



Impact Report 2025

B
M
A

Our mission is to prove we can successfully grow our business by doing things the right way.

Our focus remains on our two key goals – People and Planet. Our net zero goals don't exist in a vacuum and this year our progress has been impacted by the difficult economy, resourcing and greater legislation around sustainability. We also recognise that at this advanced stage of our sustainability journey, there are no quick wins. Progress now means addressing the specific complex challenges that stand between us and net zero.



Complex Challenges

The key now is finding, developing and using recyclable elastane and polyamide. This is a long term, ongoing challenge. It will transform our ability to make recyclable, low impact clothing. But while it's ongoing, there will be few opportunities to declare our progress.

Focus on People and Resourcing

We're a small company in a tough economy and we have to choose carefully where to put our efforts. Never have our people been more important. We know they are inspired to work for us because of what we stand for and we know they go the extra mile every day to drive us forward. In turn we remain committed to paying the real living wage as a minimum.

Increased Legislation

We welcome increased sustainability legislation with minimum standards- we already meet and exceed every standard.

As an example, because we're striving for genuine change, we're going beyond the requirement to provide digital product passports declaring where our fibres are sourced. We're partnering with Green Story to work with our producers to reduce their footprint and in turn ours.

Whilst very welcome, complying with the legislation is time consuming and highlights our need to be strategic with our resourcing.

In this context, the real measure of our efforts is in how we sustain progress and remain focused on our mission: growing our business by doing things the right way.





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Circularity

Transitioning away from a linear take-make-waste economic model to a circular economy is one of the best ways we can conserve and protect our planet and its precious resources.



Goal

Limit our contribution to unsustainable levels of clothing waste by finding innovative ways to extend the life of our products. Have an end-of-life solution in place for every item by 2030.





2024 Progress

1. Designing for Recyclability

Our 73 Zero circular collection is designed to be recycled back into clothing again once it's no longer wearable. Each piece is certified by the Circular Textiles Foundation and every detail and component is carefully considered to ensure suitability for an existing, fibre-to-fibre textile recycling route.

In AW24 and SS25, 13% of our options were 73 Zero circular which is up from 10% in SS24. We are on track for 20% for AW25.

Why It Matters

Our 73 Zero range was named because, when we started this project 73% of clothing ended up in landfill or incinerated- and we want to get that to zero. Today, globally, less than 1% of clothing is recycled back into clothing again.

That only changes if the industry designs clothes for recyclability. It has to be embedded in the design process. 'We started with just one jacket and now we're on track for 20% of our range to be certified recyclable in AW25.

Continue

2. Resale

Our partnership with resale platform Continue continues. This partnership promotes a longer useful life for every garment.

**UK
TEXTILES
PACT[®]**



3. Industry Wide Collaboration

We remained a part of the UK Textiles Pact initiative and contributed to working groups focused on durability and designing for recyclability throughout 2024.

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Materials

More than 65% of global fibre usage is still virgin polyester made with non-renewable fossil fuels, and polyester production is set to hit 1400 million tonnes of carbon emissions annually by 2030.

Goal

Protect and conserve our natural resources by continuing to find and utilise innovative, next-generation and the lowest impact materials. Eliminate 'Basic' fibres from our range by 2030.

2024 Progress

1. Better or Best Fibres

95% of the materials we used in 2024 were 'better' fibres and we've maintained this year on year, despite creating new product lines and introducing new suppliers.

Only 5% were 'basic' fibres (this includes the higher impact fibres like virgin synthetics and conventional fibres).

We didn't use any 'best' fibres in 2024 because we didn't source any yak-wool for our knitwear and we stopped our recycled cotton denim range.



