

OUR IMPACT 2024

Y.O.U
UNDERWEAR



From the spark of an idea in Uganda, to positively impacting the lives of over 20,000 women & girls around the world so far, I created Y.O.U Underwear to be a force for good. Becoming a B Corp in 2021 remains one of my proudest achievements during this journey, recognition that our purpose and values run deep throughout our business. We're going through the 3-yearly recertification process at the moment, so fingers crossed!

Since meeting our initial goal of donating 23,000 pairs of underwear by 2023 over a year early, we're now at just over 60,000 pairs, which is amazing. For so many girls to be in school as a result of now having underwear is the best feeling in the world.

We couldn't do any of this without your support. I'm grateful to all our customers, our team, the community we've built around our shop in Oxford, our charity partners, and all the family and friends that have supported my small business journey so far.

This report captures the milestones we've achieved and the ways we're redefining business as a force for good, and reflects on our challenges and future aspirations. I hope you enjoy diving into how we're embracing purpose, sustainability and responsibility, even when it's not the easiest path.

I'm looking forward to seeing where 2025 takes us, and I hope you can join us on that journey.

Sarah

Founder & CEO



OUR STORY



OUR MISSION

Y.O.U means 'Your Own Underwear' - because everyone deserves exactly that.

We're on a mission to change the world, one pair of positive pants at a time! We want our customers to look good, feel good and do good, knowing that by buying our products they're helping to donate underwear to people in Africa and the UK who can't afford or can't access any, because dignity matters.

When I travelled to East Africa in 2016 to volunteer with local communities as part of the Uganda Marathon, I was shocked to learn how many women and children don't have access to something we take for granted every day - underwear.

UNESCO estimate that 1 in 10 girls and women around the world are impacted by period poverty and can miss up to 3 months (25%) of school or work every year due to not having underwear during their periods. This creates a barrier to furthering their education and restricts their future employment opportunities.

Underwear isn't just the foundation to your outfit, it's the foundation to a more positive future.

By donating underwear for every pair sold, Y.O.U Underwear is increasing education and employment for vulnerable women and girls. We manufacture fairly, so nobody is exploited in our supply chain, and we're working to promote inclusivity, representation and positive self-esteem through our commitment to thoughtful sizing, no airbrushing and positive affirmations in our undies!

We're here to show that business, and fashion, can be an empowering force for good.

OUR PURPOSE

Y.O.U Underwear is on a mission to show that business can be a force for good. As well as measuring our financial performance each year, we also benchmark our success against key social and environmental goals. We believe that conscious behaviours have the power to make a massive difference, and we're determined to show that the cumulative effects of ethical shopping choices can be significant.

60,560¹

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

UP TO
4,094

WOMEN'S LIVES IMPACTED²
THANKS TO YOUR
DONATIONS
OF LIGHTLY WORN BRAS

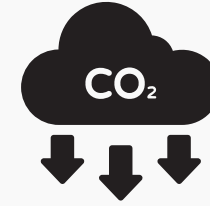
1. Since we started trading in 2018

2. Based on the donation of one bra per woman by Smalls For All since 2020.

OUR IMPACT



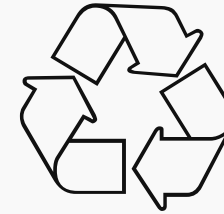
9,981
pairs of pants donated ³



334.6kg
CO2 saved - from
403.13kg organic
cotton⁴



3,327
Female lives improved
through underwear
donations ⁵



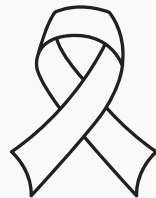
427.1 kg
of old underwear
and socks recycled ⁶



1,950
Female lives improved
through customer
donations of bras ⁷



250
trees planted,
funded through
Ecologi



£389
Support for Future
Dreams breast
cancer charity



781,669.07
litres of water saved
through 403.13kg
organic cotton ⁴

FOR 2024

3. 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.

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

5. Based on 3 pairs donated to each person - calculated using the total number of pants donated in 2024

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

7. Based on one bra donated per person

OUR PROGRESSES

	2021	2022	Comparison years *		% change
			2023	2024	
Pairs of pants donated To Smalls For All and Mara	10,481	11,490	13,712	9,981	-27.21%
Bras donated To Smalls For All	320	420	1,404	1,950	+38.89%
Future Dreams Donations (£)	196	412	475	389	-18.11%
Organic cotton used (kg)	241.87	319.58	402.76	403.13	Level
CO2 saved (kg CO2) Through use of organic cotton ⁸	200.75	264.88	334.29	334.6	Level
Water saved (litres) Through use of organic cotton ⁸	468,985.93	619,690	780,949.70	781,669.07	Level
Trees planted Funded through Ecologi	174	429	261	250	-4.21%
Lives improved Based on 3 pairs of pants and 1 bra per person	3,813	4,250	5,975	5,277	-11.68%

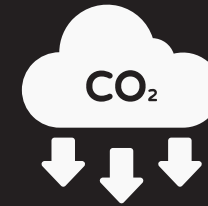
* You'll spot that the donation numbers have decreased from 2023 to 2024. This is because of the switch from a buy-one give-two model to buy-one give-one following the ending of matched donations from The Wandsworth Group after three years. See p9 for more info.

