



Eco Design Guide
× **ADORE ME**



10

Guiding Principles

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Foreword

“Sustainability is the key to future success for any fashion brand, and the intimate-apparel industry is no exception.

I've worked in this industry for over 30 years, and during that time, I've witnessed so many different changes and developments—but none that would leave the lasting impression on the world that the recent shift to sustainability has the potential to. We're starting to see brands and product designers move away from the cost vs. profit model, and gravitate toward models where environmental impact is a built-in, upfront cost. In other words, it's a given—it's a must. While embracing this notion, I'm proud to lead a team of designers for whom the development and creation of sustainable-leaning fashion is simply second nature.

From our point of view, there really is no downside to implementing sustainable practices into our business model. In fact, it's quite integral to our design philosophy. In partnering with our raw materials suppliers and garment manufacturers, we're able to offer products that not only have the exceptional design quality that they've always possessed, but that now have a lessened impact on our environment.

Sustainability in fashion is a never-ending mission that we'll never really fully see the end of, because we'll always be aiming to improve. The more of us that join this movement, the faster and greater the transformation will be across the industry. So, I encourage you to read on and to follow this guide. Between us, I know we can strive for a better future in fashion—for all of us.

– **Helen Mears**

CHIEF DESIGN OFFICER AT ADORE ME



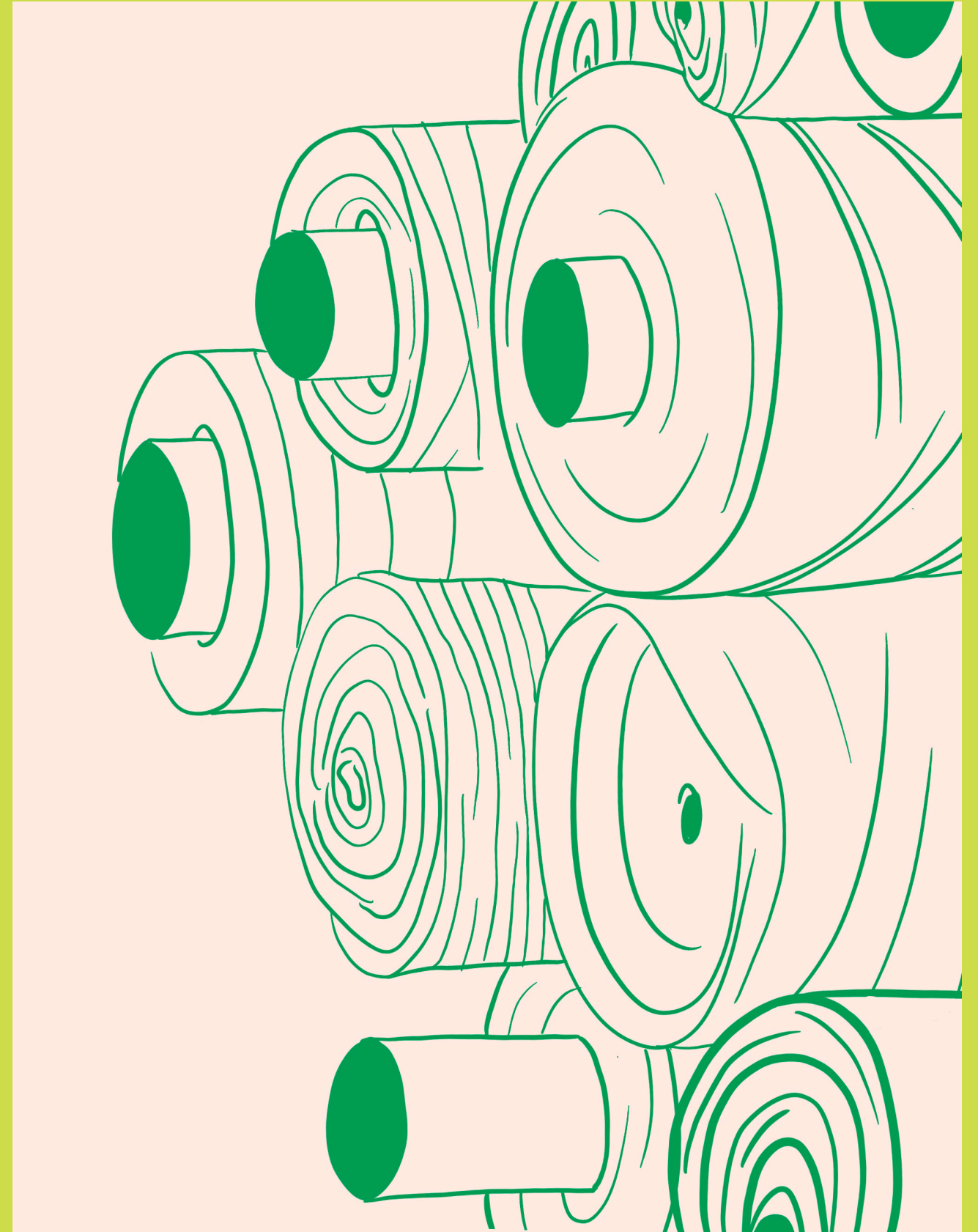
Introduction

The textile industry largely contributes to global carbon emissions and other negative environmental impacts, and it's time that industry players take action to make a change. We believe that if everybody commits to change—that if we all unite under this singular goal—the industry has the potential to undergo a radical transformation to significantly improve its impact on the environment.

At Adore Me, sustainability has become a key consideration in nearly everything we do. We're not perfect, but we're constantly evolving—and our willingness to change pushes us to opt for better choices and practices. That's why we're considering sustainability even in the earliest stage of our products' life cycle: design. Our design and production teams have developed **10 Design Principles** that address essential aspects of sustainable design. Because after all—product design is where it all begins.

