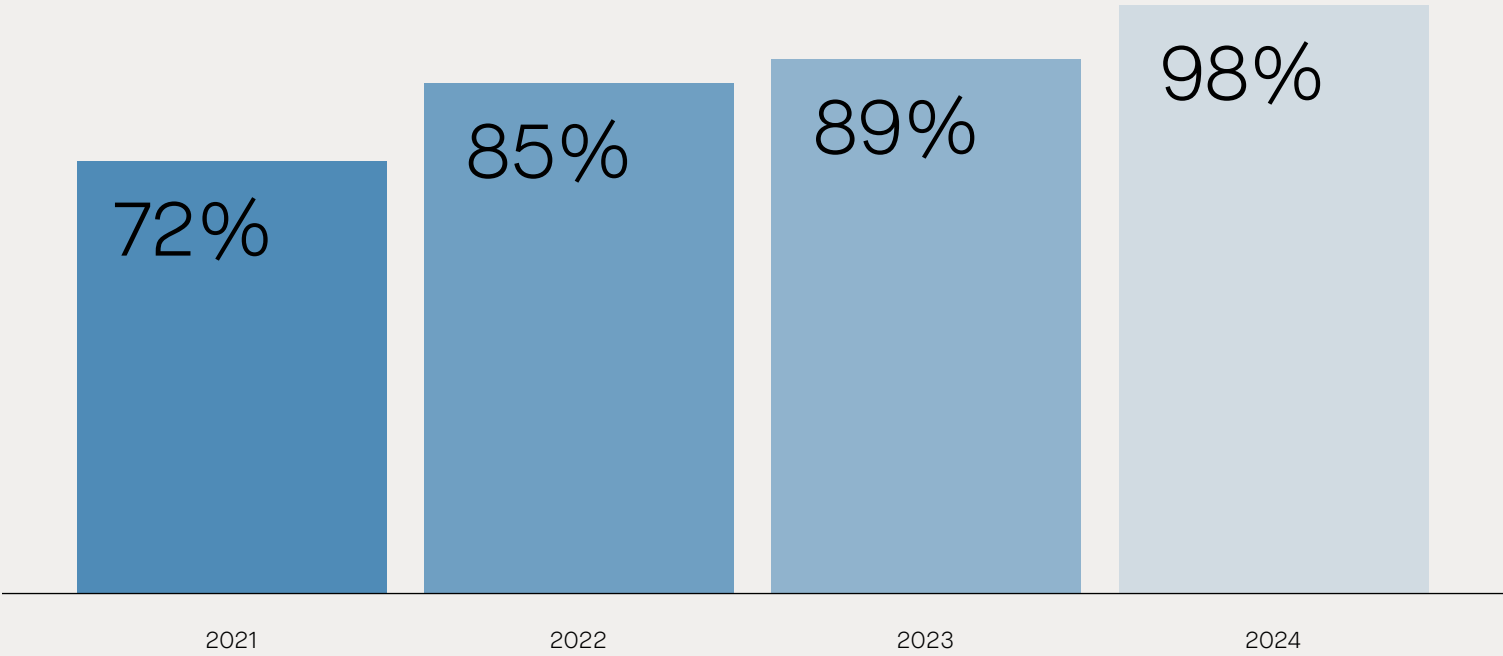
98% of our Tier 1 and 87% of strategic Tier 2 (by volume) completed a verified Higg FEM in 2024.

In 2024, 98% of the product volume we produced was manufactured at a Tier 1 facility that completed a verified Higg FEM, providing primary data, key insight analysis, and benchmarks against broader industry performance.

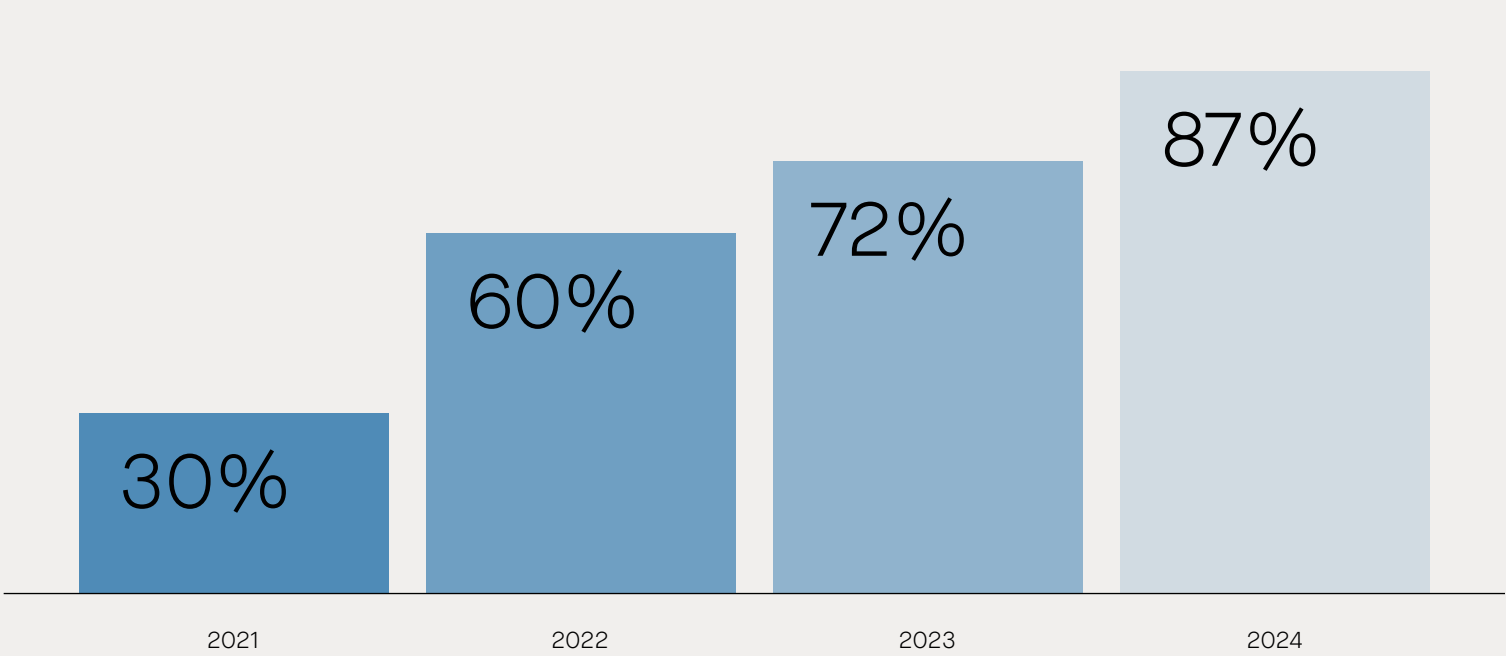
In 2024, 87% of our strategic Tier 2 material suppliers by volume completed a verified Higg FEM (representing 78% of our total material volume), putting us ahead of our 2025 goal.

Engaging our suppliers in Higg FEM is an important first step in a long journey of partnership. Over the coming years, we will work with our suppliers to tackle the findings from their verified assessments and improve environmental performance in their factories.

TIER 1 VERIFIED HIGG FEM ADOPTION* (2021–2024)



TIER 2 VERIFIED HIGG FEM ADOPTION* (2021–2024)



CHEMISTRY STANDARDS
IN MANUFACTURING

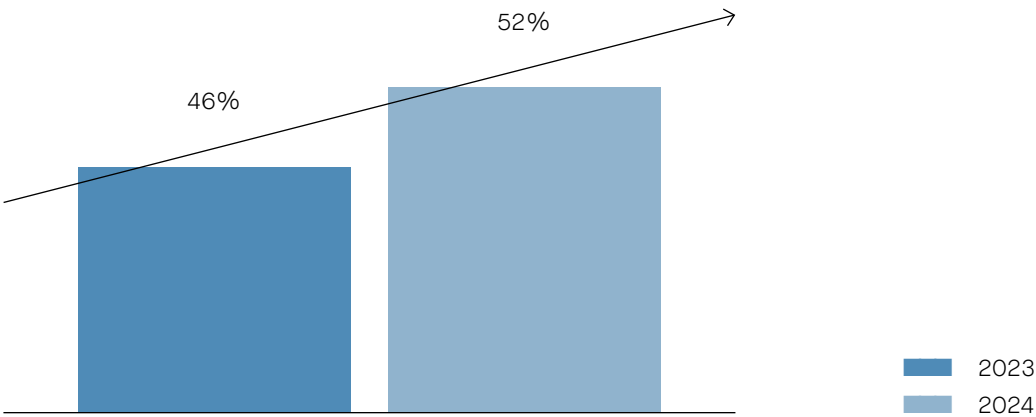
Chemicals are an essential part of textile production, shaping the look, feel, color, and durability of the items we create. However, the way these chemicals are managed matters greatly, as improper handling can pose significant risks to people and the environment. Ensuring safe and responsible chemical practices in our Tier 1 and Tier 2 factories helps protect factory workers, surrounding communities, local water quality, and ultimately, our customers by reducing exposure to harmful residues in finished products. We manage chemical risks by aligning closely with credible industry standards like bluesign® and the ZDHC Manufacturing Restricted Substances Lists (MRSLs), and by prioritizing partnerships with facilities that embrace these rigorous frameworks.

As part of our ongoing commitment to responsible chemical management, in 2024 we completed an updated gap assessment with bluesign®, building upon our partnership as a bluesign® system partner since 2019. Although the gap assessment is an internal evaluation and not a publicly facing tool,

we are using its insights to strengthen our chemical safety practices, inform our Restricted Substances List (RSL), guide supplier engagement, and identify areas where we can continue improving chemical management across our supply chain.

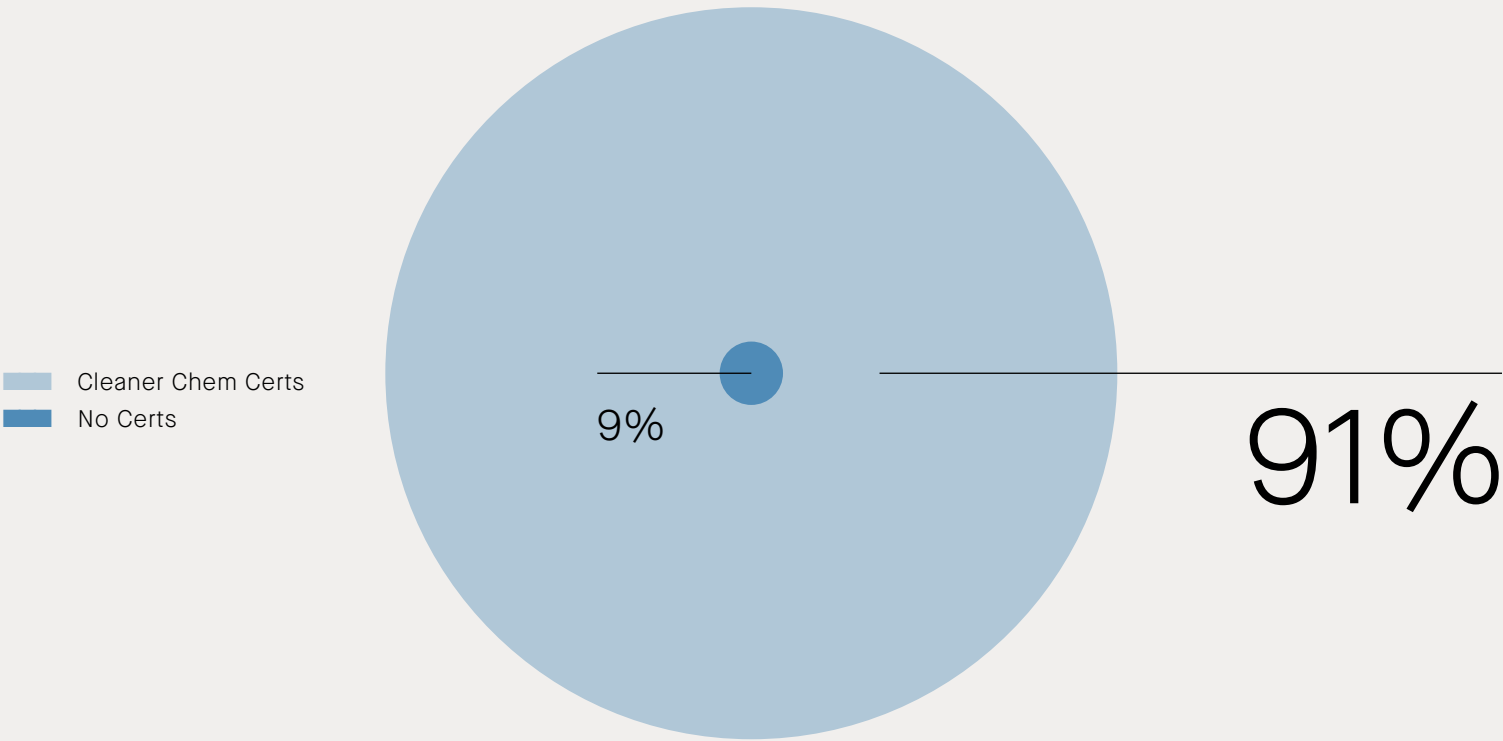
In 2024 we made steady progress toward our cleaner chemistry goal, with 61% of our facilities by volume implementing robust chemical management standards. We also partner with suppliers that hold material- and product-level certifications reflecting cleaner chemistry practices, in addition to social and environmental standards. These certifications include Oeko-Tex, the Global Organic Textile Standard (GOTS), the Global Recycled Standard (GRS), and the CanopyStyle Hot Button ratings for manmade cellulosic fiber (MMCF) producers. In 2024, 78% of our materials by volume were produced in Tier 2 facilities certified to cleaner chemistry standards (bluesign®, ZHDC, GOTS, and GRS), and 91% of our finished products were made in factories certified to cleaner chemistry standards (Oeko-Tex, GOTS, GRS).

TIER 1 AND 2 ADOPTION OF SAFE CHEMICAL STANDARDS
BY PERCENT OF VOLUME (2024)



61% of our Tier 1 and strategic Tier 2 suppliers by volume meet our cleaner chemistry standards, up 13% from 2023. Our goal? 80% by 2025.

UNITS PRODUCED IN TIER 1 & TIER 2 FACILITIES
CERTIFIED TO CLEANER CHEMISTRY STANDARDS
BY PERCENT OF TOTAL VOLUME (2024)



RE: EVERLANE



SPOTLIGHT

CLEANING UP THE INDUSTRY—AND YOUR CLOSET—WITH POSHMARK

Building on the successes of our ongoing circularity work with Debrand, we launched a customer-facing resale service in partnership with Poshmark. This partnership facilitates customers selling their gently loved Everlane products through Poshmark’s peer-to-peer platform. By removing barriers to resale, we’ve made it easier for our customers to reduce waste and contribute to the circular economy.

At Everlane, we believe that great style goes beyond your wears. Our pieces are Beautifully Functional, Purposefully Designed, and Consciously Crafted—with the intention that the clothes we make will last a lifetime. Now, through our Re:Everlane program, our customers can pass their Everlane pieces on and make room for the new, all with circularity in mind.

With this program, customers can instantly list their Everlane products directly on Poshmark. We do the heavy lifting (like automatically adding the style name, fabric content, and original price) on our end, so they can get selling with the click of a button.

Because circularity isn’t just a buzzword—it’s about giving your clothes a second chance, reducing waste, and increasing your bank account. It’s a great way to help us clean up the industry—and your closet.