Fibres by Usage

95%
Better

5%
Basic

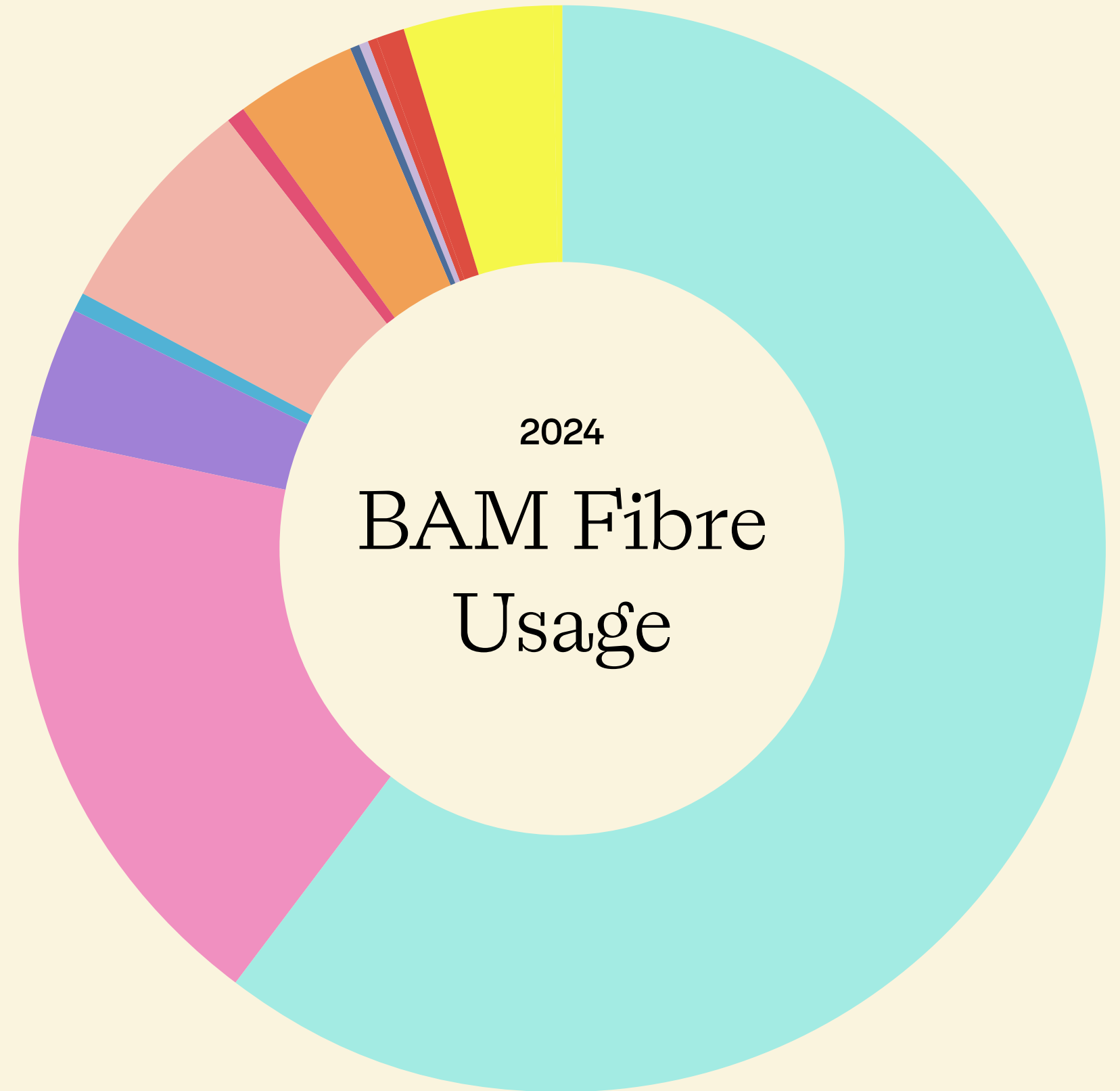
Better

- Bamboo-based MMCFs from BAM nominated producer (viscose, modal)
- Lenzing MMCFs (Tencel™ lyocell or modal, EcoVero™)
- Naia™
- Seacell™
- Certified organic cotton
- Linen
- Hemp
- RWS certified wool
- RAS certified alpaca wool
- Certified cashmere (GCS, SFA)
- Degradable polyamide (eg: Amni Soul® Eco)
- Recycled polyester
- Recycled polyamide
- Recycled elastane
- Degradable elastane (eg: Roica™ V550)

Basic

- Conventional viscose
- Conventional lyocell
- Conventional modal
- Uncertified wool
- Conventional cotton
- Conventional polyester
- Conventional polyamide
- Conventional elastane
- Conventional acrylic

Breakdown



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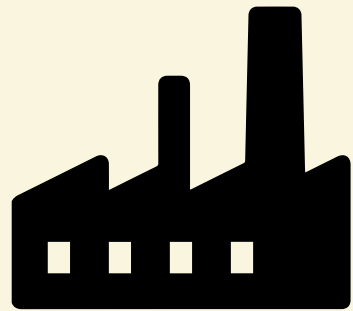
Processes

Wet processing of fibres and fabrics often accounts for more than 60% of a garment's manufacturing footprint and the clothing industry is a huge contributor to water pollution globally.

Goal

Reduce the impact of processing our fibres and fabrics. Lead the way by finding innovative solutions, measuring impacts upfront and taking meaningful action in real time.

2024 Progress



1. Zero Discharge of Hazardous Chemicals

Due to a change in policy which would have increased our membership fee very significantly, we were forced to let go of our membership to the ZDHC Foundation halfway through 2024. It was incredibly useful to be a part of the community and have access to the ZDHC tools and resources however we have continued to do our own due diligence on wet processors (dyehouses and MMCF producers) in our supply chain to monitor working practices around chemical and environmental management.

