

# AOTEAROA NEW ZEALAND'S A-Z GUIDE OF SUSTAINABLE/ETHICAL FASHION

COMPILED BY FREDERIQUE GULCHER OF MY GOOD EMPORIUM



NEW ZEALAND LABELS THAT ARE SPECIFICALLY MARKETED AND BRANDED AS ETHICAL AND/OR SUSTAINABLE, AND/OR MADE IN OUR FAIR AOTEAROA/NEW ZEALAND.

GLOSSARY AT END

- \* No brands paid to be on the list
- \* ★ awarded for transparency, made in NZ, using sustainable fabrics, fair trade or living wage working conditions, upcycling, and for charitable support.
- \* No stars? still being researched.
- \* This list is updated regularly

LABEL	SUMMARY	CATEGORIES	WEBSITE AND ETHICAL CREDENTIALS
<b>Aurai Swimwear</b>	AURAI is an eco & ethical swimwear with surf and beach culture feel designed by Auckland-based Italo-Brazilian designer Natalia Bertolo.	Swimwear	<a href="http://www.auraiswimwear.com">www.auraiswimwear.com</a> Handmade at a small family-owned atelier in Brazil. Econyl, 100% regenerated nylon made from recovered fish nets, old carpets and other discarded plastic components, as well as Amni Soul Eco, a biodegradable fiber made in Brazil.
<b>Allbirds</b> ★★★★	NZ-merino wool runners developed by Kiwi and American with focus on comfort and longevity	Kids, men's and women's footwear	<a href="http://www.allbirds.co.nz">www.allbirds.co.nz</a> ZQ-certified merino wool, certified B Corporation, 40% less packaging materials. Member of Soles4souls.
<b>Arc &amp; Bow and Bare Bones -Mane Project:</b> ★★★★	Arc & Bow & Bare Bones collections are small and distinctive with emphasis on detail and fabric.	Womenswear	<a href="http://www.maneproject.online">www.maneproject.online</a> Hand-made, hand-woven hand-printed in many instances. GOTS certified cotton, in some instances fair trade certified and highly transparent. You can see where the factories are and what certifications they have.
<b>Ashley Hilton</b>	Ashley Hilton Jewelry is handcrafted in New Zealand using local, ethically sourced materials and low -tech work practices.	Jewelry	<a href="http://www.ashhilton.com">www.ashhilton.com</a> Recycled and reclaimed silver, copper, gold, platinum and diamonds, as well as recycled heirloom jewelry. Ethically sourced & fabricated <a href="#">Alluvial New Zealand Beach Gold</a> . Also support <a href="#">Forest and Bird</a> , <a href="#">Amnesty International</a>
<b>Bohome + Roam</b>	Kiwi couple who hand-pick their collection of bohemian inspired homewares, jewelry and accessories.	Gifts, jewelry, accessories and home ware	<a href="https://bohomeandroam.co.nz/">https://bohomeandroam.co.nz/</a> Ethical and artisan made.