The following **10 Design Principles** are not by any means exhaustive, and they are meant to evolve and be improved upon as new discoveries come to light. By sharing them, we aim to inspire designers across the industry and to provide them with a foundation for their own sustainability journey. It's a long road—but we're convinced that together, we can make a difference.

1 Choose Better Raw Materials



The production of raw materials constitutes the most environmentally impactful stage of a garment's life cycle. In other words, extraction of raw materials and the creation of fibers have a greater impact than manufacturing processes, transportation, and even the use of garments over time. That's why at Adore Me, we try to use fibers that we know are preferable from an environmental perspective.

Preferred fibers is an umbrella term that constitutes materials that, in terms of environmental impact, are simply better. Whether it's because they use less water or chemicals in production, generate less carbon emissions, or avoid the production of petroleum fiber—preferred fibers are eco-conscious alternatives to standard materials.

Below are some of the preferred fibers we currently use at Adore Me.

Organic Cotton

While cotton is a natural and biodegradable fiber, growing cotton often results in significant soil and water pollution. Not only does the (often abusive) use of pesticides contaminate soil and water, but the intense cultivation and lack of crop rotation impoverishes the soil.

On the other hand, organic cotton is the same natural and biodegradable fiber, but it addresses most of the environmental challenges that conventional cotton production faces. By relying on GMO-free seeds, organic natural materials are grown without the use of pesticides and fertilizers.

Psst: A random benefit of organic cotton is that because the fibers aren't grown using harmful chemicals, it's actually hypoallergenic and is much better for sensitive skin than conventional cotton!

Here are some examples of Adore Me products that contain organic cotton.



MAIN FABRIC:
95% Organic Cotton
5% Elastane

Second, the environmental impact of creating new fibers is virtually avoided by using already-existing fibers.

Here are some examples of Adore Me products that contain post-consumer recycled fibers:



MAIN FABRIC:
85% Recycled Polyamide (Nylon)
15% Spandex



MAIN FABRIC:
95% Recycled Polyester
5% Spandex



LACE:
50% Recycled Polyamide (Nylon)
37% Polyamide (Nylon)
13% Spandex

To ensure adequate resistance and handfeel, a garment's fabric may be derived from a mix of recycled fibers and other virgin fibers. The recycled fibers that Adore Me uses the most are recycled polyester and recycled polyamide.

Tencel® - Lyocell Fiber

Lyocell is a valuable alternative to rayon (or viscose) fibers. Rayon is a type of semi-synthetic fiber made from wood cellulose fibers—and producing it involves a complex and chemical-heavy process. On the other hand, Lyocell relies on a closed-loop system which reuses chemicals in future fiber production processes, rather than releasing them in the environment.

KEY RULES:

- Consider recycled fibers instead of virgin fibers.
- Consider organic fibers instead of conventional fibers.
- Consider innovative fibers (such as Tencel®) instead of conventional fibers with proven negative impact.

FAQ: Carbon Emissions & Raw Materials

“So many brands choose to plant trees as a way to ‘offset’ their carbon emissions—but carbon credits should only be part of the solution. Adore Me has been working diligently with a third party to reduce our emissions by leveraging a data-based approach. This work is guiding us as we identify key sources of emissions and seek out the most impactful ways to reduce them.

- Marie El Guennoui

RAW MATERIALS ENGINEER AT ADORE ME

Q1: Which step of garment production is the most carbon-intensive?

A: “With the third party we work with, we conducted a Life Cycle Assessment (LCA) of some of our products. This analysis measures the environmental impact of a product from raw material production to end of life. We found that around 80% of the carbon impact of a product comes from raw material production.”

Q2: Are all fibers equivalent in terms of carbon emissions?

A: “Nope! Carbon emissions vary depending on several factors, such as the fiber’s origin, the type of textile (knitted, woven, etc.), the energy source used during production, the dyeing & printing methods used, and the finishing of the fiber.”

Q3: As an example, what are the drivers of carbon emissions during polyester production?

A: “The emission of CO₂ in the creation of synthetic fibers like polyester is mostly related to the fact that these fibers are derived from fossil fuels. The extraction of oil and the production of synthetic polymers require a high amount of energy that emit extensive amounts of CO₂.”

Q4: Is there a difference in emissions when sourcing fibers from different countries?

A: “Within fiber manufacturing, the energy source plays a significant part in the environmental impact of a fiber because manufacturers in different regions

or countries rely on different energy mixes. In Europe, petroleum products and natural gas are at the top of the energy mix, while China heavily relies on coal. So absolutely—where you source your fibers from can make a notable impact on your overall emissions.”

Q5: Does the switch to organic or recycled materials (instead of virgin or conventional materials) always reduce the carbon footprint of a product?

A: “Not necessarily. As previously mentioned, the overall benefits of recycled or organic fibers over conventional or virgin fibers may depend on their sourcing location, so it is important to adopt a holistic approach when considering available options.”

Q6: Are brands offered a real choice when it comes to choosing the place of origin of a given raw material?

A: “The range of options is constantly increasing, but China remains the world’s leading producer of textile fibers. They provide some of the largest volumes of cotton and silk available on the market, and they’re also very competitive in terms of price and production lead time compared to other countries.”

“Choosing the raw material is one of the first and most important steps when designing a new product. Not only does the material represent one of the largest environmental impacts of the design, but it’s what the consumer sees, touches, and wears against their bodies. You want to consider all of these points to ensure the material will perform correctly in your design.

- Arianna Levin

DESIGN DIRECTOR AT ADORE ME

2 Reduce Waste





Waste is the plague of the textile industry. The truth is, in an attempt to keep up with rapidly changing trends, more and more consumers tend to partake in an endless cycle where they dispose of clothing just as frequently as they accumulate it. But overconsumption is not the only reason the textile industry is linked to waste—sub-optimal production methods are to blame as well.