ADVANCING CIRCULARITY

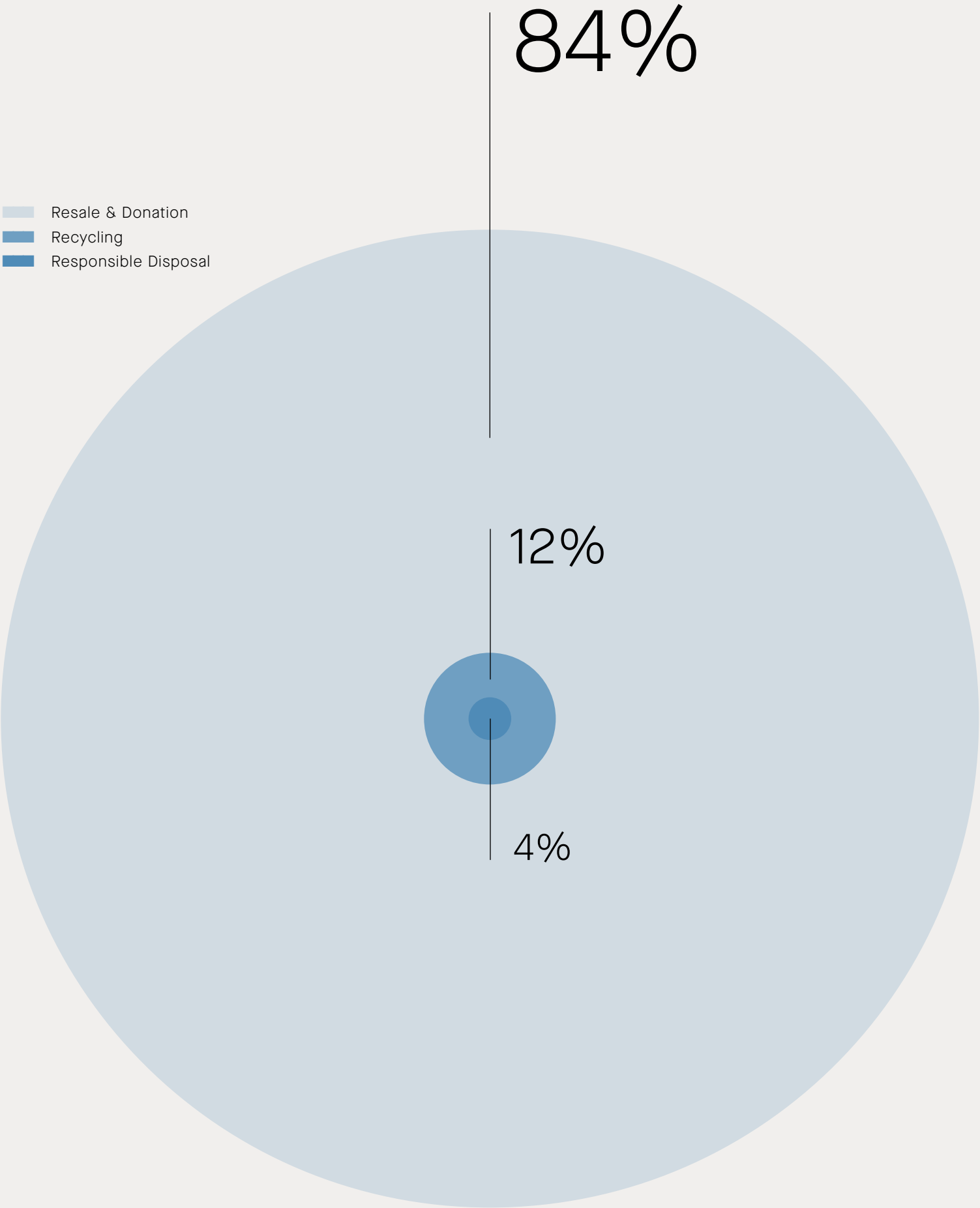
We design our products to be worn and loved for as long as possible, but we also recognize that not every item will stay in our customers’ closets forever. When damages or returns in unsellable condition make resale impossible, we look for ways to give those materials a second life. Instead of waiting for a perfect circular solution in the industry, we are taking action by piloting new efforts to repurpose returns no longer fit for retail through partnerships with organizations like [Debrand](#). This collaboration uses advanced sorting technology to identify the best path forward for each item, whether that is resale and donation, recycling, or downcycling, helping us keep Everlane products out of landfills and in circulation for as long as possible.

Our vision for circularity begins with reuse, prioritizing opportunities to rewear over recycling per the waste hierarchy, and turning to responsible disposal only when no other options remain. As the circular economy continues to evolve, our partnership with Debrand has helped bring this vision closer to reality. In fact, in 2024, only 4% of our returned damaged products were sent to responsible disposal; the rest found new purpose through reuse, fiber reclamation, footwear recycling, and promising textile-to-textile recycling trials. Most notably, 84% of our damaged returns were reused, either through resale or donation to carefully vetted organizations across the United States. The lasting high quality of Everlane products not only delivers value to our customers but also supports a thriving resale market that keeps garments in use longer.

We attribute the impressive, year-over-year success of this program to a few factors. The first is the growth in the recommerce industry, which has enabled more customers to buy and sell second hand clothing and extend the life of purchased products. This growth is being supported by the apparel industry through efforts such as the Circular Fashion Coalition, which Everlane joined in 2024 as an opportunity to learn expertise, share best practices, and exchange resources that will move the industry forward. Members of our sustainability and design teams attended educational trainings through the Circular Fashion Coalition to further our knowledge and skills in the circular economy.

We recognize that the industry is a long way from becoming truly circular, requiring systemic change, added investment, innovative solutions, deep engagement and a paradigm shift with both industry and customers to get there. As we scale our circularity programs conscientiously—from designing for longevity and circularity to managing next-best-use and end-of-life of product—we are also invested in supporting legislative actions that can help the circular economy become a reality. In 2023 we provided feedback for and publicly supported the California Responsible Textile Recovery Act (SB 707), and were proud that it was officially signed into law in 2024, marking the first textiles extended producer responsibility (EPR) bill in US history.

DEBRAND SOLUTIONS CATEGORIES
BY PERCENT OF TOTAL UNITS (2024)



CLOTHES SWAP:
SWAPPING WASTE FOR WEARS

As part of 2024 San Francisco Climate Week, we hosted a community clothing swap with Futerra to celebrate style, circular fashion, and reduce textile waste. Rooted in our belief that the most sustainable clothing is what already exists, this event brought our local community together to give pre-loved

pieces a second life. Guests exchanged high-quality items, diverting them from landfills and embracing a more conscious approach to fashion. Beyond swapping, the event sparked meaningful conversations about sustainability, mindful consumption, and the power of collective action.



By making circularity accessible and engaging, we’re reimagining the future of fashion—one shared wardrobe at a time.





SPOTLIGHT

EVERLANE × MARQUES' ALMEIDA

In 2024, Everlane launched its first designer collaboration, partnering with LVMH prize-winning brand Marques' Almeida to advance our circular ambitions through creative use of surplus materials. This 20-piece Spring/Summer 2024 capsule collection was born from our shared belief that creativity and sustainability thrive together, reimagining excess fabric and yarn as a valuable resource rather than waste.

Marques' Almeida embraced the unique challenge of designing within the constraints of these surplus materials, creating a limited-edition collection inspired by Everlane's core styles while distinctly reflective of their own design aesthetic. This innovative collaboration allowed us to responsibly use materials already available, reducing reliance on virgin resources while showcasing new possibilities for circular fashion. The project highlighted our commitment to reducing waste and promoting circular design principles across our assortment through a beautiful design partnership.

The Everlane x Marques' Almeida collaboration not only emphasizes the potential of creative reuse but also underscores our ongoing effort to combine circularity and design excellence. As we continue advancing our circularity goals, initiatives like this demonstrate the practical and creative ways to reduce our environmental impact and reconsider the value hidden within our materials—transforming waste into wonder.

KEEP EARTH COOL

Rising greenhouse gas levels are not only warming the planet—they are accelerating biodiversity loss, worsening water shortages, and heightening the risks of food insecurity and extreme weather. The Intergovernmental Panel on Climate Change (IPCC) continues to call on all of us—individuals, governments, and businesses—to take decisive action. Everlane is answering that call.

Since 2021, we have been on an ambitious journey to significantly reduce our climate impacts in alignment with the 1.5°C pathway outlined in the Paris Agreement. Through the [Science Based Targets Initiative \(SBTi\)](#), we have committed to near-term and long-term greenhouse gas reduction targets. We call this plan: 3, 2, 1, Net-Zero.



OUR PRIORITIES

OUR KEEP EARTH COOL SDGS



01 SCOPE 3 EMISSIONS

55% lower carbon emissions
per product by 2030.

02 SCOPE 1 & 2 EMISSIONS

46% lower absolute emissions
in our stores and HQ by 2030.

03 NET-ZERO EMISSIONS

Achieve net-zero emissions
by 2050 (or sooner).

CARBON REDUCTION PROGRESS

Since 2019, we have measured our Scope 1–3 greenhouse gas emissions annually, adhering to the Greenhouse Gas Protocol’s guidance for carbon accounting. As we continue to refine our approach to carbon accounting, we recognize the importance of ensuring our emissions data is as accurate, transparent, and actionable as possible. In 2024 we re-baselined our emissions inventory to align our calculations with the most up-to-date standards, industry best practices, and scientific guidance. In this process, we updated emissions factors, incorporated more precise data inputs that were previously not available, and enhanced methodologies that better reflect the full scope of our impact.

Re-baselining ensures consistency in our reporting over time, enabling us to track progress against our climate targets with greater accuracy and integrity. By continuously improving the way we measure our impact, we can ensure that our reduction strategies are as effective as possible on our path to achieving our long-term sustainability goals.

After re-baselining our 2019 emissions and calculating our 2024 emissions inventory, we are able to see a full picture of our progress to-date. Our strategic interventions have led to significant progress toward our ambitious 2030 Science Based Targets (SBTs). Notably in 2024, we achieved a 52% reduction in absolute Scope 1–3 emissions compared to our 2019 baseline. For our Scope 3 emissions, our largest and most significant emissions contribution, we achieved a 44% decrease in Scope 3 emissions per-units produced during the same timeframe.

Our 2024 actualized reduction measurements, coupled with our ongoing reduction plans, put us on the clear path to achieving our 2030 SBTs. And while we recognize that the path to reducing greenhouse gas emissions may not follow a linear trajectory each year, we are extremely encouraged by the downward trend in our annual measurements. Our progress reinforces the commitment to our strategy and goals.

In 2024, we achieved a 52% reduction in absolute Scope 1–3 carbon emissions, compared to our 2019 baseline.



With the progress we have made to-date, we are not only on track to achieve our Science Based Targets—we are ahead of schedule.

ANNUAL EMISSIONS OVER TIME (MT CO₂E)*

- SCOPE 3
 - Purchased Goods & Services (Product)
 - Capital Goods
 - Fuel & Energy Related Activities
 - Upstream Transportation & Distribution
 - Waste Generated in Operations
 - Business Travel
 - Employee Commuting
 - Downstream Transportation & Distribution
 - End of Life
- SCOPE 2
 - Electricity (HQ, Retail, Warehouse)
- SCOPE 1
 - Natural Gas (HQ, Retail, Warehouse)

SCOPE 3	
TOTAL	131,562

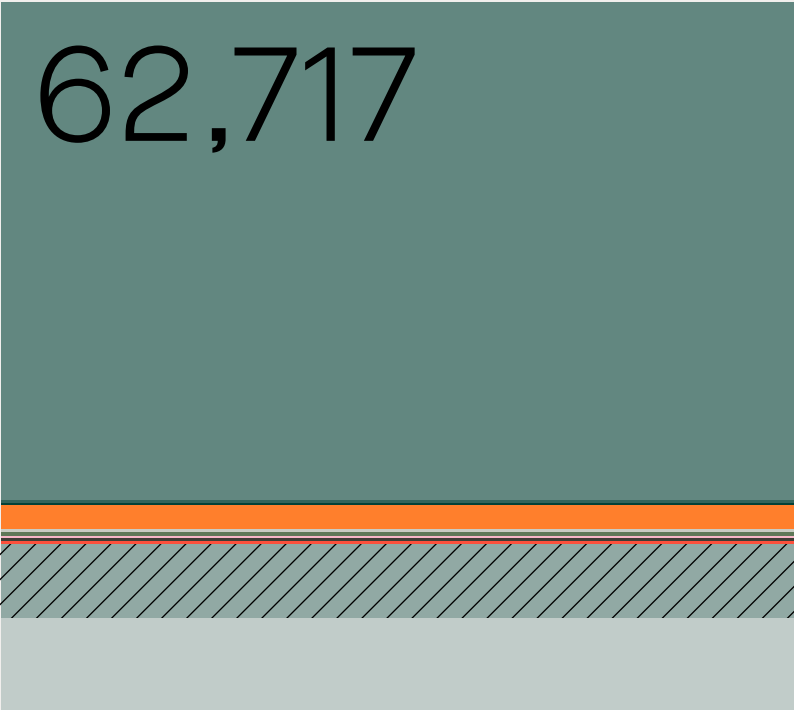


SCOPE 2 (MARKET BASED)	
TOTAL	96
SCOPE 1	
TOTAL	55

2019

52%

Reduction of absolute Scope 1–3 Emissions (2019–2024)



SCOPE 3	
TOTAL	62,611

SCOPE 2 (MARKET BASED)	
TOTAL	0
SCOPE 1	
TOTAL	56

2024



A STEP FORWARD

THE DAY BUCKLE MARY JANE LCA

YOUR FOOTSTEPS DON'T HAVE TO LEAVE A LASTING FOOTPRINT

We measure the environmental impact of our products throughout their entire life cycle, from raw materials through final production and beyond, to uncover opportunities for reducing emissions, waste, and resource use. In 2024, we partnered with Planet FWD, experts in lifecycle analysis, to conduct a full cradle-to-grave Life Cycle Assessment (LCA) of our Day Buckle Mary Jane in Recycled Satin. Through this partnership, we gained a detailed breakdown of the shoe's total carbon footprint and identified key areas where we can drive further impact reductions.

The Day Buckle Mary Jane in Recycled Satin has a total carbon footprint of 7.5 kg CO₂e per pair, lower than conventional footwear despite its more complex construction. To put this into perspective, producing one pair generates roughly the same emissions as driving 20 miles in a gas-powered car or the carbon footprint of about nine iced lattes.

The assessment revealed that materials represent 36% of emissions, while finished product manufacturing accounts for 43%. Key components, including the upper, insole cloth, and

reinforcement materials, were produced in facilities using solar energy, reducing manufacturing emissions at this critical stage. Additionally, the shoe incorporates significant amounts of recycled materials such as a 100% recycled satin upper, recycled polyester lining, and a buckle made from 100% recycled iron, further lowering the environmental impact by extending material life cycles and decreasing reliance on virgin resource extraction.

Beyond measuring current impacts, the LCA also identified meaningful opportunities for further reductions. For example, by increasing renewable energy adoption in our materials and finished good manufacturing facilities, we have the potential to cut the shoe's footprint by an additional 54%. Moving forward, we will continue to collaborate with our factory partners on renewable energy adoption and material innovations to drive continued progress.

Conducting LCAs like this one is part of our broader commitment to transparency, accountability, and continuous improvement. Using data-driven insights allows us to make informed design and sourcing decisions, helping us create products with lower environmental impacts over time.

OUR REDUCTION STRATEGY: 3, 2, 1, NET-ZERO

Our Science Based Targets and Net-Zero goals help define our carbon reduction efforts based on what part of our business they are connected to. To achieve our goals, we are focusing our efforts where we can have the greatest impacts most quickly.



