


# BUYER'S GUIDE TO

# SUSTAINABLE INVENTORY



INFANTIUM  
Victoria

SPECIAL EDITION  
100% BAMBINO

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## **BUYER'S GUIDE TO SUSTAINABLE INVENTORY**

Sustainability has become a buzzword, especially in 2021, when consumers have started reconsidering their spending due to the pandemic. Customers are looking for more sustainable products. Google reports a peak in related searches.

This guide can help you navigate sustainable shopping for your store this season.

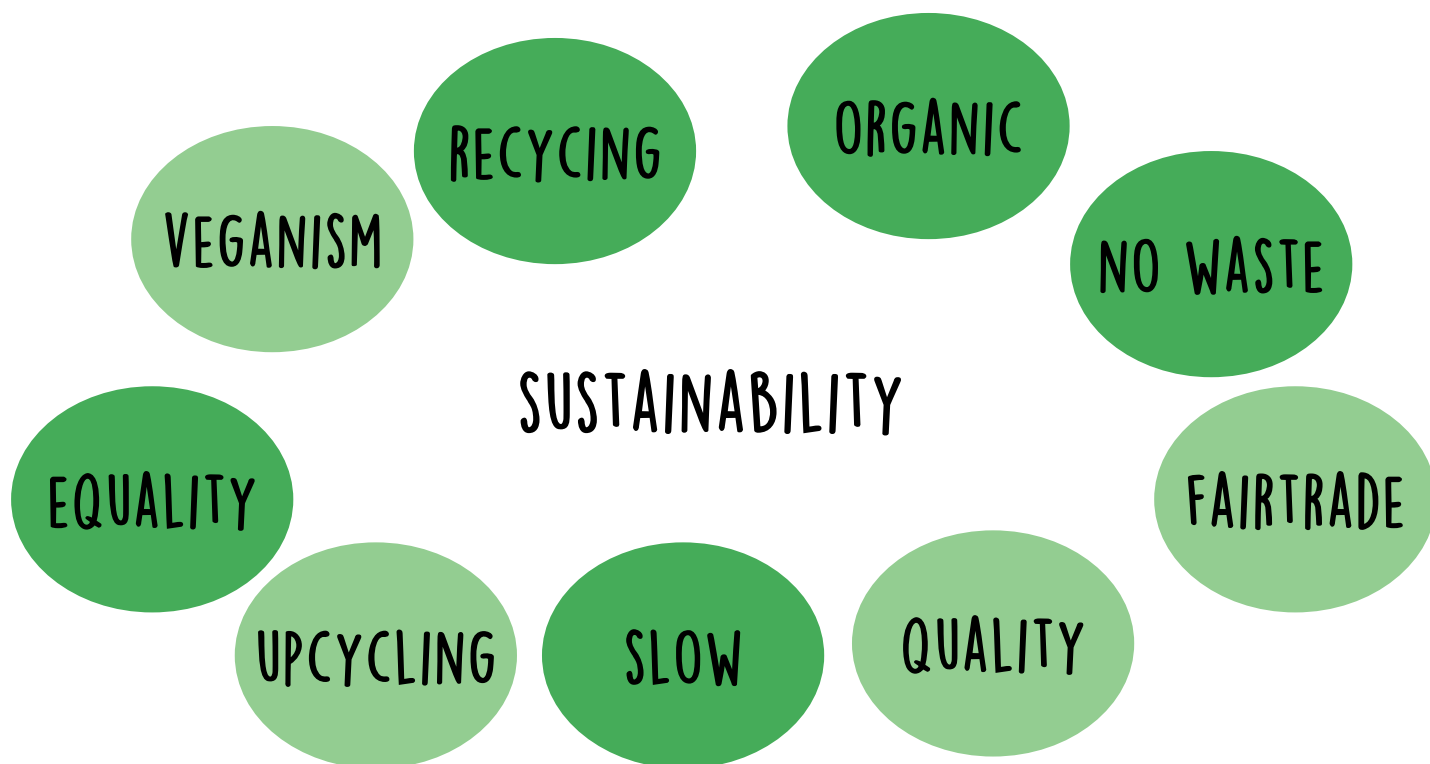
Our bulletproof 3-step system is pretty straightforward and includes the following stages:

- Determine your value set
- Scan the market for those values
- Invest time in getting to know brands

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## DETERMINE YOUR VALUE SET

Sustainability has so many aspects, and for every person, it means different things:



The key to success is to pick three critical values that mainly reflect your life ideas or the profile of your customers. Do they care about the toxic residue in garments? Are they engaged in fair labor costs? Do you feel passionate about animal rights?

We at Infantium Victoria believe strongly in the GOTS standards, Transparency, and Animal Welfare. Global Organic Textile Standard (GOTS) is important because it's the most comprehensive certificate for sustainable fashion. Transparency is a must for a sustainable company because by being honest, we challenge the status quo and get better every season. And last but not least, for longtime vegans as we are, animals are friends, not resources.

