NN. 07

2024 impact report.

Intro.

2024 was a big year for us. We opened new stores in New York, London, and Gothenburg, grew as a brand, and brought NN.07 to more people and more wardrobes around the world. But with growth comes responsibility, and we know the fashion industry still has a long way to go when it comes to sustainability.

That's why we're proud of the progress we've made across our three focus areas: People, Product, and Planet.

Are we where we want to be yet? Not quite. But we're not here to sugarcoat things. We're learning as we go—celebrating wins, owning our setbacks, and staying committed to doing better every day.

This report is a look back at our 2024 journey: what worked, what didn't, and what's next. Because for us, transparency isn't just a buzzword—it's how we grow into a more responsible brand.

—The NN.07 Team

About NN.07.

Who we are hasn't changed. NN.07 started in 2007 with a few friends and a simple idea: rethink the modern-casual wardrobe. We're based in Copenhagen, but our mindset is global—NN stands for No Nationality, because we're all about celebrating people, not borders.

Inspired by diverse communities, we design timeless pieces made to last for today and tomorrow.

Our sustainability goal is just as clear: Create products responsibly made to last.

Our goal is to challenge fast fashion, produce within the limits of our planet, and create value for everyone in the process.

42	Employees.
6	Annual collections.
11	Stores.
29	Countries where we are present.

Our three pillars.

Making a positive impact isn't always simple, but we keep it clear and focused. We structure our sustainability work around three core pillars that guide everything we do:

People.

We stand for fair working conditions and human rights. That means full transparency in our supply chain and working with partners who help drive real social change.

Product.

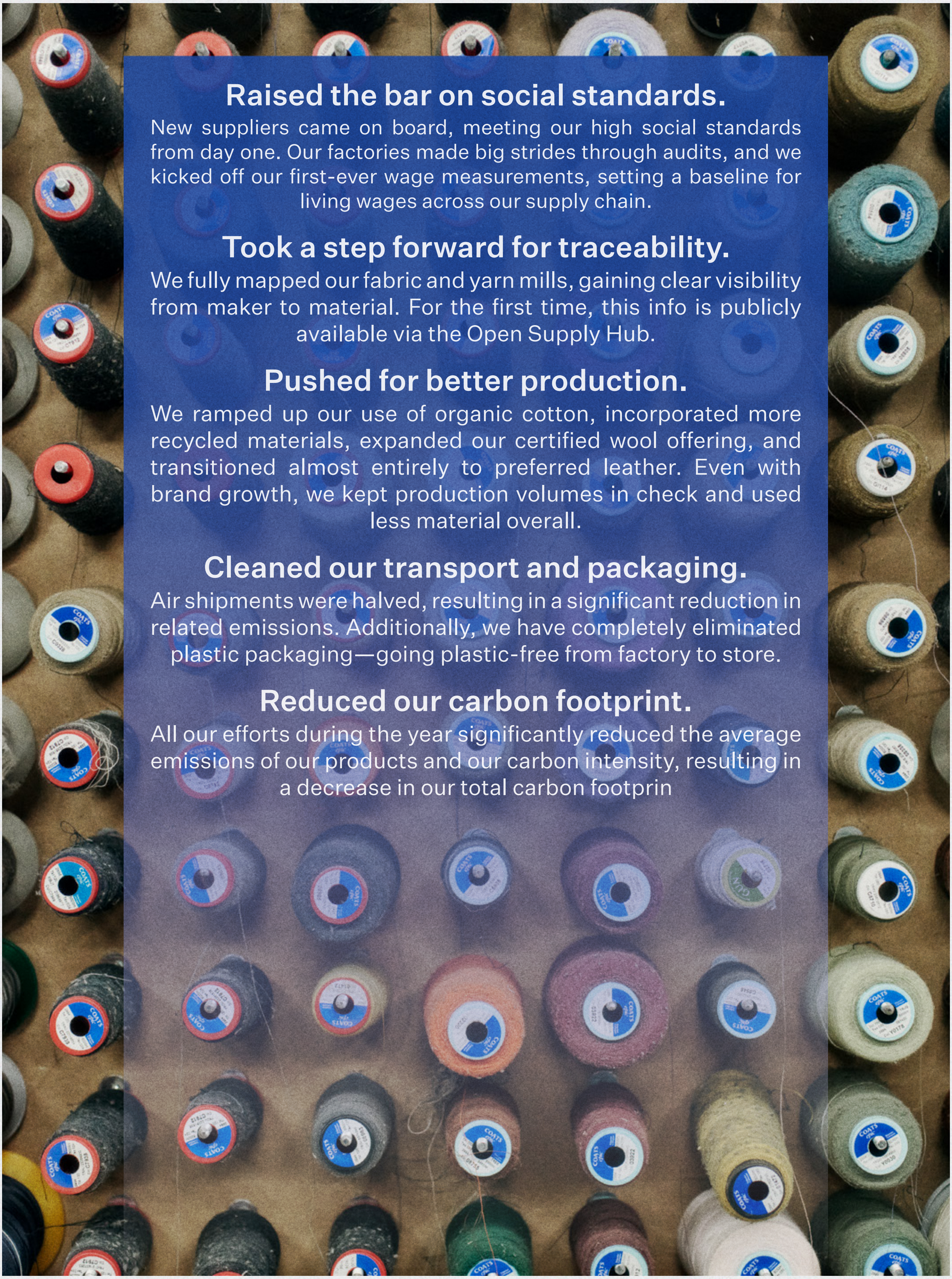
We design pieces built to last, made with lower-impact materials and meant to be worn, re-worn, and cared for. Because slowing down fashion starts with better choices.

Planet.

We're tracking our emissions, cutting where we can, and working with experts to reduce our footprint and protect the ecosystems we touch.

The highs.

Let’s kick things off on a high note and look at a summary of the successes we achieved in 2024.



Raised the bar on social standards.

New suppliers came on board, meeting our high social standards from day one. Our factories made big strides through audits, and we kicked off our first-ever wage measurements, setting a baseline for living wages across our supply chain.

Took a step forward for traceability.

We fully mapped our fabric and yarn mills, gaining clear visibility from maker to material. For the first time, this info is publicly available via the Open Supply Hub.

Pushed for better production.

We ramped up our use of organic cotton, incorporated more recycled materials, expanded our certified wool offering, and transitioned almost entirely to preferred leather. Even with brand growth, we kept production volumes in check and used less material overall.

Cleaned our transport and packaging.

Air shipments were halved, resulting in a significant reduction in related emissions. Additionally, we have completely eliminated plastic packaging—going plastic-free from factory to store.

Reduced our carbon footprint.

All our efforts during the year significantly reduced the average emissions of our products and our carbon intensity, resulting in a decrease in our total carbon footprin

The lows.

But no progress comes without setbacks, and we're laying it all out by summarising where we missed the mark.

The no-go materials remain.

We were unable to phase out the remaining banned fibres from our material mix. Although we made progress with preferred viscose, some conventional remains, and the same applies to mohair. And while the overall use of recycled content increased, we fell behind in the use of recycled polyamide.

Tackling overconsumption remains a task.

We kept production volumes steady, but plans to reduce sampling through 3D design didn't take off as hoped. Developing repair programs, care guides, and other use-phase initiatives also took longer than expected.

The path to carbon reduction remains unclear.

We gathered better carbon data, but didn't fully use it to set clear reduction targets. Finding the right insetting projects and sourcing regenerative materials also took more time and effort than we planned for.

People.

NN stands for No Nationality.

We're a global brand with a global supply chain, and that means we have a big responsibility. Fair, ethical working conditions aren't optional—they're essential. We're committed to ensuring that everyone we work with is treated fairly, and we do so with transparency and integrity.

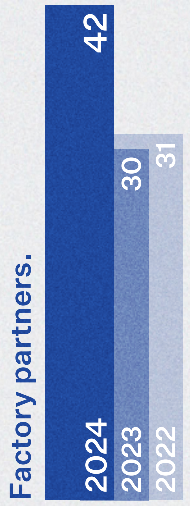
42	Factories in total.
60%	Have a social audit .
6748	Garment makers.
30%	Are paid a living wage.

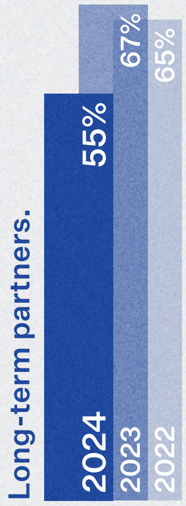
Factories.

Great products start with great partnerships. We make our garments with people we trust—because strong relationships lead to better quality and real progress. As we grow, we're adding new production partners who share our values around transparency and craftsmanship.

Whether they've been with us for years or just joined, we're proud of every supplier we work with—and we're committed to being open about who they are and how we collaborate.

The best part? Even with our growth, most of our production still happens with our long-term partners (partners of at least 5 years). That says a lot about the relationships we've built—and the ones we're continuing to grow.





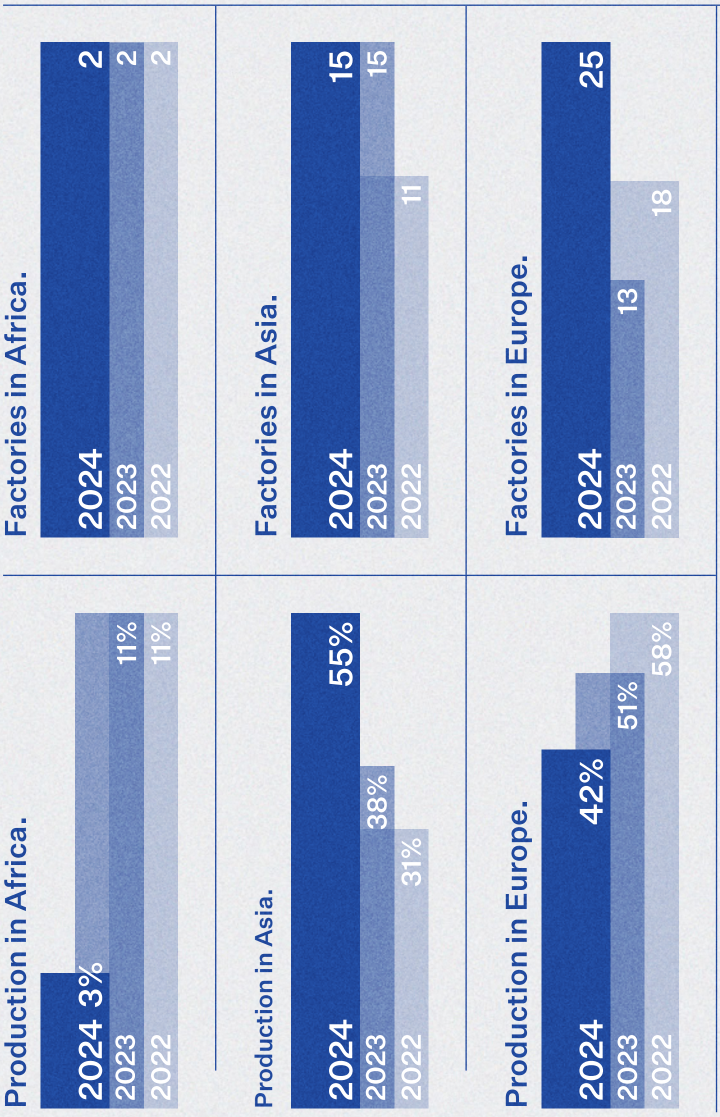
Production countries.

It's not just about where we produce—it's about how and with whom.

Most of our factories are in Europe, close to our Copenhagen HQ. That means less transportation and more hands-on collaboration. But geography isn't the whole story. What matters most to us is craftsmanship, strong relationships, and being close to the source of key materials.

China remains a key production hub for us, thanks to our long-standing partnerships with some of our most skilled and trusted suppliers. At the same time, we're aware of the social risks that can come with manufacturing in certain countries, whether in Asia or parts of Europe.

That's why we're prioritising third-party audits in higher-risk areas to help ensure ethical practices across the board.

