

art & eden

a better world starts with **art**



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DEAR READER,

art & eden was born out of a personal breakthrough, my slow yet sudden awakening from 20+ years as a driven entrepreneur in global and corporate fashion. I had spent decades ‘turning a blind eye’ to the environmental and worker abuse rampant in the apparel industry. I used to rationalize: ‘The problems are interwoven into the system. They’re too big for me to solve.’ I hoped somebody else would do something about these issues. I focused solely on my goal of maximizing profits.

It wasn’t until visiting a school in rural India to help feed undernourished children - a small give-back program I began at a past company—that I had a complete collapse of perspective. Those children, combined with two formative books about entrepreneurship and art, unlocked something in me that changed me forever. From that day forward, I realized that changing the world started with changing myself. There was no waiting for someone else to fix the problems. I was that somebody I hoped for, fully capable of doing something that mattered. I could not simply return to business as usual and pretend that everything was okay. I had to find a better way.

After two years of research, incredible community support and a whole lot of heart, we launched art & eden in January 2017.

Grounded in sustainability and in being better for this world, everything we do is to care for this earth – our natural eden – and all her beings.

I look forward to sharing my vision for art & eden in choosing the path of intentionality and significance. It’s with my full heart that I invite you into our journey of change as we talk about what we’ve done, and where we are headed.

Susan Correa
Founder & C.E.O

BETTER FOR PEOPLE. BETTER FOR THE PLANET. IT'S NOT JUST A DREAM: IT'S OUR DNA.

art & eden is a sustainable and decidedly unconventional children's fashion brand. We were born from the question: how can business be used as a force for good?

Everything we make and do is a response to that question. We take a holistic approach to sustainability, including every touch point from creation to product to consumer and beyond.

We produce all our clothes with sustainable fabrics and prohibit toxic chemicals and dyes still common to the fast fashion industry. We partner with mission-aligned factories and employ a cradle-to-cradle approach--we aspire for everything we make to be reusable, recyclable or decomposable.

Within our company, we invest in people throughout our supply chain. We believe in building each other up so that we can do the same with our earth. We ask difficult, rigorous questions and aren't afraid of hard, un-pretty answers. We want to make something better, to leave our children a planet that we are proud of, one they can breathe and thrive in. We understand this requires humility, un-learning and a lot of pivoting to figure out what works.

We believe change is possible. We believe in better ways. We believe in education, transparency, awareness and making sustainable choices. We hope that you believe in us!

It is our honor to share what we've accomplished so far--and what we haven't. We are proud to be completely open about our growing edges. We know we aren't perfect, and that is what motivates to continually strive for better. We hold ourselves accountable to some serious ideals, and we cannot wait to keep growing to meet them!

With gratitude,
Nandita Batheja
Editor, Educator & Manager of Caring



The Oak Tree is known for ancient wisdom and noble strength. Its expansive branches shelter animals and people alike. It gives us a place to gather--with its wide, protective canopy of leaves--and a place to re-root. It embodies timeless knowledge, understanding and endurance.

At art & eden, we take our guidance from nature. She speaks, we listen, and together we grow.

*HOW
ARE
WE
BETTER?*



**THE
BETTER
WAY**

*We say **YES** to:*



- Fair wages
- Safer dyes
- Sustainable practices
- Long lasting, quality clothes
- Profit with a greater purpose
- Safe and healthy working conditions
- Caring choices for people and the planet
- Commitment to research and developing