Despite no longer being members, we have maintained our policy for all wet processors in our supply chain to follow the ZDHC guidelines and MRSL (manufacturing restricted substance list). We have maintained our framework for assessing suppliers and rating them as Basic, Good, Better or Best but updated our criteria to reflect that we are no longer members of ZDHC. You can read more about this in our supplier manual. Due to this change in process, we are unable to report on the number of wet processors rated as BGBB this year. We aim to begin reporting on this again in next year's report.



**Dark Green
Shirt Rating**
Canopy Hot Button
Report 2024

2. Chemical Management for MMCFs

When it comes to wet processes, the production of bamboo-based fibres has always been one of our highest priorities because these are man-made cellulosic fibres (MMCFs) which means water and chemicals are used to transform the bamboo pulp into usable fibres. The use and disposal of these must be managed safely which is why our policy is only to source from nominated producers which meet our standards for chemical management and waste treatment.

100% of the MMCFs we sourced in 2024 (including bamboo-based fibres, Naia, Tencel Lyocell and Tencel Modal) were sourced from suppliers achieving Dark Green Shirt (the highest level) ratings on the Canopy Hot Button Index Report. This report is globally recognised with 80% of the world's MMCF producers rated, as of 2024. The rating criteria looks at risks of sourcing from ancient and endangered forests, environmental and chemical management, and progress with adopting next-gen solutions.

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Climate Action

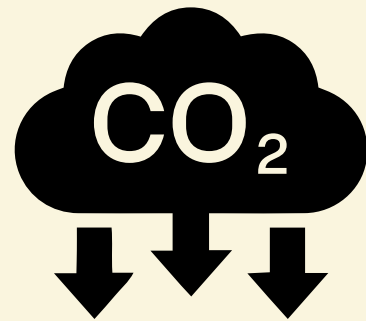
The UN estimates that overall, the clothing industry is responsible for 8-10% of all global emissions - more than shipping and aviation combined. As a clothing brand, the majority of the emissions associated with our business are indirect and happen during the manufacture, use and disposal of our products. This lack of direct control means we must focus on the

things we can impact. This is why in 2022 we let go of our 'climate positive' carbon offsetting program instead concentrating our resources on initiatives that would permanently reduce our footprint. Now our work focuses on designing for recyclability, sourcing lower impact fibres and utilising lower impact suppliers and processes.

Goal

Limit our contribution to the climate crisis by measuring our impact upfront and taking meaningful action to reduce it, in line with science-based targets.

2024 Progress



1. Setting Targets

BAM is committed to contributing to the effort to keep global warming below 1.5 degrees. From day one, we've made decisions that result in fewer carbon emissions. Now we're working on targets which will keep us accountable and continue to reduce our actual emissions, especially as we grow.

Scope 1 & 2 Emissions

BAM commits to reduce scopes 1 & 2 emissions to Zero by 2030.

Strategies for achieving this target include ensuring all owned and operated vehicles are electric, and that all owned and operated buildings are powered by renewable energy sources.

Scope 3 Emissions

This is where the majority of our emissions are. We've been measuring many of these impacts over several years so we have a good handle on what they are and where the hotspots are.

Our strategies to limit these emissions continue to include:

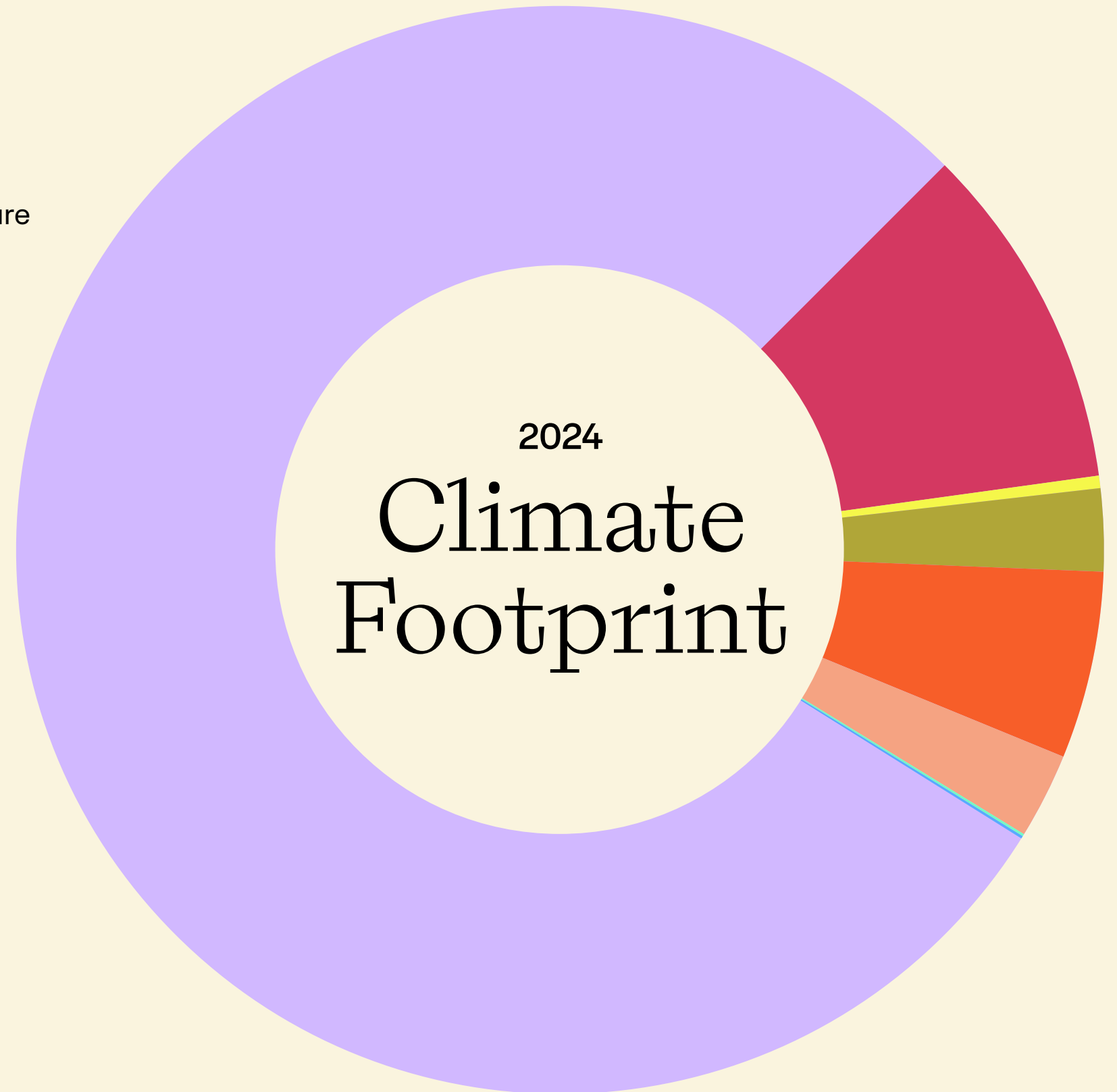
- Limiting the percentage of purchased goods sourced from higher energy grid-intensity countries
- Increasing use of lower impact materials, packaging and processing methods
- Increasing the percentage of products designed for recyclability
- Implementing circular business models



Breakdown

- 78.8%** Purchased Goods – Raw Material, Fibre, Fabric & Garment Manufacture
2722 tCO₂e
- 10.42%** Employees – Commuting / Business Travel / WFH Energy Use
360 tCO₂e
- 5.56%** Purchased Goods – Packaging
192 tCO₂e
- 2.46%** Deliveries
85 tCO₂e
- 2.37%** Shipping / Freight
82 tCO₂e
- 0.38%** UK Offices – Energy
13 tCO₂e
- 0.00%** UK Offices – Waste
0.12 tCO₂e
- 0.00%** UK Offices – Water
0.07 tCO₂e

3454 tCO₂e



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Traceability & Transparency

Traceability and Transparency

Transparency is key to real accountability and change in this industry, and brands cannot begin to address their impacts until they understand them. This starts with tracing who makes their clothes, right back to source. We have been mapping our supply chain and measuring the impact of our products for years. Now we can transparently share what we know. It's what we call BAM DNA, the back story of every garment we sell.



Goal 

Establish an automated resource and partner model of traceability and transparency that draws data from a live environment.