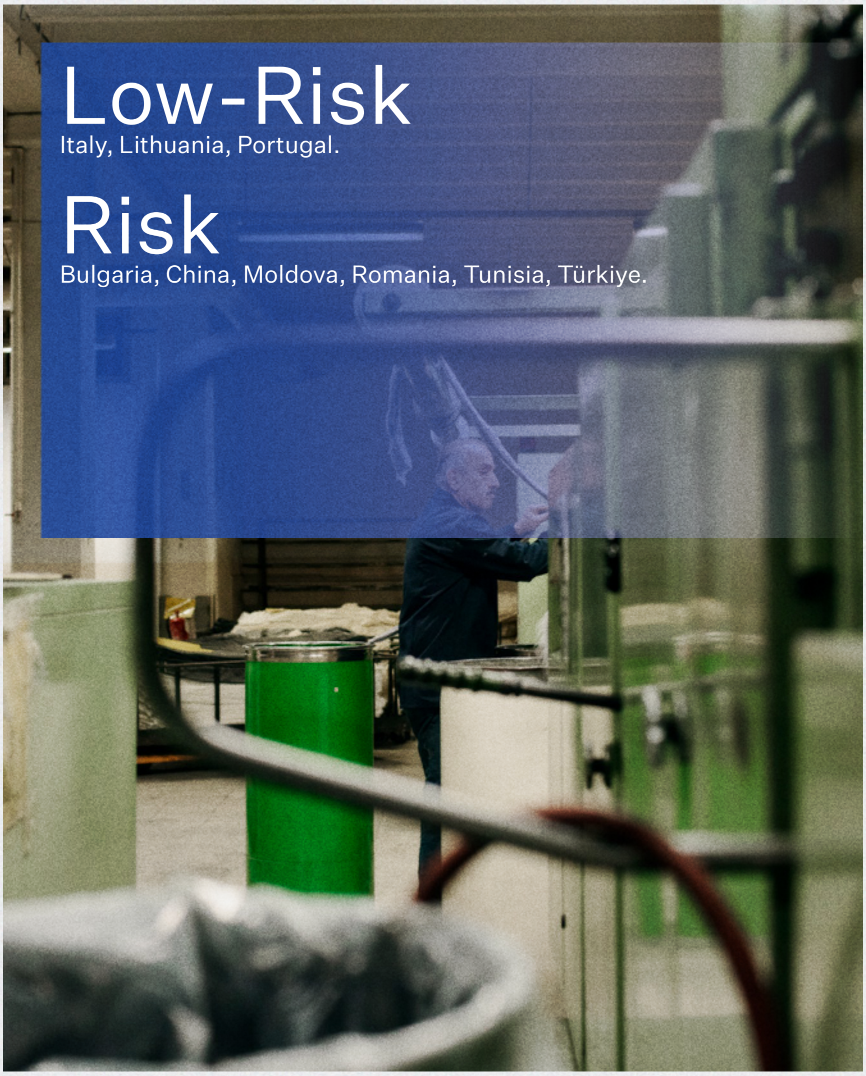


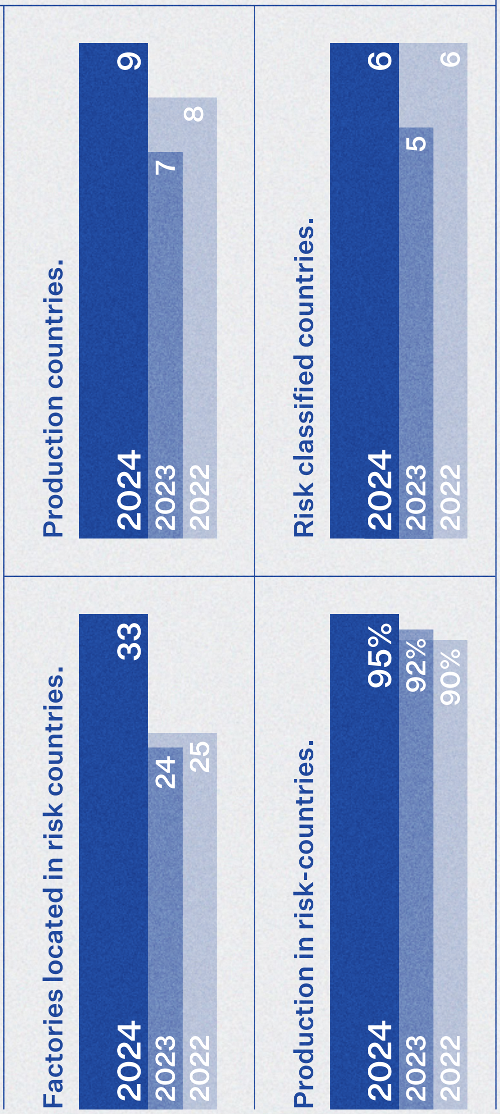
Risk countries.

Values first—wherever we produce. We only work with suppliers who share our commitment to providing fair and responsible working conditions. That's non-negotiable.

Some regions carry higher risks in terms of labour rights and political stability. To navigate that, we use tools like the *amfori ESG Risk Compass* to spot country-level risks based on solid data.

But let's be clear—being in a "risk" country doesn't necessarily mean a factory is unsafe or unethical. It means we need extra assurance on the conditions. That's why we're ramping up third-party social audits in higher-risk areas and are on track to have full coverage by next year.

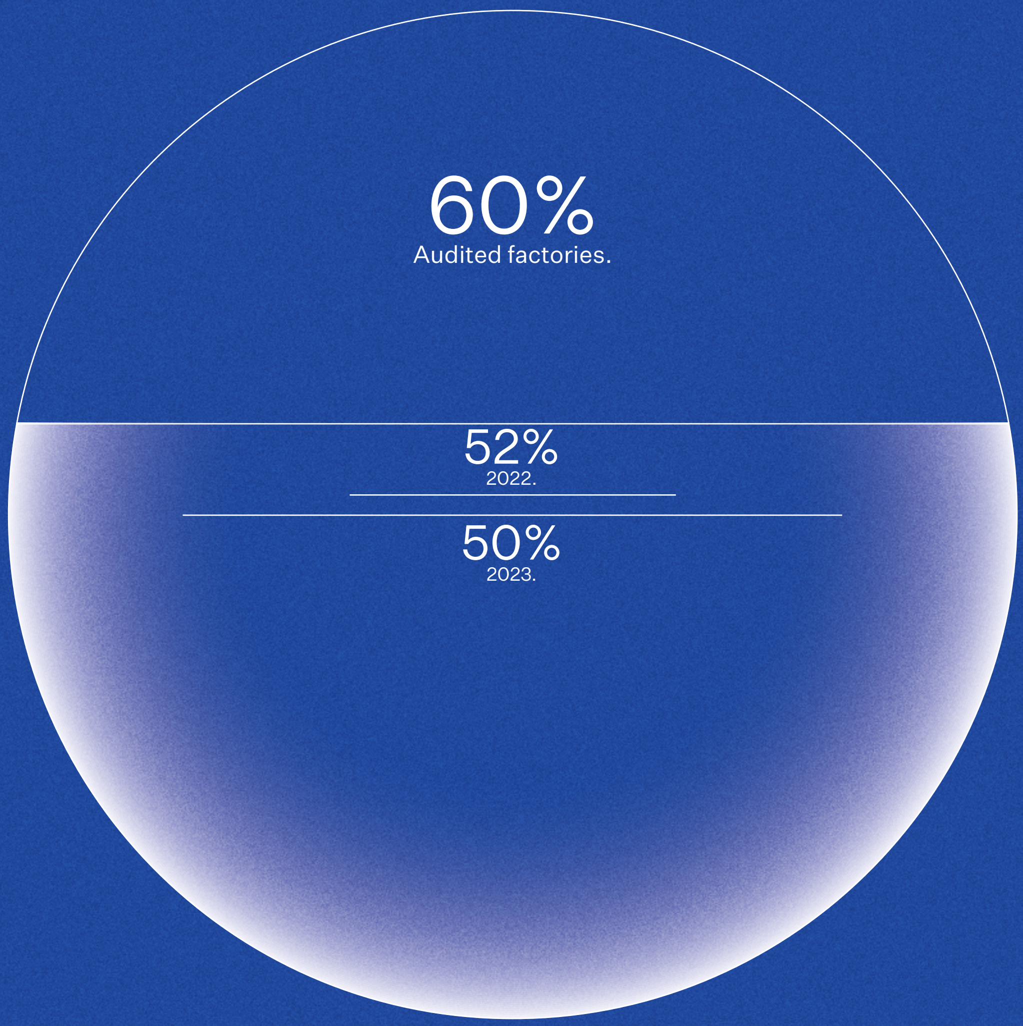




Audited factories.

Trust matters—but so does verification. We work with suppliers we know and visit regularly. Still, with a global supply chain, we can't be everywhere, so third-party audits play a key role. They give us an independent check that working conditions are safe, fair, and aligned with our values.

In 2023, our audit rate decreased slightly as we brought on new partners. But in 2024, we turned that around. Even with a growing supplier base, we increased the share of audited factories—a solid step forward in reinforcing our social standards.

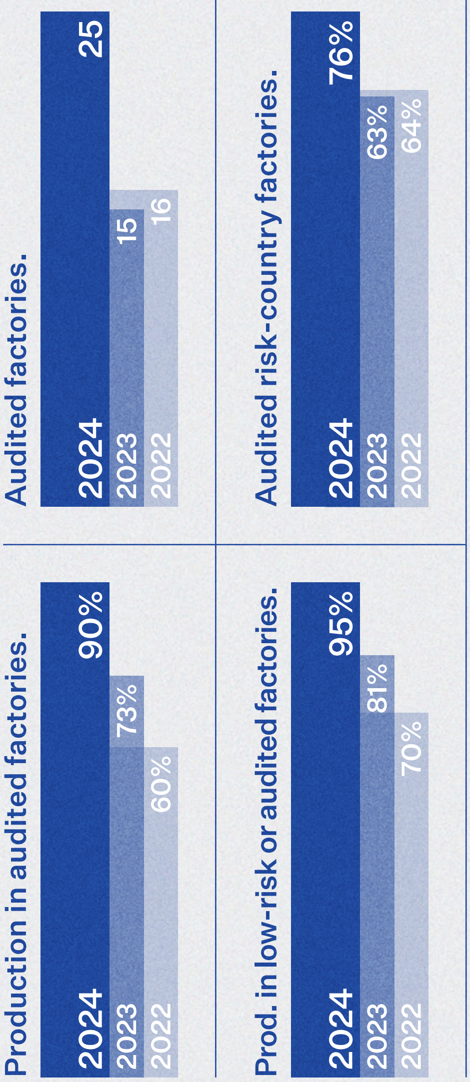


Social audits.

Since 2019, we've been members of *amfori* and rely on their *BSCI* audits to help improve working conditions across our supply chain. We've adopted the *BSCI Code of Conduct*—based on *ILO*, *OECD*, and *UN guidelines*—which all our suppliers follow, whether they're part of amfori or not.

We only accept audits that meet top industry standards, including *BSCI*, *Sedex SMETA*, *SA8000*, and *WRAP*—all known for being thorough, neutral, and globally trusted.

Though it is only 60% of our factories that are audited, they represent 90% of our production, so today, nearly all our production takes place in either audited or low-risk factories. And we're on track to hit our 2025 goal: 100% of factories in higher-risk countries covered by valid social audits.



Wages.

In 2024, we conducted our first wage measurements at 34 factories, covering 81% of our suppliers and 96% of our total production. By next year, we're aiming for full coverage.

This data helps us understand wage levels across our supply chain—and, more importantly, how many workers are earning a living wage (not just the legal minimum). A living wage means covering essentials like food, housing, healthcare, education, and a little extra for life's curveballs.

Fair pay supports dignity, reduces poverty, and strengthens communities. In fashion, it's also about respecting the people behind every product.

Due to the complexity of calculating a living wage, we only consider suppliers having reached a living wage if it is verified through an independent third-party audit.

Reaching living wages across our supply chain is a big ambition—and not one we can achieve alone. Most factories serve multiple brands, so real progress means getting others on board, as well.

It won't happen overnight, but with transparency, long-term partnerships, and industry collaboration, we're hopeful that we can move in the right direction.