SCOPE 3:
OUR VALUE CHAIN & PRODUCT

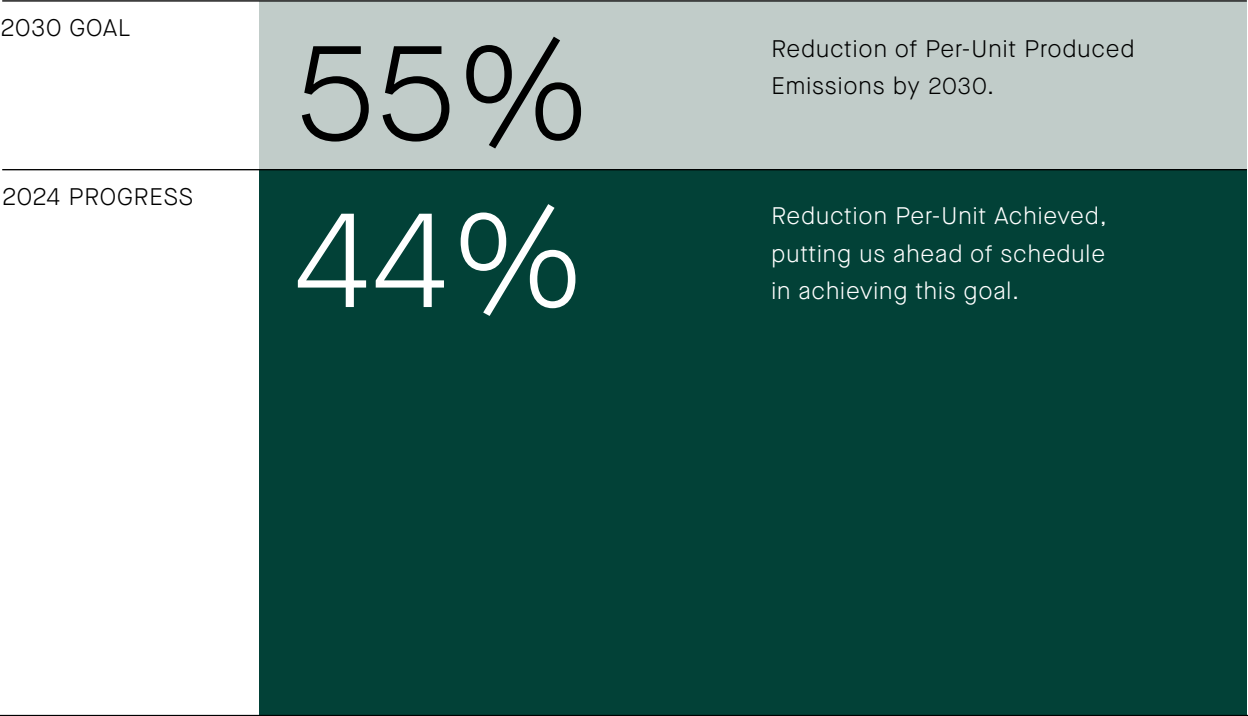
Scope 3 is made up of indirect emissions that occur in our value chain, and are calculated both upstream and downstream of our operations. Scope 3 is critical as it comprises more than 99% of our company’s greenhouse gas (GHG) emissions.

The substantial decrease in our emissions since we set our SBTs in 2021 stems from our targeted efforts to minimize and mitigate our Scope 3 impacts through actions under our direct control: intentional transitions to raw materials and sourcing practices, refinement of transportation logistics, strategic alignment of raw material procurement with manufacturing locations, and a deliberate approach

to producing fewer, higher-quality styles consistent with our product design philosophy.

In 2024, we built upon these initiatives by addressing Scope 3 emission sources beyond our direct control, partnering with two initiatives to accomplish this: the [Manufacturer Carbon Action Program](#) (MCAP) and [Apparel Impact Institute](#) (Aii). Through these partnerships, we encourage, influence, and incentivize our Tier 1 and Tier 2 suppliers to reduce their own Scope 1 and Scope 2 emissions—supporting Everlane in our own Scope 3 reduction journey, while having the potential for a much wider ripple effect across the value chain and industry.

SCOPE 3 SBTi GOAL*



*Compared to our 2019 baseline

STRATEGIC INTERVENTIONS

2024 PROGRESS

RAW MATERIALS

- Increase the use of low-impact material alternatives, increasing recycled, organic, regenerative, and renewable content in our products.
- In 2024 we achieved our goal of transitioning 90% of our raw materials to lower-impact, preferred versions.

MANUFACTURING

- Engage suppliers in Higg vFEM adoption to measure, benchmark, and achieve emissions reductions.
- Identify high-GHG processes and partner with suppliers to implement lower-emissions techniques through our partnerships with MCAP and Aii.
- Encourage, incentivize, and financially partner (where possible) with suppliers to adopt efficiency measures in their operations and convert to renewable electricity.
- 98% of our Tier 1 and 87% of our Tier 2 suppliers now report to Higg FEM, allowing us to collect primary data for improved measurement, identify hot spots in our value chain, and measure progress year over year.
- Manufacturer SBTs & SATs — 97% of our Tier 1 suppliers by volume have either approved or in-development Science Based Targets (SBTs) or Science Aligned Targets (SATs).
- In 2024 Everlane co-invested in 53% of those suppliers to join the Manufacturer Carbon Action Program (MCAP), to support them in developing their own SATs to reduce their Scope 1 & 2 emissions.
- Apparel Impact Institute (Aii) — 63% of our Tier 1 suppliers by volume have either completed or have programming in-development with Apparel Impact Institute (Aii), through co-investments by Everlane.

PRODUCT DESIGN

- Design for product longevity, repairability, and low-impact care without sacrificing high quality.
- Optimize material yields and minimize waste in production, across all product types.
- Prioritize lower-impact production processes, such as closed-loop processes.
- 97% of the products we produced were designed for low-impact, at-home care in 2024.
- Launched resale partnership to encourage product longevity and second-hand use across customer base.

TRANSPORTATION

- Reduce air shipments of raw materials and finished products.
- Encourage and incentivize customers to use ground shipments for purchases and returns.
- We greatly reduced air shipments for raw materials and finished goods, prioritizing ocean and ground transport instead.
- 2% of raw materials shipped via air.
- 4% of finished goods shipped via air.

EDUCATE & ENGAGE

- Continue to engage internal cross-functional teams in emissions reduction targets/KPIs, best practices, and training.
- Educate customers on lower-impact methods, such as for customer care, reuse, and ecommerce shipping.

COLLECTIVE CLIMATE ACTION



SPOTLIGHT

CUTTING CARBON TOGETHER WITH MCAP & Aii

We recognize that we cannot achieve our 2030 SBT and 2050 Net-Zero goals without direct partnership and collaboration with our suppliers. Starting with our most impactful value chain operations, we are investing in targeted emissions reductions in partnership with our Tier 1 and Tier 2 suppliers, the Manufacturer Carbon Action Program (MCAP), and the Apparel Impact Institute (Aii).

MANUFACTURER CARBON ACTION PROGRAM

MCAP, launched by Cascalé, aims to help manufacturers set, validate, and disclose company-wide science-aligned emission reduction goals, ultimately driving sustainable change across the consumer goods industry. MCAP provides training to manufacturers in the program to properly measure their Scope 1 and 2 emissions, transparently disclose and set science-aligned targets (SATs) to reduce those emissions in line with the 1.5°C pathway, and develop decarbonization action plans to support those goals. In 2024, Everlane nominated and co-financed 53% of our Tier 1 suppliers by volume to take part in MCAP, with expected SAT completion date in 2025.

APPAREL IMPACT INSTITUTE

Aii exists to decarbonize the fashion industry by connecting and mobilizing a variety of stakeholders around urgent climate action, diverse funding, and vetted program implementation. They provide programming to measure impacts and outcomes through data-driven, science-based primary inputs, and offer access to investment for capital-intensive solutions to scale efforts to maximize impact—solutions like energy-efficient machinery, alternatives to coal-fired boilers, and on-site renewable installations. Aii focuses on Tier 1 and Tier 2 supplier hotspots across three main impact areas: energy, water, and chemistry. This past year, Everlane nominated and co-financed 25% of our Tier 1 suppliers (by volume) and selected strategic Tier 2 to undergo relevant Aii programming, ranging from the Carbon

Leadership Program (focused on setting and achieving carbon reduction targets) to Clean by Design + Energy & Water (aimed at reducing energy and water use in wet processing facilities).

DOING MORE GOOD—TOGETHER

In 2024 we also furthered our work with Aii to jointly provide decarbonization programming for the suppliers we share with other brands, in an attempt to maximize our impact and influence. Eileen Fisher and Reformation are our key partners in this initiative. Together, we co-nominated and co-sponsored a total of 5 decarbonization projects through Aii across Tier 1 and Tier 2 suppliers where we have business overlap.

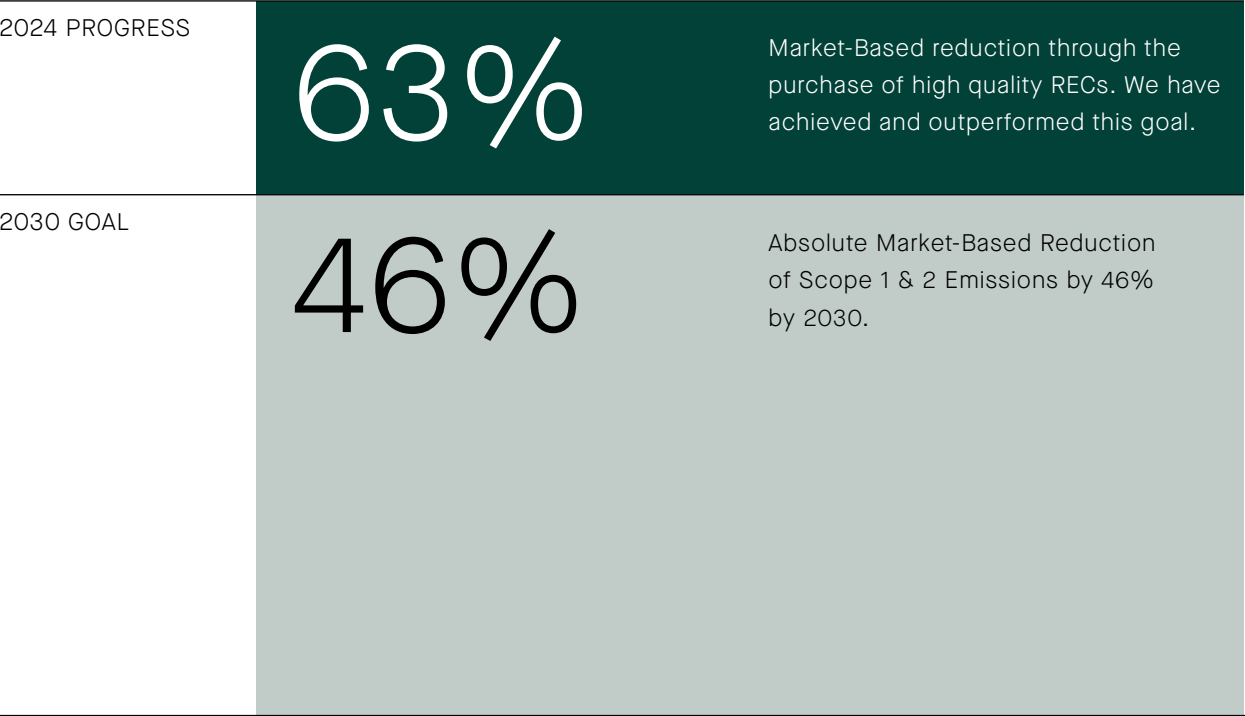
Through one such program in a Tier 2 facility, our shared partner worked with technical experts to identify its carbon reduction potential, develop reduction targets, and establish an action plan through 2030. After establishing its baseline of energy use, waste outputs and emissions, multiple webinars on carbon savings opportunities, and a two-day site assessment, the facility and experts together determined which measures to target to save energy, water, and reduce emissions with the facility's layout, operations and expected business growth in mind.

Everlane and our co-sponsors participated in the milestone meetings to learn more about the facility's perspectives and its commitment to decarbonization, and to support the facility along the way. The interventions range from capital investments in higher-efficiency machinery (like laundry machines) to updating operating procedures to automate shut-offs and conserve energy. The next steps are for the facility to assess the interventions that will bring the biggest carbon and financial ROI (in cost-savings) and to start implementing. We and our co-sponsors will be there for the rest of the journey, jointly supporting the facility and showcasing the positive outcomes of its carbon reduction programs.

SCOPE 1 & 2:
OUR BUILT ENVIRONMENT

Scope 1 and 2 emissions are attributed to the ways we operate our headquarters, retail spaces, and warehouse. Scope 1 emissions are direct emissions generated from owned or controlled sources (like heating our stores and offices with an on-site boiler), while Scope 2 emissions are indirect emissions generated by purchasing electricity from the grid. Although Scope 1 and 2 account for less than 1% of our overall footprint, we can make meaningful changes to reduce emissions in our built environment. By purchasing high quality Renewable Energy Certificates (RECs) for 100% of our Scope 2 emissions, satisfying the electricity used to power our headquarters, retail stores, and 3PL warehouse, we have already achieved our market-based Scope 1 and 2 goal.

SCOPE 1 & 2 SBTi GOAL*



*Compared to our 2019 baseline

ENERGY/ELECTRICITY EFFICIENCY

- Increase energy/electricity efficiency and reduction measures in our built environments (leased offices, stores and warehouses).
- In previous years we incorporated smart fixtures to leased spaces, lowering electricity use.

RENEWABLES

- Purchase high quality renewable electricity credits (RECs/ EACs) that demonstrate additionality, and, where possible, social or environmental justice impacts. Consider power purchase agreements (PPAs) where applicable.
- Purchased high quality RECs to account for 100% of our electricity needs across our built environment footprint.
- For the 3rd year in a row, we have earned the distinction as an [EPA Green Power Partner](#) and are committed to sourcing 100% green power for our electricity use in our retail, office, and warehouse locations.

CHANGES TO BUILT ENVIRONMENT

- Screen future store and office locations for energy/electricity efficiency and design build-outs with best practices for minimal energy and electricity usage.



NET-ZERO: OUR LONG-TERM
GOAL FOR CLIMATE MITIGATION

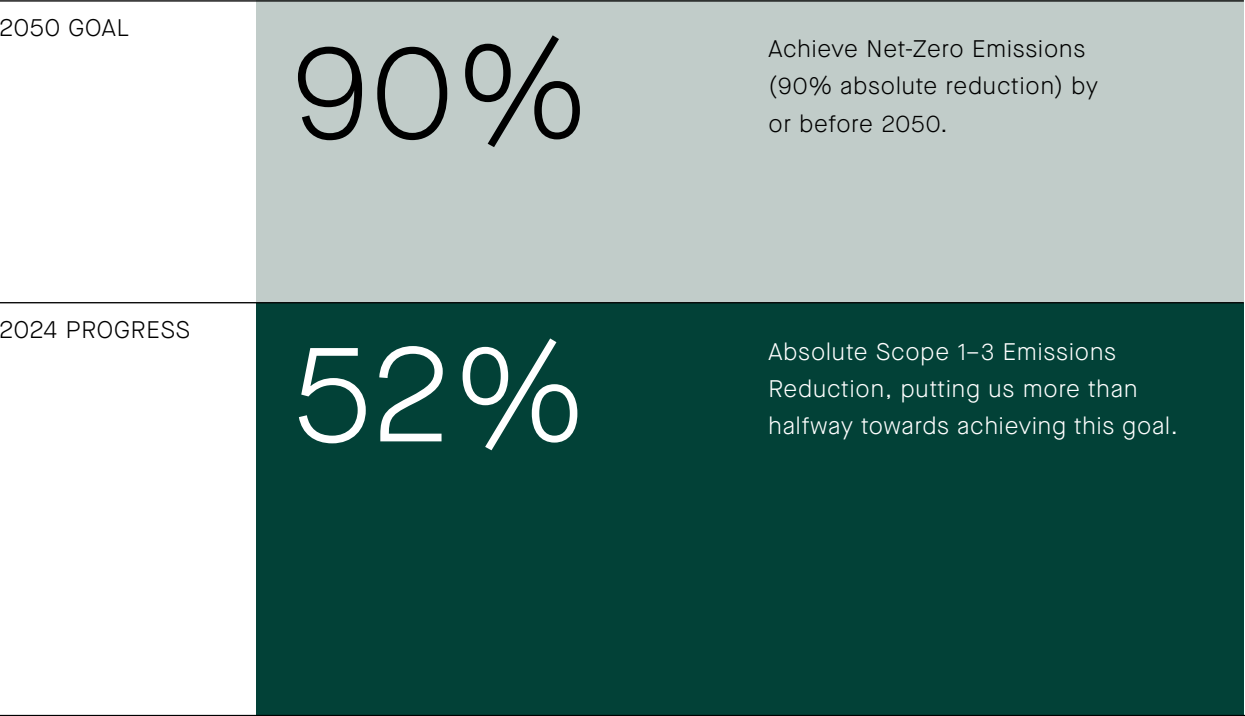
Net-Zero is our commitment to neutralize any unabated emissions once our SBTs are achieved. Per SBTi Net-Zero Standards, 90% of GHG reductions must be met before offsetting can be measured against net-zero goals. Reducing our GHG emissions to achieve our SBTs is our first, near-term priority, but achieving net-zero emissions is how we will continue to drawdown our emissions past our 2030 goals and neutralize the unavoidable emissions we cannot eliminate. We are committed to the Business Ambition for 1.5°C program—a UN partnership that sets ambitious net-zero targets that go beyond the SBTi requirements.

