



# ba&sh

CARBON FOOTPRINT 2025



Content



What is a  
carbon footprint ?



ba&sh’s carbon  
footprint in 2025



CO<sub>2</sub>e emissions  
by scope



CO<sub>2</sub>e emissions  
by category

|                                |     |
|--------------------------------|-----|
| Raw materials & confection     | P8  |
| Transport                      | P11 |
| Purchases of services & assets | P13 |
| Travels                        | P14 |
| Product use & end-life         | P15 |
| Packaging                      | P16 |
| Energy                         | P18 |
| Renewable energy use           | P19 |
| Waste                          | P20 |



# What is a carbon footprint ?

## Definition

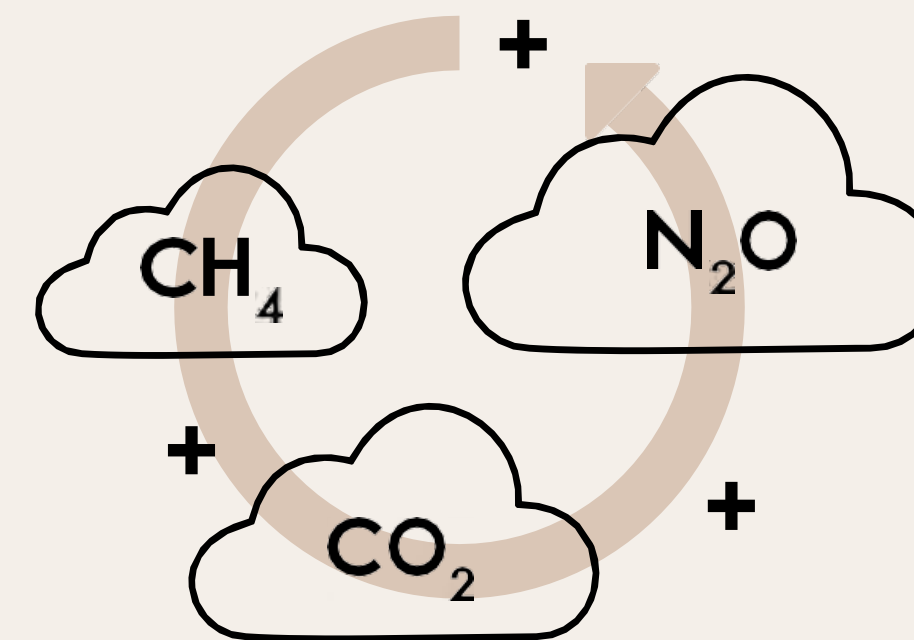
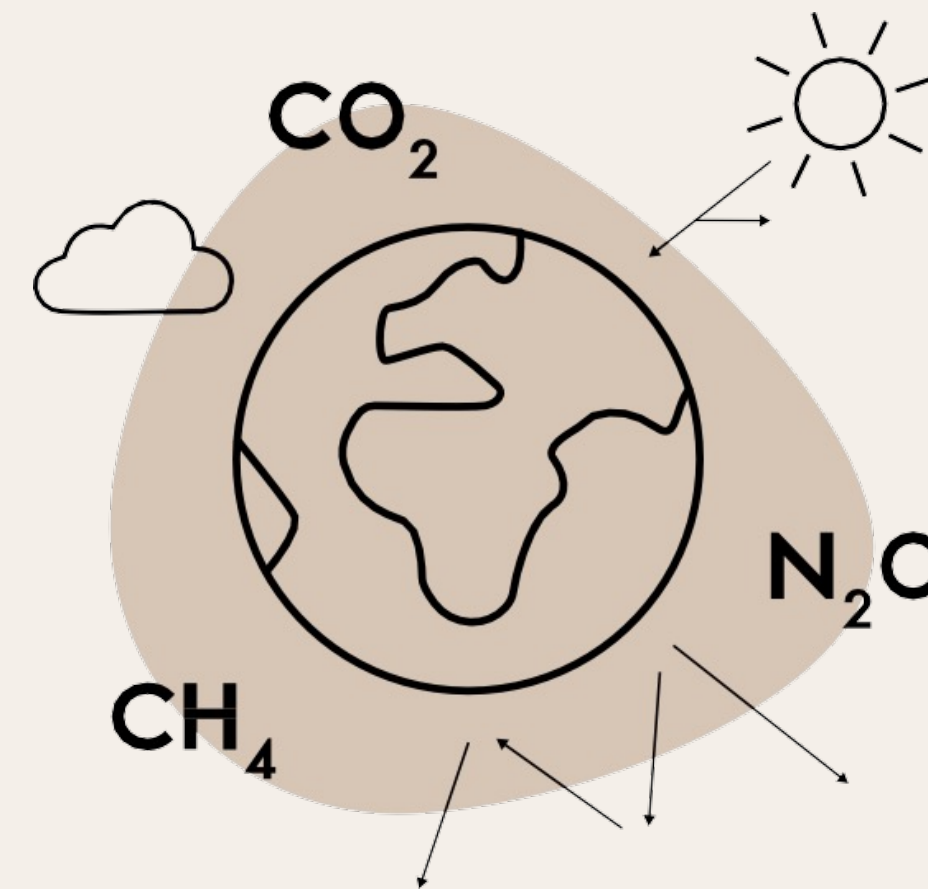


The term greenhouse gases refers to gases naturally present in the atmosphere that trap the sun's rays and keep the earth at a habitable temperature. However, for several decades, human activity has caused an accumulation of these climate change gases.

**CO<sub>2</sub> (carbon dioxide) is one of the gases that contributes to the greenhouse effect and thus to global warming.** As the most common greenhouse gas, we use it as a reference to measure our carbon footprint in tonnes (tCO<sub>2</sub>e).

CO<sub>2</sub>e is short for 'carbon dioxide equivalent'. It is a measure used to quantify the impact of different greenhouse gases (GHGs) on global warming, converting them into CO<sub>2</sub> equivalents.

