

Y.O.U
UNDERWEAR

Certified



Corporation

bcorporation.net

2025 IMPACT REPORT

From an idea sparked in Uganda to supporting over 20,000 women and girls worldwide, I built Y.O.U Underwear to show that even small actions can make a big difference.

Becoming a B Corp in 2021 remains a proud milestone, and recertifying last year with an increased score supports our belief that business - and fashion - can be a force for good. Having surpassed our original goal early, we've now donated over 70,000 pairs of underwear, and I'm hoping we can still hit our new target of 100,000 pairs by 2027 to help even more girls stay in school.

None of this is possible without our customers, team, partners, and community. This report celebrates our progress, challenges, and ambitions as we continue choosing purpose and sustainability, and I'm excited for what 2026 holds.

Sarah

Founder & CEO



OUR MISSION



Y.O.U means “Your Own Underwear”, because everyone deserves exactly that. Y.O.U Underwear exists to prove that business can be a force for good: helping customers look good, feel good, and do good by donating underwear in Africa and the UK to people who can’t access it.

The idea began after witnessing period poverty first hand in East Africa in 2016, where many girls miss school without basic essentials. By donating a pair for every pair sold, we help protect education and future opportunities. We manufacture fairly, champion inclusivity and body positivity, and measure success not just financially but socially and environmentally, showing how ethical choices can create meaningful change.

70,777¹

PAIRS OF UNDERWEAR
DONATED BY US
TO SMALLS FOR ALL
AND
THROUGH OUR MARA
COLLECTION

UP TO
6,382²

WOMEN’S LIVES
IMPACTED
THANKS TO YOUR
DONATIONS
OF LIGHTLY WORN
BRAS

1. To Smalls For All through our buy one give one model, and to girls in the Maasai communities of Oloishobor and Ologesailie through sales of our Mara collection.

2. Based on one bra donated per person.

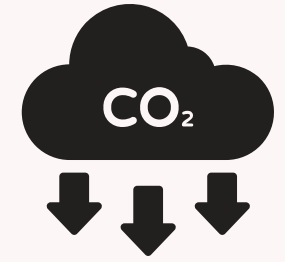


10,217

pairs of pants donated ¹

376.45kg

CO2 saved - from
453.56kg organic
cotton ²



3,405

Female lives
improved through
underwear
donations ³

OUR IMPACT 2025

242.8kg
of old underwear
& socks recycled ⁴



1,144

Female lives improved
through customer
donations of bras ⁵

879,447
litres of water saved
through 453.56kg
organic cotton ²



1. To Smalls For All through our buy one give one model, and to girls in the Maasai communities of Oloishobor and Olorgesailie through sales of our Mara collection.

2. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight

3. Based on 3 pairs donated to each person - calculated using the total number of pants donated in 2025

4. Underwear donated each month in our shop and sent directly to us

5. Based on one bra donated per person

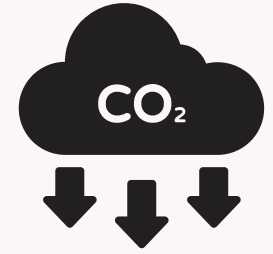


70,777

pairs of pants donated ¹

1,510.87kg

CO2 saved - from
1,820.32kg organic
cotton ²



23,592

Female lives
improved through
underwear
donations ³

TOTAL IMPACT 2021-2025

932 kg

of old
underwear
and socks
recycled ⁴



6,382

Female lives improved
through customer
donations of bras ⁵

3,529,600
litres of water saved
through 1,820.32kg
organic cotton ²



1. To Smalls For All through our buy one give one model, and to girls in the Maasai communities of Oloishobor and Ologesailie through sales of our Mara collection. Lifetime total to date.

2. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight

3. Based on 3 pairs donated to each person - calculated using the total number of pants donated to date.

4. Underwear donated each month in our shop and sent directly to us, from the start of our collection in 2022 to date.

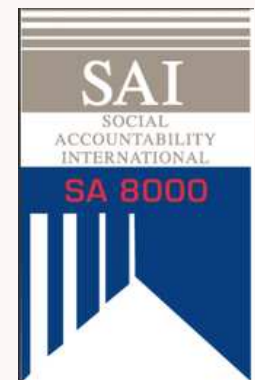
5. Based on one bra donated per person

PROTECTING PEOPLE & THE PLANET



Every piece of Y.O.U underwear is made from Fairtrade, GOTS-certified organic cotton and is PETA-approved vegan, produced by Sedex manufacturers who follow SA8000 standards for fair treatment of workers. Fairtrade protects farmers in India and Africa through health, environmental, and rain-fed farming criteria, while GOTS traces organic fibres across the supply chain and reduces water and CO₂ impact. Sedex and SA8000 reinforce ethical labour practices, helping ensure people and planet are prioritised alongside profit.

