



HEKNE

# Sustainable?

**Production of clothes can not be sustainable, but we can make it better.**



**Natural materials** - avoid plastic and toxins.

**Undyed** - to reduce harmful chemicals.

**Recycled materials** - can in some aspects be less harmful than other options.

**Organic cotton**- reduce use of pesticides.



**Made to last** - high quality and timeless design, no seasons and no trends.

**One at the time** - slow enough to do it well.

**Nothing to the trash** - it all stays until it's sold.





**Repairs** - we offer free repair on all our garments.

**Second Chance** - garments that have been worn or that have flaws will either be prepared/repared for sale in our Second Chance category, or upcycled into something new.

**Education** - instructions on how to take care.

**DIY** - instructions and inspiration on how to repair, redesign and upcycle yourself.





## Our slow journey



Siglinde M. Lunde and Anja B. D. Hekne, 2016.

Almost no Norwegian clothing brands talked about sustainability or responsibility back then.

We always wanted to do it right, make something of high quality, feel responsible for the entire supply chain.

# The challenges we face

## 1) **Lack of knowledge/awareness/will in majority of consumers**

- used to buy a lot of clothes at a really low price
- not thinking about who pays the price for the real cost of producing the garment

How do we increase willingness to pay?

How do we make consumers buy less and make it last?

How to educate consumers without coming across as judgemental?

## 2) **Competing with Temu in a system that depends on exponential growth**

How do we scale a business when the core of our business model is for consumers to buy less?

How do we raise our voice when Shein, Temu, Zara, H&M +++ are so loud?

According to the Norwegian NGO “The future in our hands” the sustainable amount of new garments we can buy a year is 5. The average Norwegian buys 24.

Utopic that consumers will buy less, before they have to because of legislation, price or otherwise.





### 3) **It costs more**

Doing things right and at the same time compete, leaves us with **less margins** and less opportunities.

Letting the consumer pay instead of the workers in the other end of the supply chain, leaves us with a bigger **responsibility of delivering** a product that matches the consumer's expectation.

# The big question

Who is responsible?

The customers, the retailer, or the legislators?

We aim to provide a better choice for consumers, but we cannot choose better for them.