<b>Courage my Love</b> ★★★★	Yoga and active wear with prints by artists with focus on technical excellence for Legskins (featherlight tights).	Men and womenswear, yoga wear.	<a href="http://www.couragemyloveclothing.com">www.couragemyloveclothing.com</a> Eco friendly printing process with reduced waste. Leggings are made in NZ. Certified by OEKO-TEX® Standard.
<b>Children of Promise</b> ★★★★	Wellington-based made to order silk wear with beautiful, simple, soft tailoring	Womenswear, totes	<a href="http://www.copthelabel.com">www.copthelabel.com</a> Ethically-crafted in New Zealand using beautiful, high-quality, natural and biodegradable fabrics such as Japanese sandwash silk. A portion of the profit made from each garment is donated to charities in support the mental health of New Zealand youth.
<b>Collective Canvas</b>	Kiwi-designed footwear with strong emphasis on timeless design, with a highly transparent and ethical manufacture supply line.	Men and women's footwear	<a href="http://www.collectivecanvas.com">www.collectivecanvas.com</a> Naturally grown materials including organic cotton, natural latex rubber, and the use of renewable castor oil in our insoles make up 97% of the composition of sneakers. Use of water-based glues further help to reduce our impact on the workers making our products, and throughout the product's lifecycle. All workers in audited factory produce under fair trade conditions.
<b>Duffle &amp; Co</b> ★★★★	Ethical leather, canvas and pinatex bags & accessories	Bags, wallets	<a href="http://www.duffleandco.com">www.duffleandco.com</a> Work with skilled artisans in India, Nepal and Bali, offering a fair wage in a safe work environment, free of child labour. They use hemp, bamboo, Pinatex pineapple leather and vegetable tanned leather. They also support local organisations KiwiHarvest, to help feed families in need, and Million Metres, who plant trees to restore our waterways.
<b>Duskies eye wear</b>	Kiwi company creating sunglasses using wood from sustainable forest sources.	Sunglasses	<a href="http://www.duskies.co.nz">www.duskies.co.nz</a> Crafted from 'Forest Stewardship Council' (FSC) Sustainable Timbers.
<b>Etico</b>	Handmade, socially responsible and sustainable homewares and gifts.	Homewares	<a href="http://www.etico.co.nz">www.etico.co.nz</a>
<b>Fabrik8</b> ★★★★	Fully NZ-made street style, distinctive wear. Little, Local and Ethical	Women's, men and kids wear.	<a href="https://fabrik8.co.nz/">https://fabrik8.co.nz/</a> Using fabrics that have been 100% Milled in New Zealand, and 100% Merino. Each garment sewn to order, plus sourced vintage pieces.
<b>Grumpysuns</b>	Hemp leisure wear – surf feel	Men's and womenswear	<a href="http://www.grumpysuns.nz">www.grumpysuns.nz</a> A blend of 55% NZ Hemp – 45% Organic cotton, with factories working on getting our Fairtrade certifications.
<b>Heke Designs</b> ★★★★	Waiheke-based upcyclers using local surplus clothing.	Women's casual wear	<a href="http://www.hekedesign.com">www.hekedesign.com</a> Manufactured on Waiheke Island from vintage and re-claimed textiles. Each item is individually cut. Featured runway in inaugural Eco Fashion Week Australia.

<b>Holi</b>	Organic wear with a lot of knits, organic & sustainable outer wear built to last made in New Zealand with love and thought.		<a href="http://www.holi.co.nz/">http://www.holi.co.nz/</a> Source organic fibre, sustainably manufactured through a closed loop system, locally sourced Oeko-Tex certified, organic bamboo and cotton fabric made fair trade in China, plus NZ-grown merino and lambswool, but no certifications and unsure where merino wool is sourced from.
<b>Ice Breaker</b>	New Zealand-found high performance active wear created out of NZ merino wool	Men, women, children	<a href="http://www.icebreaker.co.nz">www.icebreaker.co.nz</a> Provide adequate water and nutrition to sheep they shear, being free to roam on open pastures, having shade and shelter at all times, and disease and illness prevention and treatment is provided. Mulesing is not permitted by suppliers. Workers are also treated well. Full and regular auditing process is followed according to the website. The Supply Chain is very transparent.
<b>Kathmandu</b> ★★★	Outdoor wear store started in NZ, and becoming more sustainable in its sourcing, including using a lot of recycled plastic	Active wear & accessories	<a href="http://www.kathmandu.co.nz">www.kathmandu.co.nz</a> Uses recycled bottles, polyester and fair trade conditions
<b>Kowtow</b> ★★★★	Arguably the pioneers in ethical and sustainable design in New Zealand, The Wellington-based label is recognised for distinctive style and beautiful crafting.	Men and womenswear, and swimwear	<a href="http://www.kowtowclothing.com">www.kowtowclothing.com</a> Ticks every box!! 100% fair trade organic cotton, certified by FLOI and non-toxic dyes approved by GOTS. produced in factories audited Social Accountability Accreditation Services for a fair and safe workplace
<b>Little Yellow Bird</b> ★★★★	Wellington-based organisation started as supplier of sustainably-produced made-to-order corporate uniforms and business wear, but has expanded range	Mens, kids & womenswear, corporate & accessories.	<a href="http://www.littleyellowbird.co.nz">www.littleyellowbird.co.nz</a> Fair trade, organic cotton farmed in co-op, and B-corp certified. You can also recycle your LYB items.
<b>The Loyal Workshop</b>	Kiwis based in Kolkata! Hand-stitched from eco veg-tanned leather, artisans craft ethical leather satchels, bags and other goods with classic stylings.	Accessories – bags, belts etc	<a href="https://www.theloyalworkshop.com/">https://www.theloyalworkshop.com/</a> Provide employment alternatives to fight human trafficking using eco veg-tanned leather which isn't toxic to makers.
<b>Maggie Marilyn</b> ★★★★	Kerikeri-based with two collections a year. Very distinctive high-end luxury wear.	Womenswear	<a href="http://www.maggiemarilyn.com">www.maggiemarilyn.com</a> Organic cottons, ethically produced silks, and recycled metals. Made in NZ.
<b>Masami</b> ★★★★	Hand-made limited edition bespoke garments hand cut and made in Gisborne	Womenswear	<a href="http://www.masamiclothing.com">www.masamiclothing.com</a> Julie Puddick sources textiles, trims and embellishments from local second-hand stores, international fabric specialists and vintage boutiques. Hand-made locally.