2024 Progress



1. BAM DNA hosted by Green Story

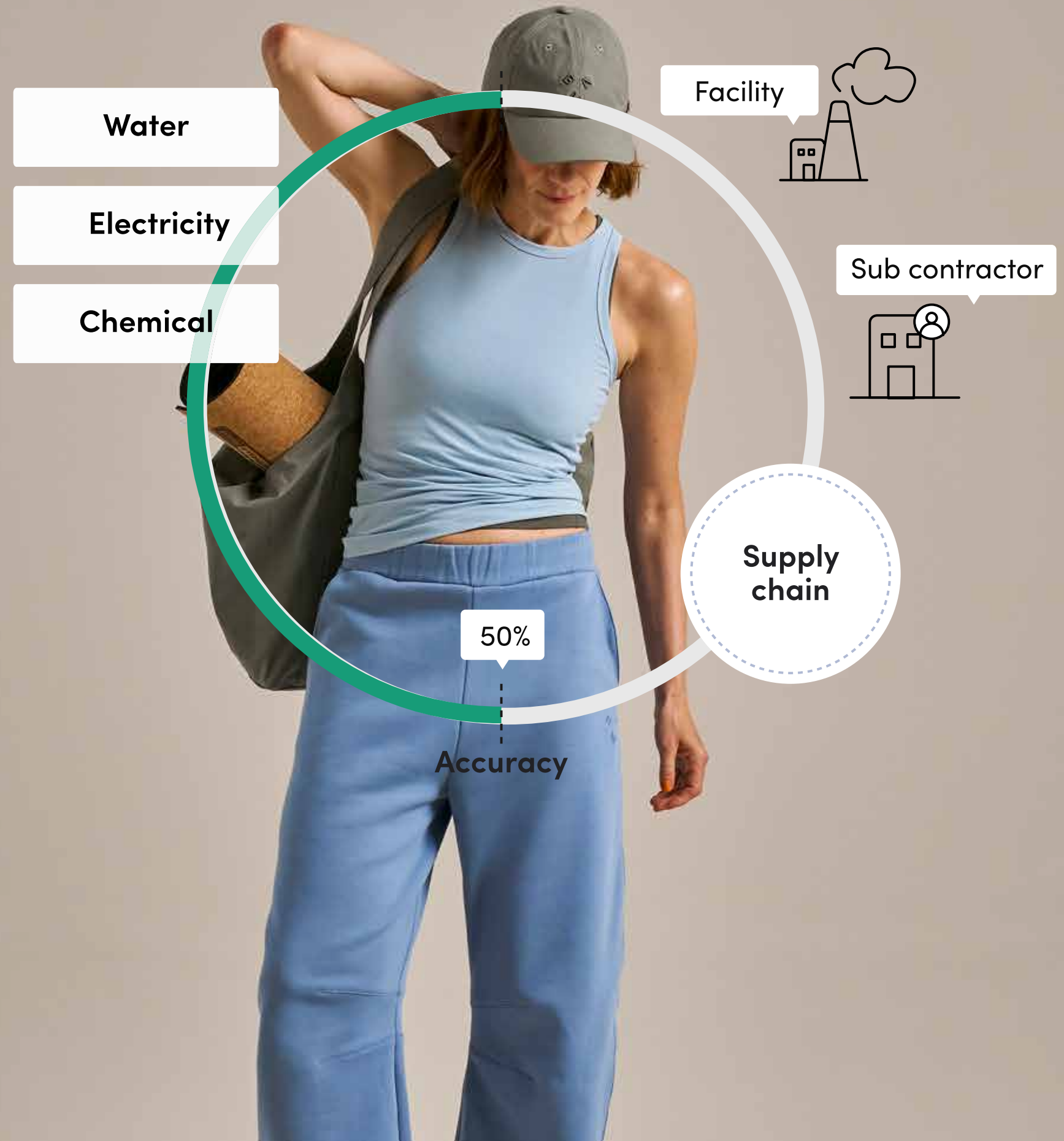
For every garment, a customer can see the full supply chain including who made their clothes, where and how. In 2024 we switched to product pages hosted through our partner Green Story. Green Story are the life cycle analysts who measure the impact of our clothing and partnering in this way makes it easier for us to manage the information while allowing us to include even more information such as the environmental impact of our clothing.



2. Supply Chain Visibility

In our 2023 report, we achieved 94% supply chain visibility across tiers 1-4, a milestone that set a strong foundation for deeper transparency. With the transition to Green Story's Digital Product Passports (DPPs), we've taken this a step further while maintaining visibility.

The new system enables us to capture and showcase visibility beyond the supplier level, offering detailed insights at the component and process level. This marks a significant leap forward, empowering us with richer data, improved traceability, and a future-ready, CIRPASS 2-compliant framework that reflects our ongoing commitment to innovation and supply chain transparency.





People

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B Corp

B Corp is a global community of businesses that meets high standards of social and environmental performance as well as public transparency, and legal accountability to balance profit and purpose. With our certification we're now part of that community giving us the chance to learn from and share our own experiences with like-minded brands.

Goal

Embed BAM's founding principle of proving a successful business can be a force for good, by continuing to recertify as a B-Corp and demonstrate progress by improving our score each time.