14%
Above minimum wage is the average salary at our factories.*

23%
Above minimum wage is the weighted average paid for our production.**

12
Of our factories are paying a verified living wage.

39%
Of our production come the factories paying a verified living wage.

* Calculated from the average salaries per factory.
** Calculated from the average salaries per produced unit.

Transparency.

We know every manufacturer behind our garments and the makers of their fabrics—and we proudly share each of our partners. But we want to go further. Our long-term goal is to map and share the whole journey of each product, all the way down to the farmers growing the raw materials.

It's complex, but it matters. Transparency isn't just about informed choices for our customers—it's about building trust and driving collaboration across the industry.

As always, you'll find our complete supplier list in this report. And for the first time, we've published our factory network on the *Open Supply Hub*—making it easier than ever to access, verify, and connect.

The NN.07 factories.

Bulgaria.

1% of production, 33% audited.

Milton.

Partner since 2011. Social audit: None. Workers: 33 female, 12 male. Lowest Wage: Not disclosed. Verified living wage: No.

Pirin-Tex.

Partner since 2024. Social audit: BSCI. Workers: 882 female, 219 male. Lowest Wage: 780 BGN. Verified living wage: Yes.

TiEmTi.

Partner since 2011. Social audit: None. Workers: 36 female, 12 male. Lowest Wage: 1300 BGN. Verified living wage: No.

China.

55% of production, 93% audited.

Anhui Jiahejun Garment.

Partner since 2019. Social audit: BSCI. Workers: 76 female, 10 male. Lowest Wage: 1930 RMB. Verified living wage: No.

Changzhou Jintan Fuda Garment.

Partner since 2009. Social audit: BSCI. Workers: 50 female, 13 male. Lowest Wage: 2750 RMB. Verified living wage: No.

Dongguan Jun On Knitting.

Partner since 2013. Social audit: BSCI. Workers: 15 female, 10 male. Lowest Wage: 2710 RMB. Verified living wage: Yes.

Guangzhou Yosemite Leather.

Partner since 2023. Social audit: BSCI. Workers: 10 female, 11 male. Lowest Wage: 3300 RMB. Verified living wage: Yes.

Jiangsu Sianjoy Fashion.

Partner since 2009. Social audit: BSCI. Workers: 166 female, 31 male. Lowest Wage: 3600 RMB. Verified living wage: Yes.

Jingjiang Chunqin Garments.

Partner since 2023. Social audit: BSCI. Workers: 19 female, 3 male. Lowest Wage: 3100 RMB. Verified living wage: Yes.

Kunshan Sport Field.

Partner since 2013. Social audit: None. Workers: 353 female, 100 male. Lowest Wage: 2490 RMB. Verified living wage: No.

Lixian Mega Leather.

Partner since 2023. Social audit: BSCI. Workers: 37 female, 5 male. Lowest Wage: 2500 RMB. Verified living wage: Yes.

Quanjiao Jianling Fashion.

Partner since 2011. Social audit: BSCI. Workers: 17 female, 8 male. Lowest Wage: 3000 RMB. Verified living wage: Yes.

Shandong Ruyi Woolen Garment.

Partner since 2024. Social audit: BSCI. Workers: 414 female, 101 male. Lowest Wage: 2436 RMB. Verified living wage: No.

Suqian Blossom Headwear.

Partner since 2023. Social audit: BSCI. Workers: 72 female, 13 male. Lowest Wage: 2900 RMB. Verified living wage: Yes.

Suqian Hopeso Fashion.

Partner since 2009. Social audit: BSCI. Workers: 195 female, 13 male. Lowest Wage: 3000 RMB. Verified living wage: Yes.

Suzhou Jiahejun Garment.

Partner since 2019. Social audit: BSCI. Workers: 38 female, 11 male. Lowest Wage: 2600 RMB. Verified living wage: No.

Taizhou Xinbaode Garment.

Partner since 2009. Social audit: BSCI. Workers: 88 female, 10 male. Lowest Wage: 2800 RMB. Verified living wage: Yes.

Tongxiang Yunsheng Textile.

Partner since 2023. Social audit: SMETA. Workers: 52 female, 30 male. Lowest Wage: 2260 RMB. Verified living wage: No.

The NN.07 factories.
(continued)

Italy.
1% of production, 0% audited.

Basso Leather.
Partner since 2017. Social audit: None. Workers: 3 female, 2 male. Lowest Wage: 1700 EUR. Verified living wage: No.

Fiesole Unipersonale.
Partner since 2015. Social audit: None. Workers: 13 female, 5 male. Lowest Wage: Not disclosed. Verified living wage: No.

Florence Style.
Partner since 2024. Social audit: None. Workers: Not disclosed. Lowest Wage: Not disclosed. Verified living wage: No.

Linea Emmeti.
Partner since 2015. Social audit: None. Workers: 3 female, 3 male. Lowest Wage: Not disclosed. Verified living wage: No.

Lithuania.
<1% of production, 0% audited.

Regleta.
Partner since 2023. Social audit: None. Workers: 25 female, 5 male. Lowest Wage: 1040 EUR. Verified living wage: No.

Moldova.
<1% of production, 0% audited.

Ghekatex.
Partner since 2023. Social audit: None. Workers: 92 female, 12 male. Lowest Wage: 6500 MDL. Verified living wage: No.

Portugal.
4% of production, 0% audited.

A. A. Martins.
Partner since 2011. Social audit: None. Workers: 60 female, 5 male. Lowest Wage: 760 EUR. Verified living wage: No.

A. J. Goncalves.
Partner since 2018. Social audit: None. Workers: 105 female, 37 male. Lowest Wage: 820 EUR. Verified living wage: No.

Antonio Manuel De Sousa.
Partner since 2024. Social audit: None. Workers: Not disclosed. Lowest Wage: Not disclosed. Verified living wage: No.

Senuntex.
Partner since 2024. Social audit: None. Workers: 46 female, 4 male. Lowest Wage: Not disclosed. Verified living wage: No.

Romania.
1% of production, 100% audited.

Sorste.
Partner since 2019. Social audit: BSCI. Workers: 76 female, 29 male. Lowest Wage: 4050 RON. Verified living wage: Yes.

Tunisia.
3% of production, 50% audited.

Budorola.
Partner since 2021. Social audit: None. Workers: 300 female, 3 male. Lowest Wage: Not disclosed. Verified living wage: No.

Mdf.
Partner since 2015. Social audit: BSCI. Workers: 100 female, 18 male. Lowest Wage: 592 TND. Verified living wage: Yes.

The NN.07 factories.
(continued)

Türkiye.

35% of production, 73% audited.

Filteks Moda.
Partner since 2023. Social audit: BSCI. Workers: 111 female, 65 male. Lowest Wage: 11402 TRY. Verified living wage: No.

Giteks Konfeksiyon.
Partner since 2019. Social audit: BSCI. Workers: 394 female, 171 male. Lowest Wage: 8507 TRY. Verified living wage: No.

Giysun Tekstil.
Partner since 2019. Social audit: SMETA. Workers: 269 female, 94 male. Lowest Wage: 17002 TRY. Verified living wage: No.

Gümüs Saraciye.
Partner since 2024. Social audit: None. Workers: 22 female, 10 male. Lowest Wage: Not disclosed. Verified living wage: No.

Ilgem Tekstil.
Partner since 2023. Social audit: None. Workers: 35 female, 85 male. Lowest Wage: 22104 TRY. Verified living wage: No.

IMEKS.
Partner since 2017. Social audit: SMETA. Workers: 61 female, 30 male. Lowest Wage: 11402 TRY. Verified living wage: No.

Narin Triko.
Partner since 2023. Social audit: BSCI. Workers: 65 female, 101 male. Lowest Wage: 17002 TRY. Verified living wage: No.

Pan-Ko Pantolon.
Partner since 2016. Social audit: BSCI. Workers: 146 female, 202 male. Lowest Wage: 17002 TRY. Verified living wage: No.

Santuk Tekstil Istanbul.
Partner since 2023. Social audit: SMETA. Workers: 76 female, 161 male. Lowest Wage: 17005 TRY. Verified living wage: No.

Santuk Tekstil Malatya.
Partner since 2023. Social audit: SMETA. Workers: 174 female, 333 male. Lowest Wage: 17002 TRY. Verified living wage: No.

Teverler Tekstil.
Partner since 2019. Social audit: None. Workers: 15 female, 10 male. Lowest Wage: Not disclosed. Verified living wage: No.

The NN.07 fabric and yarn mills.

Austria.

<1% of production.

Schoeller.

China.

53% of production.

Baiyi Textile & Tech.
Bros Eastern.
Canton Hongyang Textiles.
Changzhou Dongxiang Trading.
Changzhou HanQiao Textile.
Changzhou Wujin Mahang Yarn Dyed Fabric.
Changzhou Xiangfuhua Textile.
Changzhou Yadong Science & Technology.
CHTC Dayao Textile.
Dongguan Changsheng Textile.
Dongguan Huili Textile.
Haimen Dongtai Textile.
Henglun.
Hualu.
Hunan Ruitou.
Huzhou Mizuda.
Jiangsu Natural Textile Technology.
Jiangsu Shenghong.
Jiangsu Zhaohua Textile.
Jiangyin Huahe Textile.
Jinmiao Textile.
Kunshan Prince & Princess Fabric.
Kunshan U&Tex Textile & Garments.
Leadle Textile.
Luthai Textile.
Nantong Chuangding Textile.
Nantong Lianyao Textile.
Ningbo Zhang Gang Yuan Ddong Knitting.
Northern Linen.
Prosperity Textile.
RAW.
Shandong Juncheng Leather Industry.
Shandong Ruyi Woolen Garment Group.
Shanghai JL Fashion.
Shanwei Shanghai.
Shaoxing Xianhe Textile Fabric.
Shaoxing Yirun Textile.
Shenghai Textile.
Shenzhen Baoze Textile.
Springtex.
Suzhou Chengfang Weaving.
Suzhou Zephaniah Textile.
Talent Textiles.
Tianyi New Materials Technology.
Tongxiang Yunsheng Textile.
UPW Dongguan Greatex.
Winnitex.
Wisdom.
Wujiang Dongheng Textile.
Wuxi Chunglong Textile Technology.
Wuxi Tuowei Fancy Yarn.
Zhangjiagang Gudeyi Textile.
Zhangjiagang Quanrui Textile.
Zhangjiagang Talent Weaving Dyeing & Printing.
Zhaohua.
Zhejiang Mizuda Textile Printing & Dyeing.
Zhejiang Xinao Textiles.
Zhongshan Yi Lan Textile.

Egypt.

1% of production.

DNM Textile.
Sharabati Denim.

France.

<1% of production.

Deveaux.

India.

<1% of production.

Villa Italia.

The NN.07 fabric and yarn mills.
(continued)

Italy.
10% of production.

Alibi Industrie.
Arpatex.
Balli.
Beste.
Brecotessile Como.
Cofil.
Comatex.
Cottonificio Ferrari.
Di.Ve.
Ebtex Bertini.
Emmetex.
Filclass.
Florence Style.
IN.TES.PRA.
Industria Italiana.
Kaleidos Moda.
Lanificio Paultex.
Linea Emmeti.
Manteco.
Millefili.
Miroglio.
Nova Fides.
NTB.
Olimpias.
Pabi Fabio.
Pinori Filati.
Texapel.
Toscano.

Japan.
<1% of production.

Takisada.

Portugal.
1% of production.

Matema Texteis.
Morgado.
Riopele.
Somelos.
Texser.
TPX.

South Korea.
3% of production.

Lu Tex.
Monotex.

Spain.
2% of production.

Evlox.
Innovative Dagiulio.
Sidogras.
Tavex.
Textil Santanderina.

Türkiye.
30% of production.