**The carbon footprint represents the total amount of carbon emitted by an individual, a product, a process, a country or a company.** The greenhouse gases present in the atmosphere are carbon dioxide, methane and nitrous oxide.



**Greenhouse gases in the atmosphere:  
carbon dioxide, methane and nitrous  
oxide.**



# ba&sh’s carbon footprint in 2025

ba&sh has been calculating its carbon footprint annually since 2021.

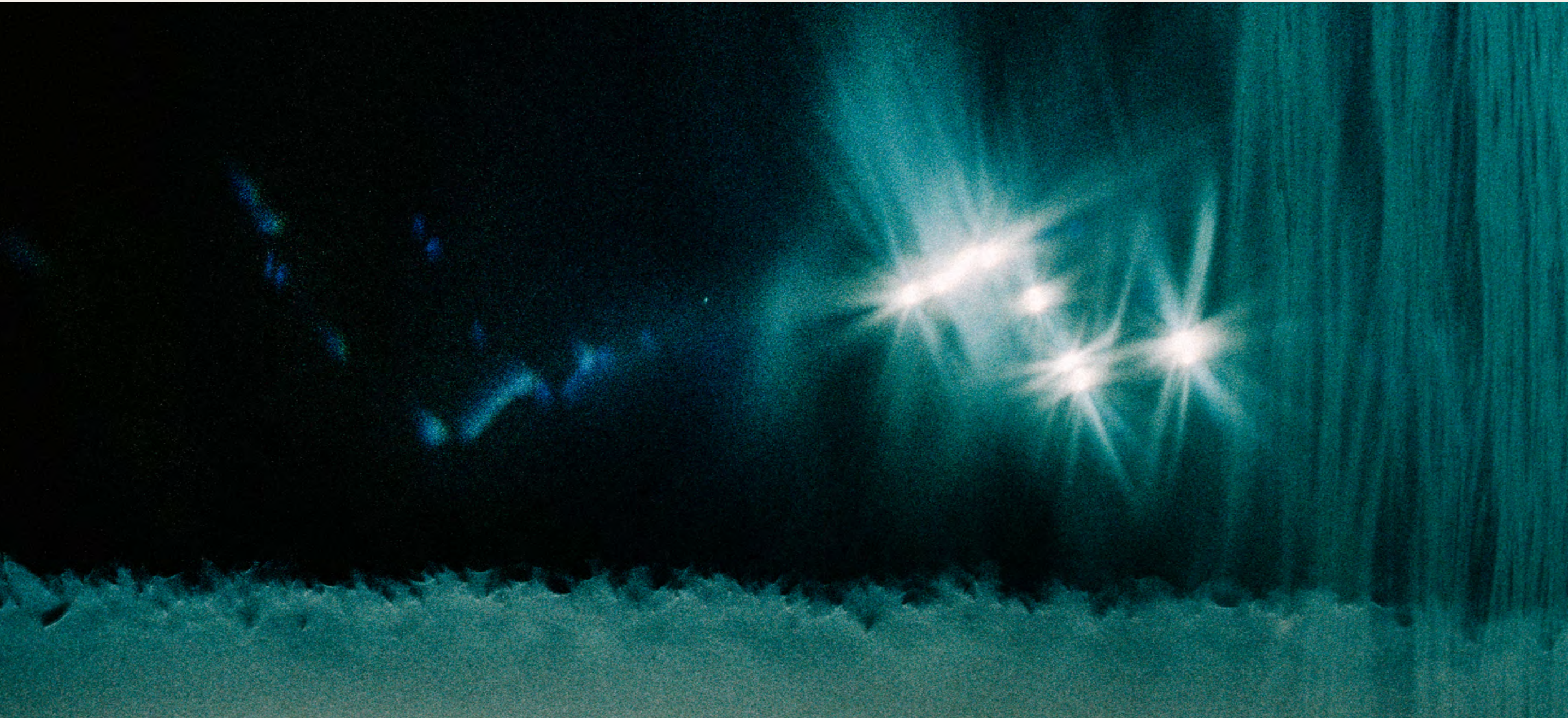
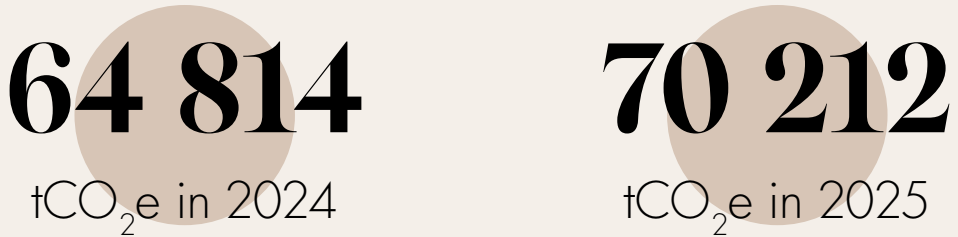
We use the GHG Protocol method, an international assessment framework developed by the World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI), which covers all the company's activities, i.e. scopes 1, 2 and 3 (for more details, see next page).

Since 2024, our carbon footprint assessment has been carried out using our new SWEEP management tool, enabling us to automate data collection and improve reliability, while centralizing information.



**-4%**  
fewer emissions  
generated since 2021

Carbon footprint 2024 vs 2025 (tCO<sub>2</sub>e)





# ba&sh’s carbon footprint

## Comparison of footprints between 2024 and 2025

ba&sh increased its carbon footprint by 8% between 2024 and 2025, an increase of 5,398 tCO<sub>2</sub>e.