During an October visit to factories in Chennai and Tiruppur, we met the workers behind our products and saw care and safety commitments in action. Conversations highlighted how provisions like meals and transport improve working life, and the trip reinforced our confidence in SA8000 practices and the strong partnership we have with our production partners, supporting Y.O.U's commitment to ethical manufacturing.



ABOUT ORGANIC COTTON

In 2025 we used:

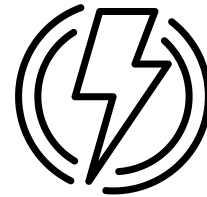
453.56 kg of organic cotton

Conventional cotton is one of the most polluting crops, which is why we only use organic cotton.

Organic cotton uses 91% less water and 62% less energy thanks to healthier soil, reduced irrigation, and the absence of synthetic pesticides. Skipping pesticides also avoids the fossil fuels used to produce them and creates a safer environment for farmers and factory workers. According to Textile Exchange, organic cotton generates about 55% fewer greenhouse gas emissions during production.

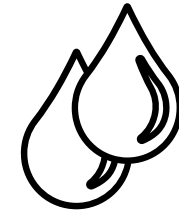
Calculations were made based on the Life Cycle Assessment done by Textile Exchange/ PE International (2014). It is assumed that 1kg of conventional cotton is equivalent to 1kg of organic cotton.

ORGANIC COTTON V CONVENTIONAL COTTON

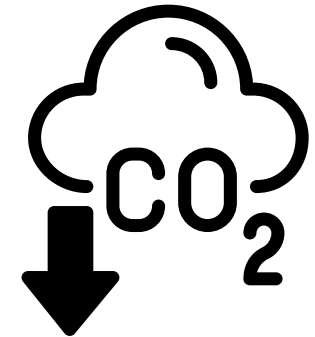


62% LESS
ENERGY USED

91% LESS
WATER USED



55% LESS
GREENHOUSE
GAS EMISSIONS



879,447
LITRES OF WATER
SAVED IN 2025

376.45KG
CO2 SAVED

PRODUCTION VOLUMES

We want fashion to be more sustainable – but no amount of “good fashion” can offset the huge volumes produced and discarded each year. We already have enough clothing on the planet for six generations, making the fast-fashion model fundamentally unsustainable. That’s why we joined the Speak Volumes campaign led by The OR Foundation, which pushes brands to report annual production and take responsibility for textile waste.

