LONG TERM VALUES CONTINUE TO INSPIRE FUTURE OF BUSINESS
COMMITMENT

#TAKETHISPEN

GLOBAL COMPACT MEMBER SINCE 2015

1° BRAZILIAN FASHION COMPANY THAT HAS SIGNED BUSINESS AMBITION 1.5°C
GLOBAL TEXTILE IMPACT

80 Billions of garments / year

ENVIRONMENT

- 20% Of water pollution
- 10% Of greenhouse gas emission
- 5,2% Of waste on landfill – 1 truck per second
- + 23% Consumption of chemicals
GLOBAL TEXTILE IMPACT

80 Billions of garments / year

SOCIAL IMPACT

Human rights
cost of laboring in Bangladesh is $96 per month (most of them women)

20 Thousand
workers die yearly by chemicals in cotton crops
SUSTAINABILITY PLAN 2020

DEVELOPED AT 2013 LAUNCHED IN 2015

PUBLIC COMMITMENT

FUTURE VISION

MAINTAIN PIONEERISM

RISK AND OPPORTUNITY ANALYSIS

SMART GOALS
SUSTAINABILITY PLAN 2020

PRODUCT DEVELOPMENT

- QUANTIFY PRODUCT ENVIRONMENTAL IMPACT
- 10% OF PRODUCTS FROM MALWEE LAUNCHED
- 70% OF PRODUCTS WITH RAW MATERIALS OR PROCESS WITH LESS IMPACT
- LESS CHEMICAL IN THE PROCESS

75% PERFORMED

MODA DO BEM

Recycled and less impact Jeans
Recycled Polyester
Recycled Cotton
Less Impact Viscose
SUSTAINABILITY PLAN 2020

SUPPLIERS

- 100% OF SUPPLIERS EVALUATED
- 100% OF CRITICAL SUPPLIER AUDITED
- 100% OF SEWING SERVICE SUPPLIERS THIRD PART CERTIFIED

74% PERFORMED

90% of critical suppliers audited
47% of sewing service suppliers certified
100% of sewing service suppliers monthly monitored
SUSTAINABILITY PLAN 2020

TEXTILE PROCESS

- 15% LESS ELECTRICITY BY GARMENT PRODUCED
- 20% LESS GREENHOUSE GAS EMISSION (SCOPE 1 AND 2 GHG PROTOCOL)
- 40% LESS WASTE BY GARMENT PRODUCED
- 40% LESS WATER BY GARMENT PRODUCED

INVESTMENTS:
- 68% GHG Emission Reduced (Scope 1 and 2)
- 61% Less Waste by garment
- 28% of water reuse
- 86% of electrical energy from renewable source

50% PERFORMED
SUSTAINABILITY PLAN 2020

RETAIL

- 100% OF STAKEHOLDERS TOUCHED BY MALWEE GROUP’S SUSTAINABILITY MESSAGE

100% PERFORMED

- Reverse Logistics
- Fashion Revolution Day
- Earth Hour
- Conscious consumption
SUSTAINABILITY PLAN 2020

USE AND AFTER USE

- REVERSE LOGISTIC ✓
- CARE AND CUSTOMIZATION GUIDE ✓

100% PERFORMED
MALWEE GROUP INNOVATION

PIONEER APPLING LESS IMPACT RAW MATERIAL:

- RECYCLED POLYESTER (2008)
- RECYCLED COTTON (2011)
- BIODEGRADABLE POLYAMIDE
- NANO-TECHNOLOGY in garments
- LAUNDRY 5.0 98% less water

SOLUTION TO BUSINESS AND VALUE CHAIN CHALLENGE:

- PARTNERSHIP TO: IMPROVE THE SMALL CLIENTS OPERATION
- PROMOTE LOCAL COMMUNITY DEVELOPMENT
SUSTAINABILITY PLAN 2020

INSTITUTIONAL

FORUNS, ASSOCIATIONS AND PARTNERSHIP

AWARDS AND RECOGNIZING

Social

Sustainable management

Environmental
WE BELIEVE IN THE POWER OF CUSTOMERS

74%
18-29 year-old consumers prefer sustainable brands

60%
of consumers tend to be loyal to a brand with recycling program

21x
faster in fashion resale growth compared with retail apparel market

46%
is growing of second hand apparel adoption by millennials over last 2 years

46%
of consumers consider the resale value before buying
NEW CUSTOMERS AND NEW BUSINESS MODEL

REVERSE LOGISTICS PROGRAM
DURABLE GARMENTS

Malwee Stores as Collecting Point to second hand clothes, supporting resale

Collaboration to business issues

Extending garments life

Promoting Circular Economy

Fixing garments

Recycling garments
INCREASE SELF-ESTEEM AND TAKE CARE OF THE PLANET

MODA DO BEM
MALWEE

A line produced with raw materials and processes with less environmental and social impacts.

Products created to give more information and engage the costumer to the conscious consumption.
CAUSES TO SHARE SPONSORING

BIODIVERSITY PRESERVATION

Life Print
Colaborative Collection

Vogue invited
Malwee + 3 brands
Printing the identity of 7 real jaguars

100% of profits to NGO Ampara Animal

AIM:
Buy a new protection area at São Benedito River, Pará Brazil.
PROMOTE TECHNOLOGY TO GIVE OPPORTUNITY TO THE SOCIETY BE AWARE OF GOOD HELPING HISTORIES AND SUPPORT CAUSES:

EVIDENCE ACTION
Solution to supply clean water

PROJECT HEALTHY CHILDREN
Food Fortification to children and refugees

LIVING GOODS
Basic Health

SCHISTOSOMIASIS CONTROL INITIATIVE
Eradication of tropical illness

+11948 years to one person

+4267 years to one person

+3013 years to one person

+6012 years to one person

Investing on RIBON app
CAUSES TO SHARE SPONSORING

TAKing Action To Good

Costumer Buy 1 garment
Register at website
Choose an NGO that support children
Malwee Institute donates a t-shirt equivalent USD value to the chosen NGO

NUMBERS:

Amount to support:  
U$0.5million

Number of NGOs:  20

Number of children supported: almost 19000

Number of registers until November: +10000
THANK YOU!

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