When it comes to production, Adore Me encourages less wasteful manufacturing techniques in three different ways:

Incorporate Recycled Fibers

By using pre-consumer & post-consumer recycled fibers (instead of virgin fibers) in our garments whenever possible, we limit the amount of new fibers that are produced and prevent unused fibers from landing in waste streams. The two recycled fibers Adore Me currently utilizes the most are Recycled Polyester and Recycled Polyamide.

RECYCLED POLYESTER

Recycled Polyester is made from petroleum-based materials like used PET bottles or polyester clothing, and it has a significantly lower carbon footprint than its conventional counterpart. Recycled Polyester is also one of the most available recycled fibers on the market, with a price that continues to decrease with time.

RECYCLED POLYAMIDE

Recycled Polyamide is used for activewear, swimwear, and other technical performance garments because of its durability and stretch properties. Recycled Polyamide is typically made from pre-consumer fabric waste, though it may also come from post-consumer materials like industrial fishing nets. Similar to Recycled Polyester, this material is more sustainable than its virgin counterpart because it diminishes the dependency on fossil fuel as a raw material and limits energy-related greenhouse gas emissions from fiber manufacturing.

Reclaim Deadstock Fabrics

Whenever possible, we try to choose fabrics that are already available at our manufacturers' warehouses—AKA, deadstock fabric. By reclaiming deadstock fabrics and incorporating them into new Adore Me designs, we prevent materials from entering waste streams and reduce the production of new fabric (and the environmental impact that comes with it).

Psst: Reclaiming deadstock fabrics is often more economical than producing new fabrics!

Optimize Production Practices

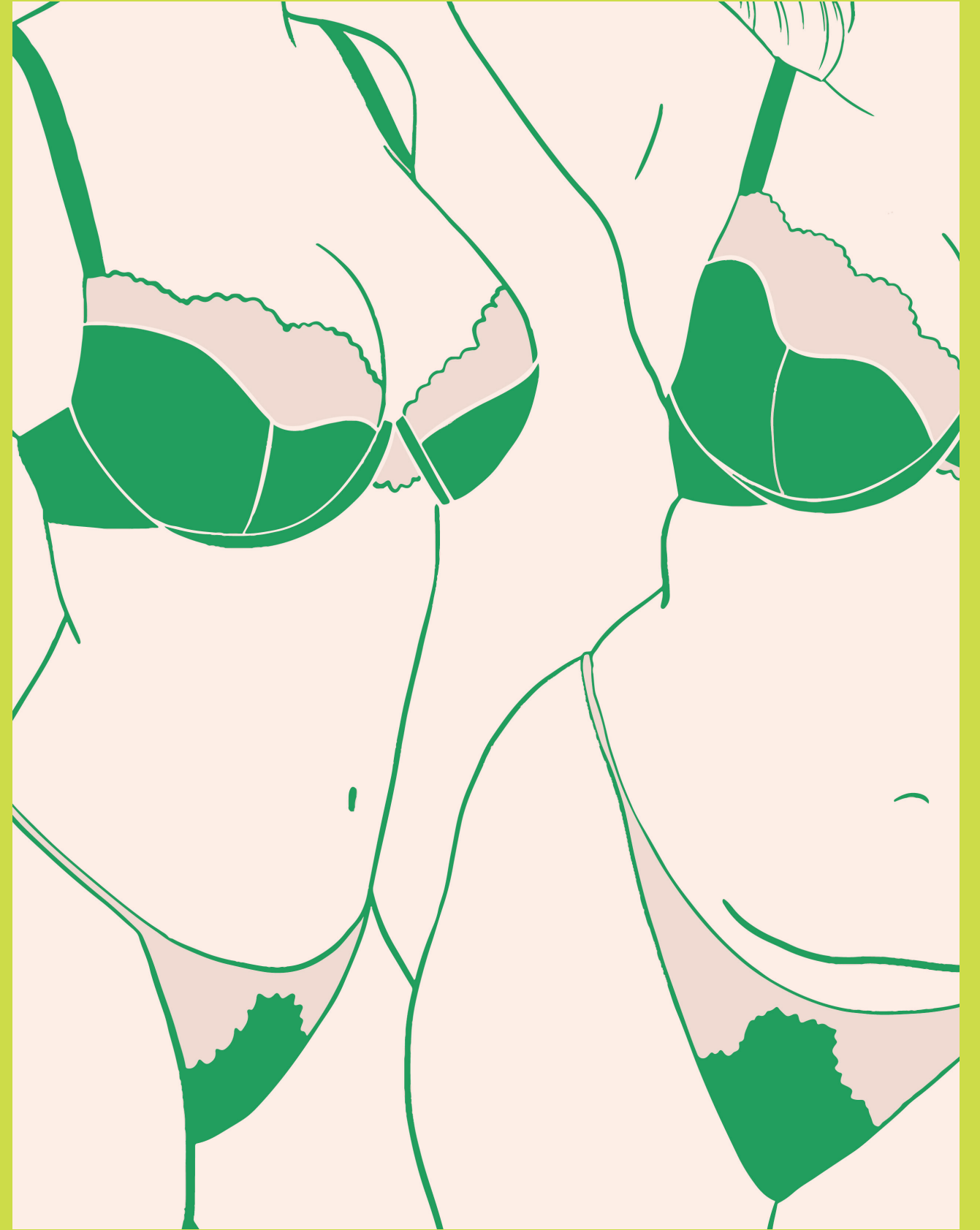
Today, advanced technology and new-and-improved machinery are available to improve manufacturing processes—and once they're identified, tested, and scaled, they can make a big difference.