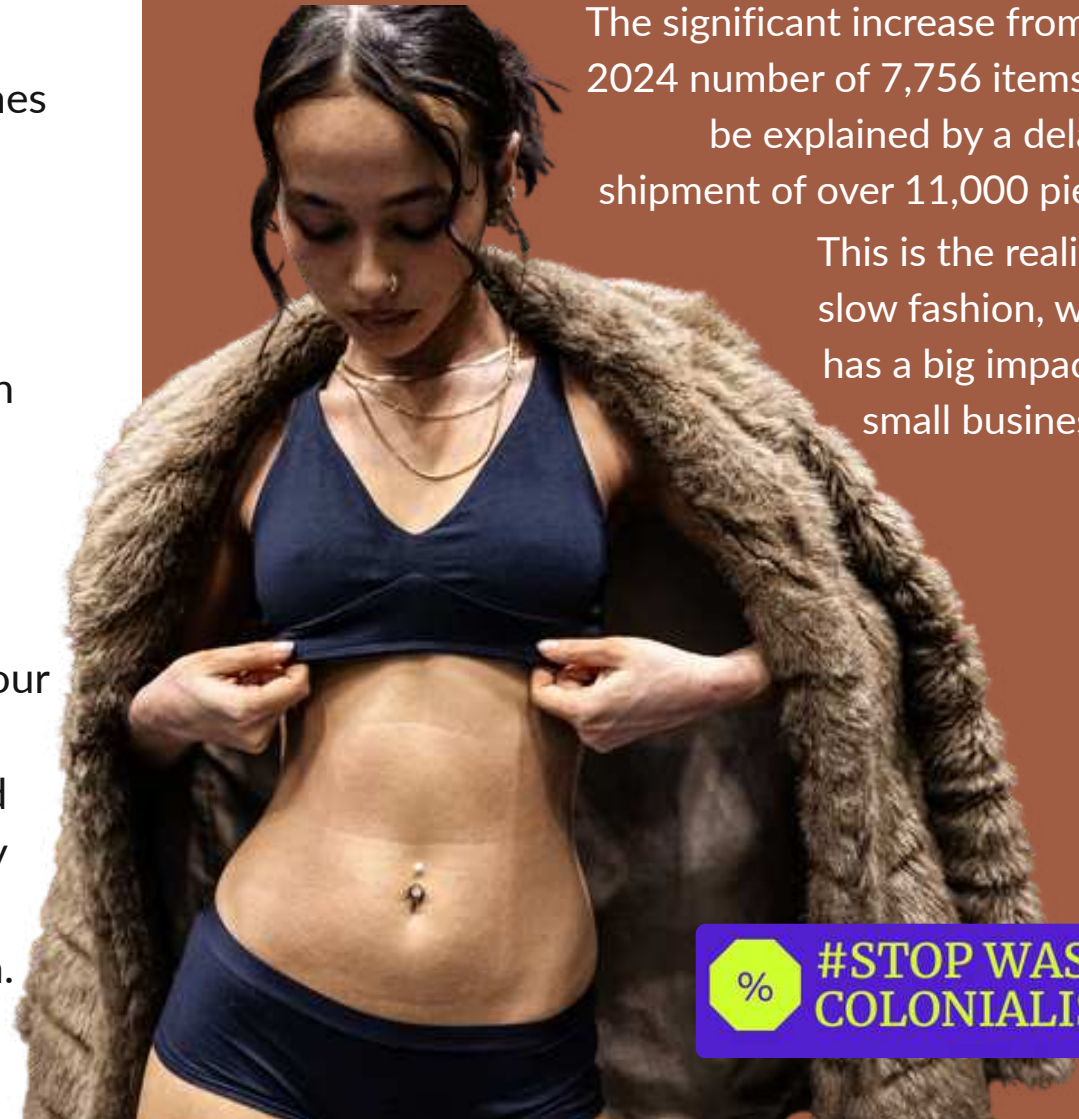
The campaign aligns with our commitment to transparency and sustainability, so we now publish our numbers each year. In 2025 we produced 28,515 items across underwear, loungewear, tea towels and woven bags, calculated from annual packing lists. By sharing this openly, we hope to encourage industry-wide transparency and more responsible production.

28,515

items
produced in
2025

The significant increase from our 2024 number of 7,756 items can be explained by a delayed shipment of over 11,000 pieces.

This is the reality of slow fashion, which has a big impact on small businesses.



#STOP WASTE
COLONIALISM

IMPACTING THE ENVIRONMENT

RECYCLING UNDERWEAR

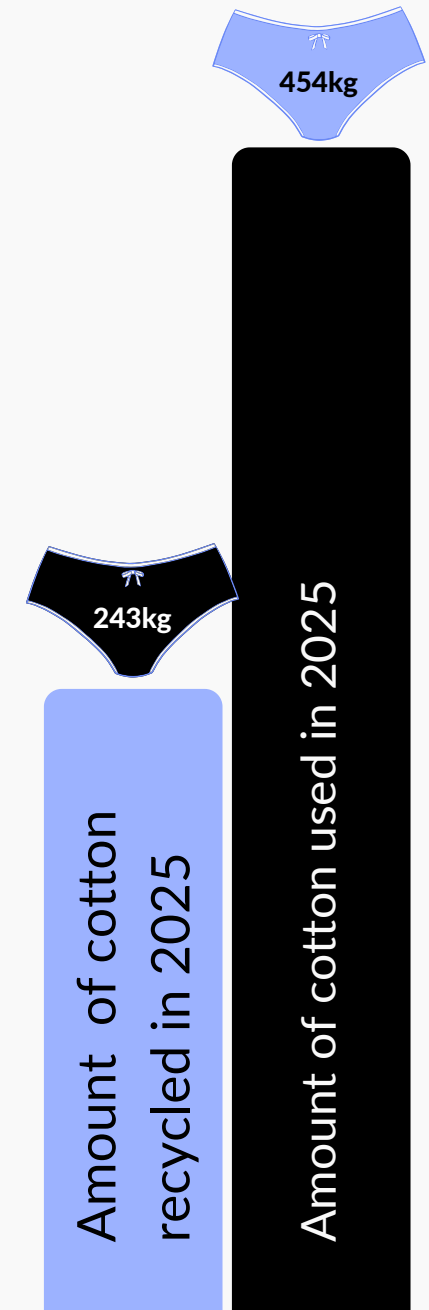
Since 2022, our take-back programme has helped prevent over 932kg of end-of-life underwear from being incinerated or sent to landfill. In contrast, more widely the equivalent of a rubbish truck load of clothes is burned or buried every second. ¹

