



Organizations are progressively perceiving the meaning of corporate social obligation and are making the essential changes to meet buyer's fulfillment. The fashion industry represents around 4% of discharges internationally, comparable to the consolidated yearly GHG outflows of France, Germany, and the United Kingdom.

Ethical problems in the fashion industry are the reason for some discussions. Numerous businesses consistently answer to public worries by showing their corporate social obligation in various techniques. Some are revolutionary by being green. Others select a specific issue which they choose to show their obligation. Ethical fashion brings the basic issues associated with work conditions, animal welfare, fair trading, exploitation, and the environment in the fashion industry. The Moncler group has been responsible for the past decade, and it can be seen with the last 3 years most-sustainable fashion brand title that we have achieved.

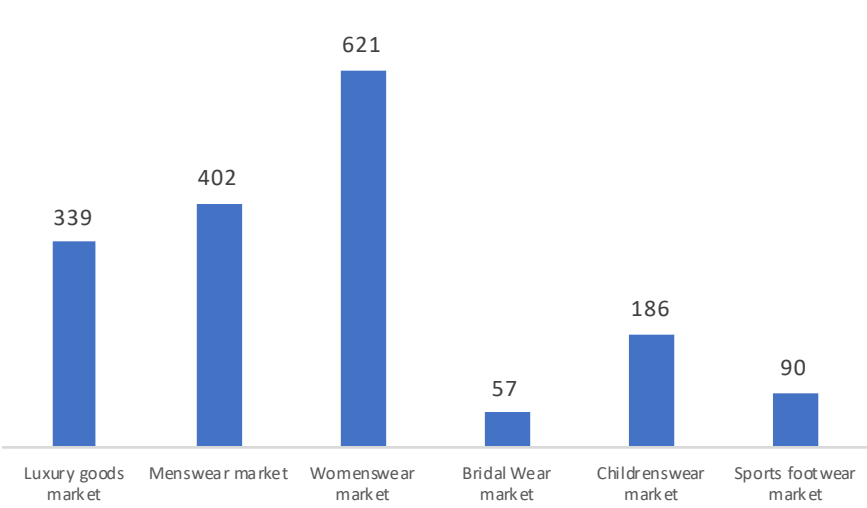
As the organization proceeds with its extraordinary system to reclassify extravagance by manufacturing a buyer-driven association, direct-to-customer diverts in China, South Korea, the U.S. what's more, Europe, Middle East, and Africa area improved — second from last quarter 2021 incomes rose 55% at steady trade to 555.5 million euros and were up 33% on a similar time of 2019.

The research and analysis that we have carried reflects on a few social issues such as – Gigantic amount of new water is utilized for the coloring and completing cycle for the entirety of our garments. As reference, it can take as much as 200 tons of new water per ton of colored texture. Moreover, clothing has obviously become dispensable. Therefore, we create increasingly more material waste. A family in the western world discards a normal of 30 kg of attire every year. Regardless, the fashion industry has a significant impact in debasing soil in various ways: overgrazing of fields through cashmere goats and sheep raised for their fleece; debasement of the dirt because of monstrous utilization of synthetics to develop cotton; deforestation brought about by wood-based filaments like rayon. In conclusion, loss of woodlands is compromising the biological system and native networks, as in Indonesia where enormous scope deforestation of the rainforests has occurred over the previous decade.

