

A woman with dark hair and sunglasses stands in a lush garden. She is wearing a long-sleeved, button-down dress with a green and white pattern. The dress has a tiered, flared skirt. She is also wearing yellow sandals. The background features a stone archway supported by columns, with green foliage and trees. The text "WHITE STUFF" is overlaid in the center of the image.

WHITE  
STUFF

BRAND BOOK

## OUR STORY

White Stuff started life in 1985.

Our ski-loving founders, George and Sean, had the idea of selling T-shirts to fund their stays in the French Alps (the “white stuff” is snow, in case you were wondering).

Six years later, they opened a shop in Battersea, South London - the first of more than a hundred across the UK and Germany.

White Stuff style has evolved over the years but the ethos behind it has stayed consistent.





## WHO WE ARE TODAY

### BRAND VISION

A modern lifestyle brand championing independent spirits with individual style.

### PURPOSE

We exist to give customers the freedom to express their individuality through our unique, thoughtfully created designs.

### POSITIONING

Champions of the independent spirit.

We stand up for independent spirits and self expression.  
Life would be very boring if we all conformed to the norm.

# OUR PERSONALITY

## ADVENTUROUS AT HEART

We'd rather try a few things that don't quite work than spend our whole lives playing it safe.

## NOT TAKING OURSELVES TOO SERIOUSLY

We can't stand pomposity or over-seriousness. We're fashion, not space travel.

## NATURALLY WARM

Not corporate. Not cold. Not calculating.

## DECEPTIVELY DEDICATED

We work hard on the important things and we're there when you need us. We just don't bang on about it.





# OUR VALUES AND BELIEFS

## DETAILS MATTER

Always in search of unique details that can't be found anywhere else. From colour combinations to beautiful prints, carefully designed and sourced in-house.

## DO GOOD STUFF

We do the right thing for people and planet by placing great value on sustainable sourcing and giving 1% of profits to charity.

## BE DIFFERENT

We're here for the ones who run their own race (and stop to check out the scenery along the way).

## BE CREATIVE

Not just thinking original thoughts, but doing something about them.

## BE YOURSELF

"Always be a first-rate version of yourself, instead of a second rate version of somebody else."



## WHAT STUFF?

It's not just about selling clothes.

It's about putting in the effort so that the things we make feel special enough to wear season after season. Doing stuff a little differently, and celebrating others who do that too. Trying to do the right thing by the planet and its people. Not taking too much and giving a little back.

*WE KNOW WE NEED TO  
BE BETTER*

## ENVIRONMENT

### *WE'RE GETTING SERIOUS ABOUT OUR EMISSIONS*

We're working with award-winning sustainability consultancy Anthesis. They're measuring the carbon output of our entire business, and helping us set concrete reduction goals, according to the globally-recognised Science Based Target Initiative framework. Everything is being tracked. From the raw materials we use to make our clothes, to what happens when you've finished wearing them. And we'll be working with them to set concrete reduction goals.





## COMMUNITY

*LIFE WOULD BE DULL IF WE  
ALL LOOKED THE SAME*

We try to stand up for what we believe in (things like creativity, independence and self-expression) and to support others to stand up too. And we try to give something back (like 1% of all our profits, every year). We want everyone who works for us to be treated fairly. And we think the things that make you different are the things that make life interesting.



# OUR DESIGN PHILOSOPHY

## WHAT STUFF?

Really nice stuff mainly. Comfortable, casual clothes with unique details and beautiful prints. New twists on staples we keep coming back to, and new styles that'll become old favourites. Pretty dresses, colourful knitwear and seriously decent denim. Lots of natural materials (like floaty linen and soft, organic cotton). Stuff that's a little kinder to the planet. That kind of stuff.





## FABRICS

We've always tried to use better materials like organic cotton wherever we could. And we're proud of our achievements. But we know that it's not enough just to do what we've always done. That's why, in 2023, we're looking at things again. How our fabrics are certified and how they impact the planet across their entire lifetime. From farm to shop to your wardrobe.