2024 Progress



1. Measuring Impact

B-Corp status is dynamic- we have to work to meet B-Corp's continually rising standards. In 2024 B-Corp developed new standards and we are now working to meet these criteria when we recertify in 2026. There are seven areas to address:

- Purpose & Stakeholder Governance
- Fair Work
- Justice, Equity, Diversity & Inclusion
- Human Rights
- Climate Action
- Environmental Stewardship
- Government Affairs and Collective Action

2. Real Living Wage

We have maintained our accreditation as a real living wage employer despite very challenging market conditions. The real living wage is set by the living wage foundation and calculated annually and considers everything a person living in the UK would need to meet their everyday needs. Read more on our website livingwage.org.uk



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Purchasing Processes

Purchasing practices is essentially industry speak for how we treat our suppliers. Although we do not have direct control over what happens in the factories we work with, we acknowledge that the way we behave, our processes, and our working practices matter because they have an impact on a supplier's ability to pay decent wages and offer safe and stable working conditions.

Goal

As BAM continues to grow, actively maintain our founding values of building respectful, long-term partnerships with suppliers by assessing the impact of our purchasing practices and improving year-on-year.

2024 Progress



1. Maintaining Supplier Relationships

A key part of our strategy is to maintain ongoing relationships with long-term partners (5+ years) who share our values. We've worked with 56% of our suppliers for 10+ years and 21.5% of our suppliers for 5+ years.



2. Purchasing Practices

To improve further, we worked on the feedback from the detailed purchasing practices survey we sent to all of our Tier 1 suppliers in 2023. We will send another survey in 2025 to measure progress.



3. Fair Wear HRDD Academy

In 2024 we gave up our full membership of the Fair Wear Foundation and joined the Fair Wear HRDD Academy. In 2024 our team welcomed several new babies, and we recognised we just didn't have the resource to manage the demands of Fair Wear membership. Additionally, with new staff joining, we needed a programme that would support the team in learning and to adopt best industry practices. This change allows us to meet our goal to work with the people in our supply chain.



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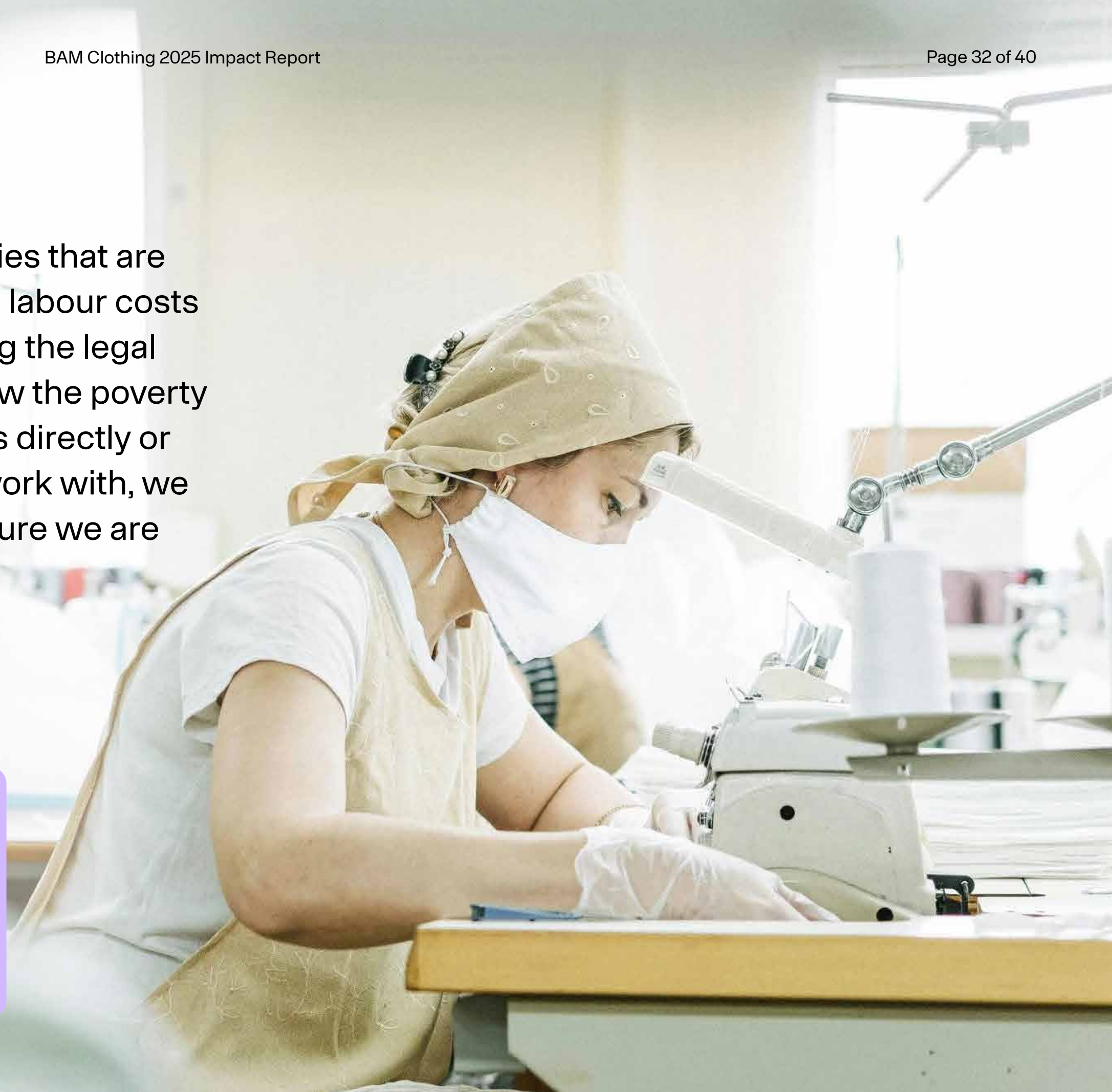
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Wages