*We say **NO** to:*



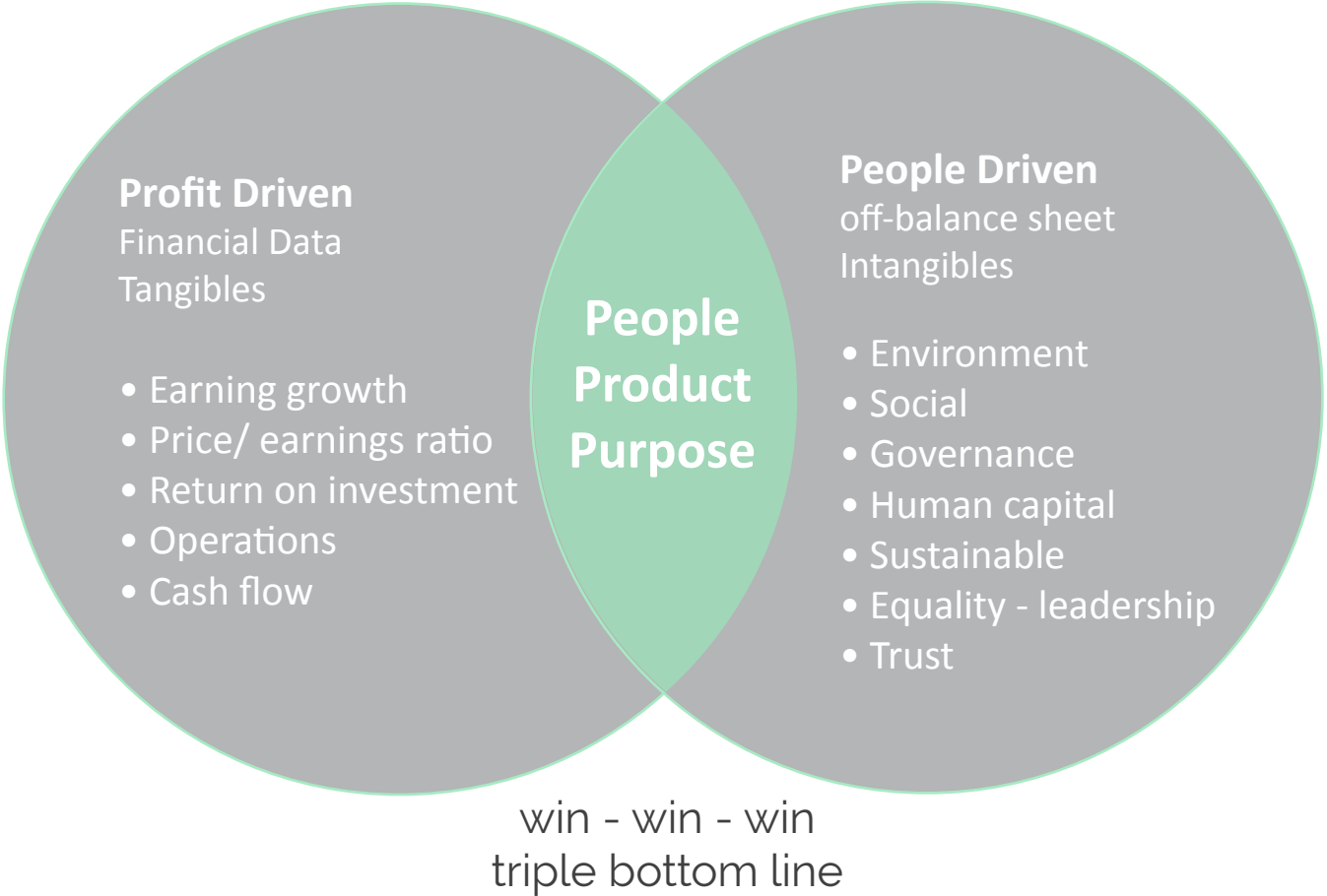
- Underpaid labor
- Low-quality materials
- Profit as our sole purpose
- High toxicity chemicals and dyes
- Shortcuts and the 'easy' way out
- Perilous manufacturing conditions
- Human, animal and environmental abuse

BETTER BUSINESS

art & eden was registered as a public benefit corporation (PBC) which means at inception we included public good as part of our company charter in addition to maximizing shareholder value.

We are a for-profit company that considers the interests of all our stakeholders, society, factory, the community, and the environment, while maximizing shareholder value.

REIMAGINING A BETTER WAY FORWARD



Economic Sustainability: As a business that is committed to being a force for good, we recognize our responsibility towards all our stakeholders. We think if a business uses its resources efficiently and responsibly, if it operates sustainably to consistently produce an operational profit, then that very profit can be used as a shared value and for a greater purpose.



art & eden is a sustainable children's clothing line committed to being best in the world by being best for the world

SAFER CHEMICAL PROCESSING

Even though awareness is spreading thanks in large part to the campaigning of concerned parents and environmental nonprofits the fashion industry still relies on massive amounts of toxic chemicals.

The use and accumulation of these hazardous chemicals impact:

our kids!

- Skin
- Immune systems
- Nervous systems
- Respiratory function
- Healthy hormonal development