However what started as a few parcels has grown so much that our current methods of recycling through TerraCycle and Cotton Lives On™ are no longer viable for the volume and type of fabrics we are getting. In summer 2025, we therefore made the difficult decision to restrict our take-back scheme to only our own underwear, or items with a high (>80%) cotton percentage, as these can still be recycled with Cotton Lives On™ to create rollmats for people experiencing homelessness.

We really hope this is a temporary measure and that we can find a viable solution soon. Sadly textile recycling facilities in the UK are limited and with no other underwear brands tackling the issue, we're essentially recycling for the whole industry, which as a small business we simply cannot afford to do.

We are still fully committed to recycling more cotton than we use each year and are actively looking for suggestions or support, so please get in touch if you can help.

RECYCLING VS WHAT WE USE



PROUD TO BE B CORP

80 qualifies for B Corp certification



50.9 median score for businesses

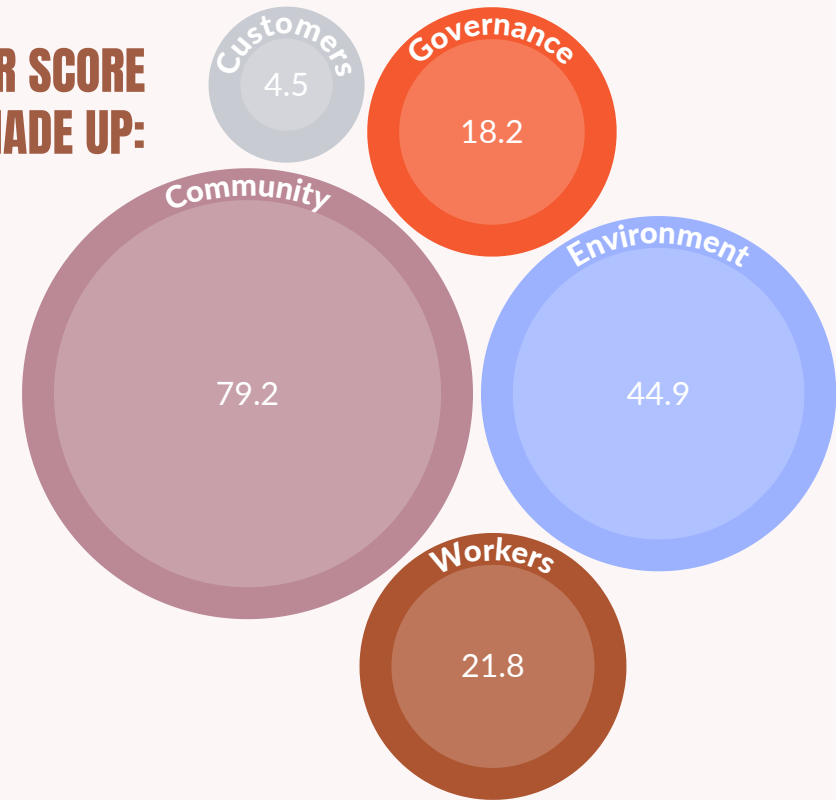


Three years after becoming the UK's highest-scoring B Corp (and the top fashion brand globally), we recertified in 2025 with an even higher score of 168.8.

Originally certifying in November 2021 with a score of 160.5, we set out to prove that purpose, people and planet matter more than profit. As we've grown, expanded our product range, opened our Oxford shop, and work with even more partners, recertification was no small task.

That's why this improved score means so much. It reaffirms our commitment to responsible business and our belief that fashion can be a force for good.