Reducing our carbon footprint year after year is a challenge and one of our top priorities. This trend is explained by several combined factors:

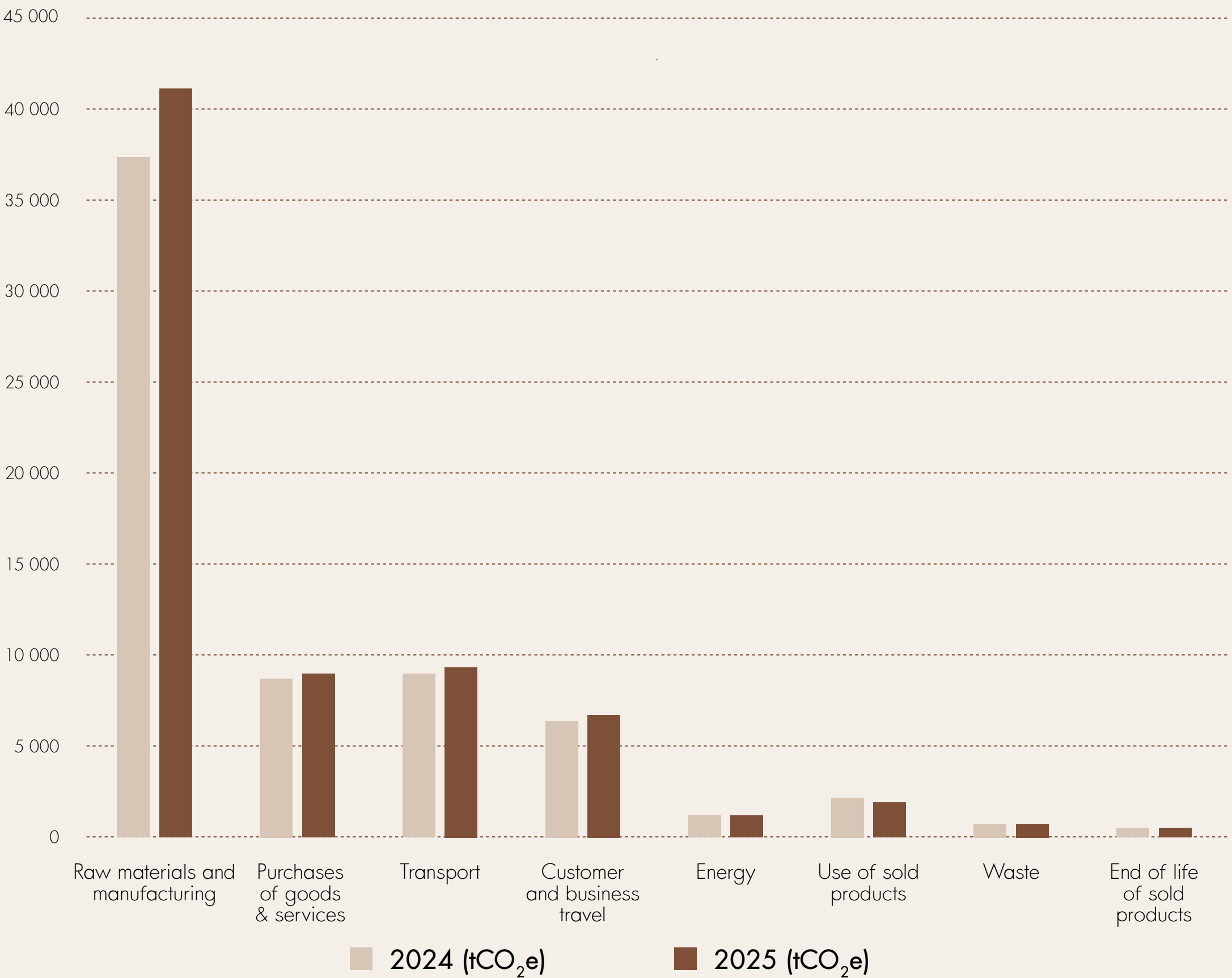
- We strengthened our **calculation methodology by applying more demanding emission factors**, particularly for recycled materials, to better reflect their real impact. A **more rigorous measurement mechanically produces higher figures**: that is the price of transparency.
- At the same time, **our 2025 collections include a larger share of animal materials (wool, leather, cashmere), whose carbon footprint is higher**. These materials are part of our identity, and we are working to reduce their impact through certified and regenerative supply chains whose carbon benefits cannot yet be quantified at this stage.

Finally, **the growth of our business translated into higher manufacturing and transport volumes**. Despite our efforts to limit the use of the most emitting modes, emissions from upstream transportation increased by 20% between 2024 and 2025.