TOTAL IMPACT

SINCE 2020



60,560
pairs of pants donated ⁹



1,311KG
CO2 saved - from
1,177.63kg organic cotton¹⁰



20,186
Female lives improved
through underwear
donations ¹¹



689.2 kgs
of old underwear
and socks recycled ¹²



4,094
Female lives improved
through customer
donations of bras ¹³



1,114
trees planted
through Ecologi



£1,472
Support for Future
Dreams breast
cancer charity



3,066,241
litres of water saved -
from 1,177.63kg organic
cotton¹⁰

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

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

11. Based on 3 pairs donated to each person - calculated using the total number of pants donated since 2020

12. Underwear donated each month in our shop and sent directly to us since programme started in 2022

13. Based on one bra donated per person

BUY ONE GIVE TWO PARTNERSHIP

From 2020 to 2023, we were fortunate enough to have been supported by The Wandsworth Group, a family-run business based in Woking who matched our donations to enable us to operate a buy-one give-two model. This has meant that every time you buy a pair of Y.O.U underwear from our core women's, men's and girls' collections, we donate one to match and The Wandsworth Group then donate the second pair to complete the B1G2 model.

This partnership with TWG has hugely increased our impact. We are incredibly grateful for this support and what it's enabled us to achieve to improve the lives of so many more women and girls around the world.

After an amazing 3 years, our partnership came to an end and in 2024 we reverted to our B1G1 model. We are still donating a pair of underwear to Smalls for All for every item bought from our core collection, but sadly this donation is no longer doubled. This doesn't make us any less committed though and we continue to be thrilled and humbled by the support of our customers in helping us to achieve this impact.

Since reaching our previous donations target, we have since set a new one (see p.37). If you'd like to help us reach our new target while improving your ESG activities, charity support and staff motivation by partnering with us and supporting Smalls for All then please get in touch to discuss options!

WITH THANKS TO



wandsworth

Since 1904

OUR MANUFACTURING



I made
your
Y.O.U
UNDERWEAR

PROTECTING PEOPLE & PLANET

Every piece of Y.O.U underwear is made from fully Fairtrade and GOTS certified organic cotton and is PETA-approved vegan. We also only work with Sedex manufacturers who are SA 8000 compliant and have similar values around paying and treating their workers fairly.

Fairtrade cotton helps protect the lives of farmers in India and Africa. The Fairtrade Cotton Standard has criteria surrounding the protection of farmers' health, the use of rain-fed methods, and the provision of incentives for environmental protection.

GOTS are a world-leading processing standard for textiles. They focus on tracing certified organic fibres through the different stages of the supply chain, from the farm to the supplier. They cover both environmental and social issues and also trace wool and silk. Using organic cotton also helps to save water and CO2.¹⁴

Sedex is a collaborative platform and global membership organisation working to improve ethical business practices and help businesses improve their supply chains. SA8000 legislation ensures businesses commit to fair working rights¹⁵

We value all of these certifications as part of providing assurance to us - and you - that we're doing what we say we are, prioritising people, planet and our purpose, as much as profit in our business.



14. Organic cotton uses 91% less water and 62% less energy than traditional cotton. 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.

15. See p.18 for more information on SA 8000 legislation

ABOUT ORGANIC COTTON

In 2024 we used:

403.13 kg of organic cotton

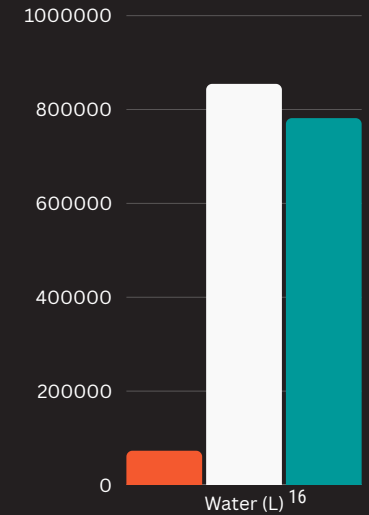
Conventional cotton is one of the most polluting crops, which is why we only use organic cotton.