Akin.
Almodo Altunlar Tekstil.
Arkum Tekstil Pazarlama.
Atateks Ata Tekstil.
Bahariye.
Bezsant.
Bono.
Bordo Textile.
Bossa.
Calik.
Cetinkaya.
Dost Textiles.
Dynamo.
Ebrar Tekstil.
ETS Ezgi Tekstil.
Gökhan Tekstil.
Hantas Tekstil.
JNR Menscuat Tekstil.
Karsu.
Kimtex.
Kipas.
Mayteks.
Mysia Fabric.
Orbey.
Orta.
Özdoku.
Öztek Tekstil.
Prima Deri.
Punto Kumascilik.
Söktaş Tekstil.
TAM Tekstil.
Tan Tekstil.
Yenihayat Dokuma.
Yunsa.
Zeki Mert Ipek.

United Kingdom.
<1% of production.

British Millerian.
Knoll.

Community.

Beyond our supply chain, we're focused on creating social value in our local community.

We continued our partnership with *Hellebro,* a shelter for homeless youth, donating sample garments and claims from our HQ, which their team refreshes and distributes to those in need.

We also passed on leftover fabric samples from our design process to local design schools and upcycling projects like *Skatkammeret* and *Tingcentralen,* supporting creativity and hands-on learning through reuse.

Product.

We design Originals of Tomorrow, products made to last.

From design to raw materials, production, and the use and eventual disposal of a garment, we're committed to using Earth's resources responsibly. We aim to support the NN.07 community in using garments more effectively, for longer, and with less environmental impact.

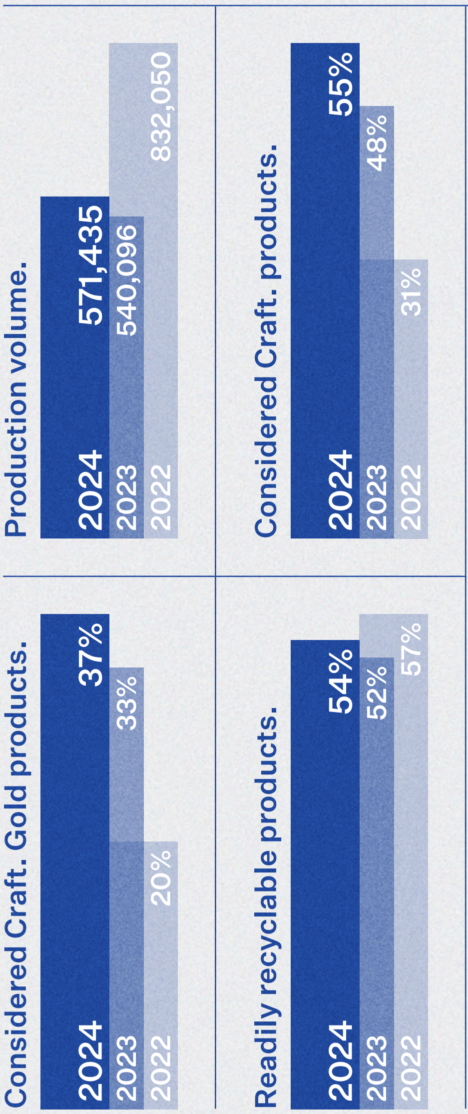
571K	Garments produced.
55%	Meet our Considered Craftsmanship criteria.
209T	Materials used.
59%	Are preferred materials.

Our production.

Overproduction has been a challenge in the past; however, in 2024, despite strong business growth, we maintained our production volumes at a steady level with only a slight increase.

At the same time, more of our products meet our “Considered Craftsmanship” standards, and we’ve made progress on recyclability, without compromising on quality. It’s a clear step forward in our push for smarter, more sustainable growth.

We had plans to pilot 3D design software to reduce sample waste, but couldn’t find the time to launch it properly. It remains a top priority, and we aim to roll it out in 2025, taking the time to build a strong foundation for success.



6%
Increase in production volume.

15%
Increase in Considered Craftsmanship products.*

13%
Increase in Considered Craftsmanship Gold products.

4%
Increase in readily recyclable products.**

* Products that meet our Considered Craftsmanship Silver and Gold criteria.
** Products made from monomaterials or mono blends (eg. linen and cotton).

Considered Craftsmanship criteria.

Let’s be honest—there’s no such thing as a fully “sustainable” garment. Reducing impact matters, but genuine sustainability is a complex issue. That’s why we don’t label our products as “sustainable.” Instead, we use our Considered Craftsmanship criteria as an internal design guide, not a marketing line. It helps us make better choices and stay accountable as we continue to move forward.

But designing better is only part of the story. Impact also depends on how long a garment is used and how it’s cared for.

We have exciting care and repair projects in the pipeline to help extend the life of our clothes and reduce their environmental footprint from the use phase. While we didn’t launch anything in 2024, it’s because we’re taking the time to get it right. The first step is coming in 2025—so stay tuned.

Together with our community, we’re working to slow things down and push back against fast fashion.

Core Craftsmanship Criteria.

Durable and made to last.
Crafted from carefully selected quality materials.
Produced by trusted partners sharing our values.

Considered Craftsmanship Silver Criteria.

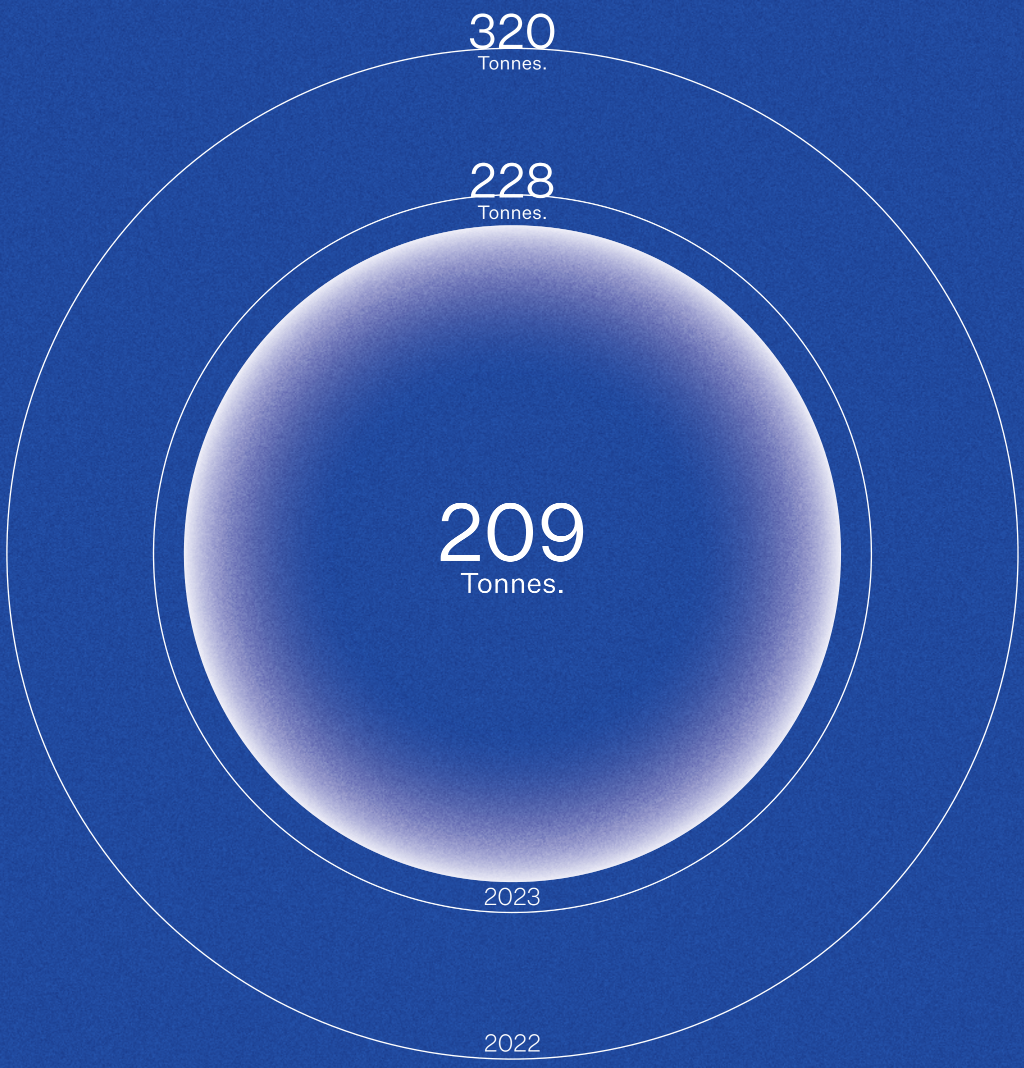
Made from at least 75% Grade A or B materials.

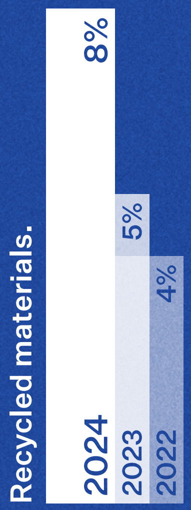
Considered Craftsmanship Gold Criteria.

Made from at least 90% Grade A materials.
Backed by documented responsible processes. (e.g. chain-of-custody standards)

Material use.

More garments, fewer materials. Even with stable production volumes, we actually used less raw material in 2024, despite making more garments, all while increasing our use of recycled materials. It’s a strong sign that smarter sourcing and improved efficiency are starting to pay off.



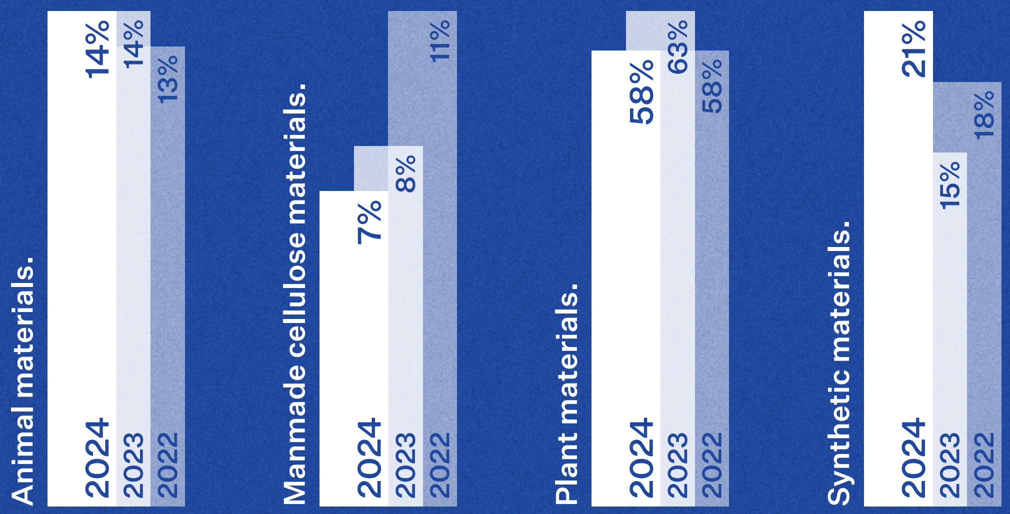


Our material mix.

Natural fibres remain our top choice, thanks to their renewable nature and built-in functionality. But synthetics are playing a bigger role in our mix, so we're staying mindful. We're committed to keeping synthetic use in check and choosing recycled options whenever possible to reduce our reliance on fossil fuels.

Cotton	*Certified Organic.*	29%	*61058 kg*
Cotton	*Conventional.*	19%	*39615 kg*
Linen	*Dew-Retted.*	10%	*19969 kg*
Polyester	*Conventional.*	9%	*17982 kg*
Wool	*Mulesing free.*	6%	*12741 kg*
Polyester	*Certified Recycled.*	6%	*11691 kg*
Wool	*Certified RWS.*	5%	*11239 kg*
Modal	*Tencel.*	3%	*5885 kg*
Polyamide	*Conventional.*	3%	*5805 kg*
Acrylic	*Conventional.*	2%	*5006 kg*
Lyocell	*Tencel.*	2%	*4951 kg*
Wool	*Certified Recycled.*	1%	*2415 kg*
Viscose	*Ecovero.*	1%	*2083 kg*
Fibres <1%	*Mixed.*	4%	*8873 kg*

Polyamide - Recycled	*(.86%/1804kg)*
Viscose - Conventional	*(.69%/1443kg)*
Elastane - Conventional	*(.66%/1375kg)*
Down - RDS	*(.54%/1140kg)*
Alpaca - Conventional	*(.45%/952kg)*
PU - Conventional	*(.33%/690kg)*
Polyester - Biobased	*(.22%/462kg)*
Leather - LWG Gold	*(.14%/298kg)*
Cotton - Recycled	*(.14%/294kg)*
Silk - Conventional	*(.06%/129kg)*
Leather - Conventional	*(.04%/86kg)*
Mix Fibres - Conventional	*(.03%/68kg)*
Acrylic - Recycled	*(.02%/45kg)*
Mohair - Conventional	*(.02%/35kg)*
Mohair - RMS	*(.01%/29kg)*
Acetate - Conventional	*(.01%/13kg)*
Mix Fibres - Recycled	*(.003%/7kg)*
Cashmere - Conventional	*(.002%/4kg)*
Hemp - Dew-Retted	*(.001%/1kg)*



NN.07 preferred materials.