HOW OUR SCORE IS MADE UP:



Certified



Corporation

bcorporation.net

SUSTAINABLE DEVELOPMENT GOALS

The 17 Sustainable Development Goals (SDGs) are a collection of environmental and social priority areas of focus set out by the United Nations, intended to be achieved by 2030.

The work that we do at Y.O.U Underwear aligns to several of these goals.

As part of our B Corp recertification process at the end of the year, we were able to re-assess our alignment and performance towards the SDGs using B Lab's SDG Action Manager framework.

We have a new baseline score of 71.5% compared to 67.5% in 2022, and score above 50% for 9 of the Sustainable Development Goals. We've highlighted our work that aligns with our top 5 goals on the next page.





We're helping women and girls stay in school and work by donating underwear—without proper period protection, 1 in 10 girls miss up to 12 weeks of school each year. In 2025, we donated 8,492 pairs via Smalls For All, supporting girls in the UK and across Africa.

Our inclusive, body-positive brand offers unedited imagery and sizes 6–22 for women and XXS–3XL for men.

Cotton farming can harm soil and water, using 11× more water than organic cotton. In 2025, using organic cotton allowed us to save 879,447 litres of water while reducing soil acidification by 69% and water eutrophication by 132% compared to conventional cotton. Our products also use low-impact organic dyes, and we support Just a Drop to fund sustainable water, sanitation, and hygiene projects worldwide.

2025 CONTRIBUTION



Our Buy-One Give-One model empowers customers to make a positive impact through ethical choices. We promote conscious consumption, manufacture ethically, and launched a clothing recycling scheme in 2022, partnering with Cotton Lives On™ and TerraCycle. We also collect packaging to transform into earrings.



At Y.O.U Underwear, we partner with two of India's leading sustainable manufacturers - Connoisseur Fashions in Tamil Nadu and Rajlakshmi Cotton Mills in Kolkata - both SA8000 certified for ethical labour practices. We are also a Living Wage Employer in the UK and a registered Social Enterprise, committed to fair trade, organic materials, ethical banking with Starling, and creating jobs both in the UK and India.



CHARITY PARTNERS



Image credit: Too Little Children

ABOUT SMALLS FOR ALL

Impacting the lives of women & girls

Supporting 33,000 women and girls by 2027

Our Buy-One Give-One model means that every time you buy a pair of Y.O.U underwear from our core women's, men's and girls' ranges, we donate one pair of underwear to Smalls for All.

Having smashed our original goal of donating 23,000 pairs of underwear by 2023 over a year early, we are now working to hit our new target of 100,000 pairs donated by 2027. It's ambitious, but with the problem only increasing, we believe we can get there thanks to the support of our fantastic customers. By the end of 2025, we had donated over 60,883 pairs to Smalls for All so far.

Smalls for All donates at least 3 pairs of underwear per person to support a wear-wash-dry cycle. Since we began, that's helped over 20,294 girls and women continue attending school or work – the positive power of pants!



"Thanks to the donations from Y.O.U, we've been able to help more people across the UK and Africa get underwear. Giving pants and bras may seem like a small thing, but it can make a life-changing difference."

Maria, Smalls for All

MARIA, SMALLS FOR ALL FOUNDER

ABOUT OUR MARA COLLECTION

Impacting the lives of women & girls

Ann and Iona McCreath, the mother-daughter duo behind KikoRomeo, created bespoke designs for Y.O.U Underwear's Mara Collection inspired by Maasai beadwork, using fashion to spark cross-cultural dialogue. Each purchase donates underwear to girls in Maasai communities and supports the work of the Ajuma Foundation. In 2025 alone, 1,725 pairs were donated (9,894 total to date), alongside £172.50 donated in 2025 and £989.40 in total to support children's education in rural Kenya.



We donate £1 from every item sold in our light pink range to charities supporting those affected by breast cancer.

From 2021-2025, we donated £1,913 to Future Dreams (£441 in 2025) who fund vital research as well as running Future Dreams House, the only specialised breast cancer support centre in the UK.

Since October 2025, we have been supporting Maggie's, a nation-wide charity working to support everyone struggling with cancer.

This is a cause particularly close to my heart and we are proud to be able to make a difference to such an important issue. In 2025, we raised £119 for them.



