

# Our mission: to help you wear better



## ABOUT US

NAGO is a brand whose attitude is a challenge to the fashion industry. Our collections created consciously, conscientiously and our production is sustainable. We only use verifiably eco-friendly, certified materials and our designs make your everyday choices easier.

By choosing minimalistic styles and keeping only the clothes you actually need you can build a capsule wardrobe with a wide range of possibilities. This is our vision and the future of fashion.

## PHILOSOPHY

Our clothes are designed to serve as a universal backbone of your own style. We offer classic, timeless cuts that will spare you the fruitless chase of short-lived trends. Our fabrics are conscientiously selected and our tailoring

process is meticulous – because we want you to make NAGO the very core of your wardrobe.

Our collections are not large, because we only design what you actually need to create a capsule wardrobe. You can wear our products together with most of what you already have.

We do not push seasonal fads. You already know yourself what best suits you and feels good.

#futuregoal:

We want to inspire other brands to develop an active interest in the future of the natural environment and modify their practice accordingly.

## Our method: taking small, but steady steps towards sustainable fashion

### VALUES

- Simple form
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- We believe that classic styles will serve you for years. By choosing simple form you give yourself more possibilities.
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- Clean process
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- We manufacture our products with natural and certified fabrics that are safe for your skin and for the environment. We track our materials back to their sources, and we take great care to ensure that the production of NAGO collections leaves the smallest possible trace on our planet.

- Waste reduction
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- We never stop working on reducing both the resources required and the waste generated by our collections. We are constantly researching and implementing improvements in our production process.



## RESPONSIBILITY AT EVERY STEP

Responsible fashion is not just about organic fabrics, but conscious choices made at every step of our work. We keep labels and packaging to a minimum and make the necessary ones out of organic cotton. Our orders are packed in recycled paper envelopes and boxes.

## ETHICAL PRODUCTION

We support local businesses and strive to minimise transportation. That is why our clothes are designed and manufactured in Poland. We know the people who sew NAGO products, and we visit our manufacturers regularly, ensuring that production is ethical and transparent.



## Fabrics matter



We believe that you deserve only the best quality – just as our planet deserves our care and conscientious handling of her resources. That is why our collections are made with natural, certified materials that are free from hazardous substances and their production is transparent and safe for the ecosystem.

### OUR FABRICS

#### Organic cotton

Organic cotton is produced using only natural substances. This makes the fabric clean, hypoallergenic and safe for your skin. The production of organic cotton is also more restrictive – it involves the reduction of waste and use of

water, so buying natural materials you help protect the environment.

## TENCEL™ (aka Lyocell)

A revolutionary, completely biodegradable material made with cellulose fibre obtained by dissolving wood pulp using safe, non-toxic substances. The fabric is very breathable and a great temperature regulator. Environmentally friendly and comfortable all year round, it is considered one of the textiles of the future.

## Cupro

Cupro is a very delicate material made with the cellulose contained in cotton seeds, used as a vegan alternative to silk. Incredibly soft, lightweight and breathable, it feels as natural and comfortable as your own skin.

## EcoVero™

EcoVero™ viscose is a pleasant jacquard fabric of plant origin. Its production process is eco-friendly and saves 50% water and energy as compared to regular viscose.

## EVERY DETAIL COUNTS

Sustainable resource management is all about attention to detail. We put great care into making our accessories and the smaller components of our clothes eco-friendly. Our buttons are made with nickel-free metal, as are our hooks and adjusters. Our zips are made with recycled materials, and our spring collection also includes buttons made with corozo, an incredible material known as "vegetable ivory".



We have all but eliminated the use of synthetic thread. Some fabrics do contain minor additions of synthetics, when it is necessary for improved fit and longevity, but we always ensure that they are safe for sensitive skin.

#### CLEANING & CARE

Natural fabrics are safer and more comfortable to wear, so handle them with care. Try to remove minor stains individually and wash your garments when it is necessary, always in low temperatures. Avoid tumble dryers to save both the fabric and energy.

#enjoynago