Our Preferred Materials Framework is at the heart of our approach to sourcing more responsibly. It guides us toward lower-impact options and keeps us aligned with evolving industry standards. We update it regularly to ensure we're constantly making informed choices that push for better results in our products.

Preferred materials.

A.

materials meet top sustainability standards, backed by certifications or chain-of-custody protocols.

- Acetate (Bio./Nai.)
- Acrylic (Rec.)
- Alpaca (Ras./Rec.)
- Cashmere (Gcs./Rec./Sfa.)
- Cotton (Org./Reg./Rec.)
- Down (Dp./Rds./Rec.)
- Elastane (Rec.)
- Leather (Lwgg.)
- Linen (Org./Rec.)
- Lyocell (Ten.)
- Hemp (Org./Rec.)
- Modal (Ten.)
- Mohair (Rms./Rec.)
- Polyamide (Rec.)
- Polyester (Rec.)
- Silk (Org./Rec.)
- Viscose (Eco.)
- Wool (Org./Rec./Reg./Rws./Zq.)

B.

materials, though lacking certifications,boast a low environmental footprint or positive social impact.

- Alpaca (Per.)
- Cotton (Inc.)
- Elastane (Bio.)
- Hemp (Dew./Eur.)
- Leather (Lwgs.)
- Linen (Dew./Eur.)
- Lyocell (Fsc.)
- Modal (Fsc.)
- Polyamide (Bio.)
- Polyester (Bio.)
- Viscose (Fsc.)

C.

materials are conventional, unfortunately necessary, but aimed to be replaced by better options.

- Acrylic (Con.)
- Cashmere (Con.)
- Cotton (Con.)
- Elastane (Con.)
- Hemp (Con.)
- Leather (Con.)
- Linen (Con.)
- Polyamide (Con.)
- Polyester (Con.)
- Silk (Con.)
- Wool (Mul.)

D.

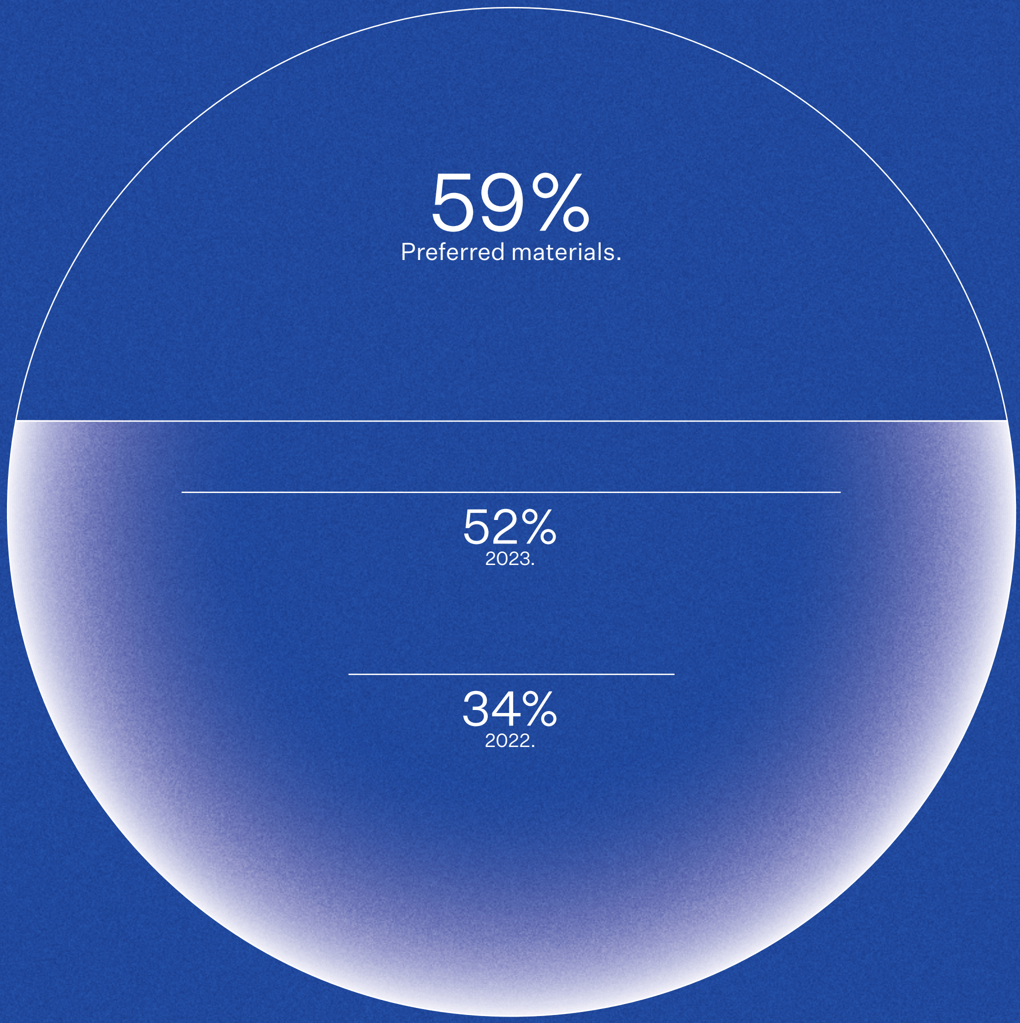
materials are banned for their harmful impact.

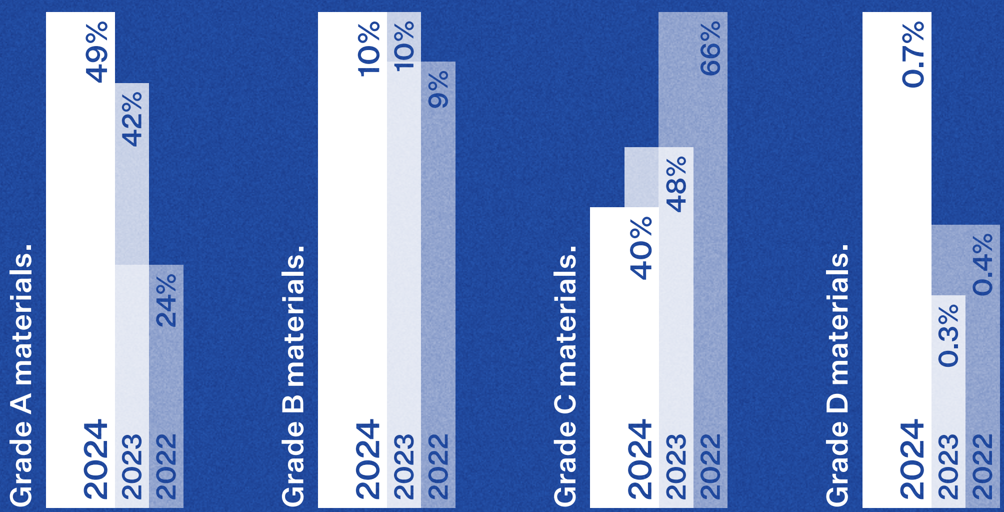
- Acetate (Con.)
- Angora (All.)
- Down (Con.)
- Exotic Skins (All.)
- Fur (All.)
- Modal (Con.)
- Mohair (Con.)
- Polyvinylchloride (Con.)
- Viscose (Con.)
- Wool (Con.)

All. - All types of the material.
Bio. - Documented biobased.
Con. - Conventional materials.
Dew. - Documented dew-retted.
Dop. - Downpass certified.
Eco. - Lenzing™ Ecovero™.
Eur. - European Flax™.
Fsc. - Forest Stewardship Council.
Gcs. - Good Cashmere Standard.
Inc. - In-conversion organic.
Lwgg. - Leather Working Group Gold.
Lwgs. - Leather Working Group Silver.
Mul. - Documented mulesing-free.
Nai. - Eastmans Naia™.
Org. - Global Organic Textile Standard or *Organic Content Standard.*
Per. - Documented Peruvian.
Ras. - Responsible Alpaca Standard.
Rds. - Responsible Down Standard.
Rec. - Global Recycled Standard or *Recycled Claim Standard.*
Reg. - Regenerative Organic Certified, Regengari or *ZQRX.*
Rms. - Responsible Mohair Standard.
Rws. - Responsible Wool Standard.
Sfa. - Sustainable Fibre Alliance
Ten. - Lenzing™ Tencel™.
Zq. - ZQ merino.

Preferred material use.

More of the good stuff, less overall. We're using fewer materials overall, and more of them are preferred. Our sourcing strategy is working, and the shift toward better materials is gaining momentum. We're proud of the progress, but we're not yet at 100%. That's the goal—and we're still pushing to get there.





Animal materials.

Animal-based materials are still key to many of our products—they offer durability and natural performance that's hard to beat. But we're fully aware of their environmental and ethical challenges, which is why we're moving quickly toward preferred, certified options.

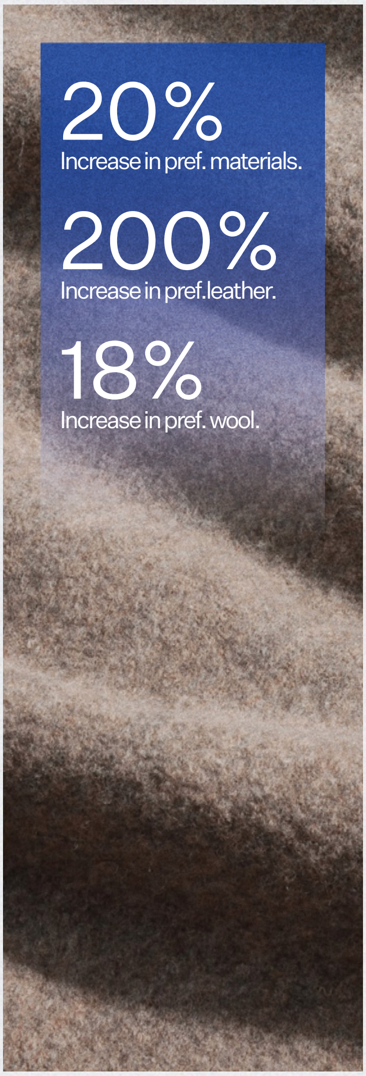
Wool is leading the way. We're transitioning to RWS-certified and recycled wool to achieve 100% preferred wool by 2027.