## ORGANIC COTTON

All our organic cotton is fully certified by either the Global Organic Textile Standard (GOTS) or the Organic Blended Content Standard (OCS). Organic production is based on a system of farming that maintains and replenishes soil fertility without the use of toxic, persistent pesticides or synthetic fertilisers. It also prohibits the use of genetically modified organisms. We publish clear fabric composition percentages for all our products, but if you see something that is labelled organic, or has the word in its name, you can be sure it's made from at least 70% organic material.

## FAIRTRADE COTTON

Fairtrade sourcing supports the people at the beginning of the supply chain, so that the farmers who sow, grow and harvest the raw cotton have decent and safe working conditions. It means they earn at least the Fairtrade Minimum Price for their crop (to protect against market fluctuations). They also earn the Fairtrade Premium - additional funds that farmers' cooperatives spend on things like schools for their children, better irrigation systems, better access to doctors and better quality seeds.

*WHITE STUFF IS CURRENTLY THE UK'S BIGGEST FASHION RETAILER OF FAIRTRADE SOURCED COTTON.*





## LENZING™ ECOVERO™ VISCOSE

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Lenzing EcoVero viscose is made out of wood pulp from responsibly managed forests. It is dissolved in a nontoxic organic solvent before being turned into fabric. Calculated using the Higgs Material Sustainability Index, the production process for EcoVero fibres generates up to 50% less emissions, and uses 50% less water, compared to conventional viscose fibres. The non-profit environmental protection organization Canopy has consistently ranked Lenzing among the top viscose producers worldwide for its sustainable wood and pulp sourcing practices. All of our EcoVero viscose is certified and traceable across its full supply chain.

## RECYCLED MATERIALS

We use a recycled cotton blend in our jeans, and recycled synthetics like polyester and nylon in our knitwear, outerwear and accessories. We are aiming for all our recycled materials to be certified by 2024 using the Textile Exchange's Global Recycled Standard (GRS) or Recycled Claim Standard (RCS). Producers of certified recycled materials must take the required measures to maintain the identity and integrity of the input material across the entire supply chain, from the raw materials to the final product. The textile must be made with a minimum percentage of certified recycled content (20% for GRS certification and 5% for RCS).

## REPREVE

REPREVE fibres are made from 100% recycled materials, including post-consumer plastic bottles and pre-consumer waste. They are certified and traceable. We use Unifi R REPREVE Nylon 6 in all our women's swimwear. REPREVE nylon yarn is created from scrap nylon waste from production lines, which is collected and reformulated into new yarns. We also use REPREVE polyester created from used plastic bottles which are broken down, melted and made into yarns.





## WOOL

We are working to ensure all our wool is certified by the Textile Exchange's Responsible Wool Standard (RWS). RWS certification ensures that sheep are treated well and allowed the Five Freedoms of animal welfare. The standard also has requirements around responsible land management to protect soil health and biodiversity. It ensures the materials are fully traceable across the sourcing and production process

## LINEN

Linen is a natural fibre derived from flax and we use lots of it in our collections. According to the Alliance for European Flax-Linen & Hemp, flax grown in the rich soil and rainy climate of Northern Europe requires almost no irrigation and very few pesticides, herbicides or fertilisers. It also produces no waste and retains carbon in the soil.

## LEATHER

All of the leather we use is certified by the Leather Working Group (LWG). The LWG is the leading global standard for leather production. It promotes best practise in terms of animal welfare, social responsibility, chemical management, traceability and reduced environmental impacts. The LWG audit protocol assesses the environmental performance of leather manufacturers, awarding gold, silver and bronze medal standards. We are working towards only using gold medal standard leather suppliers.

## FIND US AT...

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### UK

London, Bristol, Manchester

### IRELAND

Dublin

### NETHERLANDS

Amsterdam

### GERMANY

Frankfurt, Munchen, Sindelfingen, Hamburg, Remscheid, Berlin

### SWITZERLAND

Zurich

### FRANCE

Paris, Toulouse, Marseille, Nantes, Lyon

### CZECH REPUBLIC

### CANADA

Toronto, Montreal, Vancouver

### NEW ZEALAND














WHITE STUFF

[whitestuff.com](http://whitestuff.com)