

FUTURE STARTS TODAY.



Global Awareness Brochure

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At Maxi Leaf we believe that the future starts today. There is no longer any doubt about how we, as human kind, have failed our planet. We take it for granted and end up forgetting one of life's greatest gifts: nature. So today we take a step forward. Today we become the epithet of sustainable and conscious fashion.

In 2021, within four walls, fabrics and new ideas, Maxi Leaf was born. Within a traditional and increasingly uncontrolled industry, we believed it was possible to do something better for us, for culture and for the environment. We joined efforts and dedicated ourselves to creating a sleepwear and homewear brand that respected the limits of nature. So at Maxi Leaf we go beyond ecology or sustainability: we want to strengthen global awareness.

The creation of this brochure is an important step for our brand. We are excited to share with you all our achievements and the environmental challenges we will face in the coming years.

FUTURE STARTS TODAY.



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Maxi Leaf was born from a need, to become a dream. We want to provide comfort, we want the pieces to be timeless, and with great durability, without losing essential characteristics during use. We are not perfect, neither do we want to be, but we have the ambition to be the best among the best, because we want to leave a better world, for our children, but also for other children, that not being ours, are all children of the same world.

Testimony Maxi Leaf Founder

WHAT MOVES US

MAXI LEAF'S GLOBAL AWARENESS

Maxi Leaf is a Portuguese sleepwear and homewear brand founded in 2021 with the purpose of producing garments with low environmental impact. We guarantee a good relationship with our stakeholders, defend human and labor rights and operate according to ethical and transparent principles. We want to preserve and be part of an environmentally friendly future. To achieve this goal, Maxi Leaf aims to be:



Environmentally Friendly



Socially Fair



Economically Viable



Culturally diverse

We take nature as the main source of inspiration, turning Maxi Leaf into an echo of well-doing, infinitely more than doing a lot!



GET TO KNOW US BETTER

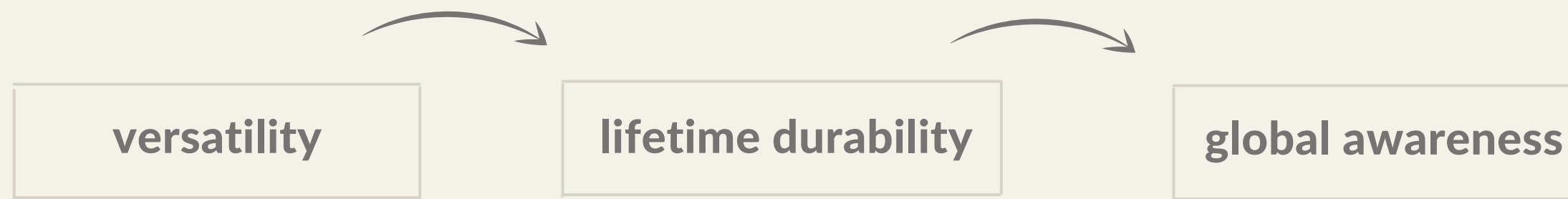
OUR PRODUCTS

We design exclusive sleepwear and homewear collections that combine style and comfort. The versatility of our garments allows you to complete and combine outfits for your day/night. We stand out for the high quality, durability, and, of course, sustainability of our materials. We produce effectively and efficiently in order to reduce environmental impact and improve the health of the planet.

We are constantly looking for new ways to evolve and take a step towards change. Can we count on you?

At Maxi Leaf we combine design with social responsibility and create unique collections. We want to put an end to fast-fashion, so we design garments that can be worn multiple times and over a long period of time. With this in mind, we produce versatile garments in delicate tones and minimalist lines, ideal for any occasion.

We want to make sure that society is aware of the problems related to the textile industry. We believe that in the near future we will be able to measure our impact and contribute to an urgent change.



Innovation design helps to reduce waste and foster recyclability.



OUR MATERIALS



Maxi Leaf is distinguished by the rigor of its materials, choosing natural and durable raw materials that minimize environmental impact. We value the natural resources of our country and for this reason, our garments are produced majority with raw materials that enhance the development of the region.

We prioritize the use of organic and recyclable fibers, which improve the quality of our fabrics. Our materials offer sustainability and versatility, respecting and preserving the health of our planet.

ORGANIC COTTON

Organic cotton consumes 71% less water than traditional cotton.

Organic cotton is a natural and breathable fibre, produced in sustainable systems, without the use of synthetic additives or pesticides. As such, it preserves soil conditions, reduces greenhouse gas emissions and does not harm the health of farmers.

Cotton is a natural and biodegradable fibre which, other than being extremely smooth is also extraordinarily resistant and breathable. It is the most naturally comfortable choice for your skin.

We therefore practice fair trade, choosing a fibre grown and manufactured under ethical working conditions and, naturally, with a lower environmental impact.

Trimings

Buttons

Unlike the normal plastic and polyester buttons, at Maxi Leaf, we present a new concept: buttons made of coconut fibre, more sustainable, natural and resistant.



Zippers

We decided to produce zips locally to facilitate their recycling. In our garments, We chose a zipper with hooks made of recycled plastic and a metallic slider.



Labels

Our labels are made from biodegradable paper with natural cotton fibers and contain seeds inside. Afterward, you can plant it following the guidelines that go with your products, and simply watch it grow!



THE FASHION IMPACT



The fashion industry is considered one of the most polluting because the whole production process involves high water consumption, soil erosion, emission of polluting gases and waste. However, consumer behaviour has evolved over the years, with a greater concern about the impacts of the textile industry on the environment.

