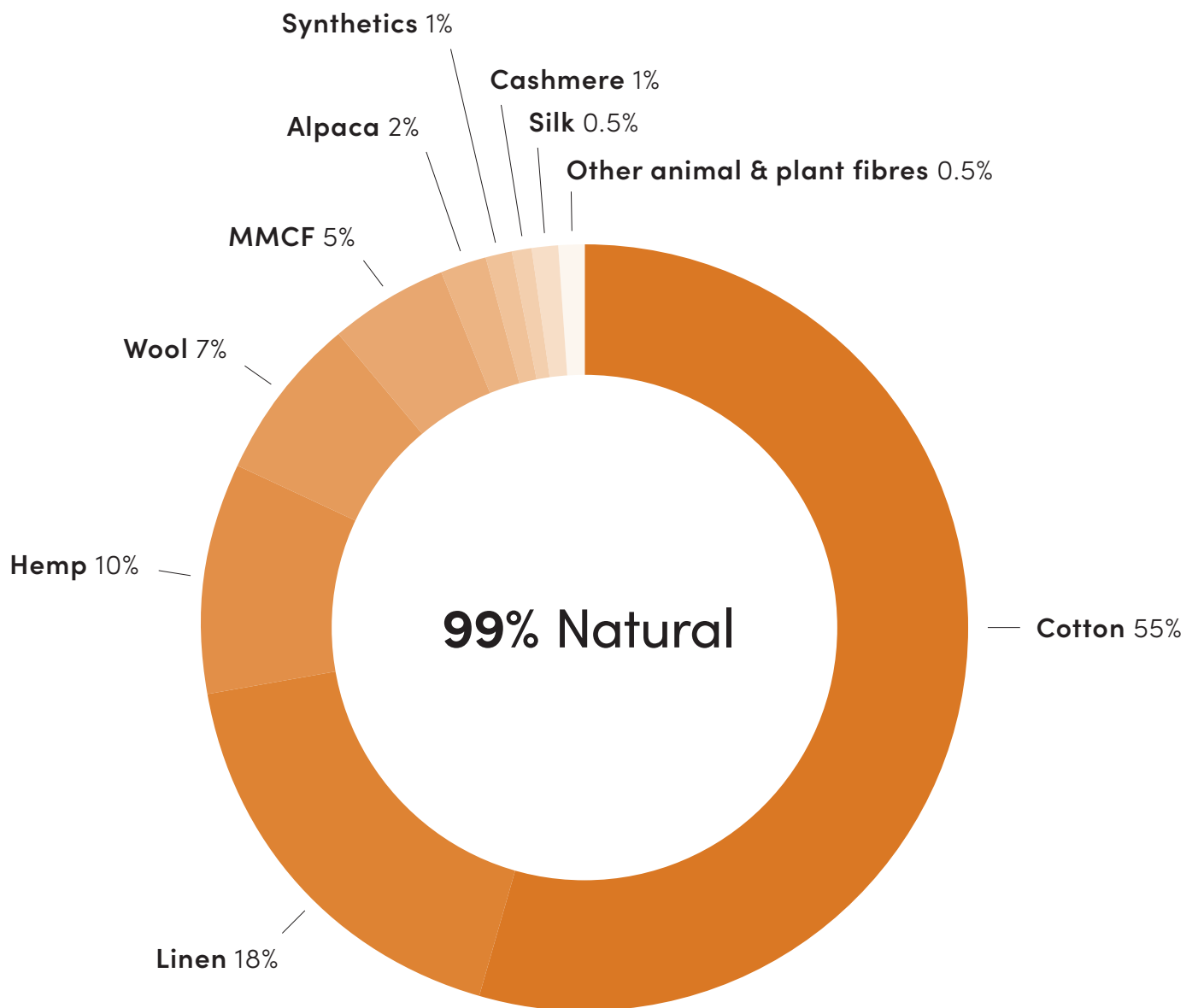


Material Report 2024

WRAP
LONDON

Materials used / 2024





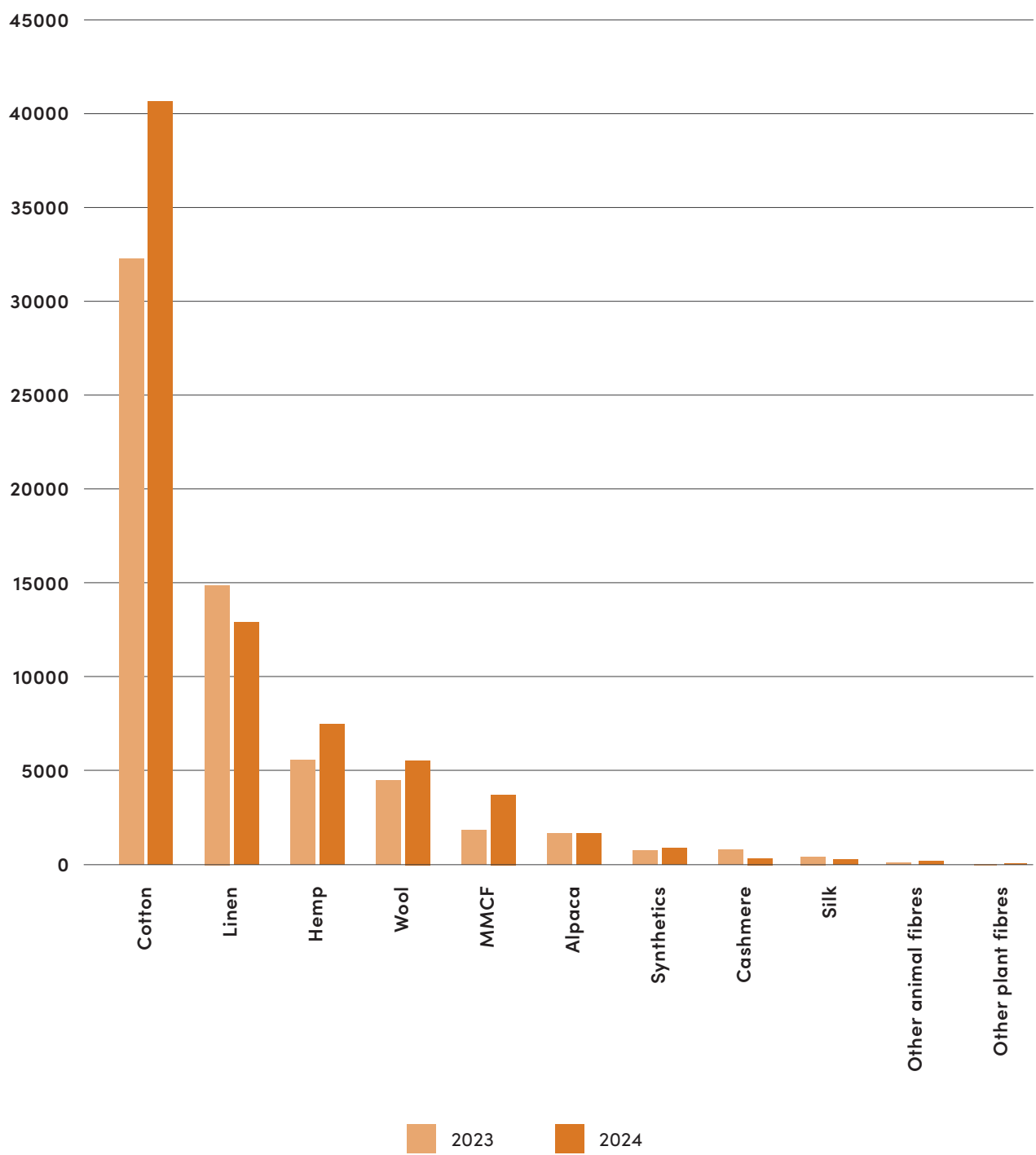
At Wrap, we focus on designing stylish, contemporary clothing without compromising on quality or comfort.

This includes paying special attention to the materials we use, ensuring they meet our high standards for both quality and sustainability.

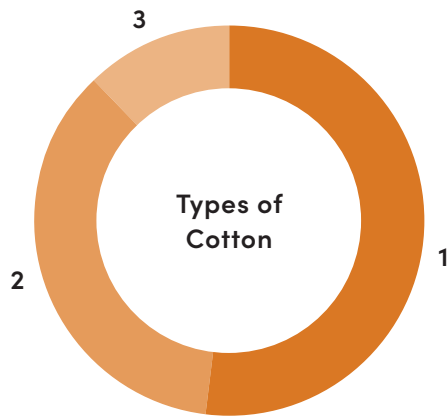
We consistently choose to work with high-quality natural materials in our collections, as their comfort, durability and properties are superior to synthetic alternatives. We love how natural materials improve with time, developing a unique patina and, ultimately, can return to the earth without causing harm.