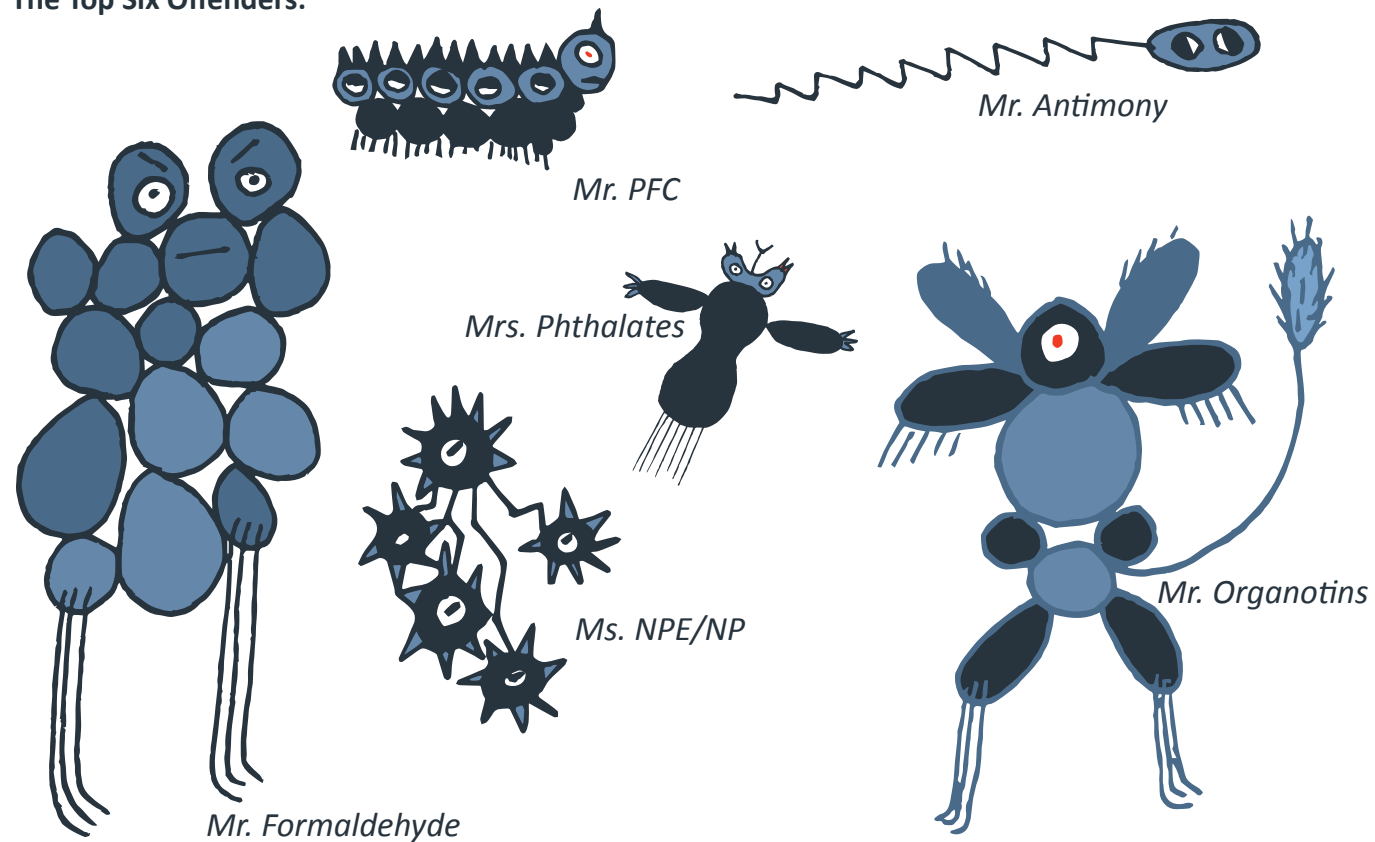
our animals!

- Bioaccumulative
- Hazardous to immune, reproductive, and nervous systems
- Potentially carcinogenic

our water!