Organic cotton uses 91% less water and 62% less energy than traditional cotton. This is due to the drastically reduced need for irrigation due to healthier soil and hardier cotton variants retaining more moisture. Forgoing the need for pesticides means organic cotton doesn't require the fossil fuel material or energy needed to produce them. It's also much safer for farmers and manufacturers to work with organic cotton as pesticides can be deadly.

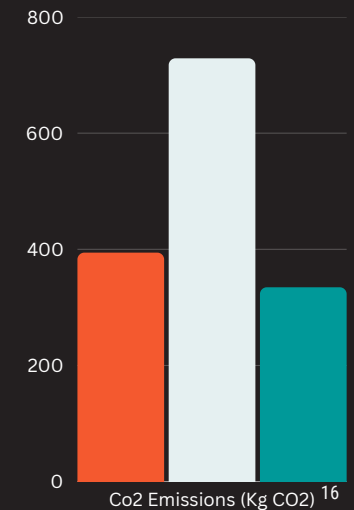
According to the [Textile Exchange](#), organic cotton produces 54.59% less GHG emissions (kg CO2 eq) during production.

ORGANIC COTTON USAGE RESULTED IN THE FOLLOWING
RESOURCE CONSUMPTION & SAVINGS...

WATER



CO2



Y.O.U Underwear Usage █
Non-organic Cotton Usage █
Saved in 2024 █

16. 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.

PRODUCTION VOLUMES

We want the fashion industry to become more sustainable.

However, no amount of 'good fashion' will compensate for the sheer volumes that are produced, bought - and so often discarded - each year.

One of the greatest challenges the planet faces is the quantity of clothing and textiles that now exist. If we stop now, we already have enough clothing for the next 6 generations (Ellen McArthur Foundation) - we are literally drowning in clothes! It simply isn't sustainable to continue with the mass production, fast fashion model that's now so prevalent and the first part of changing that is by shining a light on just how much is produced each year.

That is why we've signed up to the 'Speak Volumes' campaign, a global initiative spearheaded by The OR Foundation to address the issue of textile waste and promote transparency within the fashion industry. It encourages brands to voluntarily report their annual production volumes and be accountable for the environmental impact of their operations. The campaign aims to make brands more transparent about their production practices and to address the problem of textile waste colonialism.

The campaign fundamentally aligns with our business values of sustainability, transparency, and doing better for people and the planet, so we have committed to sharing our numbers each year, as well as how we calculated them, and including production volumes in our sustainability reporting going forwards.

So, we are therefore publishing our 2024 production numbers here and with Speak Volumes. We produced a total of 7,756 items during the year through our manufacturing partners. This includes underwear, loungewear, tea towels and our woven cotton bags. This is a number we were able to work out quite easily by adding up all the items included on all packing lists for deliveries received throughout the year. In publishing this information, we hope to encourage other clothing brands to do the same and push for transparency to be made normal practice in our industry.

7,756

**items
produced in
2024**

IMPACTING THE ENVIRONMENT

RECYCLING UNDERWEAR

Every second, the equivalent of a rubbish truck load of clothes is burnt or buried in landfill.¹⁷

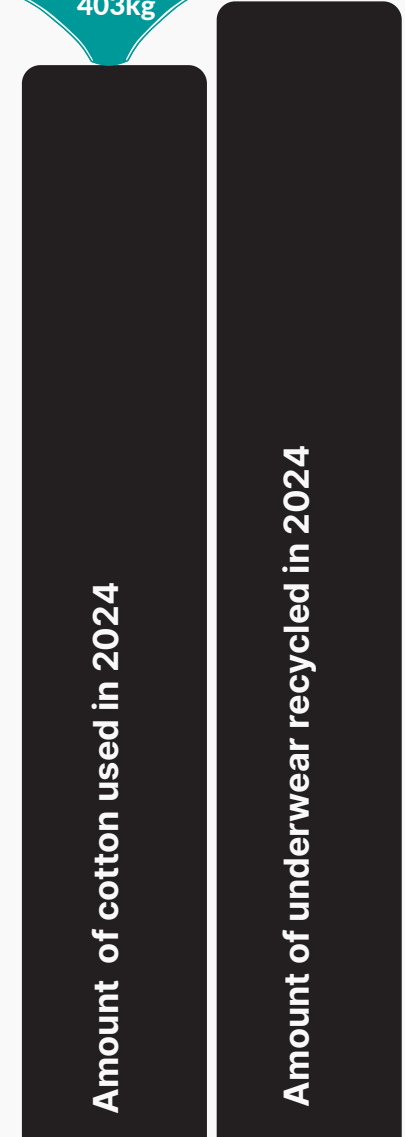
In 2022 we implemented a take-back programme to help prevent end-of-life underwear (as well as socks, tights & swimwear) from being part of that. We recycle items made from a high percentage of cotton with Cotton Lives On, turning them into roll mats for people experiencing homelessness, and other items and synthetics are repurposed into secondary items such as insulation and car seats by TerraCycle.