<b>Melanie Child</b>	Dunedin-based high end upcycled garments with statement appeal	Womenswear	<a href="http://www.melaniechild.co.nz">www.melaniechild.co.nz</a> Upcycled denim and other fabric combined with sustainable virgin materials from ethical sources.
<b>Mons Royale</b>	Wanaka-based merino wool high performing active wear associated with ski and snowboarding youth scene.	Men, women, children	<a href="http://www.monsroyale.com">www.monsroyale.com</a> Low impact and water-based dyes and purification process. AW16 range is traceable and certified 100% non-mulesed or ceased mulesed by Deloitte & Touche GmbH.
<b>Nature Baby</b> ★★★★	Iconic and beautiful Kiwi kids brand	Kids wear ages 0-4	<a href="http://www.naturebaby.co.nz">www.naturebaby.co.nz</a> GOTS certified organic cotton and organic merino, child labour free and fair trade, and no nasty chemicals.
<b>Ok! for all</b> ★★★★	Fun, non-gender specific, hard wearing streetwear for kids	Kids wear 4-12 yrs old	<a href="http://www.okiforall.com">www.okiforall.com</a> Fair trade, 100% GOTS certified organic cotton and clothing tie-dyeing and recycling service to come
<b>Outliv</b> ★★★★★	Made in NZ from upcycled leather and denim.	Bags and wallets	<a href="http://www.outliv.co">www.outliv.co</a> 100% high grade recycled bags, wallets with a focus on Leather and Denim. Individual, minimal waste, locally sourced.
<b>Ovna Ovich</b> ★★★★★	Limited edition boutique womenswear from Wellington-based Marina Davis and manufactured in NZ.	Womenswear	<a href="http://www.ovnaovich.com">www.ovnaovich.com</a> GOTS organic cotton and tencel and using water-based dyes. She is an Ethical Fashion Forum Fellowship 500 Member. Made in NZ.
<b>Nisa Underwear</b> ★★★★★	Wellington-based studio creating cotton underwear and employing and upskilling ex-refugees	Women's underwear & swimwear	<a href="http://www.nisa.co.nz">www.nisa.co.nz</a> 100% organic fair trade fabric and made in NZ. Empowerment employment for ex-refugee women.
<b>Rachel Mills</b>	Elegant womenswear made from deadstock and organic cotton	Womenswear and accessories	<a href="http://www.rachelmills.co.nz">www.rachelmills.co.nz</a> All garments are made locally in Auckland from fabric is sourced from a combination of deadstock and organic fabrics, with all new cotton organic GOTS certified. They also teach to sew.
<b>ReCreate</b> ★★★★	Ethical, organic, sustainable, boutique streetwear that truly transforms lives. It's a style that seems to capture New Zealand's laid-back feel.	Womens, mens and children up to ages 4	<a href="http://www.recreatestore.co.nz">www.recreatestore.co.nz</a> GOTS-certified 100% organic cotton, while denim is certified by the Better Cotton Initiative, and accessories like buttons are from recycled materials. Fairtrade, living wage empowerment employment and training.
<b>Senorita Awesumo</b> ★★★★★	Dunedin-based upcycler that incorporates waste, hemp and organic cotton. Avant-garde, innovative, waste free ethos. Waste-free consultant.	Womenswear, home and kitchen ware	<a href="http://www.senoritaawesumo.com">www.senoritaawesumo.com</a> Upcycler combined with hemp and organic cotton and re-fashioned waste. Appointed to the Fashion Revolution working committee for Australia and New Zealand. Ethical Fashion Forum Fellowship 500 member and featured runway in inaugural Eco Fashion Week Australia.
<b>Standard Issue</b>	Thoughtfully designed, sustainably created, New Zealand-made knitwear.	Womens, mens and kids	<a href="http://www.standardissue.co.nz">www.standardissue.co.nz</a>