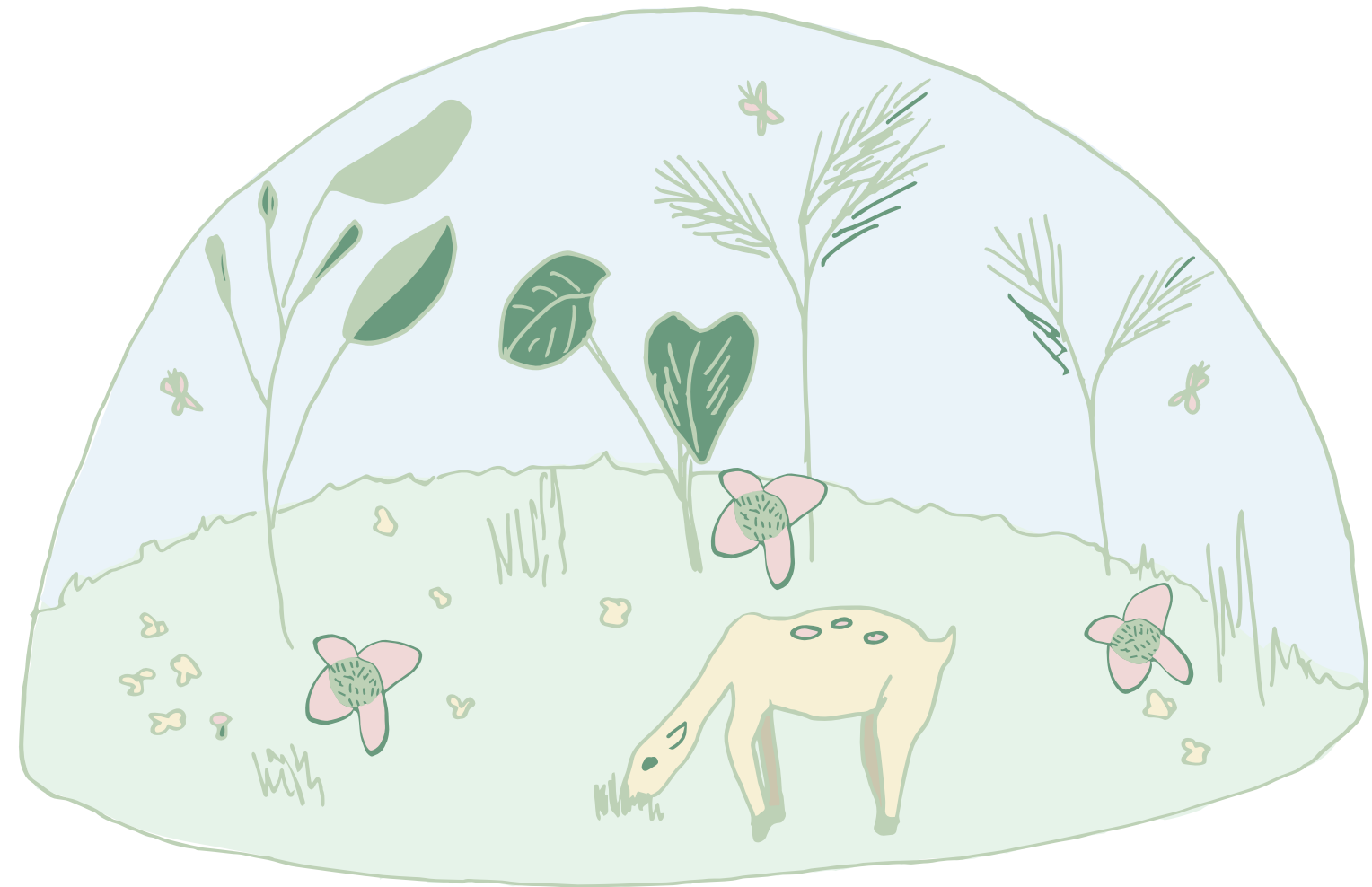
- Often released into waste water, contaminating rivers, lakes, and oceans
- Found in water people bathe in, cook with and fish from

The Top Six Offenders:



WE SAY NO TO TOXIC CHEMICALS THAT HARM OUR CHILDREN AND OUR PLANET!

100% of our clothes are certified free
of hazardous and poisonous chemicals



BETTER FABRICS

From Day One:

All our cotton has been 100% organic

All our fabric has been 100% sustainable

What we put into our children's bellies matters – so we buy organic food.

