



## Proudly made in Germany

Good working conditions, fairly treated and paid employees and weekly visits to our partner factories create a garment of better quality for you.

### We go on site first

Transporting clothing from country to country during the production process overseas creates an immense carbon footprint. That is why we reduce our carbon footprint by producing locally. We source locally first and support small businesses. If we cannot find it here, we will go for a supplier who meets our ethical standards.

Making clothes in Germany makes for better working conditions, but we go one step further with a checklist for ethical suppliers. We visit all factories.

### Teamwork makes the dream come true.

We strive for a thoughtful, collaborative and innovative culture that creates a team that truly cares about Lia & Saora, each other, you - our customers and the world around us.

Our clothes are proudly sewn in Germany. Manufacturing on land has benefits for the planet, people, and our business too.

All our sewing studios are located approx. 140 km from our Mannheim office, in Frankfurt, Stuttgart and Odenwald. Together with your support, we will bring back the craft of clothing construction, create jobs and reduce CO2

Footprint of fashion by making our clothes here. We are not your traditional fashion company. We know exactly who made our clothing and we visit them regularly and also share this information with you. It is time to end the secrecy that mass fashion brands crave and embrace a culture of transparency in this industry.



## Innovation at Lia & Saora

We believe in transparency in how we make our clothes and what they're made of. All fabrics have been carefully selected to meet our high standards of wearability and sustainability. Our fabrics are soft and appealing and meet the highest industrial standards

Quality standards. Most importantly, the process used to make these fabrics is sustainable and uses environmentally friendly dyes that are beneficial to the planet and your health.

Ethical fashion not only treats workers fairly, it is also based on sustainability. This means prioritizing environmentally friendly practices throughout production and making a product that has less impact on the environment. If we expect our planet not only to survive, but also to offer space for development, we must always move one step further towards sustainability and reconstruction and find new ways in which something can be realized even better, with even more excellence.

Therefore, we are not only innovative in our activism for sustainability, but also in our corporate philosophy and dealings with one another. Friendliness alone, especially in the fashion world, can be a way of rebelling.

### What does ethical fashion mean for sustainability?

- The clothing is made from environmentally friendly materials such as organic, pesticide-free, non-genetically modified cotton.
- Clothing is safe for people and the environment and avoids materials that contain carcinogens, toxins or other harmful chemicals.
- Clothing is made through sustainable practices that reduce water use and waste production.
- Clothing is made with natural energy and avoiding pollution.

Ethical fashion may not solve all of our problems with unsafe chemicals, water scarcity, energy use, or overcrowded landfills. However, it allows you to reduce your environmental impact and invest in safer and more sustainable practices.

For our customers who want to know what they are wearing, we have compiled a list of the fibers used by Lia & Saora and a brief description for each of them.

## MODAL

Modal is one of the softest fabrics in the world. Modal it's made from sustainable beech wood and feels silky. It feels like butter on your skin.

## TENCEL™ LYOCELL

Tencel™ Lyocell is made from sustainable wood pulp and the yarn is manufactured in a closed cycle. This means that no water, chemicals or by-products are released into the environment. Therefore, it stays cool and comfortable while the planet stays clean.

## BAMBOO RAYON

Made from bamboo pulp, a pesticide-free culture that naturally regenerates, it balances durability and softness. It is also 100% biodegradable.

## ORGANIC COTTON

Organic cotton is grown without pesticides and GMOs and is a soft and breathable fabric. This is how you can feel good about yourself while feeling good about it.

## LINEN

Linen comes from the resilient flax plant and is a classic staple fiber with properties such as durability, breathability and luxurious hand feel. It's also biodegradable.

Sustainable fibers fit perfectly with the philosophy of Lia & Saora as our designs are handcrafted, responsible towards nature and designed for comfort.



## Premium craft at Lia & Saora

Sewing is the securing or fastening of objects or parts of a garment by sewing with a needle and thread, either by hand or with a sewing machine. It is the basic process of a wide variety of crafts including embroidery, appliqué and couture techniques. Sewing is also one of the oldest art forms in the world.

### Collaboration

We work with local tailoring workshops, in which we produce our prototypes, sample items or entire collections professionally, efficiently and sustainably. We believe that together we can achieve a better world. By working with local tailoring workshops and local artisans who have years of experience in the art of sewing, our customers receive the highest quality garments made on site.

### Packaging

We hand pack every order and don't have to wrap any clothes in plastic. To reduce our carbon footprint, we also offer local pick-up and shopping options in the studio.

### The design process

The design process begins with a careful consideration of what women need and what we can wonderfully produce for our customers. Because of the way we work our job in design and product development at Lia & Saora is something special and quite different from most design roles. What we do as a clothing brand and how we do it reflects who we are as an organization and who we want to continue to be.

### Designed with purpose to make you feel good

Every element of our design is carefully considered to create a quality garment that is equally versatile, comfortable and stylish. Our sampling process perfects the fit and function of our designs to ensure you get a garment that fits your lifestyle and keeps up with trends. We believe that the key to a curated wardrobe is to have pieces that you can easily wear from day to night, from work to the weekend and beyond.



## Sustainability at Lia & Saora

Lia & Saora manufactures well thought-out, versatile capsule wardrobes. We believe that less is more when it comes to your closet and who made your clothes and how they are made matters. We started with a desire to create clothes that you can wear comfortably and in style. Minimalism as a way of life can set us free for new things.

On average, women wear around 50 % of their closet, which means there is less space in your closet and more versatile options are available. We want you to actually wear the clothes you own. We believe the most sustainable garment is the one with a seasonal design that stands the test of time.

That's why we believe in creating clothes that can make your life easier by taking you from day to night, from work to the weekend and from Berlin to New York.

We focus on two important design goals.

### MODERN BASICS

These are popular, timeless silhouettes characterized by excellent fit, high quality construction details and sustainable fabrics are upgraded.

### VERSATILE CLOTHING (comfortable - chic)

These pieces transform your wardrobe. Our designs give your closet more options with less.

From creation to our designs arriving on your doorstep, Lia & Saora strives to function ethically in all aspects of production. We are committed to high ethical standards in everything we do. While we agree that the fashion industry needs transparency, what it needs more is accountability. Brands that actually actively engage and work closely with the planet and the people who make the clothing. It's about being proud of the clothes that hang in your closet and investing in quality over quantity. So it's time to say goodbye to fast fashion and welcome a whole new approach to your wardrobe at Lia & Saora.

## Sustainability in every way, always

Being "green" is not just an initiative, but the core of what we do. We use recyclable packaging, FSC-certified paper and environmentally friendly cleaning products. When we store our clothes in our studio, we hand pack each order and we don't have to wrap any clothes in plastic. To further reduce our carbon footprint, we also offer local pick-up and in-studio purchases.