We see this difference with the emergence of full-knit products. Full-knit products are thoughtfully designed to ensure that the garment can be manufactured with a seamless machine, resulting in a zero-waste production process. (More details on full-knit technology in Part 6: Leverage Technology.)

KEY RULES:

- Incorporate recycled materials in new product designs.
- Update old product designs with recycled materials for a new, more sustainable version.
- Incorporate deadstock materials instead of producing new fabrics whenever possible.
- Work with manufacturers on best options for optimized production processes.

3 Promote Inclusivity



For years, fashion was a driver of inequality among women. With small sizes and the image of the ultra-thin body type dominating the market, a large percentage of women were unable to find garments that fit them properly.

Adore Me was founded with inclusivity at its core, and by being the first lingerie company to offer products in extended sizes (30A–46DDD), we are not only making lingerie accessible to a wider range of people, but sustainable fashion as well. By designing products for everybody—and every body—we're creating social value. Equality and diversity are values that are essential in the world of true sustainable fashion—because if sustainable fashion only includes people of certain sizes or economic demographics, then it can't scale enough to make the necessary impact, and it's really not that sustainable at all.

What Inclusivity Means to Adore Me

Whether it's the woman who wants to feel good in a comfortable bra that's actually her size, the woman who shops for lingerie to keep the spark alive in her marriage, or someone who wants to find comfy pajamas for their best friend, customers have come to know and rely on Adore Me to find a variety of products that work for different needs throughout their lives. We understand that women aren't a 'one size fits all.' They deserve to feel comfortable and confident in their bodies, which is why we put so much thought and energy into the fit and accessibility of our products.

– **Desta White**

**SENIOR CUSTOMER RELATIONSHIP AGENT
AT ADORE ME**



What Inclusivity Means to Our Customers

“What’s unique about Adore Me is that there’s a good selection of clothing that looks really good on just about anybody. A whole array of people can really wear their clothes.

- Linda
ADORE ME CUSTOMER

KEY RULES:

- Consider all body types, sizes, demographics, and budgets during the early stages of product development & design.

4 Reduce Harmful Chemicals



A key challenge for the textile industry is the use of toxic chemicals, which are often used without adequate safeguards and without concern for the harm they may cause—or the harm they contribute—to the environment and to the health of factory workers and consumers.

At Adore Me, we favor better chemical management whenever we possibly can, and we work with our suppliers to figure out the best ways to do it. Below are some of the certifications and innovations that have allowed us to improve chemical management processes in our supply chain.

OEKO-TEX® Standard 100

OEKO-TEX® Standard 100 is the standard certification which ensures that no harmful chemicals have been used in a product's manufacturing. Products with the STANDARD 100 by OEKO-TEX® certification have been independently tested for harmful substances according to strict scientific criteria that go beyond legal requirements. Initially, "Standard 100" referred to the 100 substances that were tested for and controlled. This list of substances is continuously updated and added to—and today, more than 400 substances are tested.



Improve Dyeing & Finishing Processes

The process of "finishing" a product is intrinsically very dependent on chemicals—but because this is what makes our clothes feel soft & smooth, it's a pretty indispensable process.

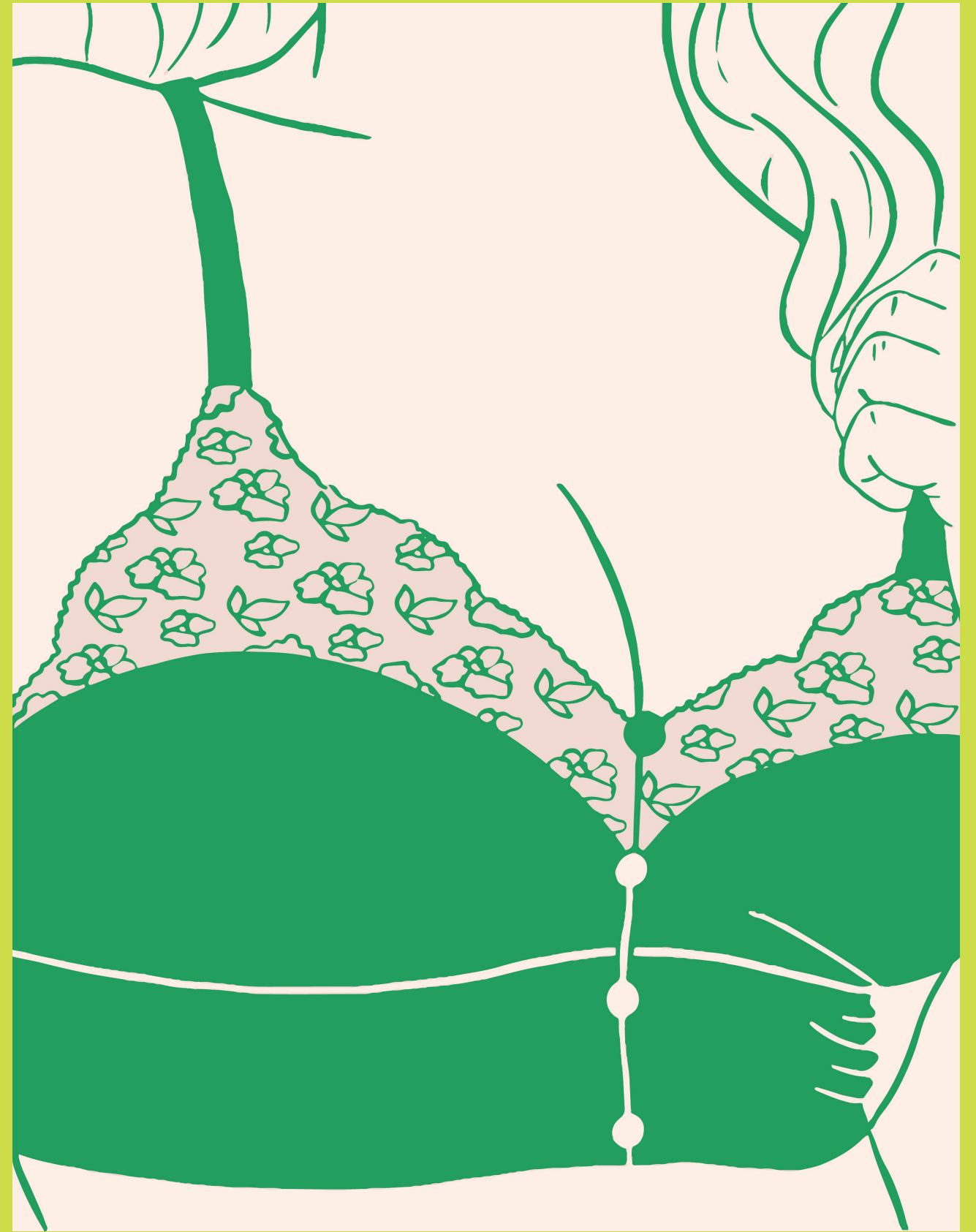
Traditional dyeing methods typically come along with harmful chemical use, but natural dyeing alternatives exist that Adore Me has experimented with and loved. Because natural dyes are derived from natural sources—like plant roots and leaves—they are much less harmful to water streams, customers, and garment workers alike. Natural dyes are also biodegradable, which limits a garment's end-of-life impact.

