

Alchemist Fashion BV



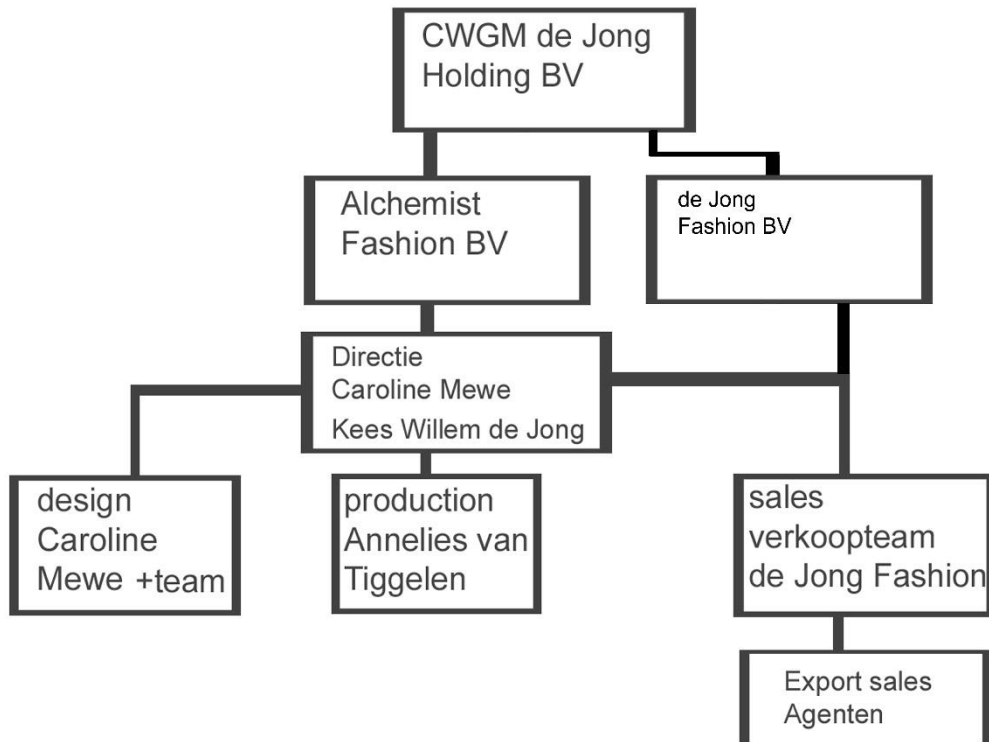
Start date membership

March 2013

Reporting period

January 2013 – December 2013

Organisational chart





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1. Summary: goals & achievements 2013

At our visit to and meetings with our suppliers, factories and agents we have discussed as the first issue our FWF membership. We explained we are very proud to have joined FWF. We discussed the various subjects with the help of the FWF hand out, which is an excellent tool! When sourcing new production possibilities the first thing we ask is if the factory has been audited.

But also in contacts with our customers we discuss the hand out and emphasize our brand mission. It was very nice to see this back on Twitter when one of our main customers posted a photo of the FWF brochure and wrote: "I totally agree" (www.watmooi.nl)

We think it is very important now to also reach the end consumer. When customers are more aware and start asking questions about the source of let's say a T-shirt the demand for FWF clothing will grow. We feel we are responsible for educating the end consumer.

2. Sourcing strategy

2.1. Sourcing strategy & pricing

We produce approximately 85% of our collection in Portugal. Our agent is well aware of our demands when she introduces new factories. When meeting new manufacturers or agents in other countries our first question is if they have been audited. One problem we do encounter is when we, from our own initiative, start sourcing for new factories in new countries it is very difficult to find audited factories. This takes a lot of time. We would gratefully work from an audited database to avoid unnecessary waste of time and energy. Better to start immediately with the right partner. That works well both ways; we can work according to our brand mission and the factory gets orders.

2.2. Organisation of the sourcing department

See organisation chart

2.3. Production cycle

We are at the changing point of introducing 4 collections per year.

2.4. Supplier relations

We prefer to keep a steady relation with our suppliers for many years. Unfortunately last year we stopped working with a few Asian and Middle East suppliers because either we could not reach their minimums or they closed their businesses.

2.5. Integration monitoring activities and sourcing decisions

See our sourcing strategy.

3. Coherent system for monitoring and remediation

3.1. Factory A/Country A

See our sourcing strategy

Since over 85% of our production is done in Portugal where wages are bargained collectively, we can be sure the wages are paid according to Portuguese law. Portugal is classified by FWF as a low risk country given that local institutions can guarantee the compliance with basic standards.

The quantities we produce in India are (still) so small that our runs have to be done in the better sample factories. This means not in the huge country side factories. We visited both sort of factories over 25 years and can tell the difference in labour conditions from own experience.

3.2. External production

Not applicable.

4. Complaints procedure

In the last year we did not encounter complaints. We left the FWF hand out in all the factories. We visited a new factory in Portugal and made a tour around the production departments. This factory works very strict. All corridors between the machines and working places are well indicated and left empty. It is very clean, protective working gear when necessary is used. There is fresh air, enough light and all security measures are applied. Working hours and breaks are strictly regulated.

5. Training and capacity building

5.1. Activities to inform staff members

Two of our staff members, production and sales, have attended the last FWF meeting in Amsterdam. Internally we discuss our experience and progress with implementing our brand mission. Our staff is very capable of and willing to informing external contacts, clients or PR related contacts, about our FWF activities.

We are also very grateful for FWF kind help when we have questions. We can always call or mail and always get an answer!

5.2. Activities to inform agents

See our sourcing strategy

5.3. Activities to inform manufacturers and workers

See our sourcing and monitoring strategy.



Social Report Jan 2013 – Dec 2013

6. Transparency & communication

In all our external communication, our own Magazine, PR, our website etc. we emphasize our brand mission.

7. Stakeholder Engagement

See our sourcing and monitoring strategy.

Again; it would be very useful if we could have the help of an audited factories database.

8. Corporate Social Responsibility

Our brand mission consists of two parts; 1 the social responsibility and 2 the environmental responsibility. These 2 meet each other when certain production techniques involve hazardous substances or working conditions.

Our goal is to use sustainable and environmental friendly fabrics and to have production done in FW audited factories.