



Sustainability Report 2021

Sustainability consulting by Serena Coccioli.

A note from the founders

Gun Airm was a concept that became a reality. Our mission was to build a brand that could celebrate independent artists, support the local economy and encourage slow fashion.

Finding talented, unknown artists in the UK was the easy part. Creating a brand built on integrity was the hard part. Our fabrics are sourced from our trusted suppliers and printed and handmade in Scotland.

Ella D'Aguilar and Cameron Friell

April 2021

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We want to stand out from the crowd with our social practices. We want to be known for supporting the artist by naming them and paying them a percentage of the profit.



Ethical Edge

We are proudly Scottish and contributing to the local economy. Eventually, we aim to source everything from here. Our unique clothing showcases art from talented designers across the UK. We are committed to:

- paying our designers upfront regardless of sales.
- compensating our designers with 20% of our profits for each sale.
- finding talent locally from across the UK.
- looking at design graduates' individual artwork.
- increasing opportunities for designers at the start of their career and from a diversity of backgrounds.

Transparency about our supply chain is important. So, what are you paying for?

- Supporting talent of local creatives.
- Quality materials, stitching and dyeing for clothing that lasts.
- The original patterns (clothing design) we make in Scotland.
- Local production and our trusted suppliers abroad.
- Exclusive designs that are limited edition.

COST BREAKDOWN

Current business costs for the creation of one of our shirts (see right). The material costs £35 and creating this into the garment is £45.80. Each shirt is sold at £255 and 20% of the profits go directly to the artist who designs that particular shirt.



DESIGNER	£34.84
•••••	GARMENT
•••••	£45.80
•••••	•••••
•••••	MATERIAL
•••••	£35.00
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People

There are people across the world making the Gun Airm vision possible. We want to make sure we are being transparent about our supply chain. Eventually, we would like to include a full life cycle analysis for an in depth cost breakdown including how much each garment worker across the supply chain is paid.

Our accessories and some of our fabric currently comes from our suppliers in China. As we strive towards maintaining all our business in Scotland, we realise that a necessary step is to source recycled material from local suppliers that is not going to compromise on quality.



Who makes our clothes?

All our clothes are made in Scotland. We create unique patterns, assemble these into exclusive pieces that are then printed or dyed.

Production of our materials

Our supplier based in Fuzhou (China) provides us with cotton that we use for our t-shirt knit. All of their textiles have been tested for harmful substances and are certified Standard 100 by OEKO-TEX.

The Glasgow School of Art provides us with a 100% cotton drill material as well as our 50% cotton and 50% silk blend. The Glasgow School of Art is a charity with their own ethical work policy and we are happy to be partnering with an organisation devoted to providing opportunities to young talented artists.

Our UK supplier for accessories sources its items from Dongguan (China) and therefore we have included this location in our map.

Making our clothes

We have partnered with the Glasgow School of Art, a charity that supports the Centre for Advanced Textiles, where part of our manufacturing process occurs. This includes pigment dyeing directly and digital printing. Our other manufacturing site is in our central Scotland partner factory.

We have visited both of these sites frequently. We are confident that there are normal working conditions, pay being minimum wage or above, and that appropriate health and safety measures are in place.

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Keeping our manufacturing and printing process in Scotland, although very expensive, has been really important to us.



We will continue to strive to bring every process of making our garments to UK businesses.

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Planet

Slow fashion

We do not 'keep up' with the latest trends and instead invite individuals to find their own personal style, feel good and love our luxury streetwear. We are committed to:

- prioritise local therefore lower carbon emissions.
- create limited and exclusive pieces so every item is sold.
- not encourage trends or overconsumption.
- advocate for personal style and high quality clothes that last.
- partner with high quality suppliers we trust.
- grow as a slow fashion brand.

Currently, 20% of our total cotton use is organic and we are looking to either increase this percentage or find recycled cotton alternatives to keep all our business in Scotland. This is important in order to ensure a circular business model and to continue to lower our carbon emissions.

At the Glasgow School of Art Centre for Advanced Textiles there is a biomass boiler providing renewable energy. We use a mixture of pigment dyeing and digital printing techniques. Pigment dyeing with insoluble dyes ensures the designs are preserved for longer than traditional soluble dyes. The digital printing technology requires no sampling or prototyping. The designs can be done on demand and so there is zero waste of material.

We are interested in delivering high-quality luxury pieces that last a lifetime, creating unique pieces that are exclusive and encouraging a more mindful approach to buying fashion.



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We care about supporting young emerging talent. We want to provide work for the Scottish economy.

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Thank you for reading

Created for Gun Airm by Serena Coccioli May 2021