In collaboration with the green chemistry company, Evolved by Nature, Adore Me has experimented with a revolutionary technology that eliminates chemicals from finishing processes. The technology is called Activated Silk™, and it uses liquefied natural silk proteins to create bioharmonious, non-toxic, biodegradable, and circular-focused products. (More details on Activated Silk™ in Part 6: Leverage Technology.)

KEY RULES:

- Whenever possible, choose suppliers who comply with OEKO-TEX® Standard 100 and/or other trusted industry standards.
- Replace standard dyeing, printing, and finishing processes with less harmful, more natural alternatives.

5 Experiment on Capsule Collections



More and more, we're starting to see brands release themed or limited-edition capsule collections. Whether they serve as a collaboration between two brands, an outlet to promote new initiatives, or a way of testing how customers will react to something new, capsule collections have proven to be a powerful tactic within the fashion industry.

Adore Me's designers are increasingly working on limited collections as an outlet to test new products, fibers, and techniques that may then be replicated at scale if successful. By testing new attributes on a capsule collection first, we're able to evaluate its performance and whether it meets customer demand. Not only does this lead to an increase in satisfaction, but it allows for more accurate inventory planning and less overproduction.

Capsule collections can also be personalized more easily than traditional collection launches, providing large value to a product mix. When a product is personalized, customers tend to be more connected to it. This connection is often seen as a social value, but it has an environmental value as well. The more connected a customer is to a product, the more likely they are to hold on to it for longer periods of time (instead of discarding it and replacing it with something new & trendy).

KEY RULES:

- Perform data analysis on the performance of previous collections to learn more about what customers want & don't want.
- Test sustainability attributes on limited capsule collections before bringing them to scale.
- Offer personalized products that niche customers can identify with in limited quantities.