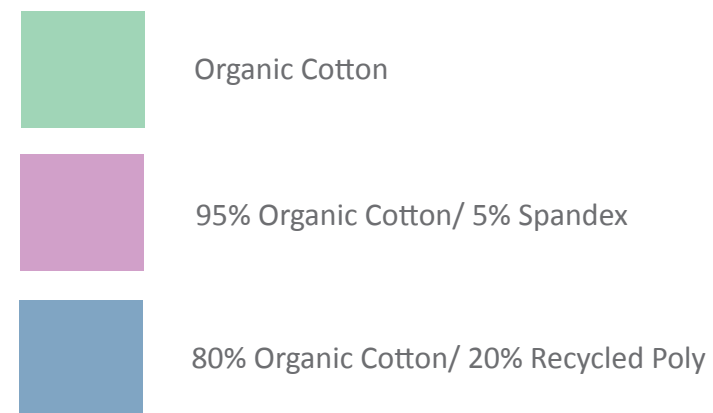
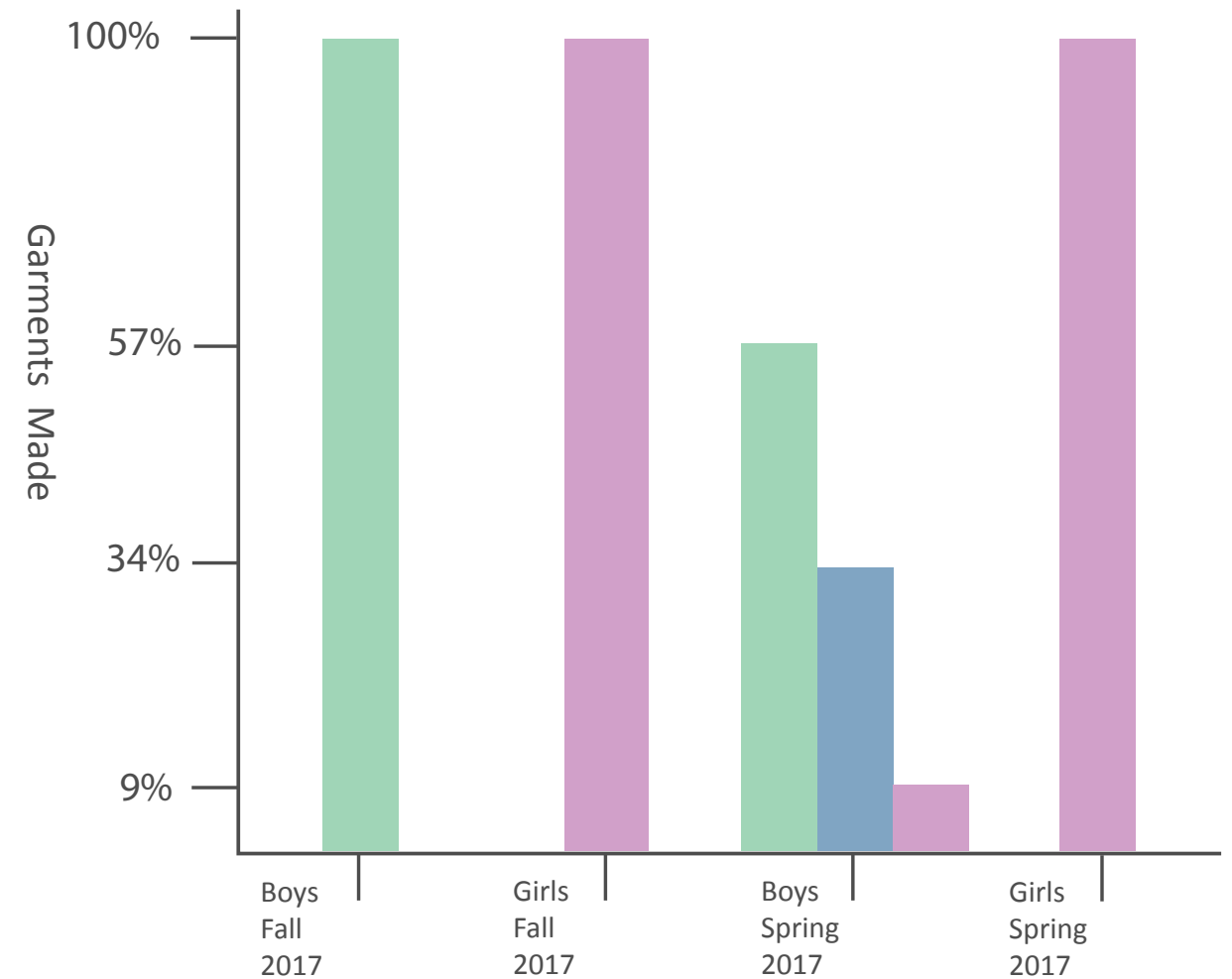
We want their rooms safe from harmful chemicals – so we buy organic cleaning products.

WHAT GOES ON YOUR CHILD'S SKIN MATTERS TOO.

Nature protected our kids with three layers to their skin. We get to put on the 4th.



FABRIC BREAKDOWN



HOW ORGANIC COTTON IS BETTER



“There is a joke in China that you can tell the ‘it’ color of the season by looking at the color of the rivers”

-- Orsola de Castro, designer and activist

**CONVENTIONAL COTTON
IS ONE OF THE MOST
CHEMICAL-INTENSIVE
CROPS GROWN
IN THE WORLD.**

Even though we don't literally consume the clothes we wear, the materials, chemicals and dyes they're made of still affect our bodies and our planet. Children and adults with sensitive skin might be quicker to notice how conventional clothes cause them to develop rashes, itching or discomfort. In truth, these clothes impact our health far beyond the mild skin irritation we may or may not experience.

Organic cotton means NO GMO and NO harmful pesticides, insecticides or other deadly chemicals.

Growing organic cotton protects us from insecticides classified by the World Health Organization as moderately to highly hazardous and pesticides that are known carcinogens. It helps protect children or villagers who live close



to or work on the fields from being exposed to these harmful pesticides. Between 25 million and 77 million agricultural workers suffer from pesticide poisoning each year, and at least 1 million require hospitalization for it.

Need another reason? It also stops toxins from spreading into our food chain with food oils (like cottonseed oil), with animals feeding on cotton seed meal, or through cellulose made from cotton fibers used as binders in food.