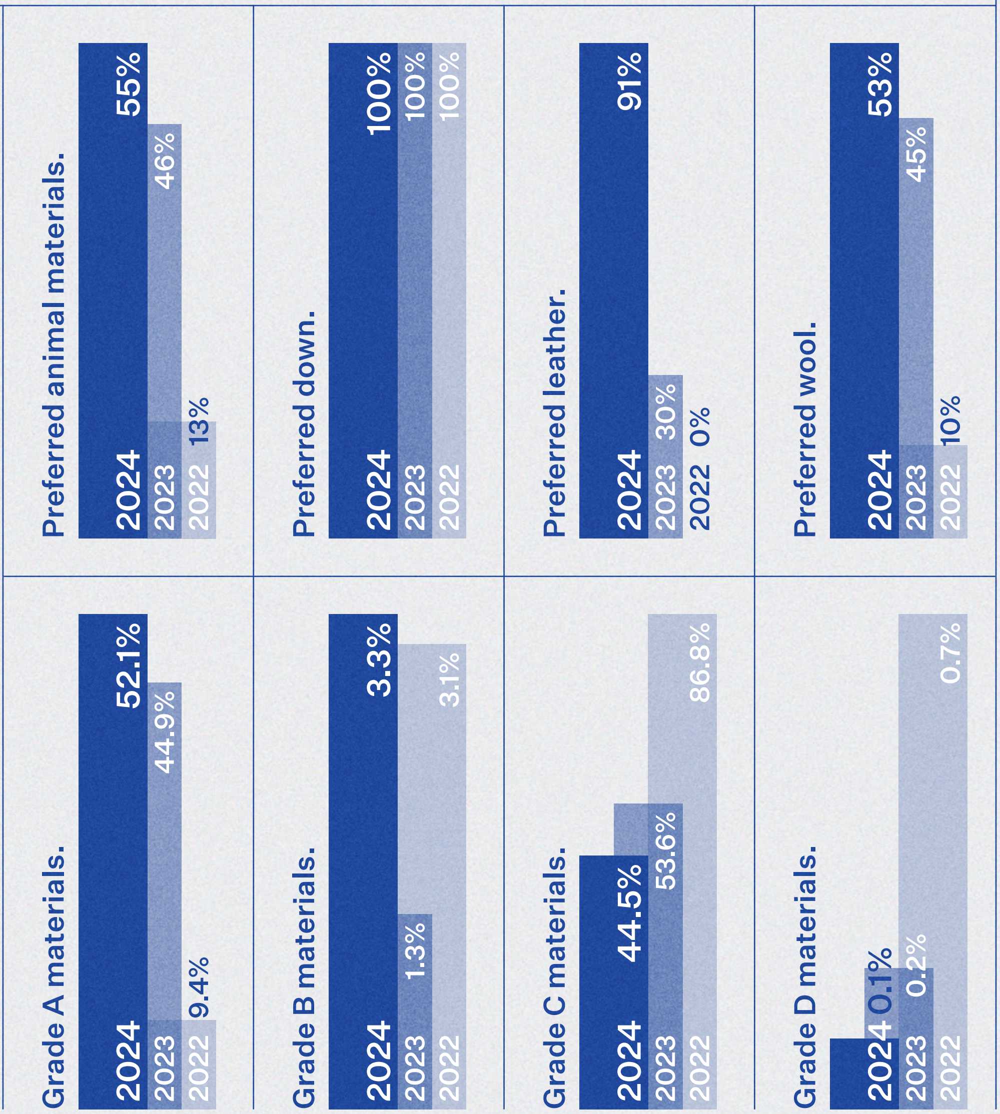
Our alpaca still comes from Peru, where it supports free-range farming and local communities. We're still searching for the way to incorporate certified options.

Certifying mohair remains tricky due to our low usage, but we're committed to sourcing only certified mohair going forward.

Down is already fully certified—no live-plucking, ever.

And for leather, we had to pause our Scandinavian Leather project due to limitations caused by our small volumes. In the meantime, we're using LWG Gold-certified leather as a more responsible choice, and we hope to revisit the project down the line.





Manmade cellulose materials.

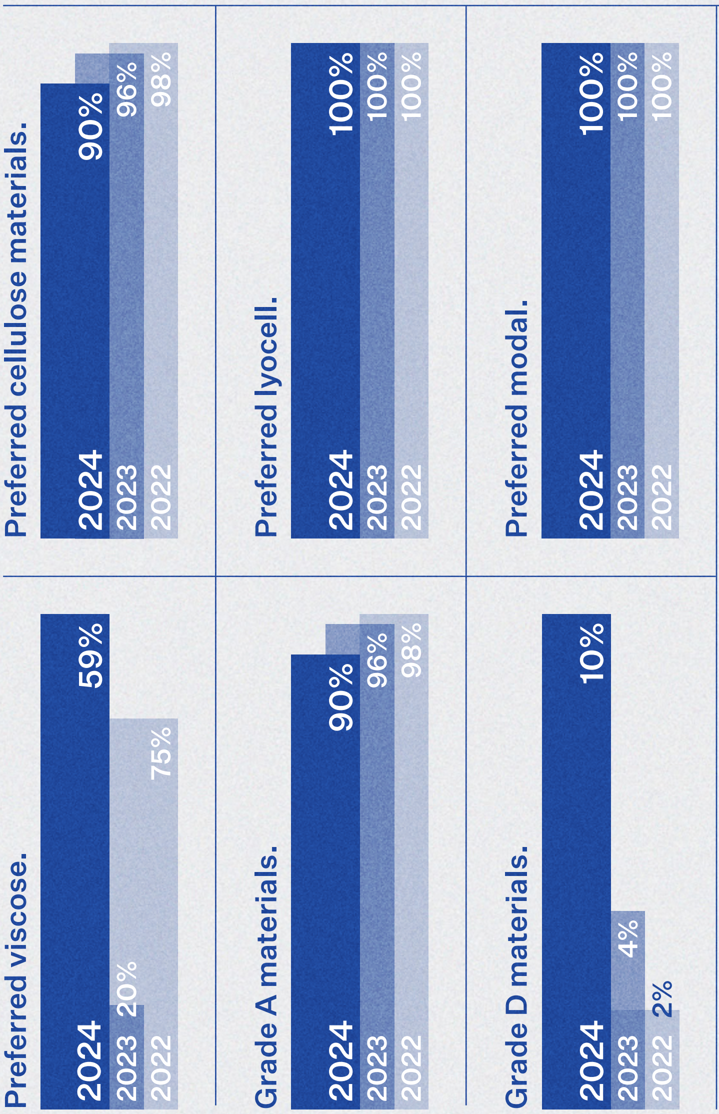
Fibres like lyocell, modal, and viscose are part of our material mix, but our use of them is decreasing. We still cherish these materials due to their renewable nature and technical performance, so we aim to explore how we can expand their use in the years to come.

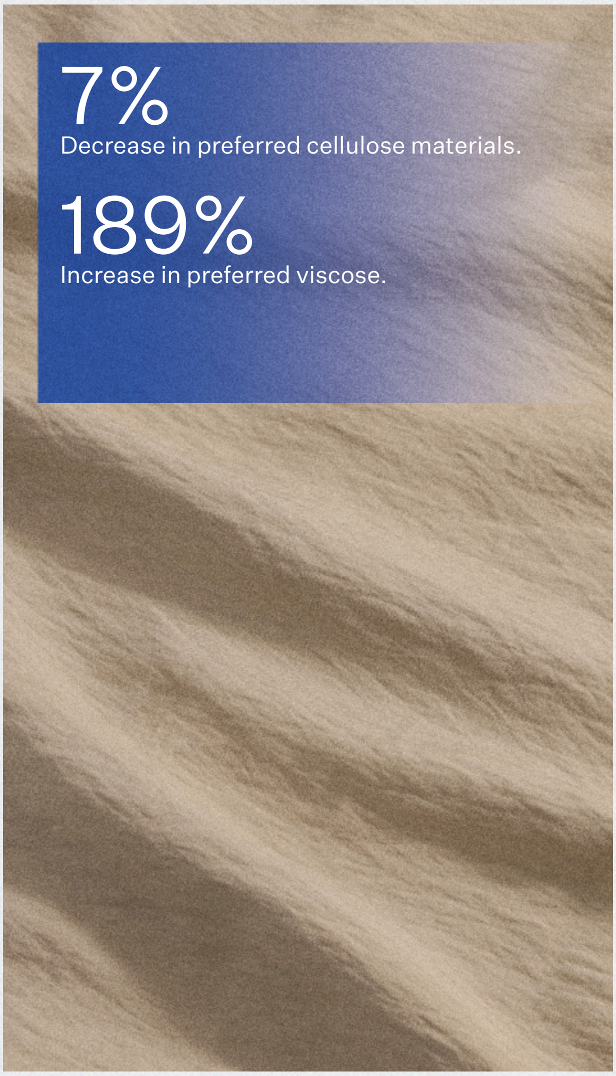
But even though they're wood-based and renewable, conventional versions can contribute to deforestation and pollution. That's why we only use TENCEL™ for all lyocell and modal—sourced from responsibly managed forests and made with closed-loop systems.

Viscose is trickier. While most come from Lenzing, some—especially linings—still rely on conventional sources because filament fibres are harder to replace. We're actively working on better alternatives.

That said, we've seen a decline in lyocell and modal use, and an increase in viscose overall. So even as we use more preferred viscose, we're not yet where we want to be.

We know we need to step it up—and we're committed to doing just that.





Plant materials.

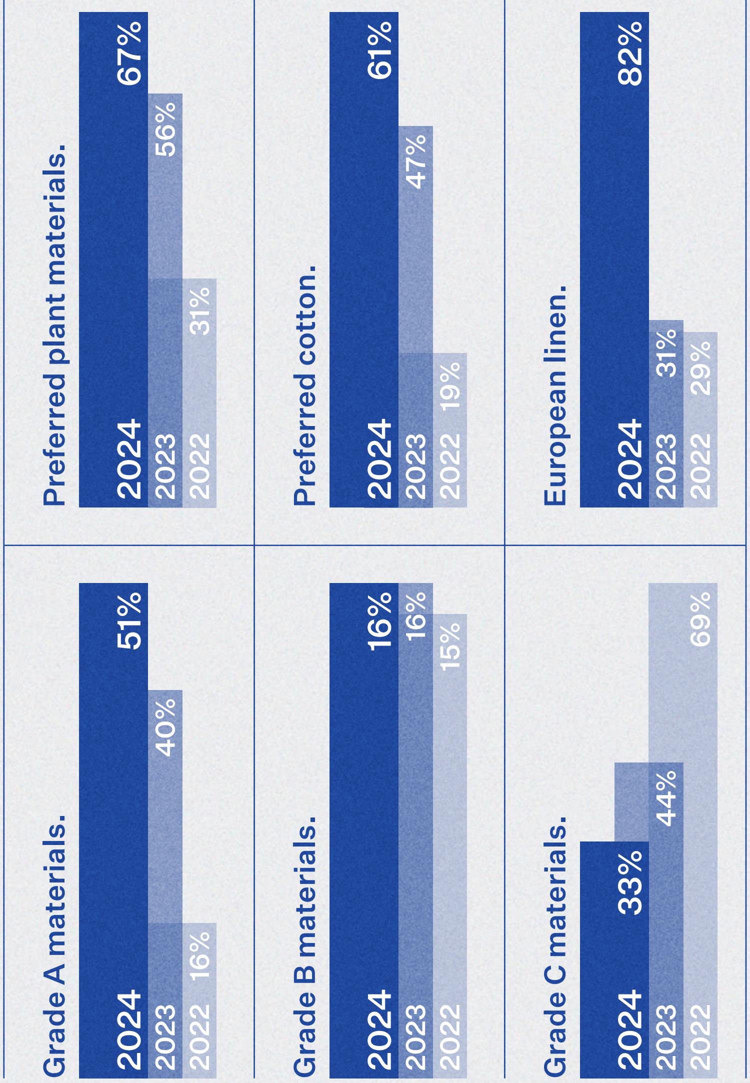
Cotton has always been central to NN.07. It's renewable, breathable, and unmatched in comfort. However, we are aware it comes with challenges, especially regarding water use.

We're making strong headway on organic cotton, which continues to grow fast in our mix. Pima cotton remains a challenge—we haven't found an organic version that meets our quality standards yet.

Recycled cotton is still limited, but we're working to scale it where performance allows—it's low impact makes it key for the future.

We haven't introduced regenerative cotton yet, but talks with suppliers are ongoing, and we hope to bring it in soon.

And let's not forget linen—a low-impact favourite in our summer collections. We've increased our use of European-grown linen, renowned for its minimal water usage and responsible farming practices.



Synthetic materials.