**These results reinforce our sense of urgency to accelerate on our levers for action:**

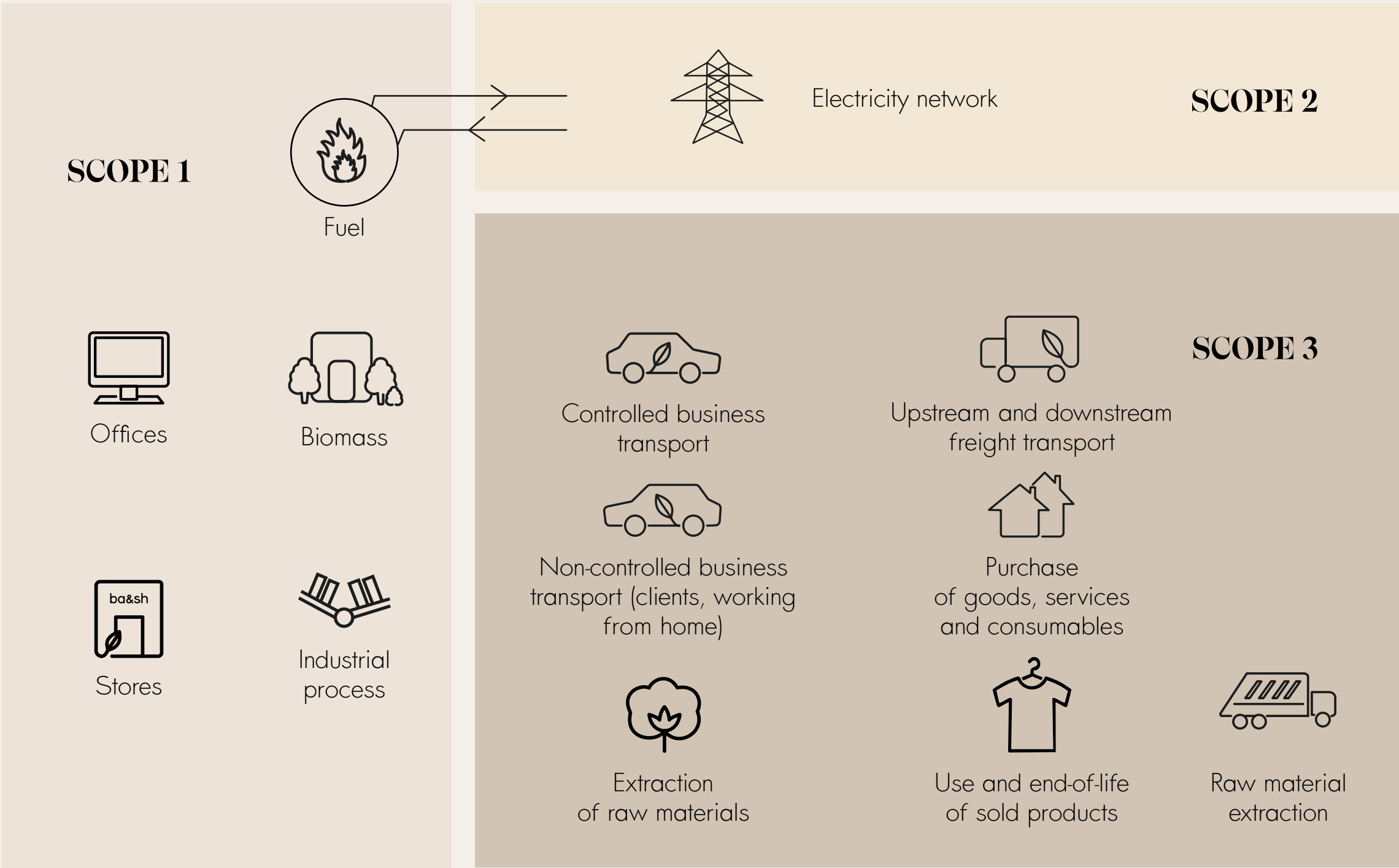
- increasing certified materials,
- reducing the use of air transport,
- powering all our infrastructure with low-carbon energy,
- the gradual relocation of our production to nearshoring, with a target of 60%.

Comparison of footprints between 2024 and 2025 by emission category



# CO<sub>2</sub>e Carbon Footprint

## Breakdown of CO<sub>2</sub>e emissions in 2025



**SCOPE 1** : Direct emissions from facilities controlled by ba&sh  
**SCOPE 2** : Indirect emissions related to purchased energy consumption  
**SCOPE 3** : Indirect emissions generated throughout the value chain, upstream and downstream

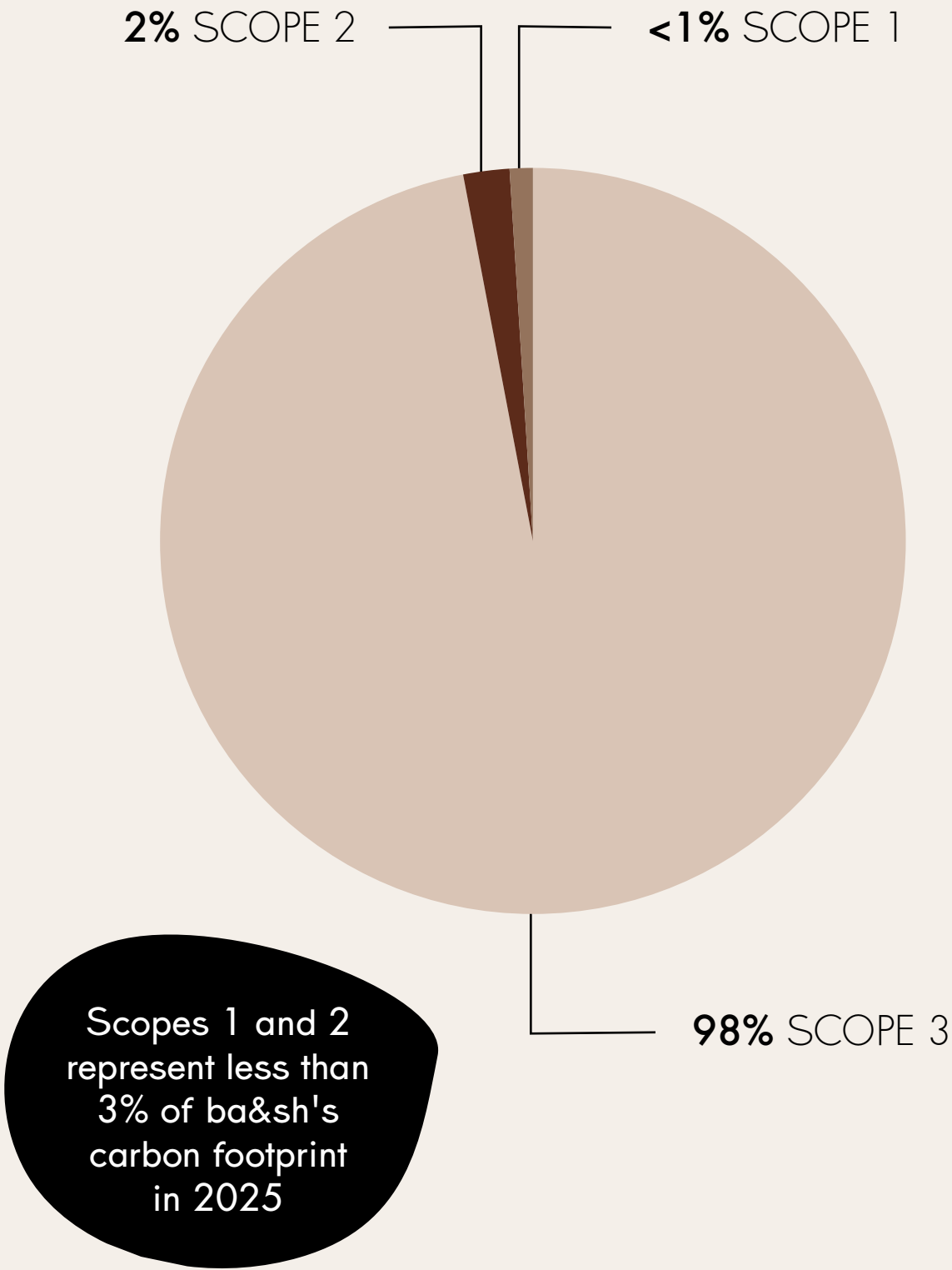
### Methodological change, Energy (Scopes 1 & 2)

In 2024 and 2025, we updated our methodology for calculating energy-related emissions.