Our commitment to reducing emissions is not just a goal—it’s a measurable reality. With the progress

we’ve made to-date, we are not only on track to achieve our Science Based Targets—we are ahead of schedule. Through strategic interventions, data-driven decision-making, and a relentless focus on impact, we have accelerated our reductions beyond initial projections.

While we recognize that progress may not always be linear, our trajectory is clear. By staying ambitious, adaptable, and accountable, we are confidently advancing toward our 2030 targets—and laying the groundwork for even greater climate action into 2050 and beyond.

NET-ZERO SBTi GOAL*



*Compared to our 2019 baseline

STRATEGIC INTERVENTIONS

2024 PROGRESS

SCOPE 1–3 REDUCTIONS

- In line with SBT guidance, reduce our Scope 1–3 emissions (past our 2030 SBT goals) by 90% through direct interventions and value chain partnership, influence, and incentivization.
- Reduced our absolute Scope 1–3 emissions by 52% compared to our 2019 baseline, primarily through interventions in our Scope 3 value chain.

OFFSETS

- Offset unavoidable emissions through high quality carbon removal and sequestration projects with the help of our partners, such as [Native](#).
- Continued to offer customers the option to offset their emissions related to ecommerce delivery. In 2024 we purchased 308 MT CO₂e worth of high quality offsets through customers who opted-in to this program. (These offsets are not accounted for in our Scope 1–3 emissions profile, but details can be found [here](#).)





EVERLANE × FIBERSHED

SPOTLIGHT

GIVING MORE THAN WE TAKE

BLACK FRIDAY FUND 2024

Everlane's Black Friday Fund was created to drive meaningful impact beyond our brand, supporting initiatives that benefit both people and the planet. Since its inception, the fund has raised over \$1.57 million for projects that contribute to a more environmentally and socially responsible fashion industry.

For our 11th Black Friday Fund, we partnered with [Fibershed](#) and [Seed2Shirt](#) to transition American farms to [Climate Beneficial™](#) regenerative cotton production in California and the Southeast. Fibershed rebuilds regional fiber economies by connecting farmers, manufacturers, and brands to prioritize soil health, carbon drawdown, and farmer livelihoods. Seed2Shirt, a Black-led organization focused on creating equitable value chains from seed to finished garment, plays a critical role in supporting BIPOC farmers and building regenerative textile infrastructure in the Southeast US. Through their Climate Beneficial™ Agriculture programs, both organizations provide technical and financial support to help farmers implement regenerative practices that restore ecosystems, improve water retention, and increase biodiversity. Our donation directly sponsored six farms across these two regions, enabling the cultivation of approximately 170,000 pounds of Climate Beneficial™ cotton on over 120 acres of land.

Climate Beneficial™ cotton is a critical solution, offering measurable environmental benefits through practices like cover cropping, compost application, and rotational grazing. Compared to conventional cotton production in California,

this approach has been shown to achieve a 72% improvement in soil organic carbon, a 40% reduction in synthetic pesticide use, and full elimination of highly hazardous chemistry, glyphosate, and fungicides. These improvements contribute to healthier soils, improved water retention, and safer working conditions for farmers, supporting the long-term viability of rural farming communities.

For farmers, the transition to Climate Beneficial™ practices is both an opportunity and a challenge. Beyond the environmental benefits, the program pays a 60% premium compared to conventional cotton, improving farmer livelihoods and creating stronger, more resilient supply chains. However, implementing regenerative techniques requires education, financial investment, and long-term commitment. By partnering with Fibershed and Seed2Shirt, we are helping to expand this movement, supporting both new and multi-generational farmers in adopting regenerative practices with verifiable reductions.

As part of our preferred material goals, Everlane is invested in scaling regenerative cotton within our own supply chain—but not all regenerative programs are created equally. The Climate Beneficial™ cotton program is differentiated in its approach due to its rigorous scientific measurement of regenerative outcomes and emphasis on enhancing farmer livelihoods. Through the Black Friday Fund, we are helping to fund the expansion of farmland dedicated to Climate Beneficial™ farming and making verified regenerative cotton more widely available.

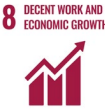
DO RIGHT BY PEOPLE

For us, doing right by people means holding ourselves accountable to the well-being of both the individuals who craft our products and those who power our business from within. Year over year, we continue to strengthen our supplier partnerships through improvements in social and environmental performance and deepen our internal efforts around diversity, equity, inclusion, and team development. We're here to raise the bar by putting people first, from our HQ to the factory floor.



OUR PRIORITIES

OUR DO RIGHT BY PEOPLE SDGS



01

FAIR WAGES

Partner with third parties to perform pay audits, benchmarks, and work towards achieving living wages throughout our supply chain.

02

EQUITY & INCLUSIVITY

Promote gender empowerment through equal opportunities and equal pay, and foster an inclusive work environment through DEI policies and internal trainings.

03

COMMUNITY ENGAGEMENT

Partner with external organizations to fund and participate in projects at the intersection of social and environmental impacts in our communities.

SUPPLIER SOCIAL RESPONSIBILITY

Since we launched our first product in 2011, Everlane has been dedicated to upholding best practices in the equitable treatment of all people across our business. We believe that everyone involved in making our items deserves the opportunity for a dignified quality of life that meets their needs. Our baseline standards establish the minimum requirements we expect from our suppliers, and we prioritize working with facilities that go beyond compliance by investing in worker well-being programs that exceed industry standards and local laws. In 2024, we continued to uphold these commitments through in-house work and industry collaborations, focused on strengthening working conditions for the people who make our products and supporting broader progress across the apparel supply chain.

In previous [Impact Reports](#), we’ve outlined how Everlane manages supplier social responsibility risk, including audits, remediation, worker engagement, and grievance protocols. [Our approach](#) is designed to be both rigorous and transparent, ensuring we can verify progress, measure impact, and identify key areas for improvement. Ultimately, what matters most is performance. We track how we are doing, hold ourselves accountable, and continuously push for better outcomes both within our own supply chain and across the industry. With this in mind, this year’s Impact Report focuses on our performance and progress, providing a clear look at where we stand and where we are working to improve.

TIER 1 FACTORY HIGHLIGHTS

47K+

workers in our Tier 1 supply chain.

70%

of workers identify as women.

92%

have an active trade union.

89%

have social or environmental certifications that go above and beyond industry standards.

57%

of Tier 1 factories offer worker well-being benefits beyond social certifications*.

5-YEAR

average partnership length with Tier 1 factories.

Our approach to social compliance is designed to be rigorous and transparent, allowing us to verify progress and measure real impact.



*Well-being benefits include: subsidized housing, educational stipends, free childcare facilities or stipends, educational stipends, management training, female empowerment programming, free health check-ups, free meals, travel stipends, and/or free transportation to work.



Everlane partners with 28 Tier 1 factories and 88 Tier 2 mills across 17 countries, forming the foundation of our global supply chain. While we typically represent less than 5% of a facility’s total production, which can limit our influence and leverage, many of these relationships have been built over years of collaboration. This continuity allows us to establish trust with our partners and work toward a shared vision of improving social and environmental performance.

TIER 1 FACTORY AUDIT PERFORMANCE

Each year, we conduct social compliance audits across 100% of our Tier 1 factory partners, assessing their adherence to fair labor practices, worker protections, and environmental standards. These assessments are conducted by third-party auditing firms, and evaluate factory performance across

labor practices, health and safety, environmental impact, business ethics, and management systems. The audit process combines on-site inspections from certified third-party auditors, worker sentiment surveys, and industry risk data, drawing from sources such as UN-commissioned and government agency reports to provide a comprehensive view of working conditions.

To measure performance, we use a four-tier rating system where green indicates strong performance, yellow reflects good performance, orange signals greater areas of concern, and red represents poor performance. In addition to rating suppliers, we track noncompliance issues, the severity of violations, and broader trends in wages, demographics, and worker sentiment. These insights help us identify priority areas for improvement and work collaboratively with our partners to strengthen conditions across our supply chain.

EXAMPLES OF AUDIT INDICATORS

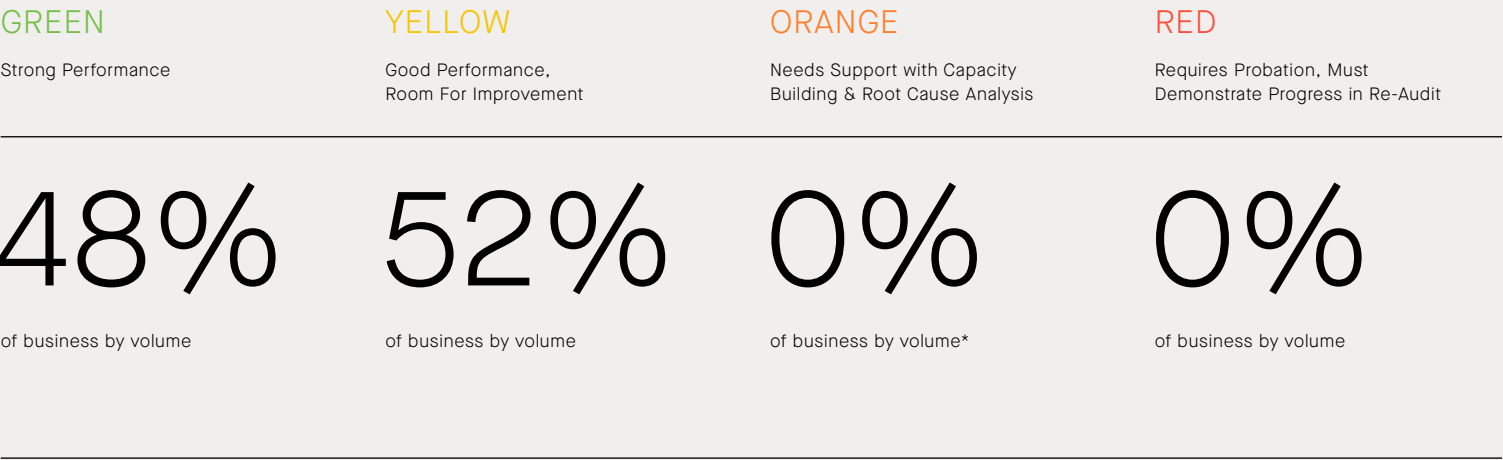
	Factory-level non-compliance as determined by site audit and employee survey	Country-level risk as determined by credible authorities such as United Nations Agencies
Labor	Wages, forced labor, working hours, and others	Gender inequity, children's rights, and others
Health and Safety	Injuries, chemicals management, building safety risk, and others	Life expectancy, sanitation and water, and others
Environment	Waste management, wastewater, environmental permits, and others	Flood, water stress, air quality, storm risk
Ethics	Business records transparency, business policies and clear standards, and others	Corruption, rule of law, and others
Management	Documentation processes (e.g., contracts, policies), subcontractor policies, and others	Government transparency in rule-making, policy support for private sector



In 2024, 100% of our Tier 1 suppliers received audit ratings meeting or exceeding our rigorous social compliance standards.



TIER 1 FACTORY AUDIT PERFORMANCE BY SCORE (2024)



These are top-performing facilities. Any noncompliance findings are minor or moderate.

These facilities have a clear dedication to social compliance and are committed to continuous improvement. The majority of findings are rated as moderate to minor, with the potential of a few majors. If a factory receives even one major finding, they automatically fall into this category. CAPs are required and reviewed for approval by the Everlane Sustainability Team.

These facilities are working hard to develop more robust management systems and protocols to improve social compliance. Noncompliance findings are rated as moderate, with some majors. CAPs must be completed in partnership with one of our in-country, third-party auditing firms for greater factory support provided in their local language. Everlane reviews these CAPs to ensure they meet our improvement standards before the partnership can continue through a re-audit and demonstrated improvement of score.

These factories need significant support in their management practices and implementation of social compliance programs. Noncompliance findings can include those in the critical category but are not zero-tolerance offenses. An in-country team from one of our third-party auditing firms will work closely with the factory to carry out extensive CAPs, deploy management training and tools to support education and capacity building for social compliance. Factories that perform in this category are put on probation and must show improvement in their re-audit for a continued relationship with Everlane.

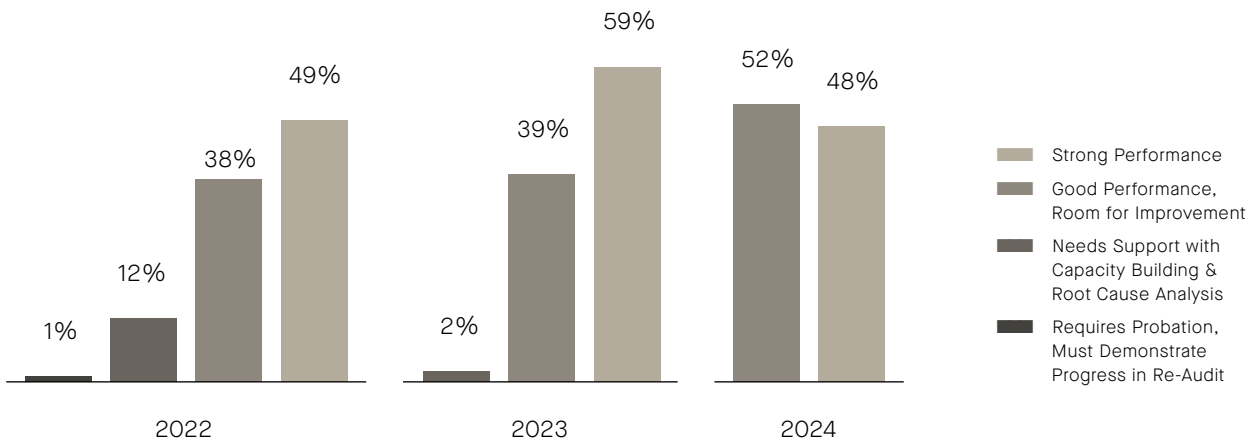
*Two facilities scored below 70% (what we consider an "orange" score) and were guided through capacity building and specialized training before being re-audited. Following that, they were able to significantly improve their score to a "yellow" rating during our auditing period, in line with our minimum requirements.