In 2024 we collected and recycled over 427.1kg of underwear as a result of the programme, bringing our total to 689.2kg since the launch in 2022.

As part of our goal to be a more circular business, we have set ourselves a target of actively recycling or reusing more kilograms of underwear than we are using in terms of new organic cotton per year. In 2024, we achieved this, using 403.13kg and recycling 427.1kg, and going forwards we hope to continue doing this each year.

Unfortunately textile sorting and recycling facilities in the UK are very limited, so this is a tough and expensive challenge for us, but one we are committed to. We are currently looking for help to be able to continue this programme, so please get in touch if you have any suggestions!

RECYCLING MORE
THAN WE USE



Amount of cotton used in 2024

Amount of underwear recycled in 2024

OUR STANDARDS



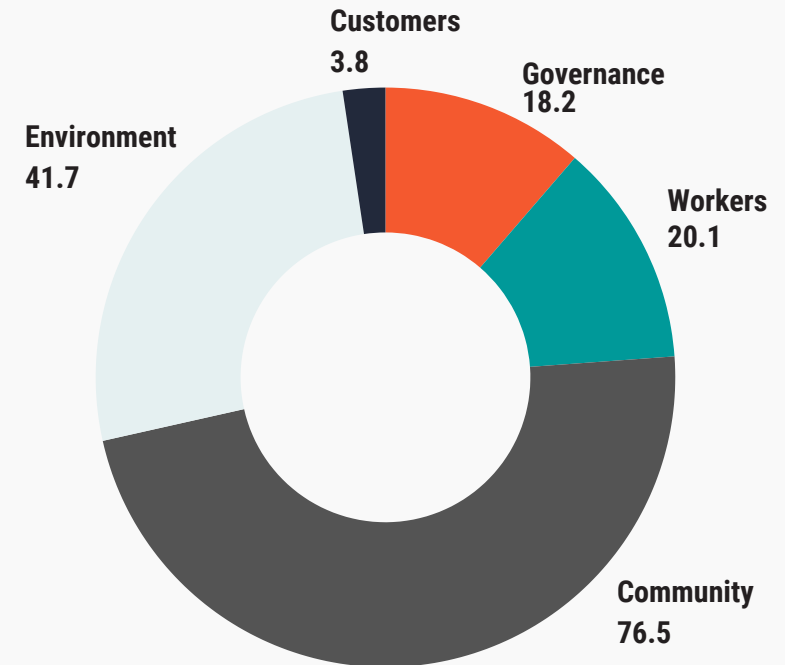
B CORP

Certifying as a B Corp was an obvious step for us with giving back and sustainability so embedded into how we work as a business. The movement aligns perfectly with our mission of showing that you can prioritise purpose, people and planet at the same time as building a strong business. That doesn't mean it wasn't challenging though, taking over a year of hard work before we officially certified in November 2021. It's still one of my proudest achievements with the business, and 2024 marked our third anniversary.

B Corps have to recertify every three years, so we began the process in November 2024 and are still going through the verification phase. Hopefully we will successfully complete this in early/mid 2025 and we will share the results with you as soon as we get them!

Within the movement, we're proud to have been recognised by B Lab as Best for the World™ in two areas - Community and Environment. To be Best For The World™, B Corps must have scores in the top 5% of one or more of the five impact areas assessed in their relevant size group.

In 2022, we also joined 2,000+ other companies in signing the Better Business Act, a campaign to change UK law to ensure every company is responsible for its impact on people, customers, communities and the environment, as well as its profit.



Our B Corp score

To be certified as a B Corp, you need to achieve a score of at least 80. The median score for ordinary businesses is 50.9 - and our score is 160.5!

This means that we achieved a score of more than double the requirement - and in fact certified as the highest-scoring B Corp in the UK in 2021. We are also still the top-scoring fashion brand in the world.

THE 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 over the following pages.





2024 CONTRIBUTION:

We're helping to improve access to education for women and girls by donating underwear. Without proper period protection, 1 in 10 girls are left with no choice but to miss up to 12 weeks of schooling a year.

In 2024, we donated 9,981 pairs of underwear to vulnerable girls and women who now have access to education and employment during their periods. This was done via Smalls For All (7,992 pairs) and will be supporting girls and women in the UK and across Africa, as well as girls in Maasai communities in Kenya and Tanzania (1,989 pairs).