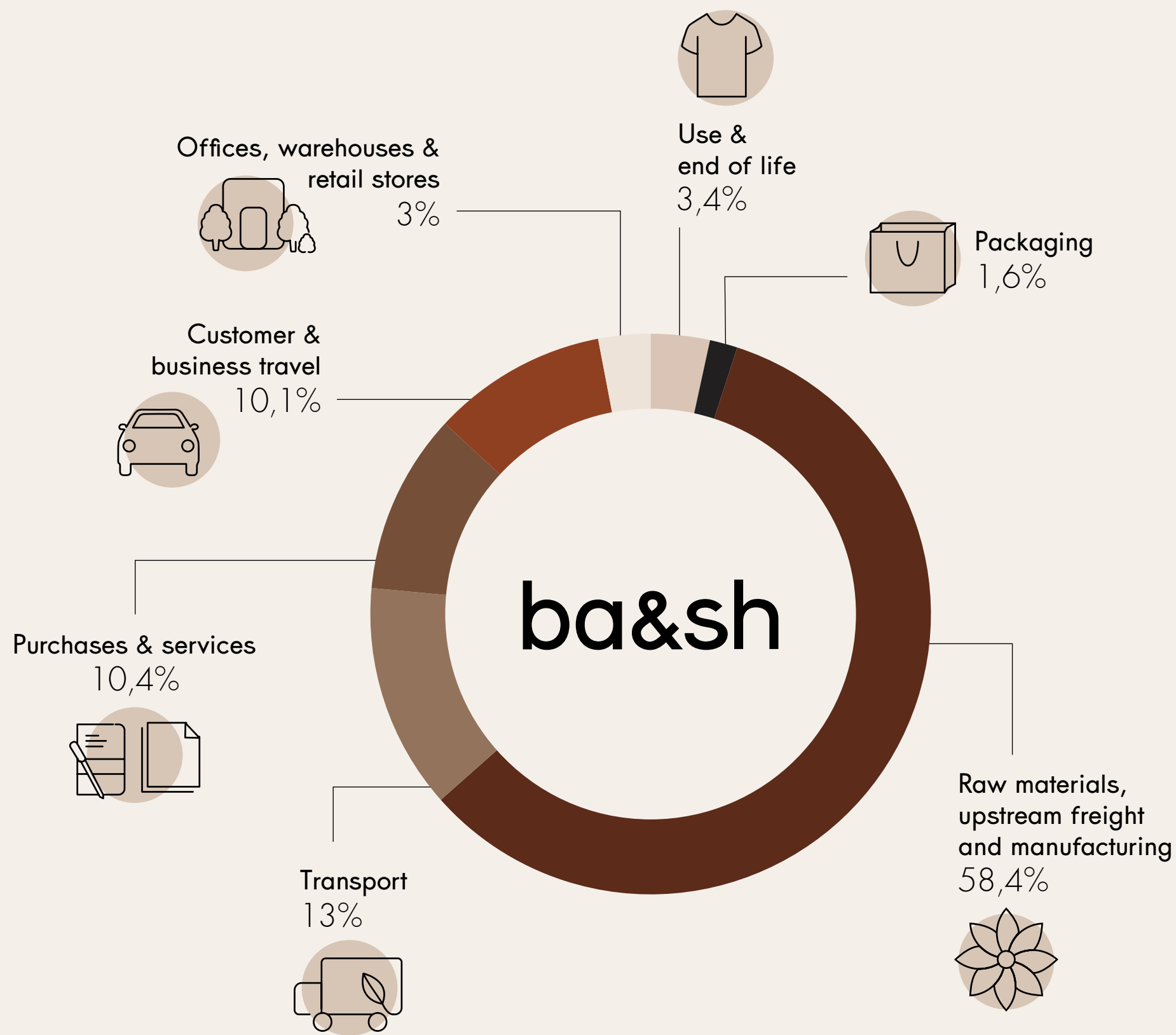
This update, which applies to Scopes 1 and 2, means that the 2024 and 2025 data are not directly comparable with those from previous reporting years.

This approach is part of our ongoing commitment to refine the management of our environmental impact, relying on more reliable, precise and representative data. It is notably based on updating the emission factors used, in order to more accurately reflect the reality of our energy consumption and the specificities of our energy sources.

Breakdown of emissions across scopes 1, 2 and 3 in 2025 (tCO<sub>2</sub>e)



# Breakdown of CO<sub>2</sub>e emissions by category



The production of raw materials and the confection of products are the upstream part of our value chain. Ba&sh’s emissions are mainly generated at this stage.

|                                                                                                                                                 |                                                                                                                                                       |                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Raw materials &amp; confection</b><br>Production of raw materials, and transport to the manufacturing factories where the garments are made. | <b>Transport</b><br>Shipments from the manufacturing factories to our warehouse and then to our shops or customers.                                   | <b>Services purchases</b><br>To ensure the efficient running of ba&sh: insurance, advertising, maintenance, etc.                             |
| <b>Travel</b><br>Employees (business travel and commuting), customer travel to point of sales.                                                  | <b>Products use and end-of-life</b><br>Production of textile materials, transport of raw materials to manufacturing factories, garment manufacturing. | <b>Purchase of goods</b><br>To ensure the efficient running of ba&sh: logistics equipment, IT equipment, etc.                                |
| <b>Energy</b><br>Energy consumption in offices, warehouse and stores.                                                                           | <b>Waste</b><br>End-of-life of waste produced in the offices and warehouse.                                                                           | <b>Packagings</b><br>Purchase of the packaging required to protect, transport, and deliver our products — from storage to customer shipment. |