In 2024, 100% of our audited factory partners achieved a green or yellow audit rating, indicating they continue to meet our rigorous standards for social responsibility. While we observed an 11% decrease in the proportion of factories earning our highest rating (green) compared to last year, we attribute this shift to a reduction in our total Tier 1 factor partnerships from 38 in 2023 to 28 in 2024 due to evolving business and market conditions. Because our performance evaluations are weighted

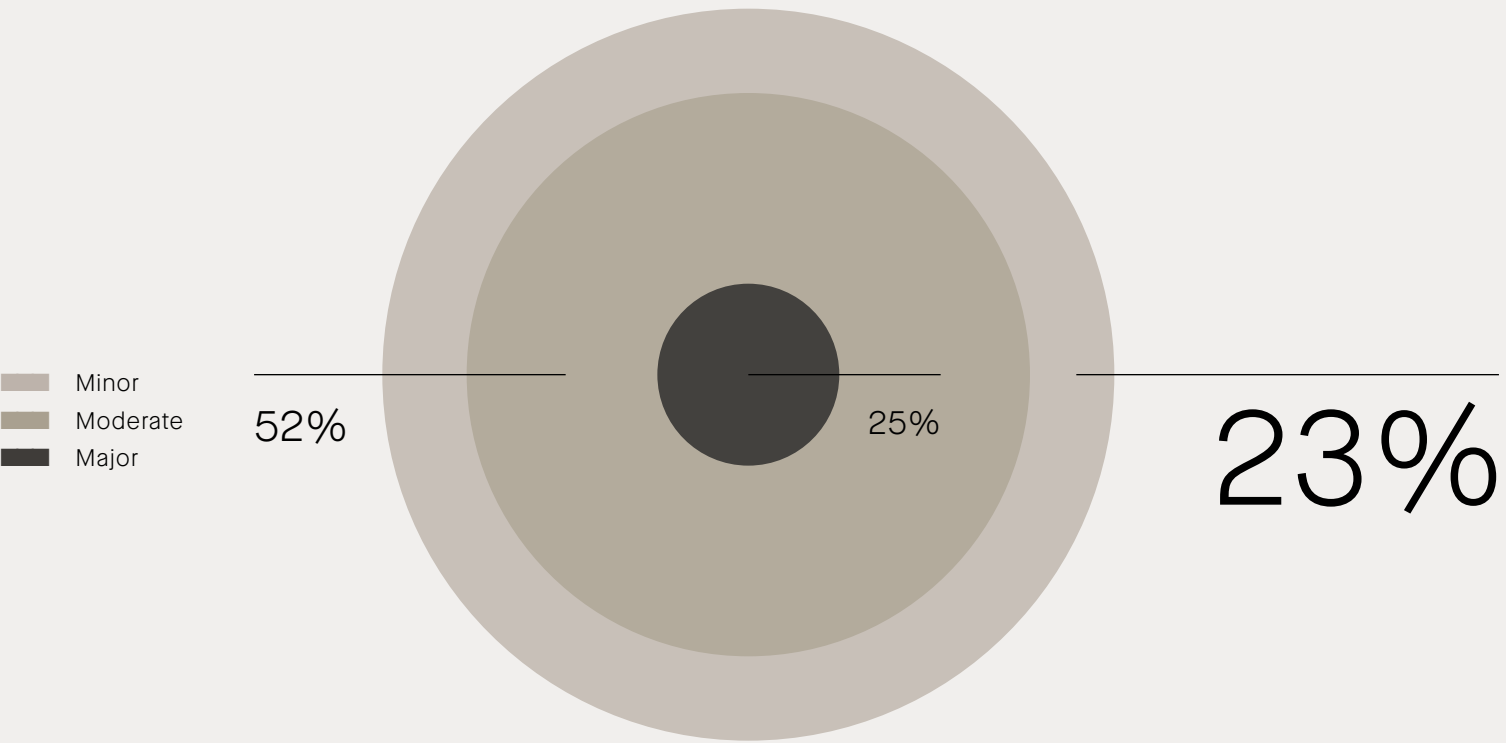
by production volume rather than by factory count, this consolidation influenced the overall rating distribution. Encouragingly, despite this dip, all audited suppliers maintained strong performance, and we saw no significant changes in the nature of noncompliance findings. We openly share these results to remain transparent about long-term trends and acknowledge the ongoing complexity involved in continuously improving social responsibility standards across the apparel industry.

Our goal remains clear: to have 100% of our partners consistently receive green or yellow ratings year after year.

TIER 1 FACTORY AUDIT PERFORMANCE (2022–2024)



SEVERITY OF TIER 1 NON-COMPLIANCE FINDINGS (2024)



AUDIT ASSESSMENT FINDINGS CRITERIA

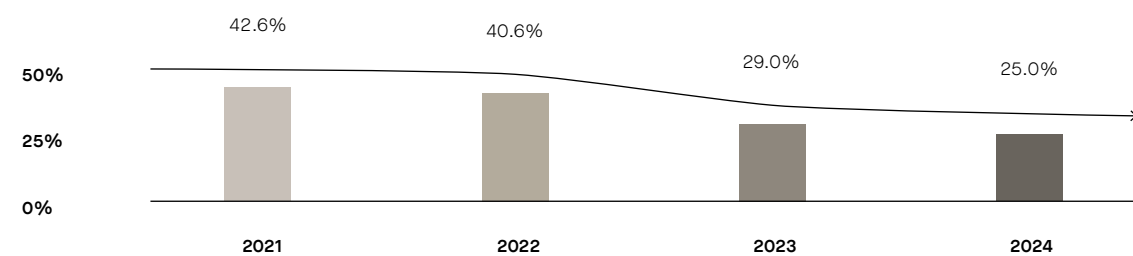
Audit assessment findings criteria are used to categorize the severity of noncompliance issues identified during factory audits. The assessment checklist has 300+ checkpoints and each checkpoint has a severity level from minor to Zero Tolerance (ZT). These classifications help prioritize corrective actions based on the potential impact on worker wellbeing, environmental safety, and legal compliance:

Minor	Moderate	Major	Critical	Zero Tolerance
Violations that impact and shall be remediated (e.g., housekeeping deficiencies, recordkeeping errors, minor non-compliance with regulations).	Violations that have a lesser impact but still require careful review and resolution (e.g., inadequate management systems, absence of age verification procedures, inadequate health and safety measures, insufficient worker training).	Violations that impose a negative impact and require prompt attention and resolution (e.g., absence of labor contract with all workers, violations with legally mandated protection for juvenile workers, inappropriate or intrusive security practices, absence of legally required certificates or approvals for health and safety).	Violations that impose less severe impact than Zero Tolerance but still demand immediate attention and resolution (e.g., historical child labor, lack of accurate or true payroll and time attendance records for review, verbal harassment and abuse, excessive recruitment fees and restriction of movement).	The most severe violations that can have significant and long-lasting impact on the health of people and the environment (e.g., child labor, forced labor, bribery, physical and sexual harassment and abuse).

Consistent with previous years, health and safety issues remained the leading category of noncompliance, accounting for over half of audit findings. Most were moderate infractions, such as missing safety labels or improper use of protective equipment. More serious findings, such as missing safety equipment (like needle guards on sewing machines) or partially impeded pathways, were less common but remain a focus for improvement. Labor-related findings were primarily linked to overtime hours beyond standard practices, most commonly during peak production seasons.

Everlane prioritizes addressing critical, major, and moderate findings through structured corrective action plans (CAPs). We work closely with factory management to resolve issues promptly, conduct root-cause analyses, and implement preventative measures to reduce future violations. As a result of this ongoing effort, we have continued to see a decline in major noncompliance findings year-over-year, reinforcing our commitment to continuous improvement in workplace conditions and worker well-being.

MAJOR SEVERITY IN NONCOMPLIANCE FINDINGS (2021–2024)



NONCOMPLIANCE FINDINGS BY AUDIT CATEGORY (2024)

	Health and Safety	Labor	Management System	Environment	Business Ethics
Minor	10	15	1	4	0
Moderate	50	13	1	0	0
Major	29	8	0	0	0
Critical	0	0	0	0	0
Total	89	36	2	4	0

Year over year, we’ve seen a decline in major audit findings—a sign that long-term investment in workplace improvements delivers real results.





BETTER BUYING INSTITUTE

ACCELERATING CHANGE THROUGH SUPPLIER-LED FEEDBACK

In 2024, Everlane partnered with the [Better Buying Institute](#) (BBI), a nonprofit that promotes transparency by enabling suppliers to provide confidential, authentic feedback on their partner brands' purchasing practices. Through this innovative partnership, we flipped the script on supplier ratings and empowered our suppliers to anonymously evaluate Everlane's business and purchasing practices. This process allows our suppliers the opportunity to share insights and feedback regarding how our business practices might affect their efforts to maintain responsible supply chains.

By inviting suppliers to share their experiences through confidential, anonymous surveys, we received valuable feedback from all of our Tier 1 factory partners on areas including order timelines, purchasing negotiations, communication clarity,

and how our decisions impact their ability to uphold ethical labor standards and environmental commitments. This open and transparent feedback helps us pinpoint specific opportunities to improve our own processes, especially concerning responsible purchasing practices, clearer communication, and supportive strategies for managing shifts in business needs.

We remain committed to conducting supplier surveys through BBI twice each year, reflecting our dedication to accountability, continuous improvement, and two-way collaboration with our suppliers. The insights gained will help us proactively strengthen supplier relationships, refine our internal practices and policies, and drive meaningful change toward fairer, more sustainable partnerships benefiting both our suppliers and Everlane.

TIER 2 FACTORY PERFORMANCE AUDITS

In 2024 we expanded our audit efforts to include our strategic Tier 2 factory partners, the key material production stakeholders in our supply chain who have historically received little audit attention within the apparel industry, particularly from brands of our size.

Throughout the year, we conducted first-time audits with our Tier 2 factory partners representing 75% of our strategic business volume (and 65% of our total business volume). These suppliers produce the fabrics and materials that make up the majority of our finished products. While we maintain strong, direct relationships with them, our order volumes make up much less than 5% of their total business volume, limiting our leverage to influence improvements in social and environmental responsibility. Despite this challenge, expanding our auditing efforts to Tier 2 was a critical step in strengthening our social responsibility commitments. This process provided valuable insights that will help us refine our approach and create more meaningful engagement with our material suppliers in the future.

In our first full year auditing Tier 2 suppliers, we observed performance ratings ranging from green to red, revealing both clear areas for growth and challenges specific to the Tier 2 level of our supply chain. Tier 2 suppliers, who handle material production processes such as spinning, weaving, knitting, and finishing, were often less familiar with the audit process and lacked the structured policies and documentation typically established through regular audits at Tier 1 factories. For instance, in November 2024, one Tier 2 supplier received a red rating on their initial audit, largely due to health and safety gaps and insufficient preparedness regarding auditing practices. Unlike our more experienced

Tier 1 factories, this supplier was less familiar with standard audit procedures and documentation requirements. Following this assessment, our team immediately implemented a targeted corrective action plan (CAP), working closely with the supplier to address the issues identified through training, action plans, and hands-on support in their local language. Our ongoing engagement will ensure verified improvements before the supplier undergoes a follow-up audit later in 2025.

We also found that higher rates of noncompliance violations were most commonly observed in health and safety areas, including inadequate use of personal protective equipment (PPE), improper chemical storage, and excessive noise levels. These findings were unsurprising, given that Tier 2 production involves high-speed machinery and intensive material processing.

While our 2024 Tier 2 audits revealed significant challenges, they also mirror patterns we observed in early assessments of Tier 1 factories, which notably improved over time through consistent audits, education, and guidance. Recognizing these challenges provides us with an important starting point to support Tier 2 suppliers in developing stronger safety policies and practices. It also highlights a broader need for our industry to reconsider how audits that were initially set up to evaluate Tier 1 garment manufacturing facilities can be more effectively tailored to address the unique operational contexts of Tier 2 fabric and material production. Everlane remains committed to collaborating with industry peers to improve auditing methods, ultimately strengthening our evaluation methods to ensure our auditing protocols are adequately capturing the unique risks, challenges, and working conditions present at different tiers of the supply chain.

TIER 2 FACTORY AUDIT PERFORMANCE (2024)



ADVANCING FAIR AND LIVING WAGES

Ensuring fair wages and gender pay equity is a fundamental expectation for our factory partners. Since 2015, 100% of our Tier 1 factories have paid at or above the local minimum wage, with wages averaging 26% higher than legal requirements in 2024. Additionally, since 2022, our factories have maintained a 100% gender pay affirmation rate, confirming that women are compensated at least equally to their male counterparts.

As outlined in our [2023 Impact Report](#), achieving fair and equitable wages is just one step on the broader journey toward a living wage. A living wage is essential for improving workers' quality of life, providing financial security for families, and enabling long-term economic stability. We support the collective push within the apparel industry to establish living wage standards and recognize that systemic change requires collaboration across brands, suppliers, governments, and advocacy organizations.

One way we contribute to this progress is by prioritizing standards and supplier partnerships that support fair compensation. This includes working with factories certified to the Global Organic Textile Standard (GOTS), which now requires certified suppliers to meet living wage benchmarks and demonstrate progress over time. Beyond certification, we also work with suppliers that are proactively investing in wage equity through independent audits and compensation programs. We collaborate with suppliers who are certified to Fair Trade standards, where premiums are often directed toward improving wages and working conditions at the factory. We also work with partners who have conducted living wage assessments aligned with the Global Living Wage Coalition or are members of the Fair Wear Foundation. Each of these efforts plays a key role in advancing wage equity across our supply chain and the industry.

In 2024, 15% of our Tier 1 suppliers, representing 37% of our production volume, were Fair Trade Certified. An additional 10% of our Tier 1 suppliers, accounting for 7% of production volume, have already achieved living wage benchmark standards, while another 30%, representing 60% of our volume, are actively conducting living wage analyses.

We recognize that achieving a living wage across the industry will take time, and we acknowledge that our own progress in this area is ongoing. However, we remain committed to this work, ensuring that we align with organizations and suppliers dedicated to wage transparency, fair compensation, and systemic improvements that move the industry closer to a future where all workers earn a living wage.

NEXT STEPS TO PRIORITIZE PROGRESS

We hold a deep belief that meaningful progress in social responsibility is built on long-term relationships, continuous learning, and collective action. In our experience, there are three key pathways to driving year-over-year improvement in supplier performance. First, we continue to build long-term, trust-based relationships with our factory partners, which allows us to move forward together. Second, as our business grows, we expand our influence within partner factories, creating more opportunities to support higher standards for working conditions and environmental practices.

Third, and perhaps most critically, we recognize that real change requires collaboration across the industry. Many apparel brands share the same supply chain partners, and with that comes a shared responsibility and opportunity. Working together with our peers offers a real chance to align on expectations, reduce audit fatigue, and push for lasting change across the global apparel industry that no single brand can achieve alone.

Our recent expansion of social compliance audits into Tier 2 facilities provided valuable insight into how responsibility is managed deeper in the supply chain and where current tools and frameworks fall short. We found that existing systems for assessing social and environmental practices in Tier 1 garment factories are not always designed for the complexity and diversity of suppliers that operate further upstream. This experience raised important questions about how brands like ours and the industry more broadly can better support responsible practices beyond the final stages of production.

We are proud of the progress we've made, but we know that Everlane is just one part of a much larger ecosystem. To drive the level of change the industry truly needs, we will continue to share what we've learned, champion collaboration, and support efforts that move all of us toward greater transparency, accountability, and impact at every level of the supply chain.

Social responsibility is built on long-term supplier relationships, continuous learning, and collective action.



In 2014, we created the Everlane Black Friday Fund as a way to give back to both our community and our customers. Since launch, we’ve raised over \$1.57 million dollars to support our partners and leave the industry cleaner than we found it.

2014

2015

2016

→

SOLAR PANEL
INSTALLATION

All profits, totaling \$30,000, went towards improving our factory in Hangzhou, China (where we make our silk button-down shirts) by installing solar panels to ensure hot water access in dormitories.

WELLNESS INITIATIVE
FOR 80 WORKERS

All profits, totaling \$110,650, went towards a wellness initiative for 80 workers in our LA partner factory, including doctor visits and a healthy food program.

8,000 HELMETS

All profits, totaling \$117,760, purchased 8,000 helmets for workers in one of our Ho Chi Minh partner factories, the majority of whom previously commuted without proper head protection.

2017

2018

2019

2020

→

HYDROPONIC FARM
INSTALLATION

Profits went towards installing three hydroponic farms made from old shipping containers at Saitex, our clean denim partner factory in Bien Hoa, Vietnam. Our \$300,000 donation provides 4,000 workers with fresh organic produce.

20,000 LBS OF PLASTIC
CLEANED OFF BEACHES

Our \$260,000 donation to the Surfrider Foundation went towards removing 20,000 lbs of plastic pollution from beaches.

CAMPAIGNS AGAINST
SINGLE-USE PLASTIC

All profits, totaling \$300,000, were donated to Oceana to fund one full year of educational campaign efforts against single-use plastic in three major markets.

2.1+ MILLION MEALS

Our first site-wide sale coinciding with the pandemic drove \$181,557 in profits that we donated to Feeding America, helping provide 2 million meals to people in need.

2021

2022

2023

2024

→

13,333 ACRES CONVERTED
TO REGENERATIVE

In partnership with the Rodale Institute, we donated \$200,000 (or \$15 for every order placed) to help convert conventional farmland to regenerative agriculture.

TREES & SHADE FOR
LA COMMUNITIES

In partnership with TreePeople, we donated \$50,000 to help plant and maintain trees in the LA neighborhoods of South Gate and Cudahy, which are at the frontlines of shade inequity.