That's why we choose organic. A simple choice that means a more fair and just world.

**AT ART & EDEN, WE
CHOSE ORGANIC
COTTON AS OUR
BASE MATERIAL
BECAUSE:**

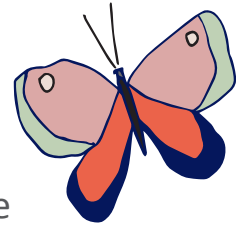
We love cotton for its age-old reputation as breathable, natural, soft and safe for sensitive skin.

We are actively divesting from conventional cotton industries and encouraging the economy of organic cotton, whose production employs practices that are significantly better for people and for the environment.

BETTER FOR THE PLANET



Organic cotton departs from these harmful practices; it intentionally incorporates methods that help regenerate our earth and prevent further pollution. Here are some of the major differences between organic and conventional cotton.



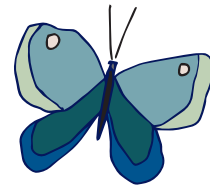
organic cotton



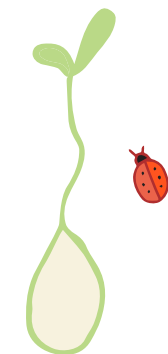
- Untreated, non-GMO seeds
- Crop rotation for healthy soil
- Natural insects and trap crops control weeds
- Freezing temperatures and water used to defoliate
- Nontoxic or double-plying cornstarch for stabilizing fibers
- Safe peroxide for whitening
- Soft scour in warm water with soda ash
- Dyes: low impact, water-based inks or pigments
- Prints: low-impact, water-based inks or pigments
- Safe, nondiscriminatory, healthy and abuse-free conditions for farmers
- Certified legal wages



conventional cotton



- GMO seeds + fungicides or insecticides
- Synthetic fertilizers leads to unhealthy soil
- Poisonous insecticides and pesticides for weeds
- Toxic chemicals used to defoliate
- Toxic waxes for stabilizing fibers
- Chlorine bleach for whitening, pollutes waterways
- Soft scour in hot water with synthetics and sometimes formaldehyde
- Dyes: heavy metals, sulfur and other chemicals
- Prints: petroleum and heavy metals, pollutes waterways
- Unchecked conditions: risk of forced child labor, unsafe working environment
- Salaries may be less than minimum wage



REUSE. REDUCE. RECYCLE.



OUR MANUFACTURING PARTNERS

We partner with four factories total. Each vary in size and scale, but all of them are GOTS certified – that is our uncompromising, must-have baseline. Beyond that, they have additional certifications to oversee processing and hold them to high social & environmental standards.



CERTIFICATIONS:

India:



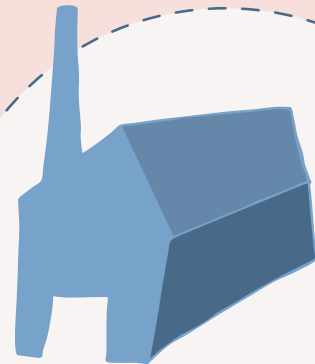
China:





Fibre Production

GOTS 'organic' must contain a min. of 95% certified organic fibres, 'made with organic' product contains a minimum of 70% certified organic fibres.



Social Criteria

Working with GOTS-certified factories ensures that the workers are safe and respected.



Environmental Criteria

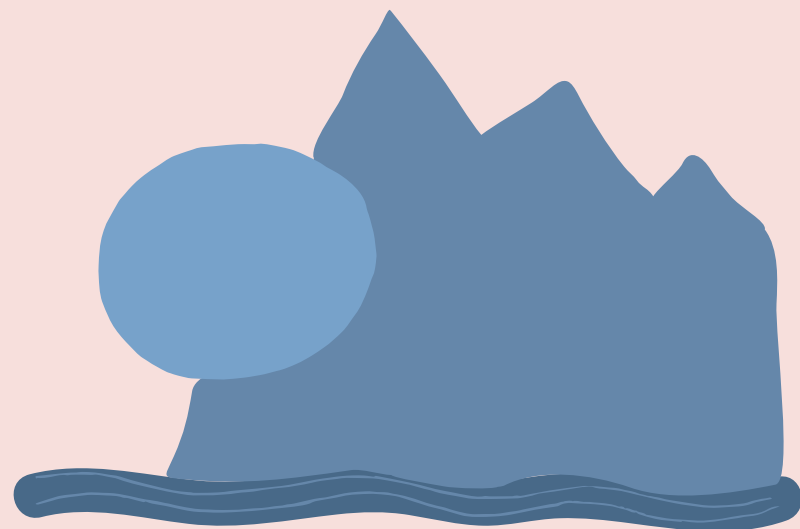
Wet processing units keep full records of use of chemicals, energy, water consumption and waste water treatment, including the disposal of sludge. Waste water from all wet processing units must be treated in a functional waste water treatment plant.