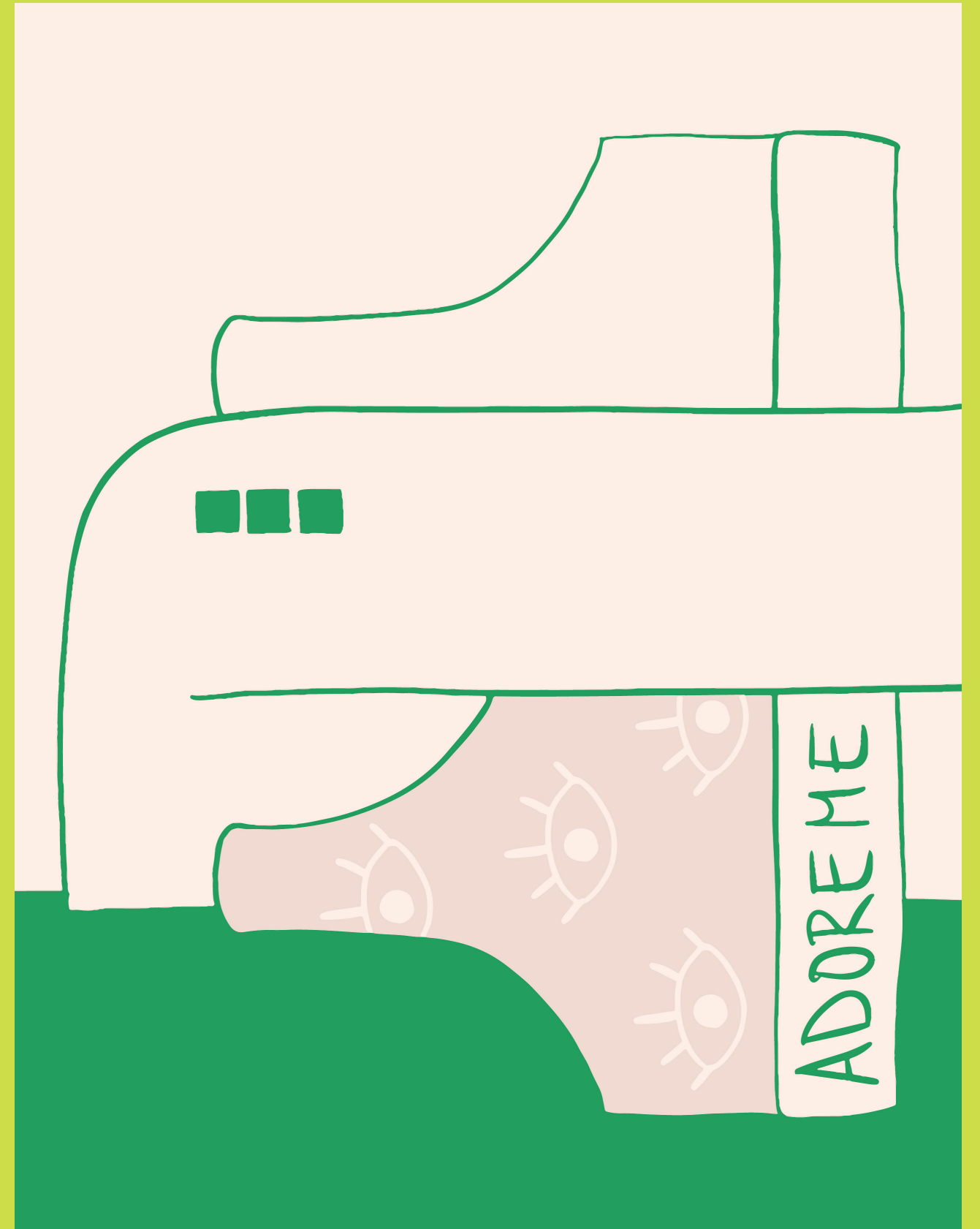


“Pilot collections are like a chocolate box: Some of them will go unnoticed, some will be remembered for years, and some will become the holy grail for collectionneurs and second-hand retailers alike. At Adore Me, we trust that pilot collections should be a good mix of exceptional design and state-of-the-art production techniques. On a small scale everything is manufacturable. The challenge is taking what you did on a small scale and then applying it to a larger scale—ideally the entire garment industry.

– **Nicolas Gand**

VP OF PRODUCTION AT ADORE ME

6 Leverage Technology





New technologies are some of the biggest catalysts in optimizing garment manufacturing processes, especially in an industry that requires old practices to adapt to environmental challenges.

At Adore Me, we've started incorporating state-of-the-art technology in our production streams whenever possible. These new technologies will allow our supply chain to reduce water consumption, waste, and even chemical use. Below are some of the technologies and innovations we've leveraged so far to improve our processes.

Digital Printing

Traditional printing processes, despite how frequently they are used, tend to have highly negative impacts on the environment. The amount of solvent required to obtain defined prints, the amount of water required to clean the textiles, the wastewater produced, and the heavy dependence on chemical use all make traditional printing processes less than ideal.

At Adore Me, we've engaged with MAS Innovation to use its proprietary direct-to-garment digital printing technology, which was successfully used across all of our categories—swimwear, bras & panties, lingerie and more.

Digital printing processes don't require any solvent to obtain a defined print—and because the fabric doesn't need to be washed after it's printed on, much less water is used. The digital printing process is also significantly faster in comparison to traditional printing processes, which makes it easier to quickly incorporate new ideas into capsule collections—without the extended down time.

Activated Silk™

In collaboration with Evolved By Nature, Adore Me has introduced a revolutionary technology that completely eliminates harmful chemicals from finishing processes. It's called Activated Silk™—and it uses liquefied peptides from natural, renewably sourced silk proteins. In using Activated Silk™, we're replacing the harmful chemicals—the ones that give most activewear & sportswear their smooth finish—with bioharmonious, non-toxic, and biodegradable alternatives.

Seamless Knitting

Seamless knitting is an exciting technology that allows for 3D tubular garments to be directly spun without any seams. Put simply: Imagine a shirt without a seam connecting the sleeves to the body. What's beneficial about this process is that,

by designing garments that are completely seamless, we're reducing (if not eliminating) residual fabric scraps—which represent a significant amount of waste within the industry.

KEY RULES:

- Stay informed on the new technologies that come to the market, and ask yourself how you can utilize them to improve your processes and products.
- Regularly ask your suppliers about their own innovations & technology.

7 Cultivate Long-Term Relationship with Suppliers



As great as recycled fibers and organic cotton are, we all know that sustainable fashion can't end there. A product is only as good as its parts—but the origin of those parts is equally as important.

The fashion industry is obviously facing enormous environmental challenges—but we're also constantly coming up with new and innovative products. Here's what that means when it comes to supply chain: The relationship between brands and suppliers can no longer be purely transactional. Today, in order to truly put environmental impact on the forefront of your brand, your relationship with your manufacturers & suppliers has to be about more than just cost and lead times.

Adore Me is proud to have an incredible relationship with our suppliers: some of the largest lingerie manufacturers in the game, who are also working hard toward improved environmental and social impact. One of our favorite parts in building Adore Me to be more sustainable has been engaging in meaningful dialogue with them—not only about their sustainability achievements, but also their goals for the future. Below is an example of an innovative, goal-driven project we have collaborated on with our manufacturers.

Projects & Collaboration

In collaboration with our manufacturers & suppliers, Adore Me had the opportunity to work on a number of initiatives evolving sustainability. For example we created a capsule collection that featured products made from trash. Our supplier collected discarded plastic bottles from a local river and converted them into recycled polyester fibers, which were then spun into garments used for a capsule collection. Of course, working together on this project has strengthened our relationship with this supplier and added long-term vision to our partnership—but more importantly, it allowed us to produce high-quality lingerie while literally picking up trash.