ABOUT FUTURE DREAMS & MAGGIES

OTHER CONTRIBUTIONS FOR 2025



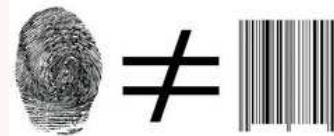
325 TREES

planted with Ecologi for newsletter sign ups and all orders over the Black Friday weekend



£40

Donated from sales of menstrual cups & more widely to support their Menstrual Hygiene Programme in the Wakiso District of Uganda



£50

Donated to The Or Foundation in Ghana to support their work to identify & create more just alternatives to the dominant model of fashion.



118 Packs

Of period products donated to WINGS, a project which aims to tackle period poverty in Oxford by delivering free period and childcare products to support people who struggle to access and afford them.

CUSTOMERS & COMMUNITY

We couldn't do any of this without our customers, they're at the heart of everything we do at Y.O.U Underwear.

This year, we particularly enjoyed our road trip around the UK with Lu, organising photoshoots featuring real customers, friends, and people brand new to Y.O.U. We loved meeting people face-to-face and hearing their honest feedback about our products, as this directly shapes what we make and how we work.

In particular we are proud to offer sizes 6-22 and to reflect a genuinely diverse range of bodies and ages in our imagery, because representation shouldn't be rare, it should be normal.

Community matters to us beyond underwear too. We support local businesses & charities in our shop, work with local schools and colleges, and show up for the places that support us. We're also proud members of Independent Oxford and Buy Women Built, two communities that champion local and female-owned businesses we really believe in.



"I've just had an amazing experience having my photos taken here. The underwear is super comfy and I feel really confident. I started off feeling a bit nervous but ... now I'm standing here in my underwear feeling on top of the world!"

Jennie, Birmingham



OUR SHOP

In 2021 we opened a pop-up in Oxford's Covered Market that proved so popular we moved into a more permanent central space in 2022, creating a conscious shopping hub for our community. Our Y.O.U Underwear shop showcases hand-picked goods from local makers, small businesses and B Corps who share our values, helping people make more eco-conscious choices while supporting businesses making a difference. It also acts as a donation hub for our underwear recycling scheme and for bras and period products for our charity partners.

We're proud to be a Living Wage employer and to put sustainability and fairness at the heart of our high street presence, and we're excited to keep growing this space to support our community in 2026.





OUR TEAM



Y.O.U Underwear should be as empowering for the people who work here as it is for the people who buy our products and receive our donations. Here's how we're making it a great place to work:

Empowering workplace culture

Y.O.U Underwear is built to support both its social mission and its people, aiming to be as empowering internally as it is externally.

Real Living Wage employer

Certified commitment to fair pay for all staff.

Flexible & remote working

Designed to support work-life balance and unpaid caring responsibilities.

Shared ownership & transparency

Team-wide access to performance data and regular all-staff strategy sessions ensure everyone has a voice in big decisions.

Regular staff feedback

Ongoing satisfaction surveys help improve the working environment through honest input.

Inclusive recruitment

Anonymous applications and flexible interviews promote equal opportunity and accessibility.

External recognition

Named twice in Escape The City Top 100 Companies to Escape To (2022 & 2023).

OUR HIGHLIGHTS



2025 HIGHLIGHTS

We completed our B Corp recertification

Having started the in-depth process of recertifying back in November 2024, we finally received our new score in July 2025. We were so proud to share that we had improved our score to 168.8, after originally certifying with a score of 160.5 (which made us the top scoring fashion B Corp globally at the time).

Our shop

We celebrated four years in our shop in Oxford's Covered Market - a little community that feels like home and where we are so grateful to connect with our customers in person, as well as stock some of our favourite brands like Elvis & Kresse, Black & Beech, and Bare Kind.

We won some awards

A win in the Consumer Goods category at the Great British Businesswoman Awards in January. In September, we were honoured with the Socially Responsible Business of the Year award from Enterprise Oxford. We're also proud to have been nominated in the Environmental and Consumer Goods categories at the Social Enterprise UK Awards, celebrating alongside inspiring peers like Tap Social.

I went to India

In October, I was lucky enough to travel out to India again where we visited our manufacturer and talked through some of our new designs - as well as getting a glimpse of new stock in production.

We launched our new products

Our blue Mara pyjama bottoms were the first to launch, then we released our new range of vest top colours. We also launched our highly requested men's briefs style with lighter coverage and a higher cut on the leg.