Clothing is often produced in countries that are less economically developed, where labour costs are lower and where workers earning the legal minimum wage can still end up below the poverty line. Although we do not pay workers directly or set wage levels in the factories we work with, we do believe we can take action to ensure we are supporting better wages.

Goal

As BAM continues to grow, ensure we always pay a fair price for our products whilst being part of an industry-wide shift towards better wages for garment workers.



2024 Progress



1. Real Living Wage for Employees

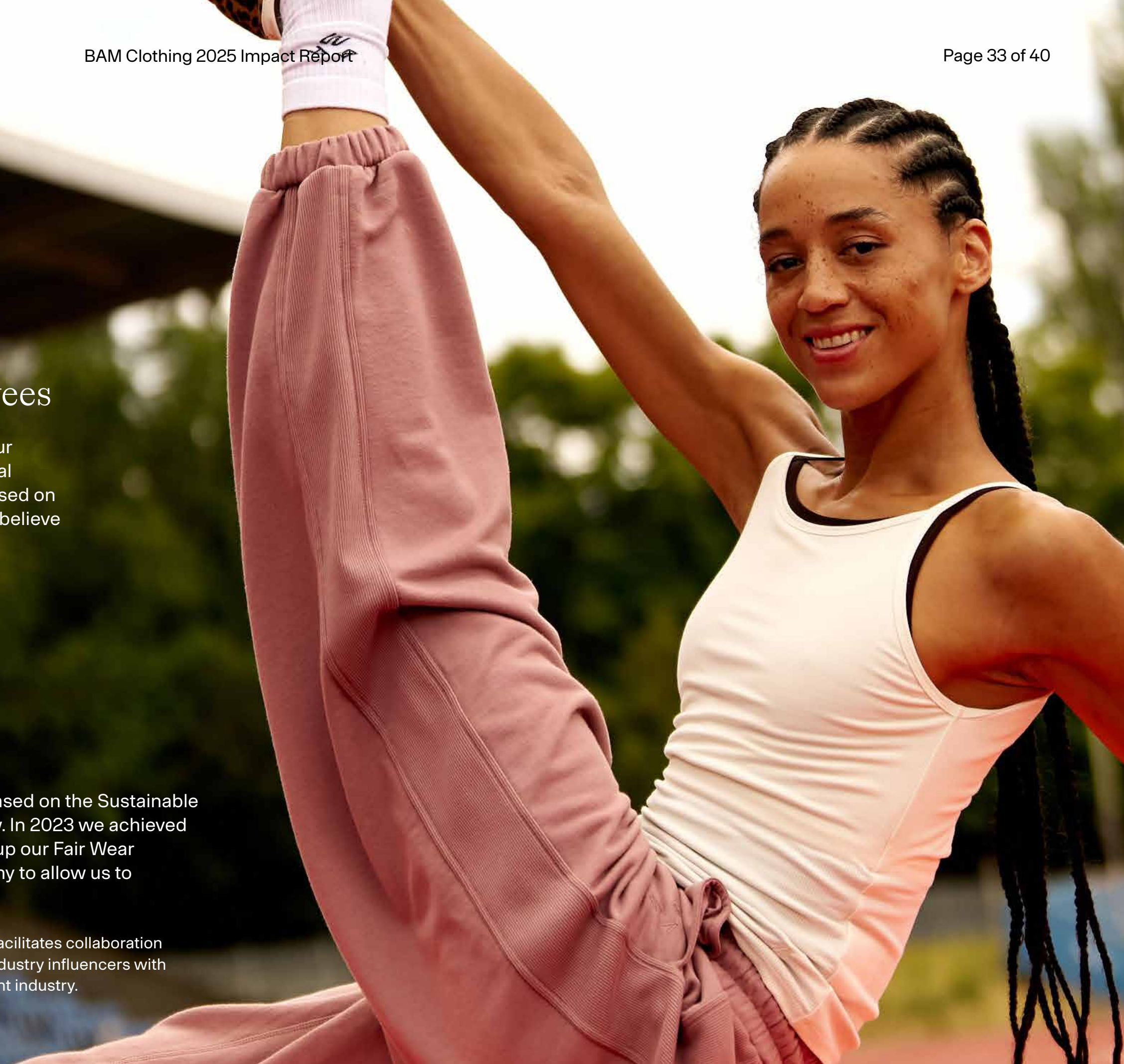
We continue our commitment to the Real living Wage for our direct employees, despite the economic downturn. The Real Living Wage is calculated by the Resolution Foundation, based on a core 'basket of goods and services' that people in the UK believe is necessary to meet everyday needs.