As a result, day after day, Maxi Leaf seeks new solutions to make fashion more conscious and less harmful to the planet. We create environmentally friendly collections and adopt more efficient methods that contribute to a greener future. At Maxi Leaf we promise to adopt the best behaviour in favour of nature. Small gestures help to change the world. Shall we start?

OUR PROCESS

HOW THINGS WORK AT MAXI LEAF

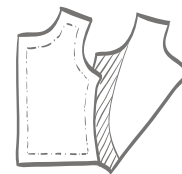
Our manufacturing process involves different stages, and in that case, it is important to follow the transformation and creation of Maxi Leaf collections. We take responsibility for ensuring that at all times we avoid waste and preserve natural resources by building sustainable garments.



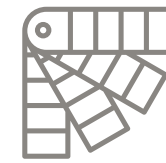
Sketch of ideas



Raw materials processing



Modeling



Samples



Manufacturing



Quality checking



Packaging

We support the northern region of Portugal, the place where our garments are carefully made. We guarantee a quality-oriented production process, taking into account the ethical principles of our employees.

OUR PRODUCTION

● WATER SAVING

The fashion industry uses 10% of the available water supply, which aggravated by climate change has triggered new questions in society. Therefore, it is our responsibility to reuse and conserve the water of our planet. Our production chain enables us to implement solutions that Comply with the requirements for minimum water usage.

● RECYCLABLE MATERIALS

We are increasing the use of 100% recyclable materials such as cotton, polyester, plastic, among others. For this reason, we give priority to recycling textiles, in order to transform and reuse them in new garments.



OUR PRODUCTION

● MINIMISING WASTE

All waste arising from production is properly packaged and forwarded to waste processing or treatment companies. At Maxi Leaf we integrate environmental awareness as part of our business and we work hard to improve the management of waste from our activity. In addition, we have limited stocks in order to make the most efficient use of all physical and human resources.

● MAXIMISING PRODUCT LIFE

We strive for the quality and durability of our clothes, fostering the circular economy and increasing the useful life of the product. We take responsibility for reusing and recycling materials, giving a new life to the garments and to the planet.



Did you know that a plastic bag can take up to 20 years to decompose in nature?

Our commitment is to preserve the environment by investing in solutions and technological innovations that make our production increasingly more ecological.

We are proud to assume that our packaging process is totally plastic-free.

Our tote bags are a sustainable and durable alternative, ideal for keeping our collections well packed. The Maxi Leaf bag is stylish, versatile, practical and you can use it in your everyday life.



PACKAGING



Transparency

We share relevant, truthful and complete information about our practices, from sourcing to delivery of our garments. Our transparency helps audiences understand what is behind Maxi Leaf: a business that aims to give voice to environmental concerns in the fashion industry.

We practice fair trade, with appropriate pricing, a fully reliable supply chain and a management and innovation system that allows us to enhance the production of our collections made exclusively in Portugal.

MADE IN PORTUGAL

Maxi Leaf was born in Barcelos as a result of hard work and dedication of a multidisciplinary and motivated team. Why Portugal? It's simple, we wanted to keep the supply and value chain focused, reducing the environmental impact and boosting regional development. We continuously emphasise our origin:

- by our confidence in the know-how and supreme quality of Portuguese companies;
- by the certainty and guarantee that our entire supply chain respects and prioritises the rights of its employees and the protection of the environment;



At Maxi Leaf we promote fair and equal working conditions and establish a relationship of trust and proximity with all our employees, customers, suppliers and partners. We have a grievance mechanism so that the rare voices of discontent in the Maxi Leaf family are heard.

We are aware of the inequality of opportunities between classes, genders, ethnicities, people of various sexual orientations and different religious beliefs, so we have a duty and a commitment to never, under any circumstances, judge or discriminate against any employee, customer or supplier based on such fragile and erroneous assumptions as those mentioned above.

We cultivate social welfare at all stages of manufacturing. We want to be part of a fairer and more aware industry!

PEOPLE: A KEY TO SUCCESS



WE WANT TO REINVENT AND TRANSFORM THE TEXTILE INDUSTRY!

We are committed to doing the right thing for ourselves and for our planet.

Our priorities are therefore:

- Eliminate polluting gas emissions
- Abolish all kinds of waste
- Encourage the circular economy
- Ethical supply of raw materials
- Recruiting and valuing professionals in the area
- Promote a safe and fair workplace
- Promote inclusion and diversity
- Educate society for a better future

Priorities

Carbon Neutrality by 2030 (NET zero)

We have established that by 2030 Maxi Leaf will be certified as Carbon Neutral by offsetting all its emissions in various environmental requalification projects.

Sustainable delivery of orders

Although little depends on us, we leave the commitment to be continuously more demanding in the provision of this service and to be pioneers in its adoption.

Energy Efficiency

Our facilities are constantly and progressively changing in order to improve their energy efficiency. This is a multi-disciplinary effort that encompasses all our partners and includes both the thermal insulation of the infrastructures and the machinery incorporated in the transformation process, as well as the lighting used.



Certifications

How do we ensure that our suppliers are founded on the same pillars as Maxi Leaf?

Through certifications such as GOTS, BCI, B Corporation, among others, we have a clear indication of the environmental and social commitments of our partners. By making these partnerships, we can ensure the appropriate use of energy from renewable sources, the use of organic cotton, the focus on the production and manufacturing of organic fabrics, which allows us to balance our purpose with profit.

We have expanded our responsibilities towards society and the environment, reinforcing our commitment to global awareness. By establishing these partnerships, we are certainly investing in a better future.





Thank you for your support. Welcome to the Maxi Leaf Family!