We set off on a Self Love tour

Starting in March with an International Women's Day event in Birmingham, Y.O.U Underwear and the Self Love Squad travelled the country with Lou's amazing wardrobe, Jo's beautiful upcycled pieces, and Sassy's incredible photography skills, bringing joy, laughs, and tears to so many amazing people. We were blown away by how many of you were prepared to bare all to model our underwear and how fantastic the images were - our customers make the best models!



ROOM TO IMPROVE



OUR CHALLENGES

We're very proud of the impact we've achieved to date, and the positive steps we've taken this year, but we're always looking to do more.

As a certified B Corp, we are focused on continuous improvement, leading to long-term resiliency. As a small business, it can be hard and take longer to implement the changes we want to see, but we are determined to continue to make improvements to the way we work and to make a bigger impact.

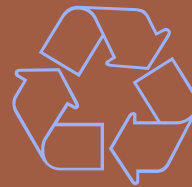
This impact report is about recognising what we have achieved, and reflecting on where there is room for improvement.

Sustainability is a journey, and for us, being transparent about our challenges, failures and limitations is important.



Scope 3 emissions

We set our goal to be Net Zero by 2030 and in 2024 calculated our carbon footprint across our whole business. We need to get more detail on our Scope 3 emissions though and we were also hoping to do a full product lifecycle assessment last year. Unfortunately we didn't manage this because of staff resources, so this is back on our list for 2026.



Limited recycling solutions

At the same time as our recycling programme grew significantly, the options available to process the items we're collecting have decreased. Underwear is complex & costly to deal with due to the fabric blends, trims & hygiene issues, so sadly we've had to restrict our take-back scheme to our own items (or other high-cotton products) while we find a new solution. We now have a backlog of over 900kg, so if you have any suggestions, please do get in touch!



Synthetic fibres

Our underwear contains 5% elastane to help with stretch, comfort and durability. However, elastane is a crude oil derivative so we're trying to find a more sustainable alternative to replace it. This is also taking us longer than we'd hoped as there still aren't any viable commercial options available.

THE FUTURE 2026 & BEYOND



Growing our community

Our customers are at the heart of everything we do at Y.O.U Underwear and we simply wouldn't exist without them! Whether it's helping us develop new products, popping in for a chat in our shop, or even modelling our underwear, we love the friends & relationships we've made over the past few years. We've got some exciting new ideas to support and grow our community in 2026, so watch this space for a new & improved Positive Pants Club (& more!).

New products & prints

It's your feedback & requests that directly drive any new products we introduce, and we've got some exciting new items and ranges coming this year. All still in line with our responsible fabric & manufacturing requirements, but hopefully widening our unisex appeal with new products, patterns and ranges.

Improved circularity

We've been working on developing new 100% cotton ranges, as well as selections with eco elastic & trims, as part of improving the circularity and biodegradability of our products. We're hoping to introduce the first of these in 2026, as well a looking at plant-based dyes and a natural cotton range.

Improved impact reporting

This year we will be updating our reporting to increase understanding of the impact of our products from cradle to grave. This will include product life cycle assessments, greater scope 3 carbon tracking to feed into our net zero commitments, and aligning our work to the new B Corp standards.

New recycling solutions

With both a huge backlog of recycling to clear and a desire to widen our take-back scheme again to rescue more items from landfill, we're desperate to find some new recycling solutions. It feels like a whole industry challenge that we're driving - and we need help! If you have any suggestions, schemes or funds available to support this, please get in touch!

OUR TARGETS



100,000 PAIRS BY 2027

Since launching Y.O.U Underwear in 2018 with a goal to donate 23,000 pairs by 2023, we reached the target early in 2022 thanks to customer support and partners like The Wandsworth Group. We've continued our buy-one give-one model, donating through Smalls for All and supporting Maasai communities, helping over 23,592 people by the end of 2025. Our new ambition is to donate 100,000 pairs by 2027 – potentially impacting 33,000+ women and girls. It's a big challenge, but we're up for it!

We're keen to widen our community & develop new business partnerships to help us achieve it. If anything, the problems of period poverty and the fast fashion industry are only getting worse, so join us on our mission to prove that changing your underwear can change lives.

Supporting
33,000
Women by
2027



Women supported so far

Supporting 33,000 women and girls by 2027



THANK YOU

For reading our 2025 Impact Report & for your support.

If you'd like more information, please email: hello@youunderwear.com

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www.youunderwear.com