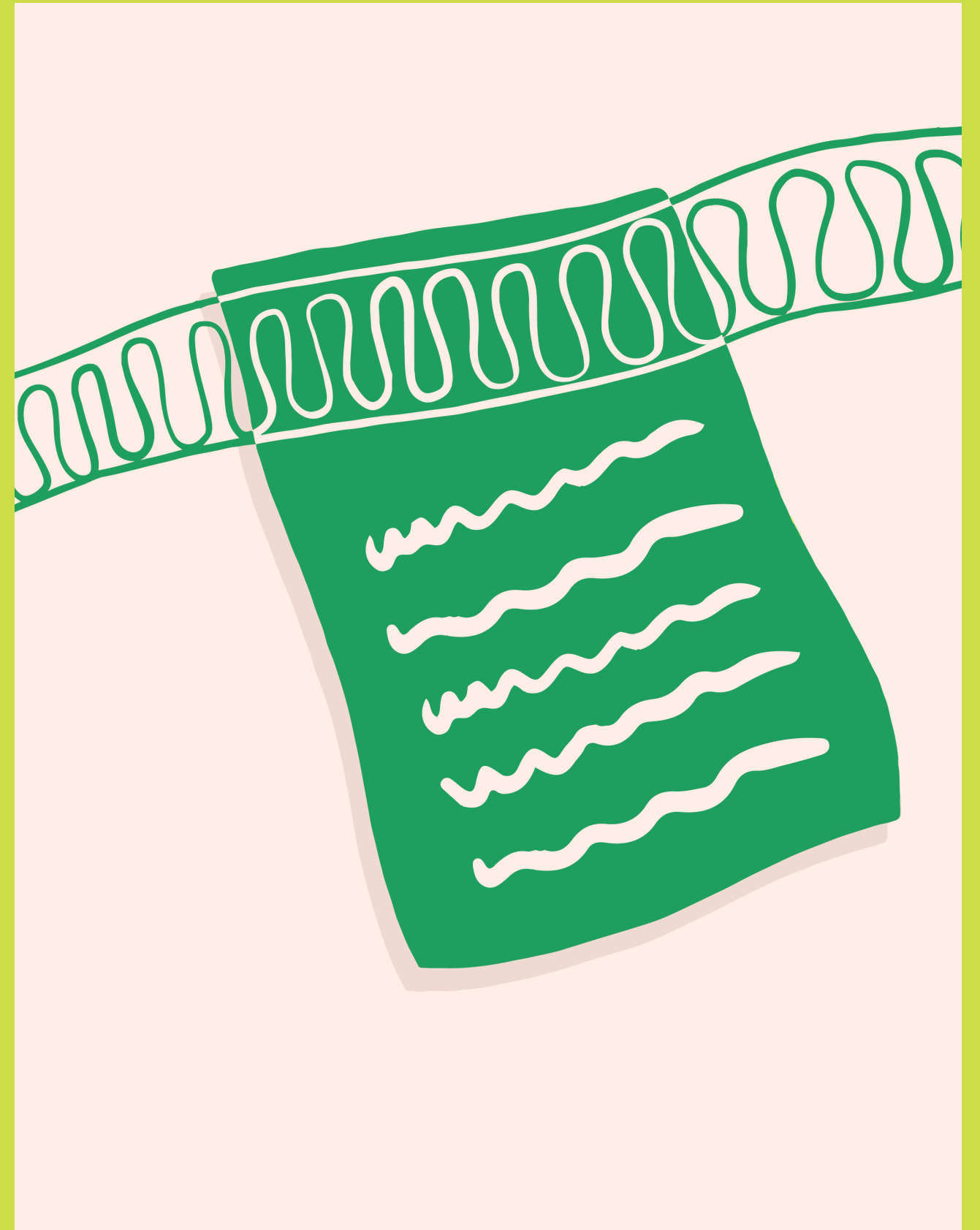


MAS SOLAR PANELS AT THE BODYLINE FACILITY IN HORANA, SRI LANKA, 2019 · CREDIT: MAS HOLDINGS

KEY RULES:

- Communicate & build meaningful, long-term relationships with manufacturers.
- Encourage collaborative work between brand & supplier to ensure both businesses grow towards shared sustainability goals.

8 Look for 8 Certifications



In a world where greenwashing is everywhere, there's a lot of uncertainty that comes along with sustainability claims. By favoring certified materials or processes, brands and customers alike can rest assured that all sustainability claims are actually verified by trusted third parties. While it's important to note that not every label or certificate is equal—the world of certifications is vast and diverse—they all generally add a layer of trust, traceability, and transparency.

Examples of favored certifications that ensure both better products and better processes include: Organic Cotton, GOTS (Global Organic Textile Standard), Fair Trade Certified™, and GRS (Global Recycle Standard).

When seeking out certifications, it's always important to do some due diligence and to understand a certification's scope—because while two certifications may focus on the same fiber (e.g., GOTS VS Fair Trade), they may cover completely different grounds (e.g., chemicals, water use, carbon emissions). You may need to turn to more than one certification to capture a more complete & well-rounded sustainability effort.

ORGANIC FIBER CRITERIAS / CERTIFICATIONS	GOTS	FAIRTRADE
GMO Free	X	X
Synthetic Pesticides Free	X	X
Reasoned Pesticide Usage	X	X
Soil Management (crop rotation, reasoned use of fertilizers, etc.)	X	X
Water Management	X	X
Remuneration		X
Community Development		X
Traceability Before Ginning Process	X	X
Traceability After Ginning Process	X	X
Environmental Management (waste, water, and energy)	X	X
Chemicals Management	X	X
Social Requirements	X	X
Fair Wage	X	X

RECYCLED FIBER CRITERIAS / CERTIFICATIONS	GRS
Pre-Consumer Material	X
Post-Consumer Material	X
Social & Environmental Criterias	X
Chemicals Management	X
Supply Chain Traceability	X

KEY RULES:

- Understand the scope & purpose of all certifications/labels.
- Opt for certified fibers instead of non-certified fibers whenever possible.
- Research and confirm suppliers' certification claims.