			100% New Zealand designed and made with natural fibres: NZ merino, Italian Cashmere, Supima Cotton
<b>Silkliving</b> ★★★	Dunedin-based Silk wear focus on comfort in casual wear and technical attributes of silk, such as exothermic properties, fire resistance and climate control.	Womens, mens and babywear, silk sheets, blankets, Silksak travel liners.	<a href="http://www.silkliving.com">www.silkliving.com</a> Natural fibres consisting of mainly silk, merino (non-mulesed), some cotton. Silk worms are fed pesticide free mulberry leaves, and it uses low impact fibre reactive dyes. Also offers recycling and reuse system. Garment factories in China meet the BSCI compliance and regulation.
<b>Space Between</b> ★★★★★	Social enterprise initiative through Massey University to refashion corporate uniforms into distinctive, avant-garde women's wear.	Womenswear	<a href="https://spacebetween.ac.nz/fundamentals/">https://spacebetween.ac.nz/fundamentals/</a> Ethical, sustainable, zero-waste in some cases and using local sewers at Earthlink Apparel to create the collection. Items can often be worn in multiple ways.
<b>Thunderpants</b> ★★★★★	Based in Martinborough, Wairarapa, quirky range of underwear made in NZ all with the distinctive confident and quirky. A pioneer in NZ.	Underwear, swimwear and bedding.	<a href="http://www.thunderpants.co.nz">www.thunderpants.co.nz</a> Fair trade organic cotton grown in India and processed to strict SKAL and GOTS standards. Then knitted in Levin, printed in Auckland using water-based inks and dyes, and sewn in Carterton.
<b>Tonic + Cloth</b>	Beautiful tailored relaxed jumpsuits, wrap dresses that are kind – feel good, look good.	Womenswear, blankets and hot water bottle covers	<a href="https://www.tonicandcloth.co.nz">https://www.tonicandcloth.co.nz</a> Tonic & Cloth has partnered with production house, Holi Boli (in rural India) founded by kiwi Ana paying living wages in a safe environment with upskilling included. GOTS cotton, bamboo fleece. Work with Loyal Workshop.
<b>Untouched World</b> ★★★★★	Well-established iconic luxury lifestyle and sustainable clothing pioneer with recognition by the UN as a global exemplar in sustainable development.	Men, women, kids wear and jewelry	<a href="http://www.untouchedworld.com">www.untouchedworld.com</a> Certified organic cotton to fine machine washable Zque™ Merino (un-mulesed), tencel, soybean fibre, luxurious EcoPossum. Has the Untouched World™ Charitable Trust.
<b>WE-AR</b> ★★★	Starting as a yoga brand on Waiheke Island in 2005, WE-AR clothing is inspired by its yoga origins – loose-fitting, earthy colours and casual.	Mens, womenswear and accessories	<a href="http://www.we-ar.com">www.we-ar.com</a> Using organic cotton, bamboo as well as Tencel/Modal, plus some non-natural fibres. Moving to full ethical and sustainable production. Member of Bali-wide ethical manufacturing charter and B-Corp certified.

## OTHER BRANDS

There are a number of brands that I don't feel comfortable rating because I'm unsure about the sustainability of their fabric source, or the ethical credentials of their supply chain. Most of these brands could improve how they present ethical and sustainable credentials on their websites, being more transparent.

These include Aida Maeby, AS Colour, Beaucoops, Beloved Marketplace, Common People, Company of Strangers, Feit Direct, Hall, Issue Clothing, KILT Clothing, Karen Walker, Kate Sylvester, Le Buns, Linden Cook, Mandatory, Marle + linen, Miss Crabb, Natalie Marie, Perriam, Shikoba, Soul Shoes, Taylor Boutique, Three Bags Full, Yu Mei, Zeenya.