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## DETERMINE YOUR VALUE SET

Another valuable framework for your inspiration is the seventeen Sustainable Development Goals or 17 SDGs:

# SUSTAINABLE DEVELOPMENT GOALS



Feeling inspired? Now it's time to select your value set!

My values/ Values of my customers

1.....

2.....

3.....

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## SCAN THE MARKET FOR VALUES

Based on your values defined earlier, select the brands that correspond to them from the variety on the market. Possible tools available to you are the certificates, respecting your values, or independent rating apps and services.

### CERTIFICATES MADE EASY



Our favorite, Global Organic Textile Standard, is the leading processing standard for organic textiles. It covers processing from ginning of cotton up to retail. The beauty of GOTS is that it directly addresses all 17 SDGs! It's the most holistic certificate that encompasses the health of people, the planet, and human rights.

#### BE CAREFUL!

If a brand mentions GOTS textiles in their communication, that does not mean automatically you are buying a GOTS product. It can be a marketing trick. Some products are made from GOTS textiles, but are not processed at GOTS units and might involve child labor, inequality, and poor pay. Always look for fully certified GOTS products!

#### BE CAREFUL!

Make sure the brand has its own GOTS certificate, or else you cannot sell their GOTS labeled products in your store.

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## SCAN THE MARKET FOR VALUES

### USEFUL TIP!

GOTS database is freely available under <https://global-standard.org>. You could always check a supplier or a brand for their status on their certification.



If animal rights are one of your values, make sure to look for this one. This certificate makes sure that no animals were suffering, exploited, or killed throughout production. This is the standard for cruelty-free fashion.

### USEFUL TIP!

Vegan fashion is trending, as vegan products are more sustainable than those derived from animals.



If you strongly believe in reducing waste and mindful resource management, this is the certificate to look for! This certificate guarantees the recycling nature of the sources.

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## INVEST TIME IN GETTING TO KNOW BRANDS

Once you have your shortlist brands you would like to work with, study them carefully. Inquire further details if you are not satisfied with the publically available information. We urge you to start a dialogue.

Things to ask could include the transparency of the supply chain, payment of living wage, what certificates they own.

### USEFUL TIP!

Open dialogue is the only way our industry will change. We advise engaging in honest conversation and demand transparency.

### BE CAREFUL!

Plastic-free is a very catchy phrase. However, this is extremely hard to prove. We suggest you address not only packaging but also look into the accessories, trimmings of the garments. Are zippers made of plastic? What kind of sewing yarn is used? What about material hangtags?

### BE CAREFUL!

"Natural materials" is another notorious phrase. Marketers often try to hide the fact that cotton is not organic by adding sensorial words when describing cotton. The cotton could be incredibly soft and natural, but you need to make sure it's not because of dangerous chemical finishings. In addition, "organic" is not trademark protected, and anyone can claim it.

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## INVEST TIME IN GETTING TO KNOW BRANDS

Waste is a big topic in the textile industry. There are two types of waste - pre-consumer and post-consumer. Pre-consumer waste includes cutting waste during the processing of the garments. Post-consumer waste is when the garment no longer worn by the customer. The zero-waste concept is eliminating waste both in the process of creating garments and in its afterlife.

### BE CAREFUL!

Zero-waste in cutting is extremely hard to achieve; it pushes designers to think in a very specific way. Few brands have truly mastered this technique.

Most conscious brands are working towards minimizing waste by repurposing cutting scraps.

### USEFUL TIP!

A great way of dealing with post-consumer waste is establishing a take-back service. We at Infantium Victoria accept back our worn garments from any end customers. We then either repair and resell them, or organize proper disposal.

Perhaps your store could also offer second-hand garments. This is a truly reducing waste in action!



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## INVEST TIME IN GETTING TO KNOW BRANDS

Deadstock fabrics are the leftover fabrics of the other fashion houses that overestimated their needs. Very often they end up in landfills.

Reducing waste and conscious manufacturing are essentials for a sustainable future, so deadstock fabrics are very handy in this aspect.

### BE CAREFUL!

Not all textiles are intended to be used for skin contact! There might be a high risk of contamination from unknown fabrics. Please inquire origin of deadstock fabrics from the brand! If you cannot get detailed information, stay away!

Country of origin is important for many customers.

### BE CAREFUL!

#### Made in EU/ Made in Western Europe

These are highly disputable claims unless the brand fully discovers the supply chain. Products labeled made in Europe do not automatically guarantee the safety of workers and the living wage. Make sure you talk to brands about any concerns you might have in their supply chain.

### USEFUL TIP!

Check [www.fashionrevolution.org](http://www.fashionrevolution.org) for the latest news on issues of transparency in the textile industry. We recommend checking their free "Get Involved Guide" for retailers.

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## FINAL WORDS

Thank you very much for taking the time to study this guide. We hope it provided some valuable insights on sourcing sustainable fashion for your store.

We would love to hear your further questions and feedback! Contact us at [julia@infantiumvictoria.com](mailto:julia@infantiumvictoria.com)

Now, it's time to scout some new brands presented at Pitti 100% BAMBINO!

### My list of sustainable brands to talk to

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....