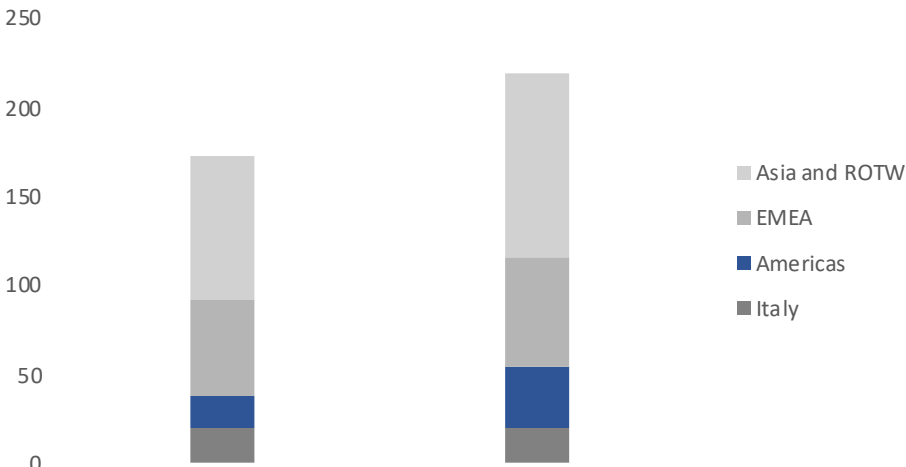
What can we do about it? As a brand we must focus and encourage not only our consumers but also the potential demography to pick garments made in nations with stricter ecological guidelines for plants and that utilization natural strands and regular filaments that don't need synthetic compounds to be delivered. Pick strands with low water utilization like cloth, reused filaments. Distinguish the need to utilize more supportable and natural brands like Moncler. Purchase garments made in nations fueled by more sustainable power and consider picking Lyocell/Tencel® rather than rayon, modular or thick.

Namely, our competition lies with every famous luxury brand but in regard to our product our only potential rivals for the past few years consistently has been, Canada Goose. We are often associated with the likes of LVHM and The North Face, but it is visible that the Canada Goose outperforms them closer to us in most degrees of utility. Moncler after having acquired Stone Island can use this to attain a larger market segment as Moncler is luxury driver and Stone Island has been a high-end street wear brand. This can be leveraged to increase the ability to fit perfectly into the more casual market where Canada Goose can be seen to be doing better. Canada Goose also portray a sustainable business jargon but there is more than what meets the eye. At Moncler our sustainability driven lifestyle and workforce must now pace dynamic operations under Stone Island to make sustainability more available for consumers and eventually helping others contribute less towards the carbon footprint. All this while we excel to grow our international markets and profitability.

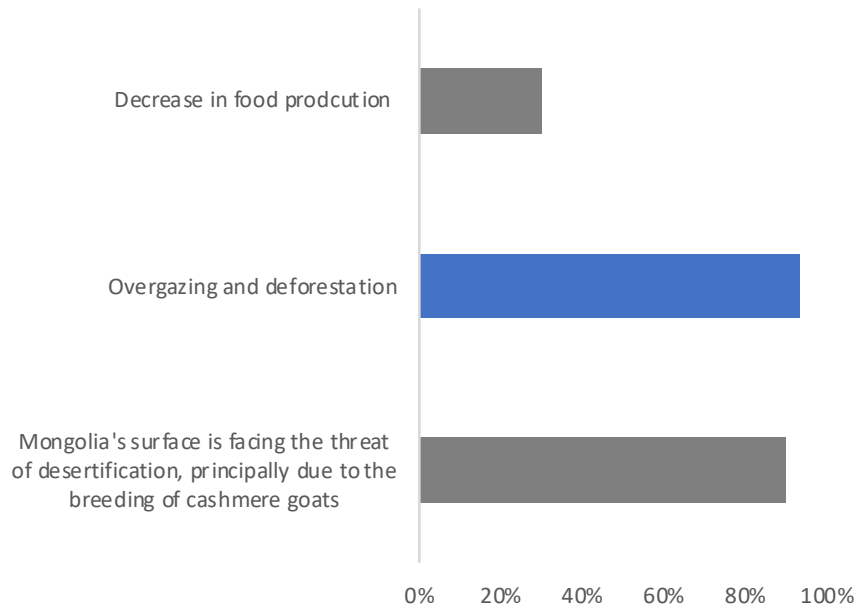
Fashion Industry - Key Statistics (USD, Billions)