In 2024, 99% of the materials in our collections were natural. We increased our use of cotton, with nearly half being recycled or organic, and our use of hemp and wool also grew. We continued to explore the potential of man-made cellulosic fibres, nearly doubling their use in our collections. Additionally, we proudly introduced Harris Tweed® cloth, made from British wool, for the first time and incorporated mineral dyes into our 2024 designs.

Wrap yearly comparison, kg



Cotton 54.51%



- 1 Conventional cotton 52%
- 2 Organic cotton 36%
- 3 Recycled cotton 12%

We are proud to have significantly increased our recycled cotton usage to 12% of the total cotton used in 2024, compared to 1% used worldwide.

More than half of the materials used for Wrap collections are made from cotton. Cotton is a plant-based fibre derived from white, floss-like pods in the seed capsules of the cotton plant. As the most widely used natural fibre globally, cotton also plays a significant role in our collections. Its availability, soft feel against the skin, and ability to blend well with other fibres make it an irresistible choice.

Our cotton use has increased by one fourth comparing to the year before. We have increased the use of cotton, with nearly half being recycled or organic cotton. More than half of our cotton is used in pure cotton garments, with around 17% being used in hemp and organic cotton fabrics. Our key categories for cotton use include woven trousers, jersey tops and knitwear.

While cotton is a biodegradable fibre, conventional cultivation requires substantial amounts of water and chemicals. Additionally, the cotton industry has historically faced human rights concerns, which unfortunately remain an ongoing issue.

As a result, we are committed to ensuring full traceability of our cotton supply chain and increasing our use of responsibly sourced cotton, such as organic or recycled varieties. This year, we introduced our first fully Global Organic Textile Standard (GOTS)-certified styles, which include the use of organic cotton, GOTS-approved dyes, and adherence to social compliance criteria throughout the organic cotton supply chain. For our 2024 styles, the cotton we use is primarily grown in India, Turkey, Brazil and the USA.

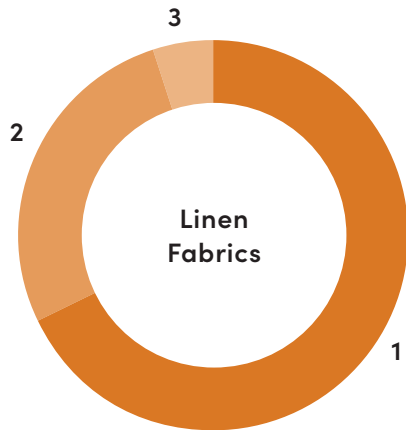
Organic cotton

Organic cotton represents more than one third of our cotton usage and while organic cotton currently accounts for just 3.2% of global cotton production, this represents more than double last year's usage, offering hope that organic cotton is becoming more accessible. Furthermore, 4% of our organic cotton styles in 2024 are fully GOTS certified. We are committed to increasing the number of fully GOTS-certified styles in our future collections.

Organic cotton is grown using less water and less energy than conventional cotton and has roughly half the environmental impact of conventionally-grown cotton. It is grown without using artificial fertilisers, pesticides or genetically modified seeds and therefore not only benefits the environment but also the health of farmers and the communities as they and their land are not exposed to harsh chemicals.



Linen 17.91%



- 1 Woven 68%
- 2 Jersey 27%
- 3 Knitwear 5%

Linen is the second most-used fibre in our 2024 collections and a favourite among both our designers and customers. We have primarily used linen for woven trousers (accounting for more than one-third), dresses, jersey tops, knitwear, and blouses.