33,000 SHEEP FOR
REGENERATIVE GRAZING

We partnered with the New Zealand Merino Company to donate \$50,000 and kickstart regenerative grazing, restore native ecosystems, and promote soil health across 8 farms and 33,000 sheep in the ZQRX™ network.

170,000 LBS OF CLIMATE
BENEFICIAL™ COTTON

In partnership with Fibershed and Seed2Shirt, we sponsored six farms across California and the Southeast USA in their transition to growing Climate Beneficial™ regenerative cotton, building the future supply of this preferred fiber. Our \$50,000 donation will help cultivate 170,000 lbs of Climate Beneficial™ cotton across over 120 acres of land.

EVERLANE FOR EVERYBODY

Driving positive social and environmental change goes beyond simply setting goals; it's central to who we are and how we operate. We believe change starts from within, which is why we are dedicated to fostering a workplace where every team member feels valued, empowered, and inspired to make a meaningful impact. Our approach is guided by four core values: Be Actively Inclusive, Deliver the Best, Always Be Thoughtful, and Inspire Environmental Change. These principles shape our daily operations

and serve as the foundation for our efforts to advance diversity, equity, inclusion, and belonging (DEIB), support Employee Resource Groups (ERGs), and foster greater representation across gender and ethnicity. While we recognize the progress we have made, we know there is always more to do. With a focus on inclusivity, innovation, and environmental responsibility, we remain dedicated to building a culture that drives positive impact for our people, our communities, and the planet.



In 2024, our workforce* identified as 77% female and 58% BIPOC.

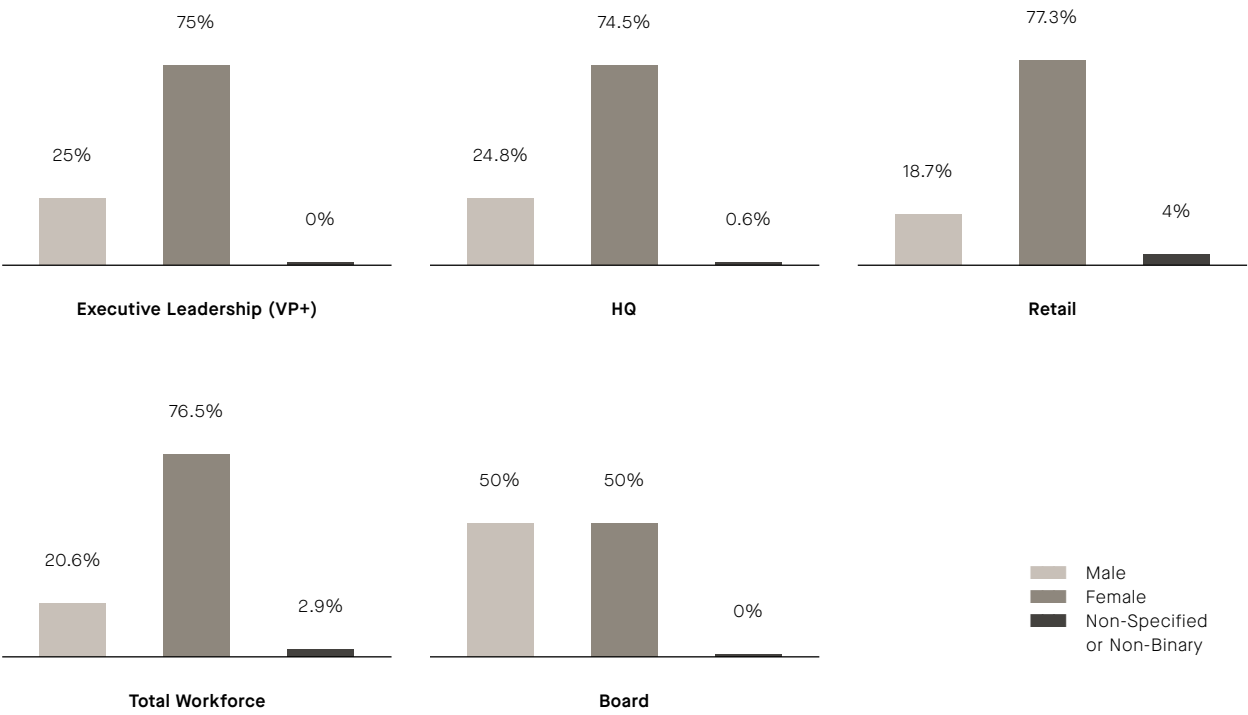


*Board is not included in workforce

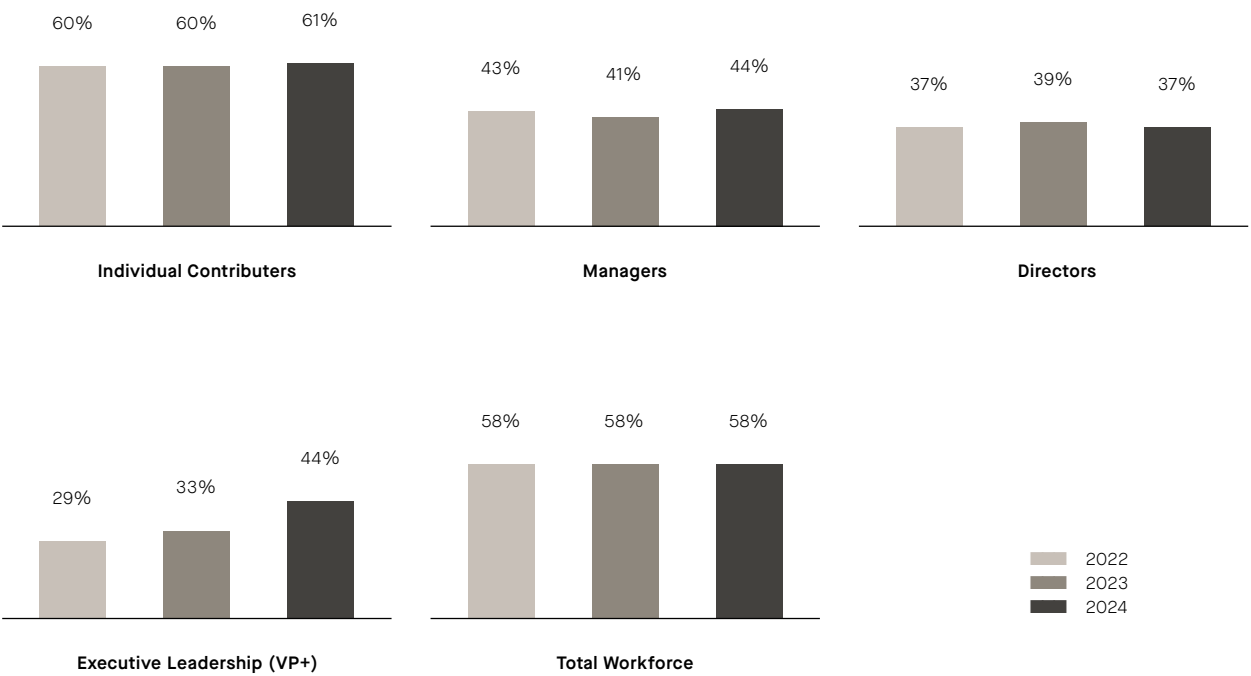
Our team's diversity remains a core strength, bringing a range of perspectives that drive our work forward. We are committed to fostering an inclusive environment where every employee feels valued and supported. While there is more work to be done, we remain dedicated to attracting, developing, and empowering a diverse workforce. With a focus on increasing representation and amplifying historically marginalized voices, we remain dedicated to building a culture where all team members can thrive and contribute meaningfully to our mission.

Representation at all levels of our company is essential to fostering an inclusive and equitable workplace, and we are proud to see an increase in BIPOC representation within our Manager (3%+ YOY) and Executive Leadership (11%+ YOY) positions this year. This progress reflects our ongoing efforts to refine hiring practices, ensure job descriptions use inclusive language, remove unnecessary education requirements, and equip hiring managers with training to reduce bias and promote equitable decision-making. A leadership team that reflects the diversity of our workforce helps ensure that diverse voices are considered in shaping our company's future.

GENDER IDENTITY (2024)



TEAM MEMBER RACIAL IDENTITY
PROGRESS OVER TIME (% BIPOC)



EMPLOYEE RESOURCE GROUPS

Our Employee Resource Groups (ERGs) remain vital spaces for employees to build meaningful connections, exchange ideas, and learn from one another. While participation dipped slightly this year, we're encouraged that we still achieved our target of 20% employee engagement in ERGs. These groups continue to promote an inclusive environment,

enhance professional development, and support alignment with our broader company objectives. We currently have three active ERGs: Latinx, EverBlack, and Kin*, each playing an important role in celebrating diversity and ensuring every team member feels empowered and supported.



*For descriptions and mission statements of our ERGs, please see page 83 of our [2022 Impact Report](#).

DELIVER THE BEST BY
SUPPORTING OUR TEAM

LIVING WAGE

We’re proud that 100% of our direct employees earn at or above their local legal minimum wage, and all full-time employees receive compensation meeting or exceeding the living wage threshold*. Although our team includes both part-time and full-time roles, living wage standards are particularly crucial for our full-time employees, as their income from the company typically represents their main source of financial support.

EMPLOYEE FEEDBACK MECHANISMS

Butterfly, our monthly anonymous team member survey, provides a confidential way for employees to

share feedback about their experience at Everlane. The tool helps people managers respond to team needs and make timely improvements, while also giving insights to broader trends across the organization. We set internal goals around Butterfly response rates, mood scores, and Employee Net Promoter Score (eNPS) to ensure ongoing improvement and accountability. In addition, all team members have access to EthicsPoint, a secure third-party hotline that offers a confidential option for raising concerns anonymously when direct communication or Butterfly may not feel comfortable, ensuring everyone at Everlane has a trusted resource for speaking up safely and effectively.

LEARNING AND DEVELOPMENT

In 2024, we expanded our commitment to continuous growth and professional development across the organization:

Developed the Leadership
Essentials Program

Designed to strengthen leadership skills, foster continuous professional growth, and encourage collaboration through group learning.

Company-wide LinkedIn
Learning Subscriptions

Provided all team members with paid LinkedIn Learning accounts to expand skill-building and professional development opportunities.

Unconscious Bias & Microaggressions
at Work Webinar

Hosted an interactive webinar led by INSPIRA to support employees in identifying and addressing unconscious biases and microaggressions in the workplace.

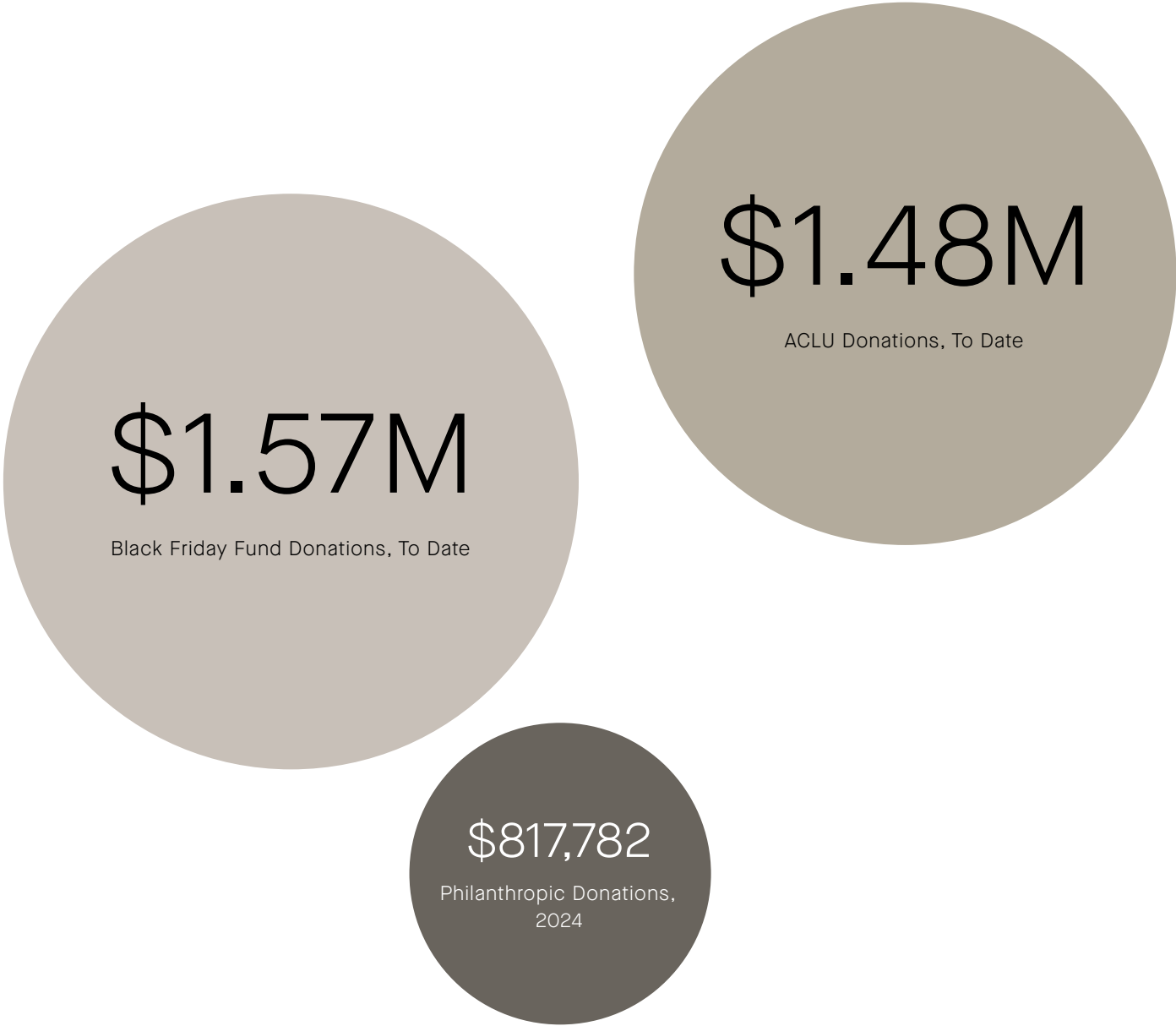


*For our benchmarking purposes, we utilize the Living Wage benchmark set by Living Wage for U.S., Inc., which was created in alignment with the Global Living Wage Coalition & Anker Methodology.

EMPOWERING IMPACT

Meaningful philanthropy begins with thoughtful partnerships. We carefully select partners who share our dedication to social impact, environmental justice, and making a lasting difference in communities around the world. Our philanthropic approach emphasizes collaboration with nonprofits

and organizations whose missions align closely with our values, enabling us to collectively amplify positive change. This approach is exemplified by initiatives like our annual Black Friday Fund, where we give back by donating funds that directly support organizations driving environmental responsibility and social equity. See a full list of our philanthropic partners and donations in the [appendix](#).





PURPOSE IN EVERY STEP

MAXIMIZING THE IMPACT OF HIGH-QUALITY FOOTWEAR

We fundamentally believe that quality products should have a lasting impact in how they are made and in how they are used. In 2024, we partnered with [Children's Hope in Action \(CHIA\)](#) and The Quảng Nam Union of Friendship Organizations to donate 2,578 pairs of The Day Heel to women and girls in underserved communities across Quảng Nam province, Vietnam. This initiative reflects our broader commitment to social responsibility and resource stewardship, ensuring that any excess product reaches those who need it most.

Through this partnership, the shoes were provided to high school girls and women's community organization members, many of whom are part of minority tribes and face economic challenges. In many of these communities, access to durable and well-made professional footwear is limited, making this donation a valuable resource that supports mobility, education, and everyday life.

By working with organizations that directly support local communities surrounding our factories, we ensure that any excess inventory can serve a greater purpose while reinforcing our commitment to circularity and positive social impact. This donation was just one of several charitable partnerships we engaged in throughout the year.

Driving meaningful environmental change requires action at every level—within our business, across our partnerships, and through policy engagement. We believe that progress happens when companies take responsibility not only for their own impact, but also for shaping a more responsible system. By embedding environmentally conscious decisions into our operations and business metrics, collaborating with like-minded partners to scale solutions, and advocating for policies that drive systemic change, we are using our platform to accelerate the transition to a cleaner industry. Change is not just necessary—it’s possible, and we are committed to leading the way.

