



EXPLORE & COLLECT
SERENDIPITY

Sustainability aspects in 2023:

Circular Fashion and Sustainability / Slow Fashion is the main focus of PAULINA'S FRIENDS. In my science work I wrote a lot about it (see attachment). Integrating the topic of human rights, environment, and climate is essential. Strategically we work on the following three areas: SUSTAINABILITY (continuous optimizing of our business, products, and supply chain), FEMALE EMPOWERMENT (supporting gender equality and women's rights, ART (supporting female artists and various art projects around the world). For this reason we have employed 2 single mothers as seamstresses with migrational background.

We have a Diversity, Equity and Inclusion Policy in place. Gender equality and diversity is our main focus - questions of ethnicity, age, political/religious/sexual orientation, physical appearance and ability...Our seamstresses are single moms with migrational background (Eastern Europe, Ukraine). Our models are mainly people of colour, transgender, plus size, best ager etc. Almost all our models are diverse (best ager, genderneutral / androgenous, transgender, plus size/body positive, people of colour etc). We took part of Diversity Fashion Week on this purpose. But not only the models, also our customers, collaborators, businesspartners etc. Also our customers have been our models several times, because real diversity shows people's unique authentic beauty, not the perfection of the standard fashion runway shows. A new luxury which is not only sustainable (green, eco, vegan), but also beautiful and definitely affordable. Every human being is a unique piece of art. Every piece finds its owner by the serendipity principle. Wearable art as an instrument for courage, self-expression and celebrating life.

We do not destroy unsold clothes. We are even used to deconstruct already existing clothes (f.e. vintage/historical textiles) and mixandmatch/upcycle them a new, we give them a new life. As we produce only one of a kind pieces made out of "what's already there" (scraps, leftovers, deadstock), all the pieces of all (past) collections are collectibles and have to be sold / are sold. The fabrics and pieces can't be found anymore. We also do a lot of donations to social institutions or theatre (requisites).

We produce only long-lasting items for your everyday life, that you will wear long term. We work with highly qualified garment makers. In our shops the customers will be advised on how to take care of our clothes (hand washing for instance).

We work only with scraps / leftovers/deadstock/vintage/historical fabrics. 100 % zero waste!

Every piece of fabric is unique and can not be reproduced.

We use only fabrics which are already there

Our collection is made out only of prototypes/samples there is no scale.

We reuse/recycle/repurpose not sold pieces.

We also create new styles out of old samples. As we do knitwear the

material is quite flexible and easy to reuse, meaning we almost have zero waste when it comes to samples and unsold items
also our interior design collection (wonderblankets/pillows) is made out of 100 % no waste scraps/leftovers <https://www.paulinasfriends.com/en/1001-miracle-blankets/> the pillows are filled with the rests of the rests (threads from overlockmachine for instance)

At least 50 % of our collection is made out of 100% cotton/viscose/recycled poly/vegan fur. 100 % deadstock. Organic Cotton (GOTS and OCS), Recycled Cotton, Recycled polyester, Recycled Nylon and Recycled wool (All recycled materials are sourced as GRS), Eco Vero, Responsible sourced down (RDS), Responsible sourced wool (RWS and RMS), waste leather, deadstock denim, deadstock wool, recycled polyester, waste sequined fabric

Our employees are trained in all aspects of sustainability in fashion and in our CSR strategy
All our orders are packed and sent in recyclable plastic and paper bags.

We only use existing venues and reusable props.

We use cloth bags, metal hangers from our Berlin showroom.

PAULINA'S FRIENDS business model is based on slow fashion, circularity, garment care to prolong the lifetime of products, no planned obsolescence or pursuing economic stability instead of growth.

all the products are one-offs, made out of what was already there what is reusable, deadstock/leftovers, what cant be reproduced anymore.

We work only with leftover fabrics/deadstock/scraps.

I have been vegetarian/almost vegan for my entire life (the last 30 years), so materials of animal origin have always been avoided.

We collaborate only with transparent & trustable suppliers, who pay their staff fair and work in work in flat hierarchies

As we are a very small company our supply processes are transparent. We work in a family atmosphere. There are no work accidents so far.

Complaints are personally solved by the owner Paulina Tsvetanova. There is not a specific complaints department in a small company like ours. But we take care personally of our employees and customers and take all their issues very seriously. There is no bureaucracy gap between the customer and the decision makers.

We are always eager to collect customers feedback and take it very seriously and personally. We try to use the failure as a learning and constantly improve the quality of our production/communication/logistics/marketing/events etc.