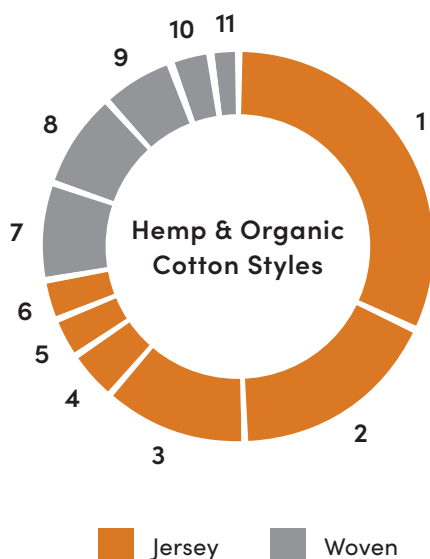
The vast majority of our linen has been used in pure linen garments, with some combined with cotton, lyocell or viscose. However, our use of linen at Wrap has decreased by one-tenth compared to last year.

Grown primarily in France, linen is one of the most naturally sustainable fibres. Flax plants require minimal fertilisers or pesticides and thrive with just rainwater. However, since flax farming and processing depend heavily on natural conditions – particularly the delicate balance between sun and rain during dew retting – the quality and availability of flax fibres are increasingly affected by unpredictable weather patterns. This has led to rising prices in recent years, but also to an increase in the amount of land being farmed for linen.

Hemp 10.06%

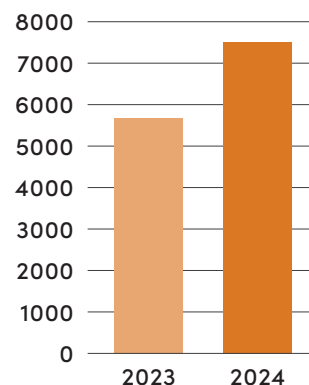
All of our hemp fibres are blended with organic cotton, a winning combination when it comes to comfort on the skin and impact on the planet. In 2024, our use of hemp has increased significantly: by one-third compared to 2023. Jersey fabric dominates our hemp and organic cotton styles, accounting for 72%, with the majority crafted into versatile T-shirts and tops. The remaining 28% feature woven hemp and organic cotton blends, including 7% combined with yak for added warmth.

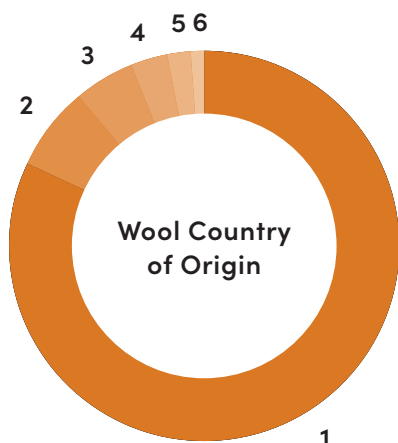
Hemp is a sister fibre to linen, sharing similar cultivation and processing methods. However, the hemp plant is even more resilient, benefiting the land it grows on. Our hemp and cotton fabric is sourced from a leading supplier of hemp textiles. This vertically-integrated company uses hemp grown in China and manufactures everything from fibre, to yarn, to fabric, to a garment in a single mill that also focuses on environmentally-friendly production.



- 1 T-shirt 33%
- 2 Top 18%
- 3 Dress 12%
- 4 Trousers 4%
- 5 Vest 3%
- 6 Others 3%
- 7 Dress 8%
- 8 Trousers 8%
- 9 Coat 6%
- 10 Jacket 3%
- 11 Others 2%

Hemp yearly comparison, KG





- 1 Australia 82%
- 2 Argentina & Uruguay 7%
- 3 South Africa 5%
- 4 British 3%
- 5 Peru 2%
- 6 N/A 1%

Wool 7.46%

Wool is unmatched in its ability to keep you warm in winter while remaining cool when active. Its durability, softness, and breathability make it ideal for a variety of styles. More than half of the wool we use is featured in pure wool knitwear garments, with around one-fifth incorporated into wool and cotton blends.

Wool is produced by sheep and sheared by professionals once a year – a process that takes just a few minutes. We work closely with reputable suppliers to ensure that our fibres are ethically sourced. The majority of our wool comes from Australia, with additional sourcing from Argentina, Uruguay, South Africa, the United Kingdom and Peru. In 2024, for the first time, we incorporated British wool into our collections by using the iconic Harris Tweed ® cloth, handwoven by the islanders of Scotland's Outer Hebrides.

The most debated topic is the mulesing practice in merino sheep farming. It is a traditional practice carried out by professionals where the skin around the sheep's buttocks is removed to prevent parasitic infections. This practice is debatable as it does protect sheep from potentially deadly illnesses but does harm the animal temporarily. Flystrike is an issue only in sheep farming in Australia.