- Responsible marketing: we are an inclusive brand and do not edit or airbrush our images, to help promote positive self-esteem and body image.
- Inclusive sizing: Our size range runs from 6-22 for women and XS-3XL for men



2024 CONTRIBUTION:

Cotton farming contributes to soil pollution, pesticide use, and uses 11x more water than organic cotton (WWF). By using organic cotton, in 2024, we were able to avoid 781,669 litres¹⁸ of water being consumed.

The organic cotton we used caused 69% less acidification (acidification is the build-up of chemicals that reduce the pH of the soil) of soil and 132% less eutrophication of water compared to non-organic cotton.¹⁸ (Eutrophication arises from the oversupply of nutrients, most commonly as nitrogen or phosphorus, which leads to overgrowth of plants and algae in the water).

- Organic cotton
- Low-impact dyes
- Donations to Just a Drop - bringing sustainable safe water, sanitation and hygiene projects to communities around the world.



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



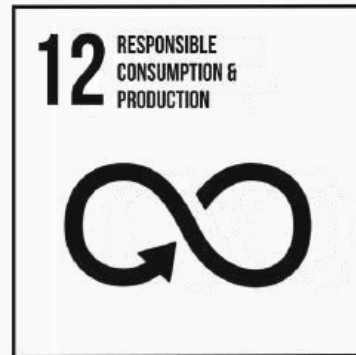
2024 CONTRIBUTION:

At Y.O.U Underwear, we work with two of India's leading sustainable and ethical manufacturers. We work with Connoisseur Fashions in Chennai and Tiruppur in Tamil Nadu, and Rajlakshmi Cotton Mills in Kolkata.

Both our manufacturers operate under SA8000 certified social standards. This includes no child labour, working hour compliance, minimum wage compliance, overtime compensation and incentives, rights of Freedom of Association, and no discrimination for race, age, sex, political opinion or religion.

We are an accredited Living Wage Employer with 5 employees in our shop in Oxford in 2024.

- Job creation (UK & India)
- Our marketplace (shop & online)
- Ethical manufacturing, organic materials
- Fairtrade certification, SA8000 standards
- Ethical banking with Starling
- UK Real Living wage
- Registered Social Enterprise



2024 CONTRIBUTION:

We promote conscious consumption, manufacture ethically, and launched a clothing recycling scheme in 2022.

Since the start, our Buy-One Give-One model has helped to show consumers that they can have a positive impact through ethical consumption.

We've implemented the first phase of our fabric recycling programme and have committed to recycle or repurpose more in KGs than we produce each year. We currently do this through our partnerships with Cotton Lives On and TerraCycle, and we also collect our packaging to transform into beautiful earrings.

- GOTS & Fairtrade cotton
- Cotton Lives On™ & TerraCycle® recycling schemes
- Low-impact dyes
- Buy-One Give-One donation model



CHARITY PARTNERS



Image credit: Too Little Children's Pad Project

ABOUT SMALLS FOR ALL

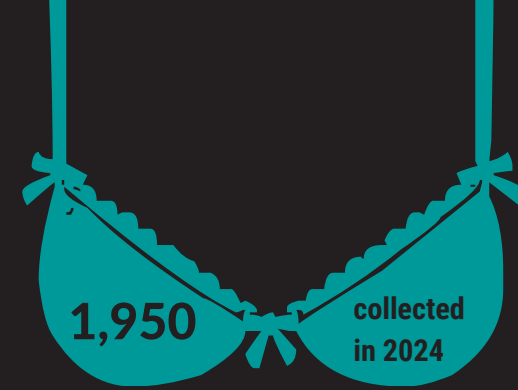
Impacting the lives of women & girls

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.

When I started Y.O.U Underwear in 2018, I set us a goal of donating 23,000 pairs of underwear by 2023. Incredibly, thanks to the support of our fantastic customers and The Wandsworth Group, we achieved this goal in early 2022, over a year ahead of schedule. By the end of 2024, we had donated over 32,700 pairs to Smalls for All.

Smalls for All donate at least 3 pairs of underwear to each person, providing a full wear-wash-dry cycle. This means that means over 20,186 girls and women are still able to attend school or work as a result of our donations to Smalls for All since we started (as of end of 2024). That really is 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 FOUNDER

ABOUT MARA COLLECTION

Ann and Iona McCreath are the dynamic mother-daughter design duo behind KikoRomeo, with a vision to use fashion as an art medium and create designs that enable conversations and build wider understanding between nations and cultures.

Their bespoke designs for Y.O.U Underwear's Mara Collection were inspired by Maasai beadwork.

Every purchase from our Mara Collection provides a pair of underwear to girls in the Maasai communities of Oloishobor and Ologesailie, as well as financially supporting the work of the Ajuma Foundation in Kenya.

In 2024, we donated 1,989 pairs of underwear through the Mara Collection, bringing our total to date up to 8,169. With 3 pairs of underwear going to each person to allow a wear-wash-dry cycle, this means that 2,723 women and girls have received underwear.

