



# VISION

redefining sustainable fashion

2020 EDITION

 **simons**

## Letter from Peter Simons

“Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.”

— *Eliel Saarinen (Finnish architect 1873-1950)*

As president of Simons, I might add – “a business in a community, an organization in an ecosystem.”



Since 1840, five generations of my family have worked to build Canada’s oldest private family business. Our greatest source of pride at Simons is to have always put our customers at the core of all our decisions. This commitment extends beyond our stores and fashion as our services connect us to the very heart of communities and ecosystems. It is why

we acknowledge the importance of our role in addressing the main issues and challenges of today: environmental and social responsibility.

Living and working in Canada is an immense privilege that comes with responsibilities, one of which is to be involved in our communities and help the environments in which we are so fortunate to live and work to thrive. As a private family business, Simons possesses a unique freedom compared to companies dependent on public investors. It is essential that we make good use of this independence. It’s up to us to develop innovative solutions in the long run by focusing on our values and creativity while always having the aim of better serving our customers.

For over 20 years, we at Simons have been innovating to ensure our social responsibility and reduce our environmental footprint. Our initiatives include expanding our supply of organic and recycled fibres, multiplying our eco-social partnerships,

and optimizing the energy consumption of our infrastructure. Many other changes must be made now if we want to continue to build a solid future for the generations to come.

The United Nations has long recognized the extent of the world’s environmental problems, citing climate change as the most important issue of our time. It is necessary to be more conscientious of the resources we use and to re-evaluate our consumption. Simons operates at the heart of an industry whose consumption and production standards could be greatly improved. We are convinced that fashion can be a source of beauty while also being sustainable. As one of Canada’s fashion leaders, we want to use this power in order to actively participate in the green movement and reach our ambitious goals. That’s why, today, we are redefining the model of our environmental philosophy while maintaining what has built our identity: style, accessibility, and service.

**VISION** grew out of a desire to create a space where our social and environmental efforts could be highlighted and shared easily with you, our customers. We want to be a place where your purchases align with your values. We are determined to continue the honest and transparent dialogue that we have together. All of our company’s future decisions will be analyzed and rigorously reassessed through the lens of **VISION**. Using this model, we are committed to making our carbon footprint and water consumption a priority.

Currently, our assortment constitutes over 90% of our environmental impact. The production and processing of raw materials is largely responsible for this number. By limiting our use of virgin materials as well as favouring low-impact fabrics and recycled fibres, we are aspiring to a model that significantly reduces our environmental footprint.

Additionally, we want to concentrate our efforts on our growing range of conscious products and welcome more brands into

our social and environmental philosophy so that, eventually, each of our departments will contain an assortment that redefines sustainable fashion. We are continuing to find solutions regarding packaging, energy consumption, and transportation. Given the complex nature of our supply chain, collaborations with innovative textile suppliers and recycling experts will be crucial. These improvements, if adopted on a large scale, have the ability to significantly reduce our environmental footprint at the heart of the textile industry.

As we move as quickly as possible to implement immediate eco-friendly solutions, our approach remains a long-term commitment. We are motivated by the idea of embodying a business model that favours the longevity of pieces and circularity. Our goal? To encourage more thoughtful consumption habits in order to continue to diffuse fashion while respecting the planet. Accomplishing our mission while upholding our responsibilities as a company will require effort and determination. **VISION** will not be possible without the synergy of our ambitions and your support. Together, let’s make Simons a leader in sustainable fashion.

Thank you,

**PETER SIMONS**

## Vision's Sustainability Pillars

Creating and delivering sustainable value to our customers is fundamental to us. With this objective in mind, we are committed to making a lasting positive impact in our communities and in the different countries where our activities take place by focusing on two key pillars of sustainability – **social** and **environmental**. These pillars form the structure of our sustainability priorities as we acknowledge our role in addressing today's important social and environmental challenges.

**VISION**  
redefining sustainable fashion



### **Social**

- Embracing responsible business practices
- Supporting local communities
- Giving back to social causes
- Investing in local arts & culture
- Monitoring our supply chain
- Safeguarding workers' rights, conditions, and safety
- Protecting animal welfare



### **Environmental**

- Substantially reducing our environmental footprint
- Lowering our global CO<sub>2</sub> emissions and water usage
- Optimizing the energy consumption of our infrastructure
- Offering an ever-growing selection of eco-friendly products
- Using recycled or other sustainably sourced materials
- Supporting sustainable brands
- Encouraging circular design and longevity of wear through quality

## Company Accomplishments We Are Proud Of



### Collecting and recycling initiatives

in all of our stores and offices

### Implemented a code of labour

with our suppliers dedicated to advancing the interests of workers in the apparel industry that's in line with the **International Labour Organization**



### In 2018,

our Galeries de la Capitale store, located in Quebec, became the first **net-zero store** in Canada, producing over **1,000,000 kWh** of solar energy annually, enough to power 50 homes

**Banned all use of Styrofoam** cups and containers



### In-store **pantyhose recycling program**

in collaboration with Swedish Stockings

### Since 2015,

LED lighting in all our new stores has reduced our electricity consumption by 40%

### Shipping emissions

**reduced by 50%** by shifting from truck to rail transportation

## Redefining Sustainable Fashion Since 2006



Began using  
**organic cotton**  
in our private labels  
in **2006**

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Began using  
**recycled polyester**  
in our private labels  
in **2015**

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Began offering  
**Forest Conscious**  
TENCEL™ Lyocell  
products in **2015**

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Supports  
**sustainable brands**  
like Tentree, Upcycle, Arvin  
Goods, and many more