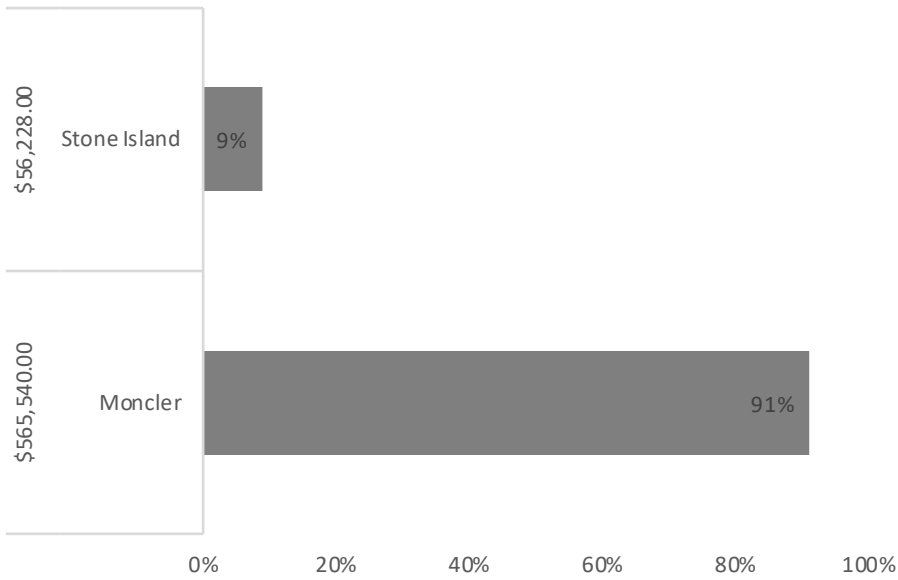
New stores from 2015 to 2020 by region



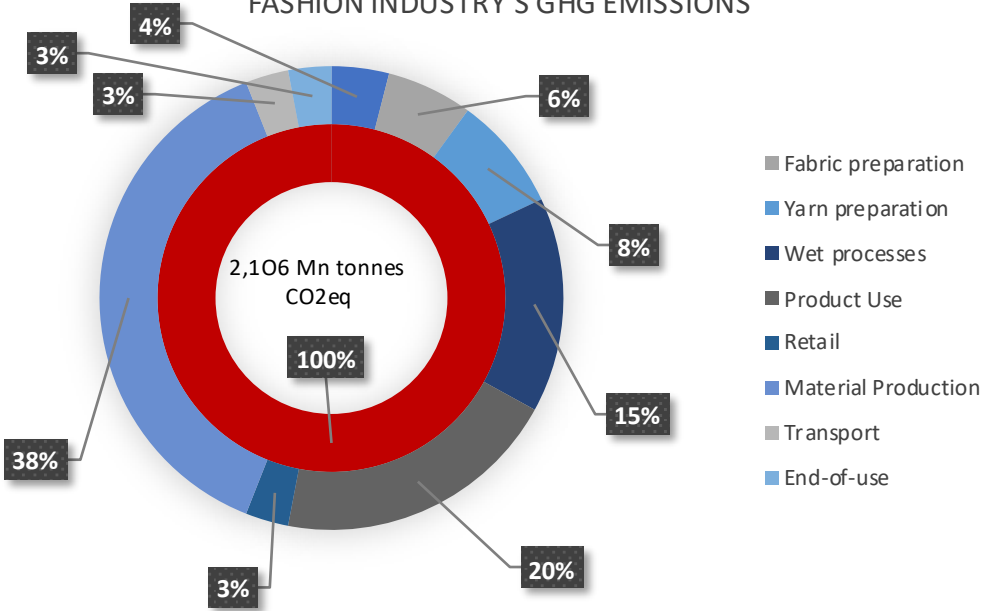
FASHION & SOIL DEGRADATION



2021 Q1 Revenue Distribution



FASHION INDUSTRY'S GHG EMISSIONS



Level of sustainability - 2021