“It is often difficult to find a clear path through the endless web of labels and certifications. There is a wide gap between the credibility & comprehensiveness of certain independent certifications and the greenwashing hidden behind much less rigorous methodologies. My best advice for designers is to seek the support of other teams in their company—the compliance function is likely best equipped for this—to help them navigate this complex and increasingly regulated field.

– **Camille Oberkampff**
ESG COMPLIANCE COUNSEL

9 Anticipate End of Life



To ensure that sustainability is built into every aspect of a garment, the product's end of life should be anticipated during the design stage—one of the earliest stages of the process, where raw materials are considered. Recognizing that there is a lot more to be done on this topic, below are examples of avenues that Adore Me has identified to better anticipate end of life.

Biodegradability

We all know that the “best” type of waste is the waste that is never generated in the first place—or at least waste that can naturally decompose by itself. The term “biodegradable” is used to describe something that can decompose naturally by the action of water, oxygen, bacteria, or naturally occurring microscopic organisms. In other words, by choosing biodegradable fibers that are known for their ability to naturally be broken down—without compromising a garment's quality—we allow the garment to eventually return to nature without creating additional waste. Examples of biodegradable fibers include cotton, hemp, and linen.

Composition & Recyclability

Recycling garments is a complex process for many reasons, the biggest being that not all fibers are recyclable—another reason why controlling a garment's composition during the design stage is so important.

In an effort to make what's still a complex process more commonplace within our brand, Adore Me has been working with a third party to investigate ways to create new fibers out of old Adore Me products. One requirement that was shared with us was that products had to contain less than 12% elastane. With this new knowledge, our designers can now use this threshold to make better decisions during the design stage when it comes to anticipating the end of life of a garment.

Accessories & Trims

Mono-material products tend to be the easiest garments to recycle and transform into new yarns—but with a product as complex as a bra, mono-materiality isn't always feasible.

In a bra, metalware and trim is essential. Wires provide essential support, strap adjusters & elastic provide a comfortable fit, and hook & closures allow the bra to be functional. Again, we are reminded why it's so important to consider the end of life as early as the design stage. By doing so, garments can be designed in a way that allows accessories & trims to be disassembled at the end of the product's life.

Downcycling

It's clear that many garments are difficult to recycle effectively, and in this case, the best option may be to downcycle: to give the garment a completely new purpose. An example of downcycling includes using old garments as construction insulation or padding.

KEY RULES:

- Continuously challenge product composition—and do it at the earliest stage of designing a garment.
- Whenever possible, reduce the number of materials, components, and trims within a garment.

10 Focus on Great Fit





“At Adore Me, we’re passionate about bringing you beautiful products with amazing fit. We want every person to feel confident, comfortable, and fabulous in our products. Through providing amazing fit and guidance in how to find the perfect fit for you, we hope to help you find your new favorite bras that you’ll want to wear forever.

– Colleen Leung
 DIRECTOR OF TECHNICAL DESIGN & FIT AT
 ADORE ME

The fit of a garment is important for many reasons, but what people often don’t realize is that fit plays a big role in reducing waste. Everybody owns a few items that just don’t fit well, and they live on the bottom of our drawers waiting to be donated—or worse—thrown away. To reduce this type of waste, and to ensure garments can be worn frequently and over extended periods of time, fit must be particularly qualitative. When a product fits well, we typically don’t want to part with it or replace it. It’s as simple as that.

That’s why fit is such a huge and integral part of our design process at Adore Me. Our technical design team is constantly applying their expertise to ensure that every single product goes through rigorous reviews and multiple fitting rounds with various sizes. We also offer a Fit Guide on AdoreMe.com, which is available to help customers troubleshoot their most common (and even some not-so-common) bra-fitting issues—from the comfort of their own homes. Below are examples of how we assist our customers in finding the right fit on AdoreMe.com.

Let’s Make Fit Happen!

WHAT’S YOUR BAND SIZE?

Find the inch measurement you got from your ribcage using the range on the left column. The column on the right is your corresponding band size.

RIBCAGE MEASUREMENTS	BAND SIZE
25-27"	30
28-29"	32
30-33"	34
34-35"	36
36-38"	38
39-41"	40
42-43"	42
44-46"	44
47-50"	46

WHAT’S YOUR CUP SIZE?

Subtract your ribcage measurement in Step 2 from your fullest bust measurement in Step 3. This inch number is your starting cup size—as seen in the chart below.

FULL BUST—RIBCAGE	CUP SIZE
4"	A
5"	B
6"	C
7"	D
8"	DD
9"	DDD
10"	G
11"	H
12"	I

BUT WHAT IF I HAVE A NARROW BACK OR MORE PETITE FRAME?

If you have a narrow back or smaller frame, this chart will give you a better gauge on the cup size that could work even better for you.

FULL BUST—RIBCAGE	CUP SIZE
3"	A
4"	B
5"	C
6"	D
6-7"	DD
7-8"	DDD
8-9"	G
9-10"	H
10-11"	I

KEY RULES:

- Recognize the importance of technical design, and always include fitting as a key step in product development.
- Create brand-specific fit guides to support customers in finding a size that’s right for them.

Conclusion

This guide was drafted to empower designers as they work towards more sustainable fashion. We truly believe that creativity and sustainability can coexist—and in fact, they must. This guide was designed to evolve as new technologies, fibers, and processes are uncovered. If you have any comments or suggestions, do not hesitate to reach out at ranjan@adoreme.com.

We truly believe that creativity and sustainability can coexist—and in fact, they must.

Acknowledgements

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ADORE ME