In 2024, we also donated £198.80 to the Ajuma Foundation, which helps keep children in schools in rural Kenya. In total, we have donated £816.80 through sales of our Mara Collection.





ABOUT FUTURE DREAMS

In June 2021, we launched our light pink collection, in collaboration with the breast cancer charity Future Dreams.

Future Dreams are the only dedicated breast cancer support centre in the UK, providing in-person and virtual support during all stages of people's breast cancer journey, because nobody should face cancer alone.

A cause close to our hearts, we donate £1 from every light pink item sold across our women's, men's and girls' ranges to support Future Dreams' vital work.

In 2024, we donated £386 to Future Dreams, bringing our total since 2021 up to £1,472.

OTHER CONTRIBUTIONS

FOR 2024



£8

Donated through sales of menstrual cups, to support their Menstrual Hygiene Programme in the Wakiso District of Uganda



50 Packs

Of period products donated to WINGS, a project by YWMP (Young Women's Music Project) which aims to tackle period poverty in Oxford by delivering free sanitary and childcare products to support people who struggle to access and afford them.



£100

We donated £100 to Asylum Welcome in August 2024 to support their work providing information, advice and practical support to asylum seekers, refugees and vulnerable migrants living in Oxfordshire.

OUR COMMUNITY



OUR CUSTOMERS

We couldn't have any impact at all without the support of our customers. Our products are all about empowering the people that wear them, as well as the people our donations support.

That's why we actively involve our customers in our product development, and take their feedback seriously. As a small business, being size inclusive can be a challenge, but we're proud to carry our collection in sizes 6-22, and ensure that our imagery reflects a diverse and inclusive range of body types.

When we read that 61% of adults feel negative or very negative about their body image most of the time (UK Parliament) - we knew something had to change. We're working to promote inclusivity, representation and ethical marketing.

We never airbrush. We've had models from ages 18 to 80, and sizes 8 to 18 in our photoshoots - many of them customers. Every body is beautiful and everyone is worthy of stylish and comfy underwear. To remind you how wonderful you are every day, we hide a positive message inside every pair of Y.O.U underwear.

I've got a couple of these high rise briefs, the white and the almond/nude. They feel lovely around the waist and the bum, without leaving any marks on the skin. Second, they honestly feel so sexy and give a Marilyn Monroe style that I love!!

...

It's so much fun to see the pictures on the website and on social media! Adele and I feel like stars!

Mady, Oxford

It's a great bralette! so much so that I bought a second one.

It's very comfortable with a nice stretch, and perfect under a white top, unseeable. On top of it, it comes in a cute bag, with a card, which is a nice touch and Sarah responds promptly if you get in touch.

The sustainability and ethical commitment of this business makes it even better.

Elsa, UK

OUR TEAM



SEPTEMBER DONATIONS

- 349 BRAS DONATED TO SMALLS FOR ALL (+ 65 pairs of pants)
- 80.5 kgs OF UNDERWEAR TO BE RECYCLED
- 5 PACKS OF PERIOD PRODUCTS DONATED TO WINGS

2024 DONATIONS TO THE END OF SEPTEMBER

- 1486 BRAS DONATED TO SMALLS FOR ALL.
- 84 pants
- 326.1 kgs OF UNDERWEAR TO BE RECYCLED.
- 37 PACKS OF PERIOD PRODUCTS DONATED TO WINGS.

Y.O.U UNDERWEAR

Y.O.U UNDERWEAR

Y.O.U

BARE KIND

HAPPY

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:

Real Living Wage

We are a certified Real Living Wage Employer.

Flexible & remote working

To support our team to do their best work, have a good work-life balance, and juggle any unpaid caring commitments they may have.

Involving everyone in the business

We share our performance data with the whole team and involve them in the creation of our strategy and big decisions, with 3 or 4 all-staff strategy sessions each year. Everyone has a voice.

Regular staff satisfaction surveys

We run regular staff satisfaction surveys to allow the team to give us honest feedback and identify ways we can improve the working environment.

Inclusive & accessible recruitment

We try to make job applications as inclusive as possible, with an anonymous application process and flexible interview styles to promote equal opportunities in our hiring processes.

Celebrating together!

The entire team comes together for an annual Summer and Christmas get-together to celebrate our progress and success. Having fun is one of our core values as a business!



We are delighted to have been included in Escape The City's 'Top 100 companies to Escape To' twice, in 2022 and 2023.²⁰

Over 13,000 companies were nominated each year, with every organisation judged across 172 data points. We also had to get our employees to anonymously review us - scoring 9.8 out of 10.

The Escape 100 list represents the organisations that are leading the way in putting their people and our planet on a par with profit.