2024 was another important year for legislation aimed at fashion sustainability. Building on the work we started in 2022, we continued to meaningfully engage with policy makers, NGOs, and activist organizations to inform and support much-needed systems change across a range of sustainability-focused legislation. (To read about all of the legislative actions Everlane has publicly supported, please reference our previous years’ [Impact Reports](#).)

Most importantly, we are proud to have been part of shaping and supporting the California Responsible Textile Recovery Act (SB 707, PASSED Sept. 28, 2024), the inaugural extended producer responsibility (EPR) bill aimed at tackling textile waste. Everlane signed onto SB 707 because we recognize that the industry needs to do a lot more to combat textile waste and the overproduction/overconsumption cycle. Comprehensive regulations like this will provide critical support to building the necessary infrastructure and funding to spur innovations in reuse and textile-to-textile recycling.

Beyond supporting critical legislation that will drive our industry forward, we also believe in the power of change through thought leadership. In 2024, our sustainability team gave their time and expertise to external audiences 40+ times by giving lectures to students, speaking on industry panels, and providing commentary and guidance on important issues through press outlets and industry working groups.

Progress happens when companies take responsibility not only for their own impact, but also for shaping a more responsible system.



CLOSING THOUGHTS

As we look back on the past year, one thing is clear: our strategy is delivering real results. By aligning our sustainability strategy with our business strategy and focusing on the highest-impact areas first, we've made meaningful progress, proving that smart, decisive action can drive change.

At the same time, the global challenges we face—climate change, biodiversity loss, and the pressures on our industry—are a stark reminder that there is still much to do. But we remain steadfast in our commitment, not just for our business and customers, but for the health of the planet and the life it supports. Progress is possible, and with the right partnerships and collective action, we can transform our industry for the better. The work ahead won't be easy, but it's work worth doing, and we are ready to keep pushing forward.

PROGRESS IS POSSIBLE

Progress is not only necessary—it’s happening. We’ve made substantial progress since we established our comprehensive sustainability strategy just four years ago, proving that real, transformational change is possible. While this work is complex and nuanced, our results show that thoughtful, strategic action drives impact. By making intentional choices, investing in innovation, and fostering collaboration, we are moving the needle in meaningful ways. The path forward won’t always be linear, but every step—big or small—brings us closer to our goals.

STAY THE COURSE

Progress takes time, persistence, and a willingness to tackle challenges head-on. As we navigate the complexities of our business and value chain, we remain committed to investing in solutions that drive lasting impact. The work ahead requires patience and a long-term mindset—some returns on investment won’t be immediate, but they will be meaningful. We are in this for the long haul.

LEAD THROUGH PARTNERSHIPS

The scale of change needed to address climate change, biodiversity loss, and their impacts on human well-being cannot be achieved alone. Real transformation happens when businesses, suppliers, policymakers, and even competitors come together to drive collective action. By fostering a culture of collaboration, sharing resources, and holding ourselves accountable, we can accelerate progress across our shared supply chain and beyond. Diverse perspectives and shared investment aren’t just valuable—they’re essential to achieving lasting, systemic change.



2024 PARTNERSHIPS

STRATEGIC PARTNERS

- Altana AI

→ American Apparel & Footwear Association (AAFA)

→ Anthesis Group

→ Apparel Impact Institute (Aii)

→ Better Buying Institute

→ bluesign

→ Business Ambition for 1.5°C

→ California Product Stewardship Council

→ CanopyStyle

→ Carbonfact

→ Cascale

→ Ceres

→ Circ

→ Circular Fashion Coalition

→ Coalition to End Uyghur Forced Labour

→ Converge Firm

→ CLO 3D

→ Debrand

→ Deforestation-Free Call to Action for Leather

→ Earth Blox

→ EON

→ Fashion For Good

→ Fashion Takes Action

→ Fibershed

→ Fibretrace
- Flexport.org

→ Futerra

→ Happy Returns

→ Headspace

→ Jeanologia

→ Leather Working Group (LWG)

→ Living Wage for U.S., Inc.

→ LRQA

→ Manufacturer Carbon Action Program (MCAP)

→ Native

→ Open Supply Hub

→ Planet FWD

→ Poshmark

→ Project Drawdown

→ Pure Strategies

→ Responsible Business Coalition

→ Retraced

→ Seaman Paper

→ Seed2Shirt

→ Statewide Textile Recovery Advisory Committee

→ Textile Exchange

→ Textile Genesis

→ Transparency Pledge

→ UN Conscious Fashion & Lifestyle Network

→ Worldly (formerly Higg)

→ World Wildlife Fund (WWF)



ABOUT THIS REPORT

This is Everlane's Annual Impact Report reporting on our 2024 progress. It was published on April 22, 2025, and the data contained in it covers the calendar year January 1, 2024 to December 31, 2024.

This report has been designed to provide details on our environmental, social, and governance practices within the scope of our key pillars: Keep Earth Clean, Keep Earth Cool, and Do Right by People. This year's Impact Report builds on the strategies and updates shared in our [previous reports](#) and is meant to be additive, rather than repetitive.

Everlane has approved Science-Based Targets for reducing GHG emissions in line with the 1.5°C pathway. The Science-Based Target Initiative has approved Everlane's near-term goal to reduce Scope 1 and Scope 2 market-based GHG emissions by 46% by 2030, compared to its 2019 baseline. In addition, Everlane has established a corporate goal of reducing its Scope 3 emissions by 55% per-unit produced by 2030, using the same baseline year of 2019. Everlane also has a validated long-term Science Based Target to achieve Net-Zero emissions by 2050.

Everlane is committed to United Nations Sustainable Development Goals and uses these goals to guide our social and environmental impact programs and collaborations. Based on our stakeholder

engagement efforts, we also believe these areas are important to our customers, partners, nongovernmental organizations (NGOs), and investors.

SCOPE OF DATA

The data and statements in this report are related to our most recent calendar year (2024). As we conduct our reporting annually, our Impact Reports are released in the Spring of each year, utilizing data from the preceding year.

AUTHORSHIP AND SUSTAINABILITY GOVERNANCE

This report was authored by The Sustainability Team at Everlane, Katina Boutis and Michi Fried, who are responsible for the brand's social impact and environmental responsibility initiatives and progress. This team works cross-functionally with almost every team at the company. Ultimately, the governance and accountability of our mission and sustainability efforts are overseen by our Executive Team and Board of Directors.

This report was written with the support and guidance of Pure Strategies in accordance with ESG reporting principles.



APPENDIX

MATERIALS

Topic Area	Goal	Timeframe	2024 Progress	Comments
Materials	100% of fibers & materials used by volume meet our Preferred Standards	2025	On Track 90% complete	Preferred Standards refer to materials that have measurably lower environmental impacts or improved social impacts, and are supported by a robust chain of custody system and recognized industry standard or certification. In 2024, we achieved our milestone of transitioning 90% of our materials by volume to preferred, lower-impact alternatives, with 5% by volume meeting our "Improved" standards. See our Preferred Materials Standards here .
Materials	100% of virgin leather used meets Leather Working Group Silver or Gold Standards	2025	Complete 100%	We achieved this goal in 2024 by transitioning the final 1% of legacy leather by volume without an LWG certification. We will continue to ensure compliance as we move forward with more progressive goals in the future.
Materials	100% of MMCFs used are sourced from FSC certified, responsibly managed forests	2025	Complete 100%	We achieved this goal in 2022, and will continue to ensure compliance as we move forward with more progressive goals for MMCFs. See our Responsible Forestry Policy here .
Materials	100% of MMCFs used are sourced from processors rated 'Dark Green Shirt' by Canopy Style, including next-gen MMCF solutions	2025	Complete 100%	We achieved this goal in 2024, (up 20% from 2022) by transitioning out of our last remaining fabric that used a non-Dark Green Shirt rated supplier.
Materials	100% of polyester & nylon used are certified recycled	2025	On Track 96% complete	Down 1% from 2023 due to durability requirements in some yarns/fabrics that required the use of a very small percentage of virgin content for stability and longevity. We will continue to work towards our goal of achieving 100% recycled polymers.
Materials	100% of our animal fibers from certified recycled, responsible, or regenerative sources	2025	On Track 99.56% complete	Up almost 28% since 2022. Preference for recycled animal fibers. All sources must be verified through third party standards and certifications. "Responsible" refers to standards that ensure the well-being of farm animals and responsible land management, specifically: Responsible Wool Standard (RWS), Responsible Alpaca Standard (RAS), and Good Cashmere Standard (GCS). See our Animal Welfare Policy here .
Materials	100% of down used for insulated jackets/coats is sourced from certified recycled sources (Or use an approved down alternative)	2025	Complete 100%	We successfully accomplished this goal in 2021, but will continue to maintain it over time.
Materials — Packaging	100% of virgin plastics removed from all packaging	2021	Complete 100%	We achieved this goal in 2019 and will continue to ensure compliance.
Materials — Packaging	100% of paper-derived materials for packaging are sourced from either recycled or FSC-certified sources	2021	Complete 100%	We achieved this goal in 2019 and will continue to ensure compliance. See our Responsible Forestry Policy here .
Materials — Packaging	100% of small–medium sized product polybags transitioned to FSC-certified, recyclable versions	2025	On Track 99% complete	As of 2023, only 1% of our polybags remain made with recycled LDPE and are primarily larger polybags that hold our bigger products like coats and outerwear. The remaining 99% are Seaman Paper Vela™ paper bags, an FSC-certified glassine paper alternative.

BREAKDOWN OF FIBER UPTAKE BY CONTENT & PREFERRED STATUS
(2024 TOTAL MATERIALS BY VOLUME)

Preferred Status	Materials	Percent of Total (%)	Total %
Preferred	Organic Cotton - GOTS certified	28%	90%
	Organic Cotton - OCS certified	27%	
	Linen - European Flax®	7%	
	Lyocell - Lenzing Tencel (FSC®)	6%	
	Recycled Polyester - GRS	5%	
	Responsible Wool - RWS	4%	
	Good Cashmere - GCS	3%	
	Regenerative Cotton - Regenagri	2%	
	Recycled Nylon - GRS	2%	
	Modal - Lenzing Modal (FSC®)	1%	
	Responsible Alpaca - RAS	1%	
	Viscose - Lenzing Ecovero (FSC®)	1%	
	Recycled Wool - GRS	1%	
	Viscose - Generic FSC®	<1%	
	Clean Silk - bluesign®	<1%	
	Regenerative Cotton - Good Earth Cotton®	<1%	
	Recycled Cashmere - GRS	<1%	
	Hemp	<1%	
	Triacetate - Generic FSC®	<1%	
	Recycled Cotton - GRS certified	<1%	
	Acetate - Naia (FSC/PEFC)	<1%	
Improved	Supima Cotton - Farm Traceable	5%	5%
Conventional	Conventional Cotton	4%	5%
	Virgin Elastane	<1%	
	Virgin Polyester	<1%	
	Virgin Nylon	<1%	
	Conventional Alpaca	<1%	
	Conventional Wool	<1%	

BREAKDOWN OF LEATHER UPTAKE BY TYPE
(2024 LEATHER TYPE BY TOTAL VOLUME)

Preferred	Leather	% of Leather	Total %
LWG Gold	Leather - Bovine LWG Gold	51%	82%
	Leather - Sheep LWG Gold	26%	
	Leather - Goat LWG Gold	5%	
LWG Silver	Leather - Bovine LWG Silver	12%	18%
	Leather - Goat LWG Silver	5%	

TRANSPARENCY & PRODUCT INTEGRITY

Topic Area	Goal	Timeframe	2024 Progress	Comments
Transparency & Product Integrity	100% of products on our website will qualify for at least one of our "Cleaner Fashion" icons	2025	On Track 94% complete	Up 12% from 2023. See our "Cleaner Fashion" icon website for more details.
Transparency & Product Integrity	100% Tier 3 supply chain traceability & transparency	2025	On Track 95%	Our adoption of preferred fibers and materials that are built on traceability and chain of custody will help us achieve this goal.
Transparency & Product Integrity	100% Tier 4 supply chain traceability & transparency	2025	On Track 85%	In 2024 we kicked off a traceability pilot with two innovative companies, with plans to adopt a solution in 2025. Our adoption of preferred fibers and materials that are built on traceability and chain of custody will help us achieve this goal.
Transparency & Product Integrity	100% visibility in leather supply chain to slaughterhouse level, per Deforestation-Free Leather Call to Action	2026	On Track 100% Finished Leather Tanneries 56% Wet-Blue/Wet-White Tanneries	We joined the Deforestation-Free Leather C2A in 2023 and started implementing management systems to achieve 100% sourcing from DCF sources by 2030. This starts with building relationships and gaining full supply chain visibility to at least the slaughterhouse level. No substantial chance since 2023.
Transparency & Product Integrity	Uphold the Transparency Pledge by providing transparency into our upstream supply chain partners and practices via our website and Open Supply Hub, providing updated data at least twice a year	Annual	Complete	We have been complying with the terms of the Transparency Pledge since 2021 and will continue to do so in future years. See our Factory List & Details on our website, and on the OSH .

CLEANER CHEMISTRY, WATER & WASTEWATER

Topic Area	Goal	Timeframe	2024 Progress	Comments
Cleaner Chemistry & Water	Increase Cleaner Chemistry practices in virgin fiber production to 85% by volume	2025	On Track 81% complete	Up 3% from 2023, putting us on the path to achieving this goal. Cleaner chemistry standards in virgin fiber production include: certified organic, regenerative, European Flax™, Canopy Dark Green Shirt, Clean Silk.
Cleaner Chemistry & Water	80% of our materials (by volume) meet our Cleaner Chemistry Standards	2025	On Track 78% complete	UP 13% from 2023, putting us on track to achieve our goal next year. Cleaner chemistry standards for materials include: bluesign®, ZHDC, GOTS, and GRS certifications and RSL compliance
Cleaner Chemistry & Water	Achieve low or medium EIM impact ratings for 100% of our denim wash recipes	2025	On Track 96% complete	Down 1% since 2023 due to carryover washes that we are working to address. We will work over the next year to amend carryover washes and set goals for new developments to achieve low and medium scores.
Cleaner Chemistry & Water	Adopt the bluesign® or ZDHC MRSL across 80% of Tier 1 and strategic Tier 2 suppliers by 2025	2025	On Track 61% complete	Up 16% from 2023. Cleaner chemistry MRSL includes the bluesign® or ZDHC MRSL.
Cleaner Chemistry & Water	Complete water footprint analysis and develop water footprint methodology	2024	On Track	This effort is the first-of-its-kind assessment that measured the comprehensive water footprint across Everlane’s primary materials, manufacturing processes, and product. The study was kicked off in early 2023 in partnership with the UC Santa Barbara Bren School, and completed in Summer 2024. We are using this study and insightful data it produced to inform our Nature & Biodiversity work and future goals (in-development).

CIRCULARITY, WASTE & END-OF-USE

Topic Area	Goal	Timeframe	2024 Progress	Comments
Waste & End-of-Use	100% of product damages diverted from landfill using the waste hierarchy to establish next-best use case	Annual	Complete	0% of damaged returns went to landfill. This is a recurring annual goal, focused on damaged 'seconds' generated through customer returns.