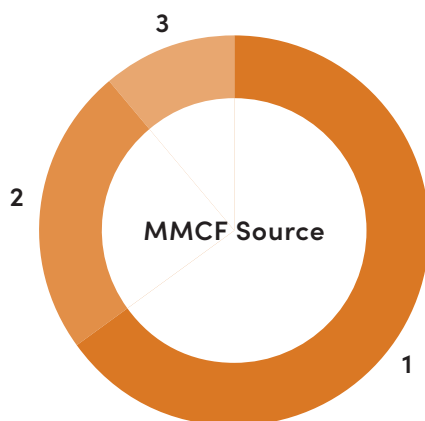
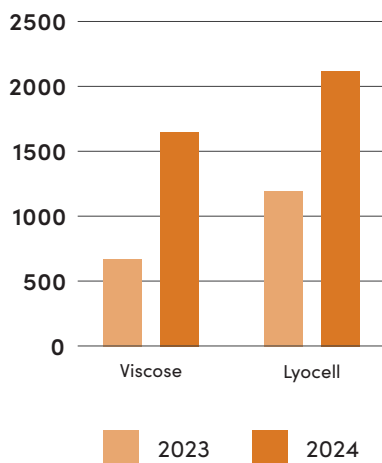
In recent years more research has been done on how to effectively avoid the procedure which includes selective breeding, chemical treatment, sheering, managing the fly numbers and often a combination of these approaches. Currently around 17% of our wool is mulesing-free wool and we are working with our main wool supplier to source the majority of our wool from mulesing-free farms next year.

Man-made Cellulosic Fibres 5.01%

Types of MMCFs



Yearly Comparison, KG



- 1 Canopy "Hot button" highly-rated suppliers 65%
- 2 Lenzing 24%
- 3 N/A 11%

Man-made cellulosic fibres (MMCF) represent a group of materials crafted from processed wood pulp, including the fibres of viscose and lyocell. Although it is manmade, MMCFs are not using petrochemicals and are made from wood (dissolved pulp) or other plant cellulose. In feel and look it could be compared to a smooth cotton or silk.

In 2024 we have nearly doubled our MMCFs use comparing to the year before. MMCFs present a promising solution to reducing the reliance on agricultural chemicals (as with cotton) and minimizing the land use required for plant and animal fibres. They are also biodegradable and exhibit properties similar to other natural fibres. In particular, 'next-generation' MMCFs, which utilise cellulose from waste streams like discarded cotton or other plant matter, have the potential to offer environmentally friendly and affordable fibre options for the future.

More than half our MMCFs are lyocell fibres. What sets lyocell apart is its eco-friendly production process. Its production does not involve carbon disulphide, a chemical that can be harmful to workers and the environment if mismanaged. Instead, the chemicals used are carefully managed in a closed-loop system, ensuring minimal environmental impact.

MMCF fibres are renewable and biodegradable, but their production can lead to deforestation or pollution if the wood is not sourced responsibly or if proper chemical management is lacking. We are committed to following Canopy's 'Hot Button' assessment, which identifies the risks of MMCF producers sourcing from high-carbon forests and recognises companies that invest in next-generation MMCF production. It also provides data on chemical processing and collaborates with the Zero Discharge of Hazardous Chemicals (ZDHC) initiative.

In 2024, the majority of our man-made cellulosic fibres came from highly-rated Hot Button manufacturers and around one fourth was sources from LENZING™, a company with one of the highest Hot Button scores. We are dedicated to continuing to source our MMCFs from top- rated suppliers while increasing our use of lyocell.



All of our alpaca fibres come solely from Peru, and most of our alpaca yarn comes from a single supplier who also is a pioneer in the alpaca industry.

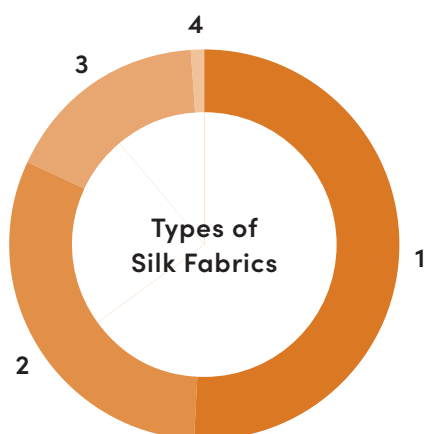
Alpaca 2.24%

Alpaca holds a permanent place in our collection as one of the most used and loved animal fibres. Our alpaca use has remained nearly the same as last year, with the majority (67%) being used in combination with merino wool and polyamide.