We provide workshops at our retailers (Veist Berlin, also for children) but also at Bazaar Berlin to (potencial) customers, an international fair for fairtrade products from all over the globe: <https://www.bazaar-berlin.de/de/>
In these workshops we explain them the concept of sustainable life and how they can take care of unique pieces, repair them, DIY etc.

Our products include these information on a separate personalized certificate, which also proves that this is a statement piece with an own story behind, which has to be treated/preserved in a special way

Our customers are fully involved in the creation process

For instance these 2 best seller products

www.paulinasfriends.com/en/iwearmyself

personalised customized bomberjackets printed only on demand, which tell the distinctive story of the customer!

and also the "curated" blankets, each customer seeks for the right fabrics and creates a mosaic/patchwork/puzzle out of them, together with Paulina. Every blanket is a symbol of a wish to come true.

<https://www.paulinasfriends.com/en/1001-miracle-blankets/>

Also our customers can select even small scraps, discover, explore and find their identity through colours, shapes and patterns and co-create a wearable art tailored for themselves together with the designer Paulina. For special occasions we print fabrics on demand with the motifs our customers want to be printed on the particular fabric (100 % sustainable) and we sew the cloth in the particular shape/cut the customer wants to wear.

There are no price reductions at all at PAULINA'S FRIENDS. We only give a small reduction (volume discount) if a customer buys more than 3 pieces.

There are no seasons, no free shopping Sundays, Black Friday actions or promotions as we believe that respecting the price of a piece of wearable art means collection unforgettable experiences and appreciation craftsmanship and small female enterprises/encouraging women to become entrepreneurs and living their childhood dreams. If a customer tries to negotiate we make the price higher :)

We do not make a difference between past and current seasons because we do fashion without season and zero waste - no season, no sales, no sizes, no genders. TIMELESS

We only work with sustainable organic / bio makeup & hair artists

We do not have any merchandise not-individual products, we can only print t-shirts on demand in a very limited run. Our advertising is strongly minimal/selective, only on personal recommendation/exclusive

These was our previous concept of sustainability (when our label was founded....)

- holistic concept, not only fashion, but also wearable art
- upcycling of old childhood dreams - the patterns on the self-designed fabrics come from the founder's childhood;
- anti-mass production: Fabric samples and fabrics are absolutely unique; of every printed fabric there is max. 1-2 m, the patterns on the fabrics appear only once in each combination; Non-stop new patterns are produced in the form of original art drawings;
- the high-quality residuals from haute couture designer collections are used which are extremely rare and no longer produced.
- fabrics from old vintage clothes (after 1920) have been used too
- patchwork of self-created fabric patterns in contemporary digital printing technology, modern futuristic cuts, conceptual art statement, eclecticism
- upcycling, upgrading, re-valuing
- revival of old craft techniques: fabrics are often embroidered with crochet my grandmother, as long as she is alive, she produces crochet and it immortalizes her
- Alternative collection personalized bomber jackets with the patterns of the customers (they

- decide what fabrics look like); Personal pieces that tell a story & create value
- mostly natural substances
 - handmade in Berlin by 2 seamstresses (single moms)
 - key message: every person is unique, therefore every piece of clothing is absolutely unique. Customers as co-creators In the foreground is the personality of the wearer, lived individuality instead of individualism
 - Style is a question of personality and identity and not trends.
 - new concept of sustainability: In a world full of unlimited possibilities, self-optimization and individualism, more and more people yearn for distinctive products that embody meaning. At the end of the day, a lot of what we sell today with the label "sustainable" is also a uniform, disguised in a politically correct trendy lifestyle.
 - slow fashion, fair, humane, social, ethical, tolerant (individuality instead of individualism)
 - unisex, unisize, uniseason (no time pressure for production 2 times a year), also ageless (best ager, senior models)
 - maximalism instead of minimalism (gorgeous, generous colors and shapes)
 - new luxury - not only sustainable ("green", eco, vegan ..), but also beautiful and affordable (mid price segment), luxury has no longer to do with status, but with courage to own personality and their individual needs
 - collection stands for an affirmative attitude to life: synergy of colorful patterns, color explosion. Contrasts, fractures, irritations, asymmetry, play with perception, geometry, circus, carnival, theater, big dreams, curiosity, love of life, life affirmation, celebrating life, courage to shrill, otherness, individuality, authenticity
 - message: be different, wear "your patterns", wear individual parts, created just for you. To spark his unique personality through fashion, to celebrate his dreams. Regardless of status, age, gender, origin.