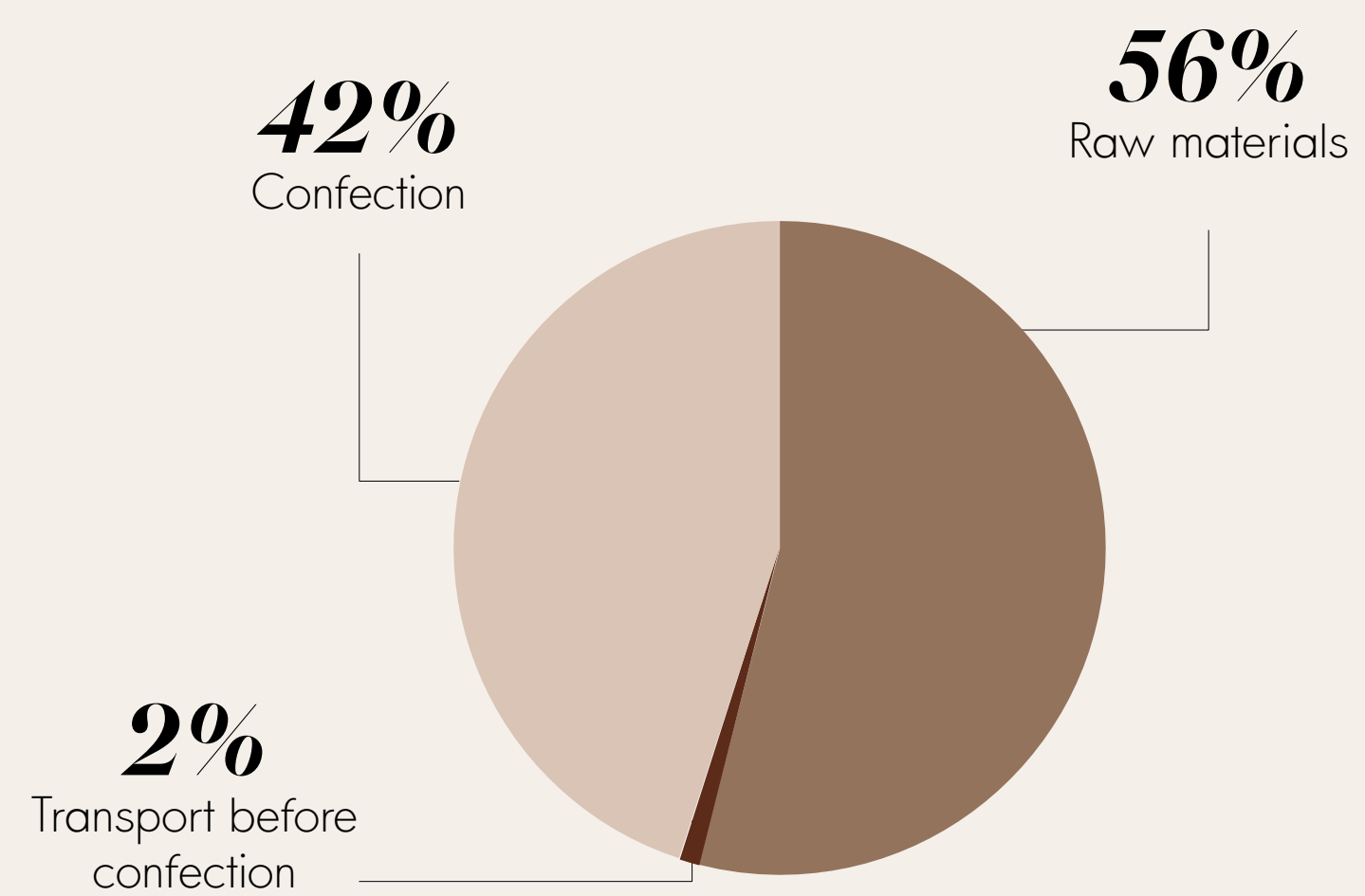


# CO e emissions by category

## Raw materials and confection

The production of raw materials and the manufacturing of garments is the most impactful stage. It is ba&sh’s primary source of emissions, accounting for **58 %** of our carbon footprint – a total of **41 000 tCO<sub>2</sub>e**.

### Breakdown of emissions related to the production of our garments

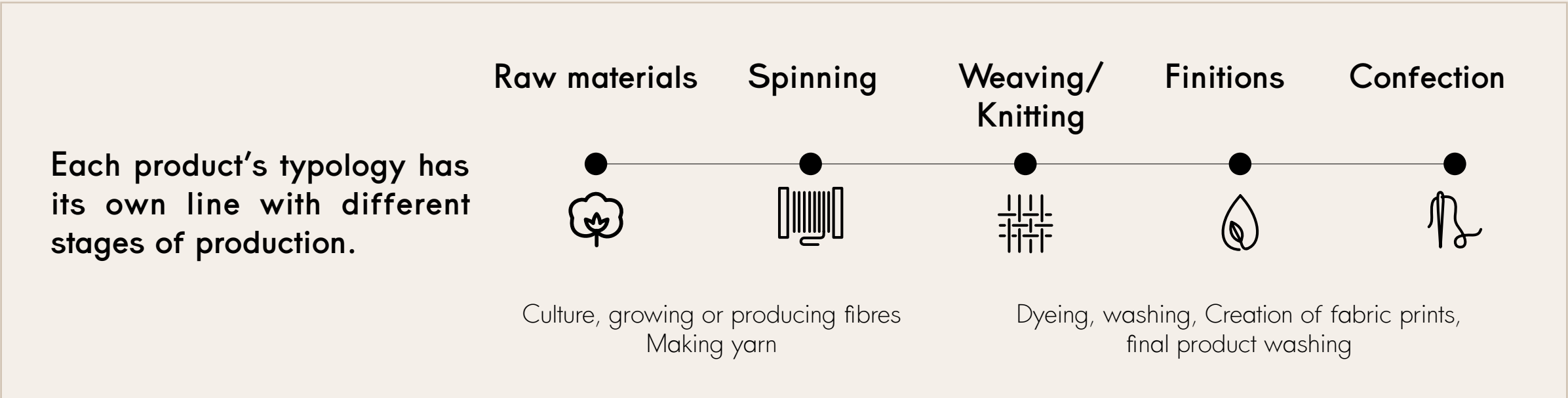


41 000 tCO<sub>2</sub>e - 58%

From the raw material to the finished product, a serie of different steps unfold: extraction or cultivation of materials, spinning, dyeing, printing, knitting or weaving, finishes, transport, etc... All the stages in this chain are recorded here.