DEBRAND PARTNERSHIP: USING THE WASTE HIERARCHY IN ADDRESSING DAMAGED RETURNS (2024)

Waste Hierarchy Category	Everlane Efforts	% of Product	Key Learnings
Avoid & Reduce Waste	Avoid “Seconds” via Improved QC Processes & Light Refurbishment	≤ 5% of Total Returns	<p>We are able to avoid and minimize waste from the outset by tightening our quality control (QC) process for returns and incorporating light refurbishment.</p> <p>These efforts have lowered our seconds/damaged returns rate by half over the lifetime of this project.</p>
Reuse	Resale & Donation	84%	<p>84% of our damaged returns are perfectly usable, despite their cosmetic blemishes (fairly consistent from 2023). We are able to extend the life of these lightly worn products by selling them through resale partners or donating them to people in need.</p> <p>In 2024, 79% of these units were resold on the secondhand market, and 5% were donated with dignity to communities in need. We partnered with 3 reputable US-based resellers and 1 US-based donation partner.</p>
Recycle	Upcycle / Remanufacture	<1%	Building on our progress in 2023, we continued to partner with Make Aneew , a B2B Circular Design Recycling Center that recaptures value from damaged and discarded clothing through remanufacturing. Make Aneew creatively transforms this product by cutting around the damage and redesigning the remaining materials into an entirely new product in a repeatable and scalable way.
Recycle	Textile-to-Textile Recycling	<1%	<p>We continue to identify innovative textile recyclers and provide them with our damaged products that meet their particular specifications (details like fiber content, chemistries applied, application of trims, and volume minimums). In doing so, we are contributing to their pilots while gaining key learnings in the process. This is an exciting exit channel that is still in the nascent stages and has not yet been built for scale. This percentage is low in 2024 because we are working to consolidate volume to send to the innovators for future recycling trials. We hope to see a future where all damaged products can be turned back into feedstock for new yarns and fabrics.</p> <p>In 2024, we partnered with two innovative recycling partners. We expect this number to increase in the next few years as we identify new innovators that align with our product specs.</p>
Recycle	Downcycle / Fiber Reclamation	11%	<p>Products that do not meet the eligibility specs for textile-to-textile recycling trials, and that are too damaged for remanufacturing, are downcycled. These products are shredded into materials that are then repurposed into insulation, upholstery stuffing, and carpet padding. This statistic is flat from 2023.</p> <p>In 2024, we partnered with three vetted downcycling partners based in the US.</p>
Energy Recovery	Waste-to-Energy	4%	<p>Products that are not eligible for downcycling solutions are put through a waste-to-energy process, whereby products are combusted in specialized plants and converted to electricity. This is the last resort option for damaged products and primarily consists of damaged footwear, which currently do not have opportunities for recyclability (this excludes the Forever Sneaker, which was designed for recyclability).</p> <p>In 2024, we partnered with one waste-to-energy partner based in the US.</p>
Landfill	Waste	0%	Due to our ongoing efforts with Debrand, 0% of our damaged returns go to landfill year after year.

Topic Area	Goal	Timeframe	2024 Progress	Comments
Climate	Reduce Scope 1 & 2 emissions by 46% (absolute) against 2019 baseline	2030	On Track 63% market-based reduction in 2024	We purchased RECs to offset the entirety of our Scope 2 emissions in 2024.
Climate	Reduce Scope 3 emissions by 55% (per unit produced) against 2019 baseline	2030	On Track 44% reduction in 2024	With our 2024 progress, we are more than half-way towards achieving our 2030 SBT for Scope 3.
Climate	Achieve Net-Zero Emissions (90% absolute reduction) against 2019 baseline	2050 (or sooner)	On Track 52% reduction in 2024	With our 2024 progress, we are more than half-way towards achieving our 2050 SBT for Scope 1–3 reductions.
Climate	Purchase high quality RECs for 100% of HQ & Retail electricity year over year	Annual	Complete	This is a recurring annual goal that we will continue to support. In 2024 we also purchased RECs to offset our 2024 Scope 2 emissions attributed to our 3PL warehouse. See our AB1305 Disclosure here .

ANNUAL EMISSIONS MEASUREMENT TABLE
(RE-BASELINED 2019–2024)

Annual Emissions (MT CO ₂ e)		2019	2024
Scope 1	Direct Emissions		
	Natural Gas (HQ & Retail)	55	56
Scope 2	Indirect Emissions (Market-Based)		
	Electricity (HQ & Retail)	96	0
Scope 3	Value Chain Emissions		
3.1.1	Purchased Goods & Services (Product)	110,340	57,987
3.2	Capital Goods	15,672	—
3.3	Fuel & Energy Related Activities	33	78
3.4	Upstream Transportation & Distribution	2,260	2,790
3.5	Waste Generated in Operations	2	—
3.6	Business Travel	1,141	422
3.7	Employee Commuting	213	1
3.9	Downstream Transportation & Distribution		63
3.11	Customer Use*	4,029	4,057
3.12	End of Life	1,900	1,320
Total Scope 1–3		135,741	66,774
Total Scope 1–3 Excluding Customer Use (SBTi Reporting)		131,713	62,717

RE-BASELINING WITH CARBONFACT

In 2024 we re-baselined our emissions inventory to align our calculations with the most up-to-date standards, industry best practices, and scientific guidance in partnership with [Carbonfact](#). In this process, we updated emissions factors, incorporated more precise data inputs that were previously not available, and enhanced methodologies that better reflect the full scope of our impact. Periodically re-baselining our footprint ensures consistency in reporting over time, enabling us to track progress against our climate targets with greater accuracy and integrity. By continuously improving the way we measure our

emissions impact, we can ensure that our reduction strategies are as effective as possible on our path to achieving our long-term sustainability goals.

While re-baselining may result in adjustments to our previously reported figures, it does not change our commitment to ambitious emissions reductions. Instead, it strengthens our ability to make informed, science-driven decisions that drive real climate action, incorporating the most current emissions factors, updated scientific research, and aligning with the most up-to-date greenhouse gas frameworks and protocols.

SBTI REPORTING GHG EMISSIONS TABLE
(RE-BASELINED 2019–2024)

GHG Emissions (MT CO ₂ e) (Excluding Customer Use)	2019	2019	Absolute Percent Reduction Scope 1–3 (2019–2024)
Scope 1	55	56	
Scope 2 (Market-Based)	96	0	
Scope 2 (Location-Based*)	96	308	
Scope 3	131,562	62,661	
Total	161,713	62,717	52%

GHG EMISSIONS & INTENSITY REDUCTION PER-UNIT PRODUCED
(SCOPE 3 SBTI TARGET)

Product Carbon Footprint	2019	2024
Scope 3 GHG Emissions (MT CO ₂ e)	131,562	62,661
Weighted Average GHG Emissions Per Unit (kg CO ₂ e)	33.90	18.88
Intensity Reduction from 2019 Baseline	—	44%

*We saw an increase of Location-Based Scope 2 emissions by 141% since our 2019 baseline. We attribute this to the opening of new stores, expansion of our headquarter footprint, and moving distribution centers since our baseline year. Our Scope 2 SBTi Target is based on Market-Based metrics, which account for renewable procurements and RECs. However, we will continue to focus on energy and electricity efficiency measures in our built environment to minimize this impact as much as possible.

SUPPLIER RESPONSIBILITY

Topic Area	Goal	Timeframe	2024 Progress	Comments
Supplier Responsibility	100% of partner factories achieve Yellow or Green ratings on social compliance audits	2024	Complete 100%	2024 is the first year we achieved 100% of Tier 1 suppliers meeting our highest levels of social compliance on their audit scores. Our goal is to now achieve this level year after year. Yellow or Green scores are awarded a 70–100% on the ERSa 3.0 Standard of grading. All scores below 100% are required to complete CAP management to show plans for improvement of findings.
Supplier Responsibility	Support Worker Voice by ensuring there are grievance mechanisms in place at factories, that workers feel safe while at work, and free from retaliation for reporting any grievances	Annual	Complete	100% of audited factories are responding to our Worker Sentiment Survey, the first step in supporting Worker Voice. We address findings with factory management and worker representatives when applicable. Workers also have a direct line of contact to the Everlane team via email, where they can report concerns directly to our team.
Supplier Responsibility	100% of Tier 1 factories pay above local minimum wage to all workers	Annual	Complete	We collect in-depth wage data as part of our annual social compliance audits, and aim to work with suppliers that are investing in their workers by paying above the legal minimum wage.
Supplier Responsibility	Benchmark living wage standards at our top 5 (by volume) Tier 1 suppliers	2030	On Track 4 completed	We collect in-depth wage data as part of our annual social compliance audits, and are building on this verified data collection to benchmark living wage standards in our highest volume driving Tier 1 factories. In 2024, 4 suppliers completed living wage benchmarks.
Supplier Responsibility	Verified Higg FEM adoption across 100% of Tier 1 suppliers & 80% of Tier 2 suppliers (by production volume)	2026	On Track 98% of Tier 1 and 87% of Tier 2 complete	Everlane requires HIGG vFEM adoption across our Tier 1 and strategic Tier 2 supplier base as part of our terms and conditions. Suppliers who are not currently reporting will have 2 years to comply and must report each year thereafter.
Supplier Responsibility	Complete social compliance assessments at 100% of our strategic Tier 2 supplier facilities	2030	On Track 75% by volume complete	Up 49% from 2023, 75% of our strategic Tier 2 suppliers (by volume) have undergone a social compliance audit or had a relevant equivalency report conducted.

OUR AUDITING AND CAPACITY BUILDING PROTOCOL

We’ve developed a three-stage auditing and risk protocol, so we can have eyes and ears at each facility—even if we can’t physically be there. For additional detail, please refer to our [2022 Impact Report](#), page 45.

Audit Protocol Stage	Overview	Additional Details
1: Initial Risk Assessment	We evaluate the potential partnership of a new supplier through our Initial Risk Assessment, which is rooted in our due diligence protocols. This allows us to determine if a prospective factory meets our social and environmental responsibility standards so we can move forward with a partnership.	<div>→ Code of Conduct Alignment: Conduct in-depth reviews of internal policies and practices to ensure prospective suppliers are aligned with Everlane's Code of Conduct.</div> <div>→ Procedure Evaluation: Evaluation of supplier through self-assessment questionnaire, certification & documentation review, environmental practice review, and management of worker well-being programs at the facility. We also review and prioritize partnerships with facilities that hold additional certifications, including B Corp/Fair Trade/Fair Wear Foundation and SLCP/Betterwork.</div> <div>→ Country-Level Risk Assessment: Evaluate inherent country/region risk through the use of public and proprietary indices measuring risks of foreign migrant workers, wages, and freedom of association, among other things. We also use LRQA's Sentinel, an adverse media screening tool used to scan existing and prospective suppliers for ESG controversies across the web, to identify risks and determine which sites require further due diligence.</div>
2: Annual Verification and Grievance Mechanism Assurance	We partner with third-party, APSCA-certified audit firm LRQA to carry out annual verification and worker sentiment surveys at our Tier 1 factories and strategic Tier 2 mills.	<div>Annual Verification can take place in one of two ways, outlined below:</div> <div>→ On-Site Audits: We require third-party, unannounced on-site social compliance audits which cover 350+ compliance checkpoints, from health & safety issues to chemical management.</div> <div>→ Equivalency (EQ) Reports: To maintain our high standards while alleviating audit fatigue, we partner with LRQA to perform equivalency mapping. This process takes recent audits conducted by entities other than Everlane at our lower-risk facilities and compares the results against our auditing requirements. These “EQ” reports allow for direct comparison with our standard protocol, ensuring data-driven comparability on the same grading scale for actionable next steps with a factory partner.</div> <div>We also require an added form of grievance mechanism, which occurs during annual verification:</div> <div>→ Worker Sentiment Surveys (WSS): Surveys are conducted during audits where workers can anonymously comment on topics such as harassment, discrimination, access to factory grievance mechanisms, management communication, and wage fairness. While facilities are expected to have their own internal, anonymous grievance mechanisms, we use these surveys as an added form of a grievance mechanism and to identify trends and patterns in worker sentiment, guiding efforts to enhance employee satisfaction, engagement, and productivity, and to create the factory's corrective actions and training.</div>
3: Continuous Improvement	To support our factory partners in continuous improvement, we offer capacity-building training and support. This includes thorough analysis of audit findings, assistance in developing Corrective Action Plans (CAPs) and improvement training, and clear expectations for addressing and resolving issues using root-cause analysis.	<div>→ Corrective Action Plans (CAPs): Following each audit or EQ, an extensive CAP is generated detailing audit findings and proposed solutions. Suppliers are required to demonstrate progress toward meeting our standards and provide evidence of corrective actions within an agreed-upon timeframe based on the severity and topic of findings. Any assessment that receives less than a 100% score is required to complete a CAP.</div> <div>→ Training Tools for Capacity Building: We collaborate closely with our suppliers throughout the CAP process, conducting root cause analysis, and implementing continuous improvement measures. We provide access to training and tools to facilitate effective remediation efforts, including digital learning courses through LRQA's EiQ Learn and, when necessary, partnering with local NGO experts to engage suppliers and provide tailored training.</div> <div>→ Re-Audits: Facilities that do not meet our audit requirements are required to go through a re-audit to demonstrate actionable and timely progress, following their CAP and capacity building.</div>

PEOPLE & HR

Topic Area	Goal	Timeframe	2024 Progress	Comments
People & HR	Retention goal of 80% for our workforce	Annual	Work in Progress 74%	This is a recurring annual goal, updated in 2024 to be 80%. In 2024 we achieved a 74% retention rate, above our original benchmark of 70% but short of our updated goal.
People & HR	Fill at least 30% of open roles with internal candidates	Annual	Complete 36%	This is a recurring annual goal. 36% achieved in 2024. Of those internal moves and promotions, 50% were BIPOC employees.
People & HR	At least 60% of new hires identify as BIPOC	Annual	Work in Progress 56%	This is a recurring annual goal, updated in 2023 to be 60%. In 2024 56% of new hires identified as BIPOC, above our original benchmark of 50% but short of our updated goal.
People & HR	100% of full-time employees make or exceed the Tier 1 Living Wage Benchmark	Annual	Complete 100%	We use the Tier 1 Living Wage benchmark set by Living Wage for U.S., Inc. to benchmark our living wage data across the company, which was created in alignment with the Global Living Wage Coalition & Anker Methodology, for our benchmarking purposes.
People & HR	20% of team members participate in at least one ERG	Annual	Complete	This is a recurring annual goal. 21% of team members participated in an ERG in 2024.
People & HR	Achieve internal Butterfly scores and participation as follows: Mood Score: 6.5 eNPS Score: +10 Response Rate: 40%	Annual	Work in Progress Mood Score: 6.2 eNPS: -17 Response Rate: 34%	This is an ongoing annual goal for internal scores and response rates on our Butterfly employee feedback tool. Our goal is to maintain or improve response rate while increasing Mood Score and eNPS score over the next year.

PHILANTHROPIC DONATIONS (2024)

	Type/Amount	Organization(s) Supported	Donation Details
Product Donations	8,441 Products. Retail Value: \$753,515	→ Free the Need → La Raza Community Resource Center → Mission Action → World Central Kitchen → Children's Hope in Action	We donated over 8,440 Everlane products to organizations that support communities and provide essential resources to people in need.
Black Friday Fund	\$50,000	→ Fibershed & Seed2Shirt	We donated \$50,000 to Fibershed and Seed2Shirt to support six farms across the United States in their transition to growing Climate Beneficial cotton, helping expand the future supply of regenerative, lower-impact fiber.
ERG and Engagement Committee Efforts	\$10,000	→ Mission Cultural Center → The TransLatin @ Coalition → Violence Intervention Program → Women's Building → Children's Hope in Action → Radical Clothes Swap → Las Fotos Project	Our company-funded ERG communities and internal Engagement Committee supported many organizations,
ACLU 100% Human and 100% My Body Campaigns	\$2,042	→ American Civil Liberties Union (ACLU)	Since 2016, we've donated 10% of every 100% Human product sold to the ACLU in support of their ongoing work to protect fundamental freedoms, and we continued that work this year. Following the 2022 Supreme Court decision to overturn Roe v. Wade, we launched our 100% My Body T-shirts in support of reproductive rights and we continue to donate all profits to the ACLU, with a minimum contribution of \$22 per shirt.
100% My Vote Campaign	\$2,225	→ I am a voter®	This 2024 election year we teamed up with I am a voter® to inspire record voter registration and turnout. To support their mission, 10% of every 100% My Vote T-shirt sold goes directly to their organization.
Do Good December	Monetary and Physical Goods Donations	→ Safe Place for Youth (SPY) → SAFE (Stop Abuse for Everyone) → Martha's Table → Love Works Resource Center → St. Francis House → The Ronald McDonald House Charities, Bay Area → Share of McLean → Ballard Food Bank → SF Marin Food Bank → Out My Closet	Our retail teams continued Everlane's tradition of "Do Good December," a program created to support each store's local community through monetary donations and volunteer efforts. Each of our eleven store teams chose a local organization to partner with.