Escape score	
IMPACT	🏆🏆 >
MISSION	🏆🏆🏆 >
PLANET	🏆🏆🏆 >
PEOPLE	🏆🏆🏆 >
INNOVATION	🏆 >
B CORP	🏆🏆🏆 >
Total	123.8

²⁰ Embarrassingly we missed the deadline to apply in 2024!

OUR SHOP

In 2021, we opened a pop-up shop for 4 months over the festive period in Oxford's Covered Market, thanks to a Makespace and Oxford City Council programme to re-use spaces in Oxfordshire's urban centres for social and environmental purposes.

The shop was really successful and we extended our stay and moved into a more permanent central space in 2022, creating a thriving conscious shopping hub for the local community. We stock hand-picked products from local makers, other small businesses and B Corps who share our values, covering everything from bespoke handmade jewellery, Fairtrade gifts and homeware, to socks that save endangered animals and earrings made from our recycled plastic mailing bags. We love showcasing others who are making a difference, as well as making it easier for people to make more eco-conscious choices and buy better. Our Oxford shop also hosts events and acts as a donation hub where people can drop off their old underwear, socks, bras and tights as part of our recycling programme, as well as donating bras and period products to support our charity partners.

We decorated our shop in line with our values, using only reclaimed display materials and including empowering images of our customers and more representative models. We also filled our changing rooms with self-affirming messages and illustrations, reflecting our commitment to body positivity and self-love, because we know that trying on underwear can feel intimidating.

We have loved putting sustainability at the heart of the high street, and we're looking forward to seeing how this evolves and grows to support our community in 2025.



OUR HIGHLIGHTS



TRIP TO INDIA

In October we travelled to India to visit a few of the factories producing our fabrics and products in Chennai and Tirrupur. We have visited a couple of times before and it is always a great way to meet with the people making the clothes and to gain a deeper understanding of the entire process that goes into each product.

We had a fantastic trip organised by our production manager Sam who provided brilliant hospitality. We spent a lot of time in the factory and were able to find out more about the commitments to care and safety policies for their staff. Through chatting to some of the workers, we learned about the impact that factory provisions such as lunch meals and transportation have had on their working enjoyment.

It was great to be able to see the SA 8000 policies being implemented across the production process and to see the skill of the people creating Y.O.U pants! We are very grateful for the relationship we have built with our producers and look forward to continuing to support sustainable manufacturing.



2024 HIGHLIGHTS

Our community

Taking part in the Buy Women Built collaboration event and photoshoot was a highlight of our year. We came together with other female founders in the community to highlight a cause close to our hearts and collectively were able to raise £13k to support the incredible work of Future Dreams.

Our shop

We celebrated three years of trading in the Covered Market, where our shop has gone from strength to strength as we have updated our displays and introduced new brands. We are proud of the sustainability hub that we have developed in central Oxford, providing customers with a range of local, ethical, and eco-conscious products from independent businesses we have developed valuable relationships with. Our in store recycling drop off point and Smalls For All donations collection have supported this goal.

New products

This year we launched 4 new products in response to customer feedback and requests. Our new robes, camis, and vest tops have been very well received and our high waist full briefs in particular have been a big hit!

We added our flattering new Cocoa colour way to our range to complement our core colours and create a more complete skin tone range.

We were also able to expand our sizing range in the thongs and More Supportive bra meaning we can provide super soft and comfortable underwear for even more people!

Team Skill Building

Our team expanded this year as we welcomed Rafaelia, Sophie, and Holly to support across business operations and communications as well as additional help in the shop. Staff members completed exciting training opportunities like the Carbon Literacy programme and the Conscious Campaigner course.

Award nominations

This year we were proud to have been nominated for a couple of awards including Great British Entrepreneur and Social Enterprise UK which were amazing to be considered for!

Sarah did a talk all about textile waste and how to look after your clothing at the B Corp Louder than Words festival hosted in Oxford- the largest ever gathering of B Corps!



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.

In 2024/25, we will go through the B Corp recertification process, which will be a good opportunity to see how our score has changed, and evidence areas where we have made significant progress and improvements, as well as setting goals for the next 3 years.



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 in 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 on our list for 2025.



Improved recycling solutions

Our recycling programme has grown significantly since we introduced it in 2022 and we are now collecting over 50kg of underwear each month. It's great that customers have embraced this so wholeheartedly, but sadly both the costs have increased and the solutions have disappeared, so we're struggling to deal with all the items we're collecting. This isn't going to stop us, but it is slowing our progress to becoming fully circular and we need help to find some new solutions.



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.

MOVING FORWARDS



B Corp Recertification

After submitting our B Corp recertification towards the end of 2024, we have received feedback on the first phase and are currently waiting on the second. We are looking forward to the final result and hoping that we have improved at least a little!