Supply chains are generally split into four or five stages, with tier 1 the closest to the final item of clothing and tier 5 the furthest away.

- **Tier 1:** Manufacturing
- **Tier 2:** Textile processing (dyeing, printing)
- **Tier 3:** Fabric creation (weaving or knitting)
- **Tier 4:** Thread creation (spinning)
- **Tier 5:** Production of raw material (growing cotton, farming)



Emissions linked to products and raw materials have been calculated using the following two methodologies:

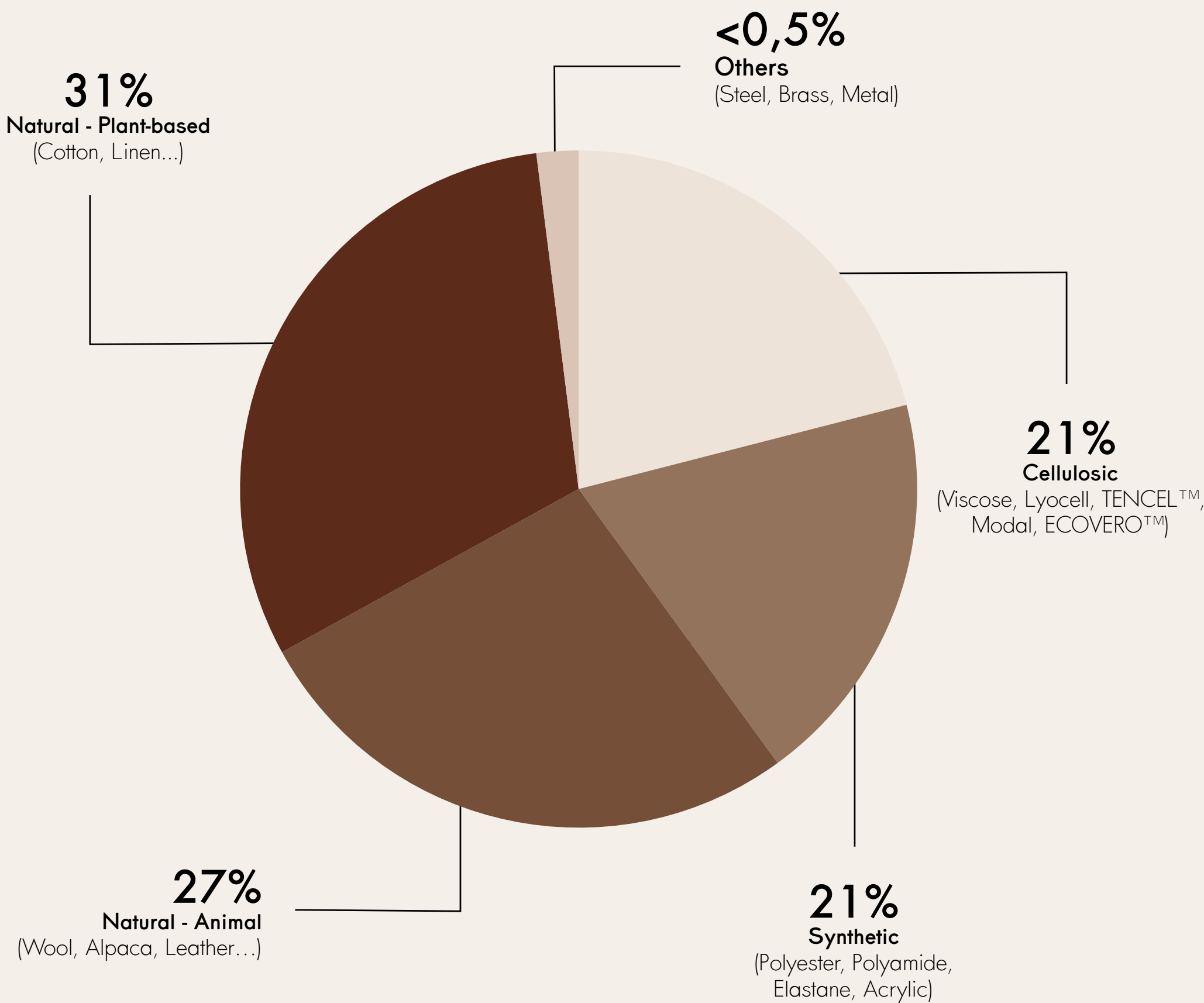
- Emissions linked to raw materials were calculated by multiplying the weight of the material required to make the products by the emission factor of the material. (source of EFs: HIGG INDEX)
- Emissions linked to manufacturing and shipping were calculated using ADEME’s Ecobalyse tool, based on hypotheses representative of ba&sh’s activity.

These emissions are included in the input item because they are linked to the products manufactured.



# Reducing our impacts: materials

## Our 2025 results

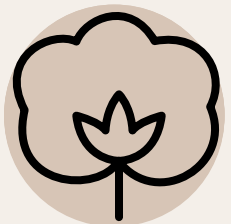


**33%**  
of ba&sh's total emissions are emitted upstream, at the raw material production phase

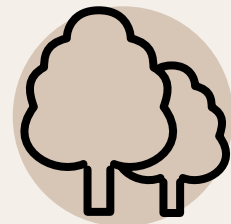
SCOPE AND METHODOLOGY

Material analysis conducted on the Spring-Summer 2025 and Fall-Winter 2025 seasons. These calculations were based on total material weight.