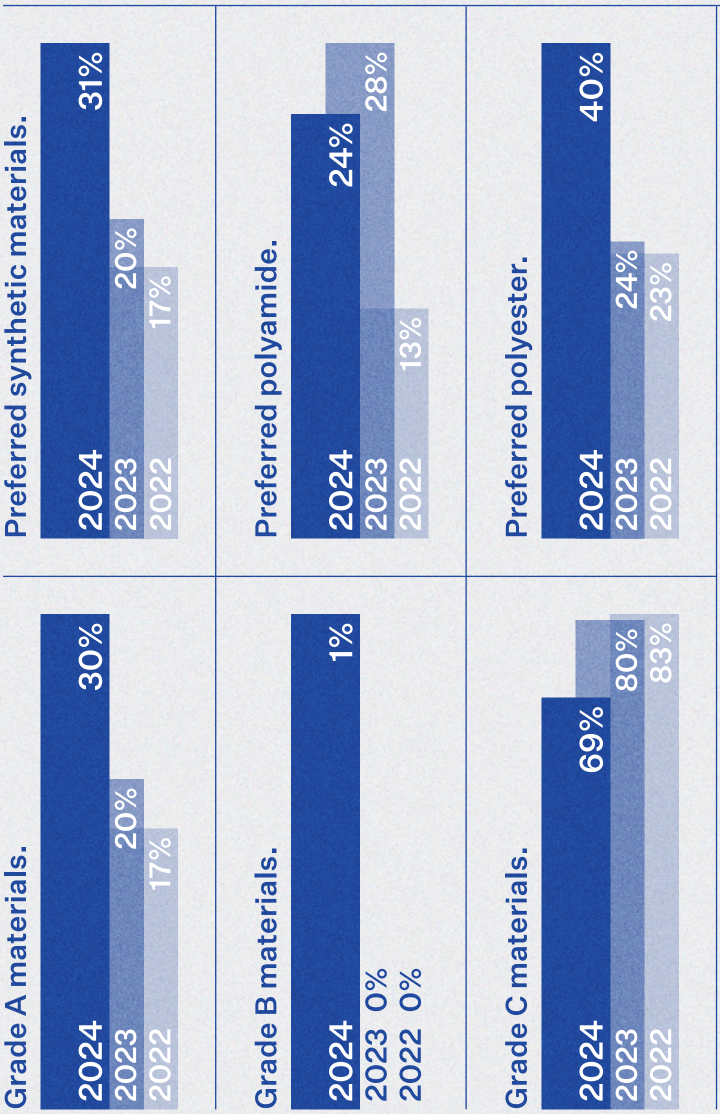
We'd rather avoid fossil-based materials, but for technical outerwear, stretch, and durability, synthetics still play a role.

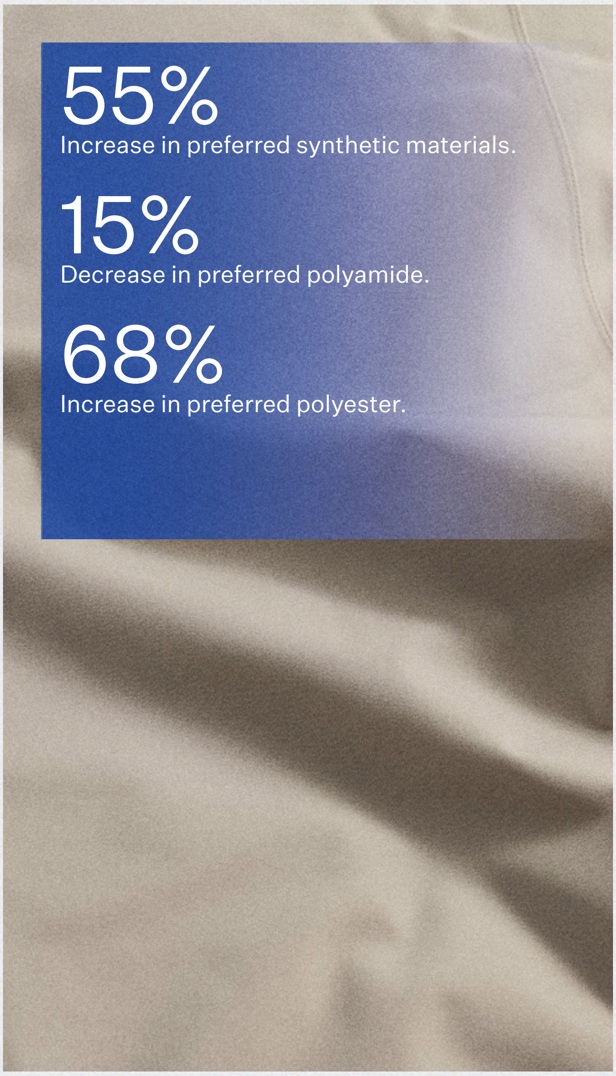
Recycled versions aren't perfect, but they're a step forward—cutting virgin resource use and giving existing materials a second life.

In 2024, we achieved solid gains with recycled polyester, but the use of recycled polyamide declined. To hit our 2026 goal of 100% recycled polyester and polyamide, we need to pick up the pace. Elastane also remains a challenge—we're still searching for recycled or biobased alternatives and continuing our research.

There's good news, too: we used recycled acrylic for the first time and are exploring how to scale it.

We're moving in the right direction—but we know we need to move faster.





Planet.

We are dedicated to getting technical and nerdy to fight climate change.

Tackling climate change means digging into the details—tracking our carbon footprint, supporting research, and fine-tuning how we operate. It's about getting scientific so we can take real action and better care of the planet and the ecosystems our business impacts.

9604 T CO2E	Total carbon footprint
3%	Decrease in total carbon footprint.
100%	Plastic-free packaging.
6	Research and collaboration projects.

Carbon reporting.

We've been tracking our carbon footprint since 2019, and learned it's trickier than you'd think. Changing standards and calculation methods meant we had to rethink our approach more than once, and this year was no exception.

Updates in industry emission factors meant our numbers jumped significantly. To stay consistent, we recalculated our entire 2023 footprint—a process called 're-baselining'. So, compared to last year's report, our emissions look higher, simply because the measuring standards themselves have changed.

One thing hasn't changed: we're still working with *Vaayu,* our carbon reporting partner. Their tech-driven platform helped us measure emissions more accurately and consistently, conduct lifecycle assessments, and complete our re-baselining, providing a solid reference point for future comparisons.

Even with improved tools and better data, we've still not found a way to fully use our primary data and realised that good carbon reduction targets can't be rushed. We prefer taking the time needed to set meaningful, realistic goals instead of jumping into promises we can't back up.

However, we're committed—and by 2025, we aim to establish precise, credible targets to guide our journey toward lower emissions.

Carbon emissions.

With support from Vaayu, we've once again measured our full carbon footprint, aligned with the GHG protocol and based on the industry's largest LCA database, derived from quality primary data collected from us and the most robust and reliable third-party sources. That means we can continue to accurately track our impact on three levels:

1. Total carbon footprint
This covers everything. It's the number we ultimately need to bring down, but it won't happen overnight. Decoupling business growth from emissions is one of the biggest (and toughest) challenges we face, but it's essential for real climate action.

2. Carbon intensity
This measures our total emissions relative to all products sold during the year. It cuts through the noise and tells us if we're improving, regardless of growth. If this number goes down, we're on the right track. If it goes up, we've got work to do.

3. Average product footprint
This is the heart of what we do, as it is measured by the average emissions of all our produced garments during the year. This is the number that should decrease each year if we're truly designing lower-impact products.

We've said it before: our total emissions will most likely rise as we grow our business, until we one day manage to crack the code of decoupling our business growth from our emissions. But our focus is clear—we're committed to reducing our average product footprint and carbon intensity year over year.

Emissions by scope.

Scope 1	<1%
Mobile Combustion. *(Leased vehicles)*	13 t CO2e
Scope 2 (Market-Based)	<1%
Electricity & Heating. *(Own offices and stores)*	19 t CO2e
Scope 2 (Location-Based)	<1%
Electricity & Heating. *(Own offices and stores)*	22 t CO2e
Scope 3	99%
Purchased Goods and Services. *(Products, packaging and office supplies)*	5942 t CO2e
Energy-Related Activities. *(Not in Scopes 1 & 2)*	9 t CO2e
Upstream Transportation & Distribution. *(Paid by us)*	1262 t CO2e
Waste. *(From our office)*	91 t CO2e
Business Travels. *(Transportation and hotels)*	203 t CO2e
Employee Commuting. *(Transportation modes)*	10 t CO2e
Upsteam Leased Assets. *(Shop-in-shops)*	1 t CO2e
Downstream Transportation & Distribution. *(Paid by our business partners)*	433 t CO2e
Use of Sold Products. *(Washing and drying)*	1408 t CO2e
End-of-Life of Sold Products. *(Disposal and recycling)*	189 t CO2e
Franchises. *(Our stores not directly under our control)*	24 t CO2e
Total footprint (Market-Based)	9604 t CO2e
Total footprint (Location-Based)	9606 t CO2e

Emission split.

From products.	76%
From deliveries.	17%
From business operations.	5%
From facilities.	1%
From packaging.	1%
From website.	<1%

Carbon footprint.

Even as our business grew, we managed to reduce our total carbon footprint compared to our baseline year. A clear reflection of our efforts in switching to lower-impact materials and improving how we transport and distribute our products. We're genuinely excited about the progress, but we also know it won't get easier from here. Maintaining this momentum will be challenging and uncertain, as we've said before.

Looking at our carbon intensity, we managed even greater reductions, and we're much more confident that we will continue to push that number down.

Product footprint.

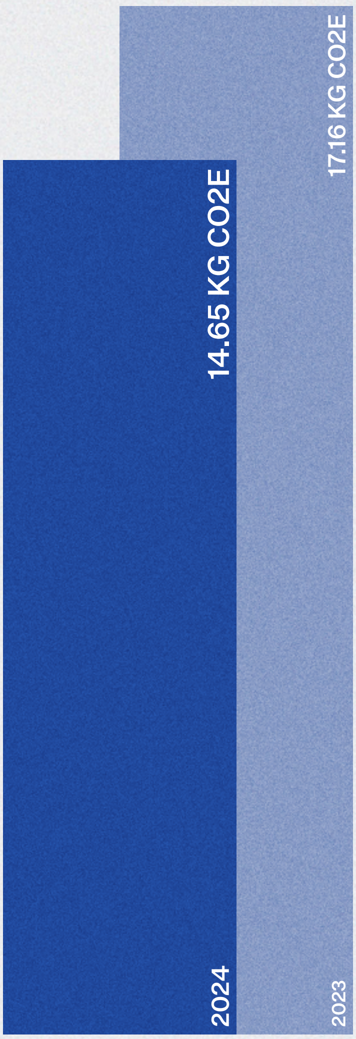
We're still using powerful tools to track the full carbon footprint of our products—from raw materials to transport, use, and end of life. No rough guesses—just real data on how much carbon each garment emits.

That said, let's be honest: carbon data in fashion is still not perfect. Even with strong partners and the best available resources, we must remain critical. Take wool vs. polyester. On paper, polyester has a lower carbon footprint. But does that make it more sustainable? Not really. Current models often overlook aspects such as wool's potential for carbon sequestration and its lower environmental impact during washing and care. And carbon is just one piece of the puzzle—ignoring factors like renewability, plastic pollution, or toxicity, risks missing the bigger story.

That's why we don't compare materials head-to-head. Instead, we focus on lowering the impact of each material on its own terms—and making material choices through a more holistic lens.

The good news? We've made a significant reduction of 15% in the average emissions per product this year. And we're just getting started—by pushing for better materials and partnering with suppliers on lower-impact processes, we're setting ourselves up for even more progress ahead.

Average product footprint.



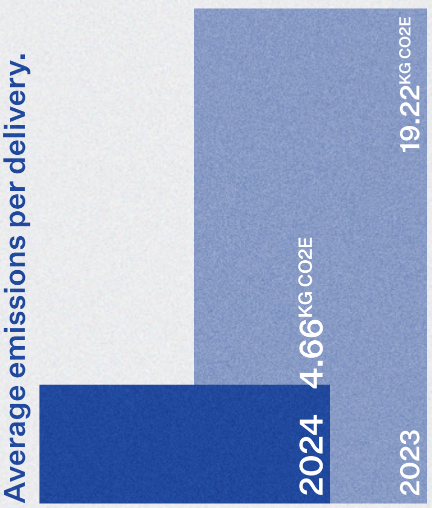
Emission split by lifecycle stage.