Alpaca is an animal fibre that comes from South American camelid animals (similar to llamas) that have been bred for their beautiful fibre since ancient times. Because of their importance in South American indigenous peoples' lives, alpacas were seen as gifts from Earth goddess, Pachamama. Similar to sheep, alpacas are sheered once a year by professional shearers in a procedure that lasts for a couple of minutes.

All of our alpaca fibres come solely from Peru, and most of our alpaca yarn comes from a single supplier who also is a pioneer in the alpaca industry. Founded in the 1920s the company has been working with alpaca farmers, fibre, and processing for over 90 years.

Often our garments are made from "baby alpaca" fibres, which does not necessarily mean that the fibre comes from young alpacas. The term refers to the fineness and softness of alpaca fibre, and "baby alpaca" means a very soft fibre, only 19–21 microns in diameter, that usually comes from the softest parts of the alpaca, usually around the chest.



- 1 Silk Crêpe de Chine 51%
- 2 Silk & viscose velvet 31%
- 3 Silk & Cotton 17%
- 4 Pure Silk 1%

Silk 1.75%

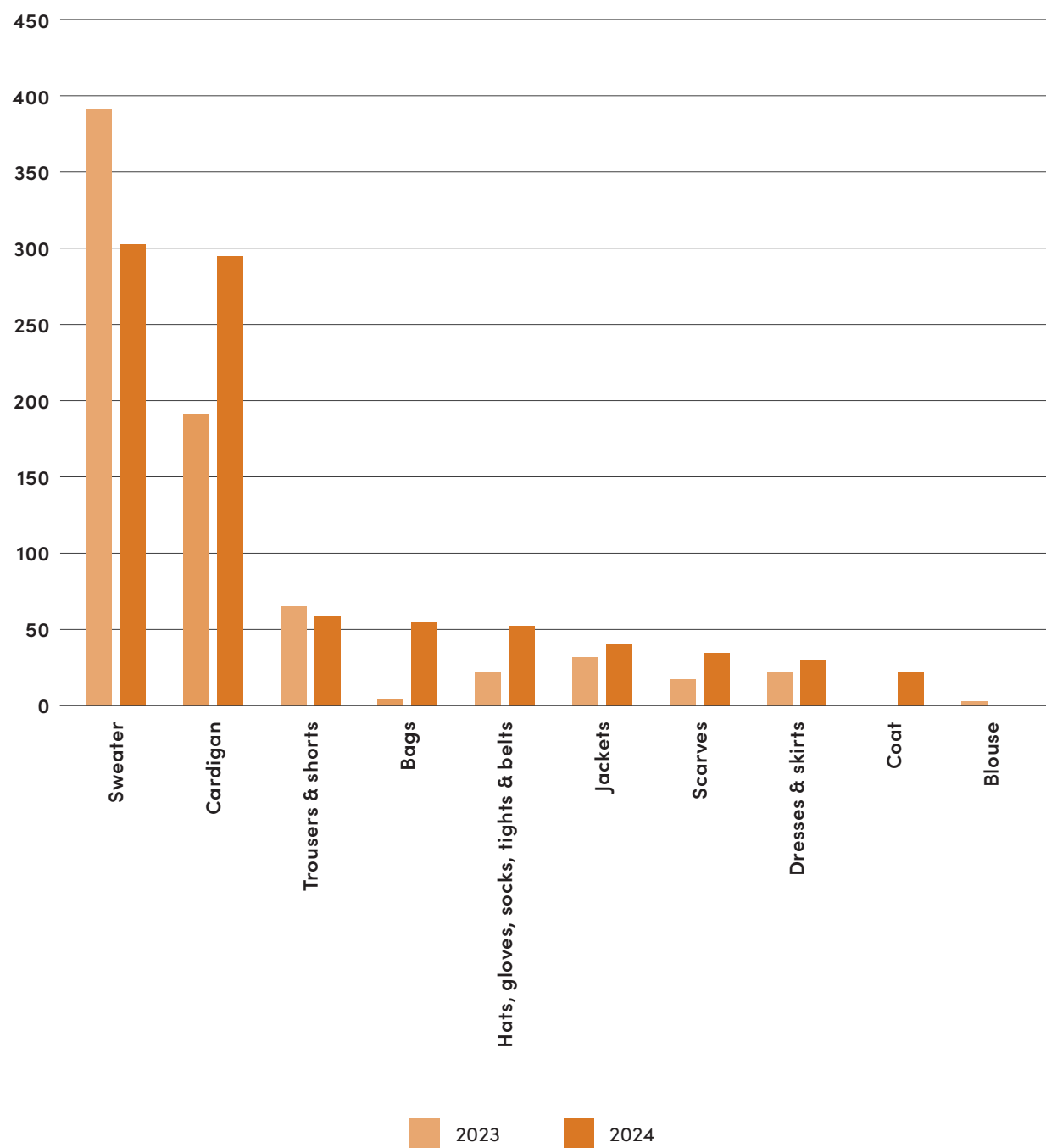
Silk is a luxurious fibre crafted from the delicate cocoons of silkworms that feast on mulberry leaves. However, in today's market, genuine silk has become a rarity, as many brands opt for synthetic polyester instead. At Wrap, we believe there's nothing quite like the drape and feel of natural silk, which adds a touch of elegance to any garment.

