"Beyond Recycling: Everlane's Blueprint for Microplastic Mitigation and Circular Fashion”

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A concise overview of the technology/processes used (e.g., rPET/rPA sources, mechanical vs. chemical recycling, partners, and microplastic-mitigation steps).

- **Technology/processes**

- Everlane has been on this journey since 2018, when we launched our 'No New Plastic' commitment in conjunction with launching our performance outerwear category. Our rPET and rPA sources today are primarily mechanically recycled, though some rPA comes from chemically recycled sources; all are certified to the GRS standard to ensure process verification and content claims. Microplastic-mitigation steps

- We take an approach that mirrors the precautionary principle from strategy through sourcing execution, focused on 1) reducing/minimizing our use of synthetics to start (less than 10% of our volume across apparel, footwear, and accessories is attributed to polymers like rPET, rPA, and elastane), and 2) actively participating in research and partnerships with leading institutions that are helping us reduce microplastics upstream in the supply chain as well as at finished product level.

●1. Minimizing use of synthetics & focusing on tightly woven fabric structures — We are particularly focused on mitigating plastic microfibers, the most harmful source of pollution in our waterways. The best way we can do this is to minimize polymer use (even recycled) in our products.

- As a rule of thumb, we will only add polymers to a product where there is a clear performance or durability need, and when no other alternative provides the same attributes. Today, less than 10% of our fibers by volume are polymers, half of which are used exclusively in durable, tight-woven products like bags, outerwear, and footwear—all products that have a low likelihood of being washed frequently, if at all, and therefore lower-risk for shedding harmful microplastics.

- The remainder of our polymer use is relegated to product categories that have a clear performance need, such as activewear. In these cases, we suggest and recommend that our customers use microplastic mitigators for washing, even pointing them to available solutions such as the Guppy Bag and Cora Ball.

- Back in 2021, we also launched a fellowship program called 'The Next Collective,' investing in 5 early stage innovators at the forefront of cleaning up the fashion industry, focused on eliminating virgin plastics. The initial Next Collective fellowship targeted entrepreneurs with early-stage ideas to reduce the use of virgin plastics while also using an equitable approach to drive positive social and environmental change

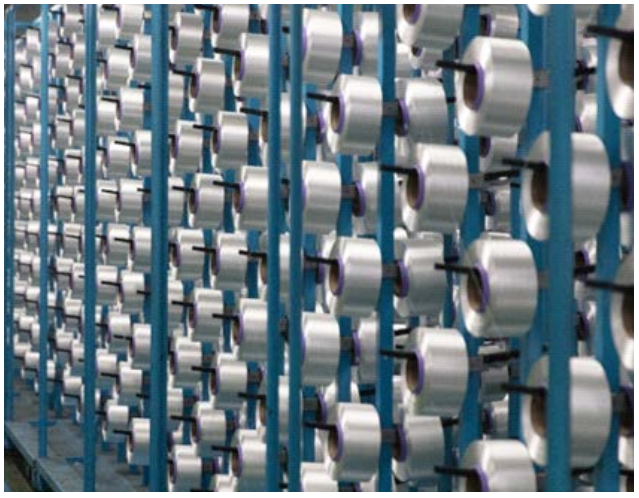
across the fashion landscape. Many of these innovators have gone on to have meaningful series A/B rounds of funding and operate successful business ventures at the intersection of fashion and innovative plastic removal.

● 2. **Partnerships with research leaders** — We are also keeping tabs on the latest scientific and industry research (from organizations such as 5 Gyres Institute, The Nature Conservancy, and the Microfibre Consortium, all who we call partners) to inform our approach and mitigation strategies from capture systems in wet processing units in the supply chain (via Nature Conservancy) and microfiber testing standards (via Microfiber Consortium). We also support organizations doing the work (such as Surfrider and Oceana) to research and remove plastic pollutants from our oceans and waterways. ○ In addition to this, we are taking a keen interest and strategic approach to government affairs, staying up to date on state and national legislation, providing critical feedback to legislators, and publicly supporting key legislative activity whenever possible. Bills we've publicly supported related to this topic are:

• CA SB 54 — Packaging EPR bill (passed 2022)
• CA SB 707 — Textile EPR bill (passed 2024), and the first US textile EPR law passed

• **Everlane combines reuse-first circularity** (via Debrand), traceability tech for rPET/rPA supply chains, regenerative cotton programs (Fibershed, Seed2Shirt), and supplier decarbonization partnerships (Aii, MCAP) – all while advancing policy, industry coalitions, and microplastic mitigation through design for durability and responsible end-of-life management.
• Microplastic & Environmental Mitigation ● Circular Fashion Coalition: Joined in 2024 to exchange best practices and scale recommerce, reuse, and recycling efforts.

● Legislative Action: Supported and informed California Responsible Textile Recovery Act (SB 707), the first U.S. textiles Extended Producer Responsibility (EPR) law.







Warp preparation process for Everlane's Renew recycled polyester yarn.





Everlane's Renew, recycled polyester is processed through a melt spinning system where polymer chips are melted, extruded into filaments, and wound onto bobbins, forming the foundation for yarn used in weaving.





Collected PET bottles are compressed into bales and prepared for processing into Everlane's Renew recycled polyester fiber, which is then extruded, spun, and transformed into yarn for fabric production.



Fabric made from recycled polyester yarn undergoes inspection and handling.

● **Any data sheets/certifications (e.g., GRS, OEKO-TEX, ECONYL) relevant to the collection.** ○ Our polymers are certified to the GRS standard. We also use safe chemistry standards like bluesign and Oeko-Tex, and work with branded fibers like Econyl for specific applications (like swim).