Human Toxicity Criteria

All materials and accessories within the final textile product must meet stringent limits on unwanted residues.

GLOBAL ORGANIC TEXTILE STANDARD



THIRD PARTY CERTIFICATIONS

We don't do this all alone. In fact, we couldn't. Changing the world means working together, with a lot of checks and balances along the way. That's why we've spent extra time and money partnering with certifying bodies. In addition to GOTS, we triple check our clothes by these standards!



**WORKPLACE
CONDITIONS
ASSESSMENT**

Workplace Conditions Assessment

WCA evaluates workplace conditions. Created from extensive experience with social compliance, WCA checks for issues of labor wages, hours, health, safety, management systems (worker feedback and participation) and environmental practices (legal compliance, environmental management systems, waste and air emissions).



Worldwide Responsible Accredited Production

WRAP is an independent, non-partisan, non-profit group of social compliance experts. They promote safe, lawful, humane and ethical manufacturing through education and factory visits.



OEKO-Tex Standard 100

OEKO-TEX Standard 100 Confidence in Textiles is an independent testing and certification system for textiles. It has strict criteria that prohibit the use of harmful substances. Toddler clothes are in the highest product class, which means they have the most regulations in order to keep them safe. The system evaluates all parts of a garment sewing threads, linings, prints, buttons, zippers, etc. included—so nothing goes un-checked!



Business Social Compliance Initiative

BSCI is a management system that dives into complex product chains. It helps companies evaluate and improve social compliance within the factories and farms throughout their supply chain. They use international labor standards that protect workers' rights, including declarations/guidelines from the International Labor Organization, the UN and the Organization for Economic Co-operation and Development.

BETTER SOCIAL CONSCIENCE



CHANGE BEGINS WITHIN...

While we're proud that all our factories are GOTS certified, some are doing even better.

We actively search for factories that go above and beyond baseline standards. In particular, we're extremely excited to have found our partners in India. Alike in mission and ethic, they have a full Corporate Social Responsibility program along with an environmental innovation team, and they're just getting started. See how they're leading the way forward!

Highlights of Factory Initiatives:

Cause: HIV/AIDS

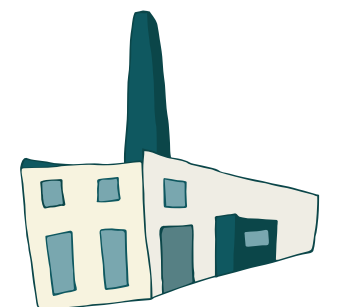
- Awareness/education program
- Strict confidentiality policy to protect employees with HIV/AIDS
- Supports KNP: a school for children born with HIV/AIDS