MARKETPLACES	SUMMARY & CATEGORIES	
<b>Casa + Cloth</b>	Online boutique with swim brand Salt Gypsy, Mirimiri merino, King Raja Organics and eclectic heart. These are not Kiwi brands, but they are sustainable and ethical brands.	<a href="http://www.casaandcloth.com">www.casaandcloth.com</a>
<b>Consciously Living</b>	A great library of Community services, wellness, healing therapies, yoga studios, food, organics, mindful shopping, education, events, eco-travel, accommodation and adventures	<a href="https://consciouslyliving.co.nz/">https://consciouslyliving.co.nz/</a>
<b>Freedom Kids</b>	Ethical and gender-neutral kids clothing	<a href="http://www.freedomkids.co.nz">www.freedomkids.co.nz</a>
<b>Flip your dog</b>	Ethical, environmentally friendly and fair-trade yoga and activewear	<a href="http://www.flipyourdog.co.nz">www.flipyourdog.co.nz</a>
<b>Green Elephant</b>	range of sustainable, organic and eco-friendly products	<a href="http://www.greenelephant.co.nz">www.greenelephant.co.nz</a>
<b>Harm Less Solutions</b>	Organic cotton and bamboo, Oeko Tex.	<a href="https://www.harmlessolutions.co.nz">https://www.harmlessolutions.co.nz</a>
<b>Paper Rain project</b>	Range of wallets, belts, glasses case, wristbands, sleeves and satchels plus other ethical brands making Leatherware, t-shirts, peanut butter, chocolate, notebooks	<a href="https://www.thepaperrainproject.co.nz/collections/leatherware">https://www.thepaperrainproject.co.nz/collections/leatherware</a> Our t-shirts are 100% organic cotton, fairly traded & printed in-house using environmentally aware printing methods. opportunity for trafficked sex-workers by offering training in their freedom-driven business.
<b>Tummah Ethical</b>	Stocking certified Fair Trade and organic products.	<a href="http://www.tummahethicaltrade.co.nz">www.tummahethicaltrade.co.nz</a>
<b>Well Made Clothes</b>	Operating a Well Made Clothes Values system categorizing clothes against sustainability, local, minimal waste, empowerment plus more.	<a href="https://wellmadeclothes.co.nz/">https://wellmadeclothes.co.nz/</a>

## **Glossary – Explaining the acronyms and terminology**

Fair trade: unless capitalised, the use of the word fair trade means a living or better wage for garment workers. When capitalized Fair Trade certified is the official certification by the Fairtrade Labelling Organisations International (FLOI)

Global Organic Textile standard or GOTS: worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain.

Social Accountability Accreditation Services (SAAS) agency: supports social responsibility and accountability by ensuring the implementation of credible systems designed to protect people and their communities with highest social standards, ie a fair and safe workplace.

Certified B Corporation business: B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

SKAL standards (International Standards for Sustainable Textile Production): Skal inspects and awards organic certification to farms and businesses that meet the organic standards if the production process complies with legal regulations.

Lyocell/tencel/modal (Tencel is the brand name): is a fabric produced from the wood pulp of sustainable forests and processed in a closed-loop system where chemicals, water and carbon discharged in the process are re-used.

OEKO-TEX® Standard: A worldwide consistent, independent testing and certification system testing raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used, for harmful substances.

Ethical Fashion Forum: a not for profit network and member's platform focusing upon social and environmental sustainability in the fashion industry and awarding special individuals and brands a Fellowship 500 membership for their pioneering and innovative dedication towards sustainability in fashion.

European Business and Social Compliance initiative (BSCI): a leading supply chain management system that supports companies to drive social compliance and improvements within the factories and farms in their global supply chains. BSCI implements the principle international labour standards protecting workers' rights such as International Labor Organization (ILO) conventions and declarations

ILO: international labour organisation is a United Nations agency that brings together governments, employers and workers of 187 member States to set labour standards, develop policies and devise programmes promoting decent work for all women and men.

ZQ-certified wool: A community of grower suppliers that meet stringent standards of sustainable farming and animal welfare on merino farms.