New Products

In continuing with our commitment to provide our customers with responsibly made, well designed, and comfortable underwear, we are hoping to develop some new products in 2025. We have gathered feedback from customers and are planning women's, men's, and unisex products in response.

100% Cotton Range

As part of our new product development, we are keen to release a range of 100% organic cotton products which will offer customers more choices as well as working towards our goal of full biodegradability across our products.

Product Life Cycle Assessment

This year we are planning to get started on product life cycle assessments which take a look at the entire journey of Y.O.U products. This would involve examining the impact of everything from the cotton in the field all the way through to customer care and end of life disposal. While this is a big undertaking, we are keen to include it as part of our net zero and carbon reporting commitments.

New Recycling Solutions

With the volume of recycling donations we receive having increased throughout 2024, we are in need of new solutions to help us with our circularity commitments. We are currently looking into a few options but are always interested in new ideas for textile recycling - so if you have any suggestions please do get in touch!

OUR TARGETS

**100,000 PAIRS OF UNDERWEAR DONATED
BY 2027**



OUR TARGETS

100,000 PAIRS BY 2027

When I started Y.O.U Underwear in 2018, I set the ambitious target of donating 23,000 pairs of underwear by 2023. Amazingly, thanks to incredible support from both our customers and The Wandsworth Group, we hit our target in 2022, over a year ahead of schedule.

Since then, we've continued to donate underwear for every pair sold, with a pair going to Smalls for All for every item from our core collection, and supporting Maasai communities with our Mara range.

Not one to shy away from big (or round!) numbers, I have set us a new goal of donating 100,000 pairs of underwear by 2027. Admittedly this is a huge target, particularly on a buy-one give-one model, but I'm keen to keep us moving forwards and having as big an impact as we possibly can. So we're going for it!

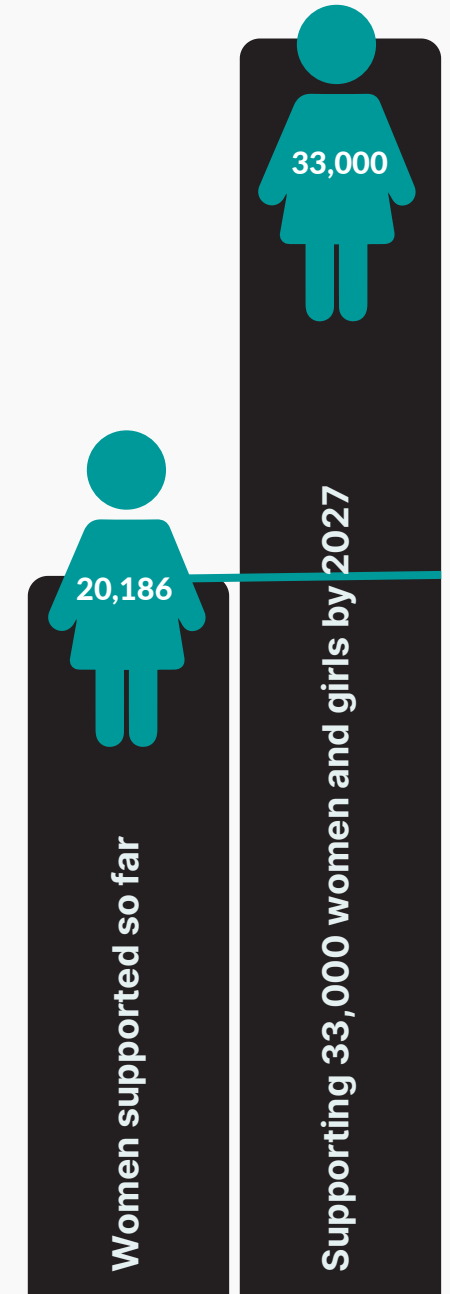
With Smalls for All's donation model of providing every recipient with at least 3 pairs of underwear as a bundle, one to wear, one to wash and one to dry, that would mean we will have impacted the lives of over 33,000 women and girls by 2027 if we reach that target.

So far, we are incredibly proud to say that over 20,186 people have received clean underwear as a result of all our donations (to the end of 2024), and we hope we can continue to make a difference to people in the UK and across Africa by providing underwear.

100,000 pairs of underwear donated by 2027 will definitely be a challenge, but hopefully we will get there as we grow the business with your support and really show that changing your underwear can change lives!

We would love some support with our ambitious new target, so if you are a business looking to boost your charitable impact while improving staff motivation and ESG commitments then please get in touch to discuss options!

SUPPORTING 33,000 WOMEN BY 2027



**Thank YOU
for reading our
2024 Impact
Report**

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

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