Cause: Health

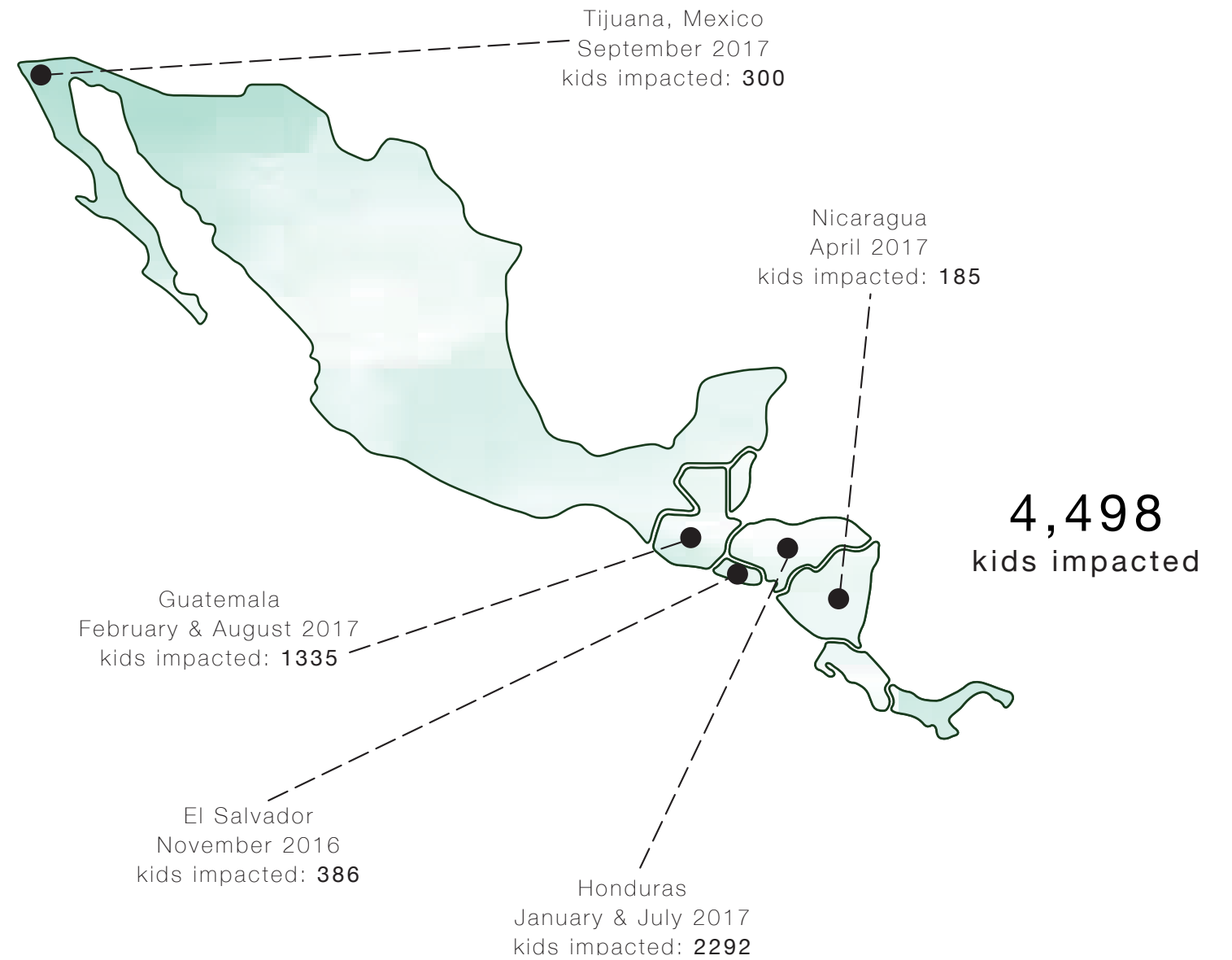
- Free clinics for eyecare and blood donation camps
- Funds over 1,000 free cataract eye operations for employees yearly
- In-house employment program for people with physical and mental disabilities

Cause: Education

- Builds facilities in rural, government primary schools
- Provides school notebooks and uniforms
- Educational scholarships for children of employees who are single mothers, widows, or living in poverty
- Free educational development for employees



AND RADIATES OUT OUT OUT!



CLOTHES FOR CURE

ART & EDEN IN PARTNERSHIP
WITH HOPE WORLDWIDE

HOPE
worldwide
Bringing hope. Changing lives.

We fund and distribute medication to children in need throughout Central America

1 million multivitamins. 7,000 doses of Albendazole, five countries. 3,500 kids cured from parasitic-problems. 2,740 kids nourished.

It takes a village!

art & eden staff, the Hope Worldwide team and volunteers that include doctors, nurses, dentists, lab technicians and pharmacists all come together to travel and successfully deliver urgently needed medications, vitamins and procedures.



ART & EDEN IN PARTNERSHIP WITH THE CAMDEN STREET SCHOOL



Change begins at home.

There's a lot to be done here in our local communities!

The Camden Street School, located in Newark, NJ, faces difficult realities.

We are honored and grateful to work with this school. Their commitment to children is beyond inspiring.

We run a year long mentorship program grounded in the arts, activism, and entrepreneurship. We meet monthly to practice leadership, build resilience, and discover possibilities through trips to NYC!

We began our program on October 31st, 2016.

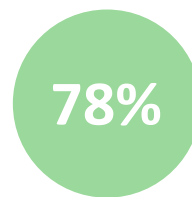
This is our impact to date!

11 Trips

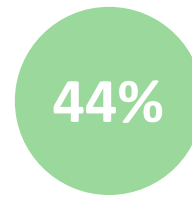
5 NYC Excursions

22 Students Impacted

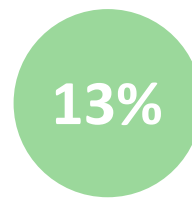
88 Hours Volunteered (per art & eden employee)



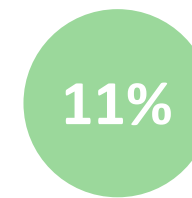
of students live below the poverty line



are special needs



have passing literacy rates



have passing math rates

Program Feedback:

"The kids were more hopeful, inspired and confident as a result of the experience. They were also able to learn, I appreciate all of their writings about their experiences. It was clear to me that their worlds were expanded, some of the students went to New York City for the first time." - Sam Garrison, Principal