In 2024, our silk use decreased by one-third compared to the previous year. However, we focused on creating luxurious styles using one of our favourite pure silk crêpe de chine fabrics, which accounts for approximately half of our silk use. About one-third is used in our natural silk velvet fabrics, with the remaining used in combination with cotton.

Synthetics 1.21%

We aim to avoid synthetics in our collections unless absolutely necessary for the performance and longevity of the garment.

80% of our synthetic use is due to synthetic binder threads in our alpaca and merino wool knitwear. While we strive to avoid synthetic fibres, in this case, they provide structural stability to the yarn, ensuring the best possible quality and durability of the garment. 12% of synthetics are used in accessories, with half allocated to bags, and the remaining 8% is elastane used in woven fabrics for added stretch, the majority of which is in trousers. Additionally, while synthetics still make up only a small fraction of our materials, we are increasingly introducing recycled options.



Cashmere 0.60%

Cashmere is one of the softest natural fibres in the world, earning its reputation as a luxury fibre. In 2024, we embraced luxury in our collections with couple of knitwear styles made from pure cashmere. At the same time, we reduced our overall cashmere usage by nearly half compared to the previous year.

All of our cashmere comes from a single supplier. Our cashmere comes from goats grazed in Inner Mongolia with special attention paid to the welfare of both the animals and the farmers. The goats graze freely on natural grasslands and are combed in spring by herders for the fibre. The softest fibre comes from the goats' winter undercoat. Unfortunately, the increasingly high demand for cashmere in the market often leads to over-grazing which destroys grasslands and creates deserts. It also eventually can lead to detrimental effects on the herding communities and cashmere production itself as cashmere goats can become malnourished.

To protect natural cashmere sources and the environment, we respect both the price and availability of cashmere, ensuring that herders are not pressured to over-stock herds. We source only the highest-quality (Grade A) cashmere, responsibly grown, with one of the smallest possible diameters of 15.5 microns and a fibre length of 34-36mm. The narrow diameter ensures the knitted fabric is as soft as possible, while the long fibre length contributes to the strength of the yarn and therefore the durability of the garment.

Corozo buttons are eco-friendly and feature a unique grain which looks like a beautiful fingerprint-like pattern.

Buttons

We use buttons made exclusively from natural materials, including corozo, natural horn, mother-of-pearl, coconut shell, and occasionally metal for denim. Corozo buttons are crafted from tagua nuts sourced sustainably in Ecuador. These nuts, known as "vegetable ivory," are collected only after naturally falling, preserving the wild palm ecosystems while supporting rural communities.

Corozo buttons are eco-friendly and feature a unique grain which looks like a beautiful fingerprint-like pattern. Natural horn buttons are made in India using by-product horns from the dairy and meat industries and are valued for their strength and one-of-a-kind natural patterns. Coconut-shell buttons, also by-products, provide a rustic aesthetic, while mother-of-pearl buttons, sourced from mollusc shells, lend a delicate shine to lightweight garments, continuing a tradition of natural button-making predating plastic.