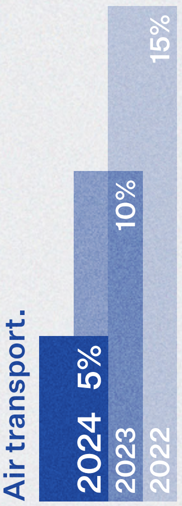
Transportation.

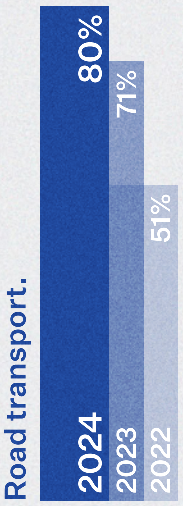
Moving products across a global supply chain takes a carefully coordinated transport network, and those choices have a big impact on our carbon footprint.

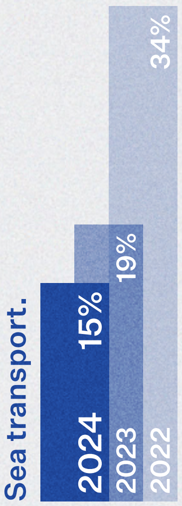
Air freight has always been a small part of our shipping, but it's by far the most polluting. That's why we've focused hard on cutting it down—and in 2024, we succeeded in halving our air shipments. It's a significant step toward our goal of reducing air transport to just 1%, and the impact of this is evident in the substantial reduction in our average emissions per delivery.

Next up: the roads. Petrol-powered trucks are still a major part of our footprint, and while we didn't make big moves here this year, we're ready to dive deeper. With air freight under better control, we're turning our focus to exploring low-carbon road options—starting with our logistics partners and a look at electric alternatives.









Packaging.

Last year, we introduced plastic-free packaging for retail and e-commerce, using only sustainably sourced wood materials.

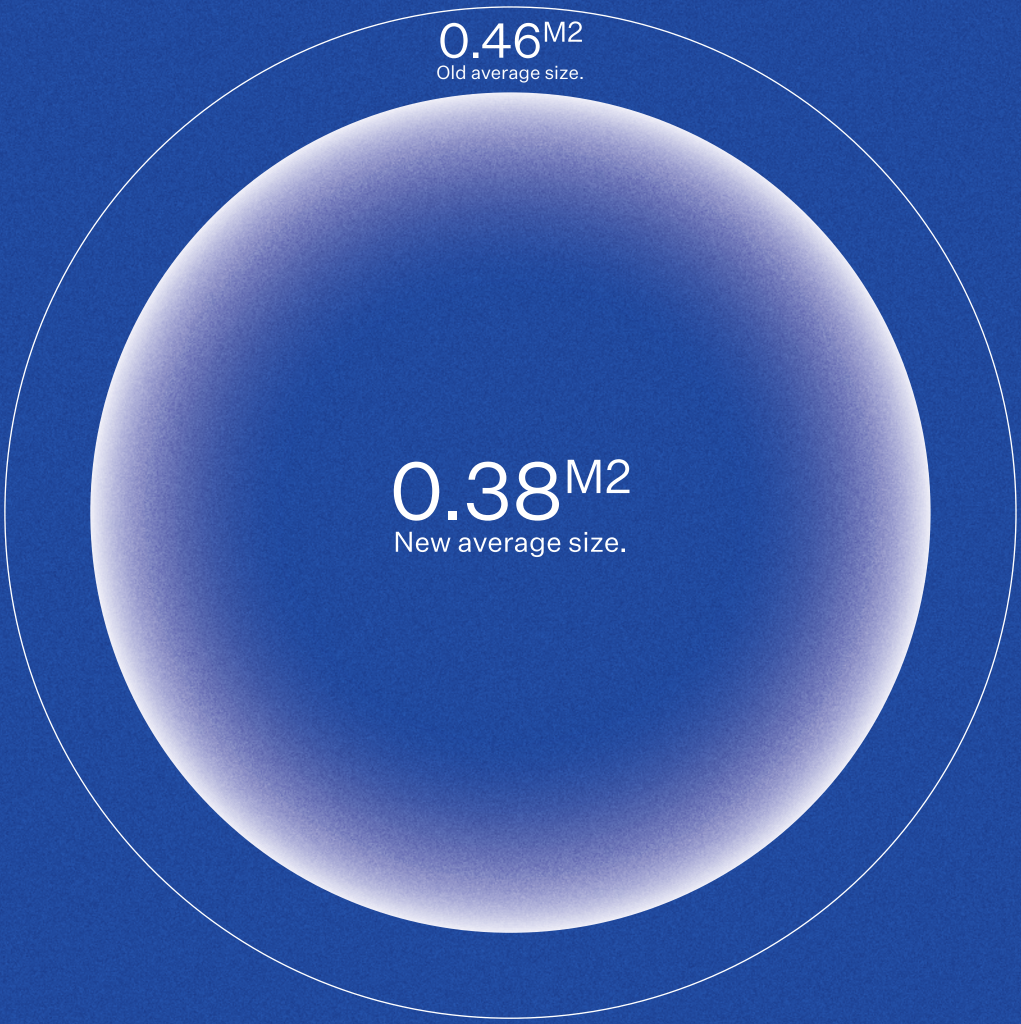
This year, we finished the job. All polybags are now replaced with 100% FSC-certified glassine paper bags, making our entire packaging system completely plastic-free.

100%
Plastic-free, made entirely from renewable wood sources.

17%
Reduced packaging dimensions on average.

Packaging dimensions.

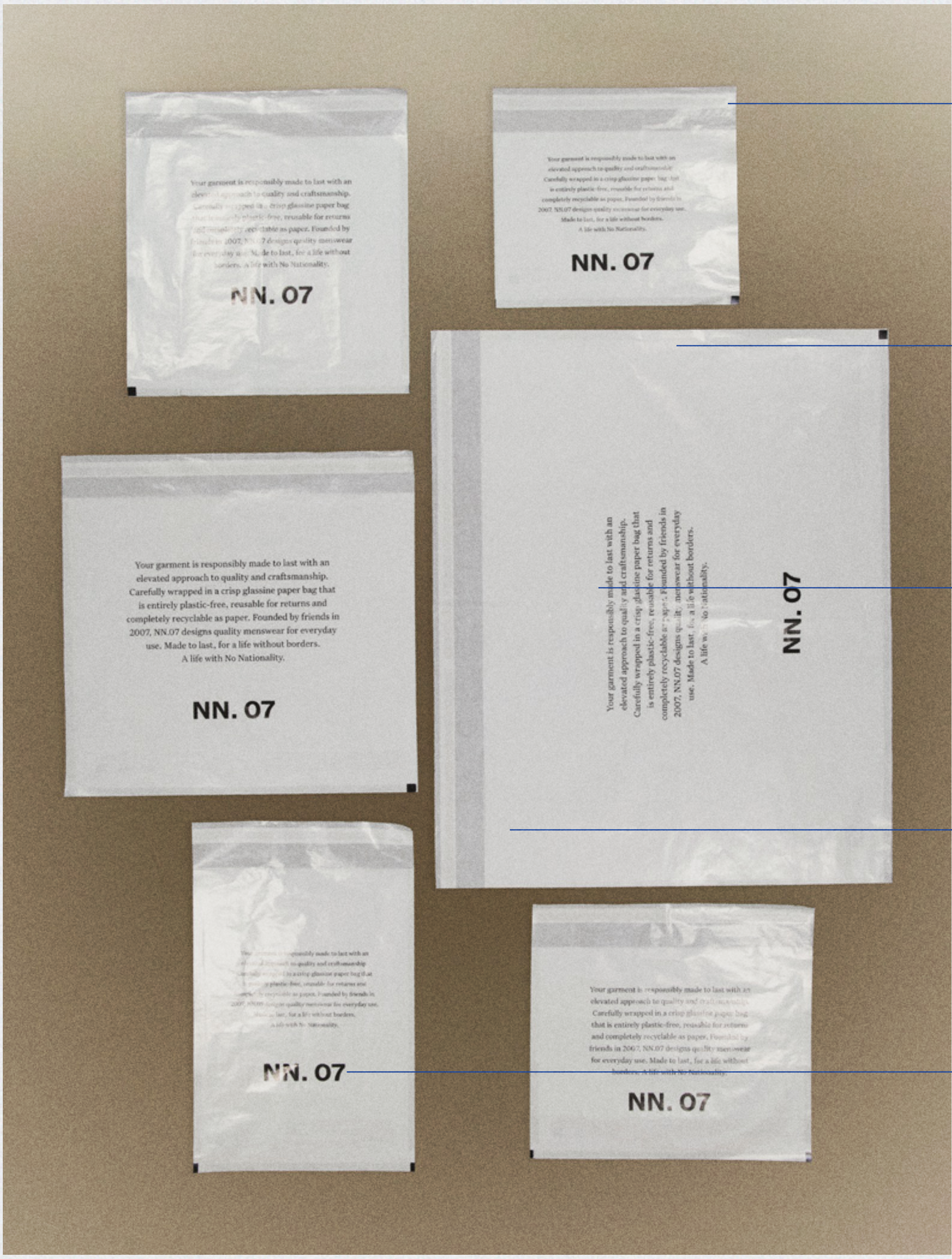
We have also updated our folding methods, resulting in a reduction in the average size of packed products. The result? Less packaging is used, resulting in less space for shipping and a smaller overall footprint.



Glassine paper bag.

We've replaced traditional LDPE polybags with glassine bags, made entirely from paper. These new bags are naturally protective, plastic-free, sourced from renewable materials, and fully recyclable.

A big step for us in eliminating single-use plastics.



Non-toxic, resealable glue for multiple uses.

17% reduction in average dimensions.

100% FSC-certified paper.

Uncoated and undyed for full recyclability.

Printed in soy-based ink.

Paptic garment bag.

We’ve introduced new Paptic garment bags for blazers, coats, and leather jackets—the same durable, paper-based material we use for our hangtags. They’re reusable for storing and protecting garments on the go, and fully recyclable if they ever reach the bin.

100% FSC-
certified Paptic®.

Naturally durable
and water resistant.

Fully reusable for
storing garments.

Printed in
soy-based ink.

Recyclable as
regular paper.

Research & collaboration.

Research, collaboration and data are key components in making our industry a more responsible one, and we continued our participation and support of this during 2024.

Blockchain, IoT & Resale.

Research exploring the potential of blockchain and IoT tech and studying user behaviour in the resale market.

Closing Loops.

Creating a nationwide repair network to streamline, scale and ease repair processes through a shared platform.

DM&T CSR Network.

A group of Danish fashion brands sharing sustainability insights and challenges to find collaborative solutions.

Fashion Design Innovation.

A 1.5-year collaboration with design talents to develop circular strategies and holistic product development.

Prolong.

Research on measuring and qualifying Design for Longevity strategies and product LCAs focusing on CO2 impact beyond production.

Trace.

90 partners joining forces to boost circular economy projects, aiming for a positive environmental impact.

2025 action plan.

We’re almost at the end of this year’s report, and there is no better way to tie things up than looking at tasks at hand for 2025.

Take on overconsumption.

Next year, we’re going head-to-head with overconsumption—starting with exciting garment care and maintenance guides, and laying the groundwork for future repair solutions. We’re also aiming to test 3D design software to help cut sampling waste in the long run.

Level up our social standards.

We’ll complete social audits for all remaining factories in higher-risk countries and ensure every partner is part of our wage analysis. Additionally, we’ll begin mapping our supply chain more deeply, starting with wet processors and trim suppliers, and explore wage tracking and audit expansion at the mill level.

Push preferred materials further.

We’ll focus on replacing the last bits of conventional viscose and mohair, while scaling up our use of preferred and recycled fibres—especially in synthetics, where we still have work to do.

Make carbon reduction real.

It’s time to set carbon targets that are clear, credible, and achievable. We’ll work with our partners to improve data quality, increase use of primary data, and explore meaningful reduction and insetting strategies—from regenerative raw materials to lower-impact transport options.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