2. Fair Wear HRDD Academy

We continue to work through our living wages roadmap (based on the Sustainable Trade Initiative (IDH) living wages roadmap), outlined below. In 2023 we achieved a Fair Wear performance rating of 'Good'. In 2024 we gave up our Fair Wear membership and signed up to the Fair Wear HRDD Academy to allow us to continue to educate our team and meet our goal.

**The Fair Wear Foundation is a multi-stakeholder organisation that facilitates collaboration between brands, factories, workers, trade unions, NGOs and other industry influencers with WAGES a common goal of improving labour conditions in the garment industry.



2024 Road Map

Step 0

Ensure minimum wages are paid

We already do this by using 3rd party audits to monitor suppliers, and ensuring we understand the link between our cost prices and wages.

Step 1

Identify the living wage

It's complex to establish a living wage because it could vary across different towns, cities and provinces within one country. We are evaluating two different approaches to calculate accurate benchmarks: - purchasing data sets and collaborating with suppliers to carry out worker surveys to understand true living costs.

Step 2

Measure the living wage gap

Towards the end of 2023, we started to collect more detailed data from all suppliers identifying what workers are currently being paid, so we can compare this to the benchmark wages.

Step 3

Verify calculations of living wage gap

Verification ensures real progress can be measured. This involves wage specific audits or documentation checks by 3rd parties. We're not at this stage yet.

Step 4

Close the gap

We need to ensure anything we do has the desired impact. A small brand like ours often only accounts for a very small portion of a factory's annual volume and increasing the cost price per garment may not be particularly impactful for workers. We need to explore opportunities to contribute to non-financial benefits or to collaborate with other brands working with the same supplier.

Step 5

Share learnings

Verification ensures real progress can be measured. This involves wage specific audits or documentation checks by 3rd parties. We're not at this stage yet.

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Human Right Due Diligence

We've always focused on building strong, long-term partnerships with suppliers who share our values. Whilst good supplier/brand partnerships are built on a foundation of trust and respect, it's also important for brands to acknowledge the challenges when working with complex, global supply chains and put the work in to manage any risks of exploitation or unfair treatment.



Goal

As BAM continues to grow, actively work to reduce the risk of unfair or illegal treatment of people who make our clothes, by carrying out human rights due diligence (HRDD) throughout our supply chain.

2024 Progress



Fair Wear HRDD Academy

In 2024 we gave up our Fair Wear membership and signed up to the Fair Wear HRDD Academy to allow us to continue to educate our team and meet our goals. We continued our HRDD ensuring audit records were kept up to date for all suppliers. We carried out our risk assessments and ensured any newly on-boarded suppliers align with our values.





What's
next?

In the last few years, we have transformed the way we do business.

From ground-breaking, award-winning recyclable clothing through to the painstaking process of tracing our supply chain, we've created a blueprint for a sustainable business.

The economy is challenging, and we've seen that where sustainability is seen as a 'nice-to-have', it's the first thing to go. We're choosing a different way.

Our focus is now on embedding our progress, finding ways to simplify our processes and to making our business model as efficient as possible.

This is underlined by our move from membership of the Fair Wear Foundation

to the Fair Wear HRDD Academy which recognises that we need a way to continually upskill our staff. It's seen in our decision to work with Green Story to create an automated resource and partner model of transparency and traceability. And it's underpinned by our commitment to the Real Living Wage for our direct employees as well as by the ongoing work we're doing to meet B-Corp's new higher standards when we recertify in 2026.

We're focusing not just on what we can do to reduce our impact but on how. In this way we'll honour the commitments we've made as we move through 2025 and into 2026.



BMA