

THE FAIR FAIR



Five questions to Lavinia Muth

What is a preferred, sustainable material? How does Neonyt define a preferred, sustainable material?

That is a really complex question, but, we as Neonyt tried to break it down for our landscape and our partners and we define a sustainable material a material that intends to sustain the status-quo and does no further harm to the people and the planet and in a best case scenario even gives more back to the soil for example than cultivation and harvest takes away. At Neonyt we define following materials as acceptable: organic or recycled cotton; recycled polyester or biodegradable polyester, recycled or biodegradable polyamide, ManMadeCellulosics (e.g. Lenzing fibers, Re:Newcell fibers), organic or RWS certified or traceable wool, RAS certified or traceable Alpaca, recycled down, recycled or IVN Best certified leather.

What aspects other than materials are important to tackle as a fashion brand when it comes to climate?

Companies and brands can do so much apart from doing less good or doing additional good. We believe that real impact can only be generated holistically. So, using an alternative material is not enough to claim to be sustainable. Doing a charity once per year is not enough to be a good business. All aspects of the business operation like logistics and packaging and marketing and human resources should be checked and measured against indicators to effectively reduce carbon emissions and other waste and dangerous materials or outcomes. We should all aim for a wasteless world and wasteless businesses.

What does human rights due diligence mean and how do I conduct this as a fashion brand?

Human rights due diligence is the absolute basic a company should do in order to take responsibility. It means that a company conducts regular risk assessments to ensure that human rights standards are not violated in their own company, as well as in supply chains. Unfortunately, due to shifting problems and responsibilities this has not been done properly in the last years in the fashion industry. Thanks to new laws in Germany and in the European Union, European fashion brands are now obliged to check which risks exist in their supply chains, how far grievance mechanisms have been implemented and other things. This can only be done by the company itself and based on right relationships and respectful communication.

What is the difference between minimum wage and living wage; what is a „fair“ wage/salary?

A minimum wage is remuneration usually agreed upon through negotiations between government, industry and sometimes trade unions. We know that the national minimum wage is often not sufficient in many of the countries where our clothes are made. Therefore we pledge for the payment of so-called living wages. Earning a living wage allows workers to provide for themselves and their dependant's basic needs - including food, housing, education and healthcare as well as some discretionary income for unexpected events. It should be earned in a standard workweek of no more than 48 hours and should be earned before bonuses, allowances or overtime, and after taxes.

What do transparency and traceability mean? Why is it so important for more sustainability in the fashion industry?

In fashion, transparency is the practice of openly sharing information about how, where, and by who a product was made. Being transparent means publishing all information about every actor involved in the production process, from start to finish and it allows customers to know exactly what they're buying, with details from every step of the production process. To create full transparency, traceability is key. Supply chain traceability is the process of tracking the source and journey of products and their inputs, from the very start of the supply chain through to its end-use. By mapping the supply chain and sharing this data, a transparent sourcing and development process is guaranteed. Applying traceability to fashion supply chains means that consumers can also make informed decisions on their purchases based on what personally appeals to them and the item's environmental and social impact.

TRANSPARANCY & CRITERIAS

NEONYT DÜSSELDORF

→ Ecology Sustainability Materials & Climate Neutrality

At least 75% of the exhibited goods must show verifiable sustainable materials.

Sustainable materials include Textile Exchange defined as „Preferred Fibers & Materials“ and/or recycled materials, and/or alternatives to conflict materials (e.g. recycled or Fairtrade Gold) and petroleum-based materials (packaging) and paper and cardboard from sustainable forestry:

Approved:

- ✓ Bio/Recl. cotton
- ✓ Recl. polyester, degradable polyester
- ✓ Recl. polyamide, degradable polyamide
- ✓ Sustainable ManMadeCellulosics (Lenzing fibres, Re:Newcell fibres e.g.)
- ✓ Organic /RWS/Recl. traceable wool
- ✓ Traceable alpaca
- ✓ Recl. down
- ✓ Recl. /IVN Best certified leather

Not approved:

- Conventional Cotton
- Virgin Polyester
- Virgin Polyamide
- ManMadeCellulosics (generic viscose)
- Conventional non-traceable wool
- Non-traceable alpaca
- Conventional down
- Conventional leather

Evidence may include various material certificates, supplier declarations, etc.

Evidence that a sustainable packaging and logistics concept is defined must be available.

Evidence can be own documentations of internal rules on waiving flight logistics and checking route optimization, setting up alternative and reduced packaging, etc.

→ Social Sustainability Working Conditions & Wages

At least 75% of the goods on display (and their production sites, first stage) must be verifiably inspected for ILO core labour standards.

There are a variety of standards, certificates and guidelines for compliance with labour conditions in global supply chains. A key difference is the level of commitment of different standards: from voluntary Corporate Social Responsibility (CSR) initiatives to the [ILO core labour standards](#), which have the status of human rights. They are the bare minimum and should be respected and regularly reviewed:

- Freedom of association and the right to collective bargaining
- Elimination of forced labour
- Elimination of child labour
- Prohibition of discrimination in respect of employment and occupation
- Occupational health and safety

Proof that at least the minimum wage is ensured at level 1 of production must be available.

Evidence may include own documentations and verifications of factory visits, factory certificates according to voluntary social standards (Fairtrade Textile Standard, SA8000; BSCI, etc.), audit reports, etc.

→ Transparency Sustainability

100% of the exhibited goods must be traceable to the first stage (garment making, cut make trim).

At least 50% of the exhibited goods must be traceable to the second stage (fabric production/yarn production).

Proofs can be own documentations, transaction certificates, etc.