More than  
**1.2 million plastic bottles**  
recycled by using  
REPREVE® polyester,  
saving the equivalent of  
**104,000 litres** of water,  
**73 barrels** of oil, and  
**32,000 kg** in CO<sub>2</sub> emissions

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Has partnered with the  
non-profit organization  
Canopy since **2014** to help  
**protect the world's  
ancient and  
endangered forests**

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Provides an  
ever-expanding selection of  
**reusable products**  
to help eliminate single-use plastics



## Supporting Arts, Culture, and Community in Canada



Installed  
**urban beehives**  
on four of our stores'  
roofs that produce  
over **60 kg of honey**



Exclusive Twik  
collection to  
**help protect  
polar bears and  
save the sea ice**

**FABRIQUE**<sup>18</sup><sub>40</sub>

Supports small  
businesses by  
**providing a new  
home** for Canadian  
designers and creators



Commissions  
**large-scale  
art installations**  
by renowned Canadian  
artists for every new store



Exclusive collection  
to support the  
**Breast Cancer  
Foundation**



Exclusive Twik  
collection to support  
**mental health  
service organizations**  
that offer art therapy



Exclusive eco-friendly  
collection to help CPAWS  
in **protecting  
Canada's natural  
habitats**

## Vision 2025 — Redefining Sustainable Business

**By 2025**, we will reduce the environmental impact of our corporate operations by increasing the use of recycled materials in customer-facing packaging and replacing single-use items with reusable options where possible. We will encourage our supply chain partners to do the same. We will continue to improve our energy consumption in new stores. We will provide our customers with solutions to achieve their own environmental goals through an ever-growing product offering, transparent communication, and guidance to help increase the longevity of clothing and the reduction of single-use items.

- Switch Simons-produced customer-facing single-use packaging over to recycled and fully recyclable or compostable materials
- Launch a private label vendor guide outlining strategies to reduce plastic-based materials and increase recycled content in supply chain packaging
- Offer reusable shopping bag options to customers, minimizing need for single-use plastic bags
- Lower Energy Use Intensity (EUI) in all new stores by at least 50% in comparison to baseline stores built before 2015
- Create a Vision destination online that showcases sustainable fashion alongside tools and tips for incorporating sustainability into the customer's everyday



## Vision 2025 — Redefining Sustainable Fashion

By 2025, we aim to substantially reduce the environmental impact of our product assortment by replacing conventional fabrics with their sustainable equivalents. We will keep accelerating our efforts to provide a thoughtful, innovative, and more eco-friendly selection that focuses on **reducing CO<sub>2</sub> emissions and water usage**.



- Replace 100% of our conventional cotton with its recycled or organic equivalent
- Replace 100% of our conventional polyester with its recycled equivalent
- Replace 100% of our conventional nylon with its recycled equivalent
- Source 100% of our man-made cellulosic fibres (such as lyocell, modal, and viscose) from sustainable wood sources or from next generation solutions containing recycled or agricultural residue content
- Eliminate use of virgin cashmere and provide a growing selection of alternate materials, such as recycled cashmere and other high-end fibres with lower environmental impact
- Eliminate use of fur
- Favour circular design practices that prioritize low-impact fibres, longevity of wear through timeless, high-quality design, and ease of recyclability through mono-fibre textiles
- Seek out factories using renewable energy and closed-loop water processes
- Keep up to date with the latest technologies and innovative materials to continue driving our sustainability work forward
- Continue to engage in diverse social initiatives within our communities and with our suppliers around the world

# Navigating the Vision Program

Our **VISION** program will use the following standards to help you navigate through our growing selection of sustainable products.



## Giving back

Buying this product helps to support a social or environmental cause via a collaboration with a charity or a brand.



## Second life

Give this garment a second life and help to reclaim and upcycle clothes that would otherwise end up in landfills.



## Reusable

Reusable home and lifestyle products help to reduce single-use, discardable items, decreasing the amount of plastic waste in our landfills and waterways.



## Recycled fibers

This product gives materials a second life. It is made from post-industrial or post-consumer waste that would otherwise end up in landfills.



## Organic cotton

The organic cotton used in making this product was grown according to organic methods that minimize the use of pesticides and chemical fertilizers.



## Organic linen

The organic linen used in making this product was grown according to organic methods that minimize the use of pesticides and chemical fertilizers.



## Forest conscious

These fibres are produced using pulp certified to come from sustainable sources. Choosing these fibres helps protect the world's ancient and endangered forests.



## Responsible wool

The wool used in this product comes from farms certified for their responsible breeding practices and their progressive approach to managing and protecting their land.



## Responsible down

The down and feathers used in this product are sourced from farms certified for their responsible breeding practices.



## Reduction of emissions

Choosing these fibres helps reduce the impact of global warming by a minimum of 20% versus conventional materials.



## Water conscious

These fibres are manufactured in a closed-loop system and/or reduce the impact on water by a minimum of 20% versus conventional materials.



## Ocean conscious

This product is made of recycled materials, such as plastic bottles, collected from oceans or within 50 km of the coastline.



## Natural dye

This garment's dye is entirely composed of natural elements. In addition to using renewable resources, this type of pigmentation leaves no chemical trace in the wastewater.



## Low-impact process

This product is manufactured using innovative technologies with washing or finishing processes that have a low environmental impact.



## Biodegradable

This product is biodegradable and decomposes naturally with the help of living organisms, thereby reducing the amount of waste in our landfills and waterways.



## Made in Canada

This product is proudly made in Canada.