### Top 5 materials (by volume)



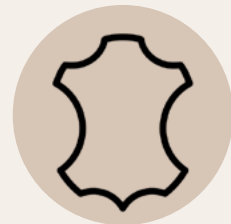
Cotton - 31%



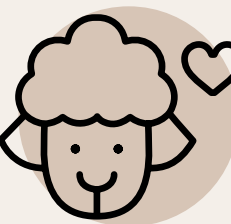
Viscose incl. alternatives - 21%



Synthetic fibers - 21%



Leather - 11%



Wool - 10%

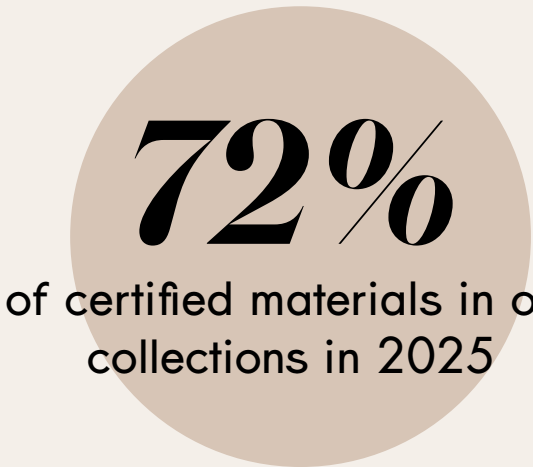


# Reducing our impacts : materials

## Reducing our impact by using certified materials



To limit our carbon footprint, we aim to use **certified materials that have a lower environmental impact**: recycled fibers, organic materials, ecological alternatives to conventional viscose, etc. We carefully select the most demanding international standards.



### - *We tell you everything* -

*In 2025, the share of certified raw materials in our collections decreased slightly.*

*This decrease is notably explained by the use of materials for which certified alternatives do not yet exist, such as faux furs with specific color gradients, jacquards, lace and certain velvets.*

*We also had to deal with several concrete constraints, such as sometimes higher raw-material prices, large minimum order quantities at certain suppliers, as well as stylistic choices specific to each collection.*

*This does not call our commitment into question: we continue to move forward, season after season, to integrate more certified materials whenever possible, without compromising quality, style and creativity.*

### 🔍 TARGETS 2028

- 90% organic, recycled, or regenerative cotton
- 90% viscose made from wood sourced from sustainably managed forests, including 40% alternative viscose such as ECOVERO™, TENCEL™, Modal™, Circulose®, REFIBRA™, Enka®, and Naia™.
- 70% RWS certified, recycled, or regenerative wool
- 100% certified cashmere, of which 60% recycled and 40% GCS certified
- 50% of synthetic materials are of recycled origin(GRS, RCS certified)
- Maintain 100% LWG certified tanneries. In case of partnerships with new tanneries, they must be certified LWG Gold or Silver.
- 100% of tanneries in India and China are LWG Gold or Silver certified.



# Reducing our impacts: transport

## Impact of transport

Transport is ba&sh's second largest source of emissions. In 2025, it represents 13% of ba&sh's overall carbon footprint.

To calculate the impact of transport, three factors are essential:

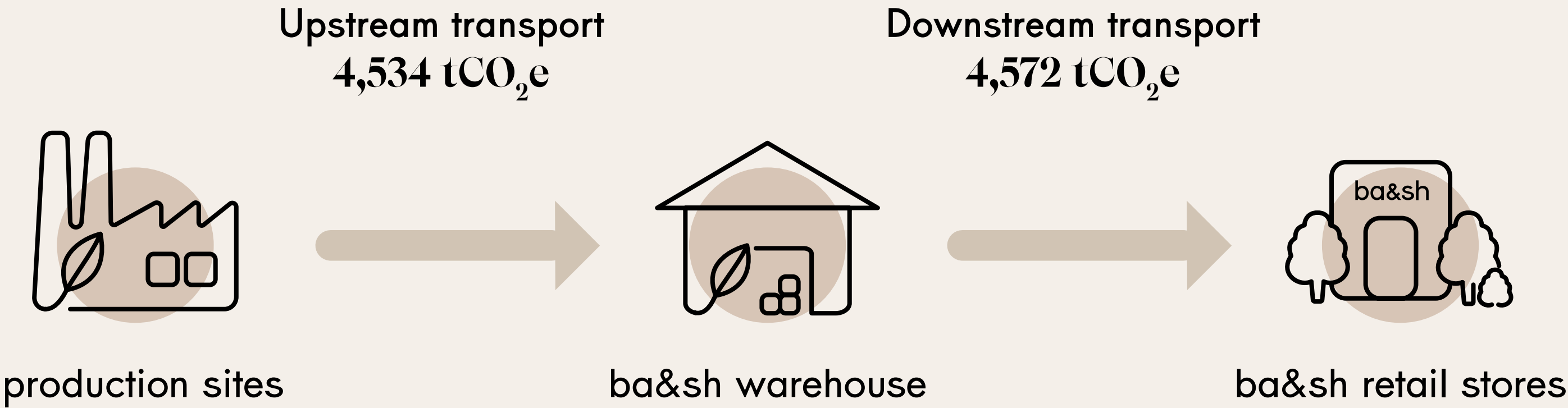
- **Weight:** the heavier the products, the greater the impact
- **Distance:** the greater the distance traveled, the greater the impact
- **Mode of transport:** transport modes have varying levels of environmental impact. Air freight emits 205 times more carbon than sea freight, and 21 times more than road freight.\*

Our transport flows are divided into two categories: upstream and downstream. Upstream refers to transport between our production sites and our ba&sh warehouse, located in Île-de-France (France). Downstream refers to delivering our products to our retail stores and to customers who ordered via our ba-sh.com website.

The significant share of upstream transport emissions is partly explained by the variety of countries in which our suppliers are located.

*\*Source: ba&sh 2025 carbon assessment*

Breakdown of CO<sub>2</sub>e emissions  
across transport flows in 2025  
(upstream and downstream)



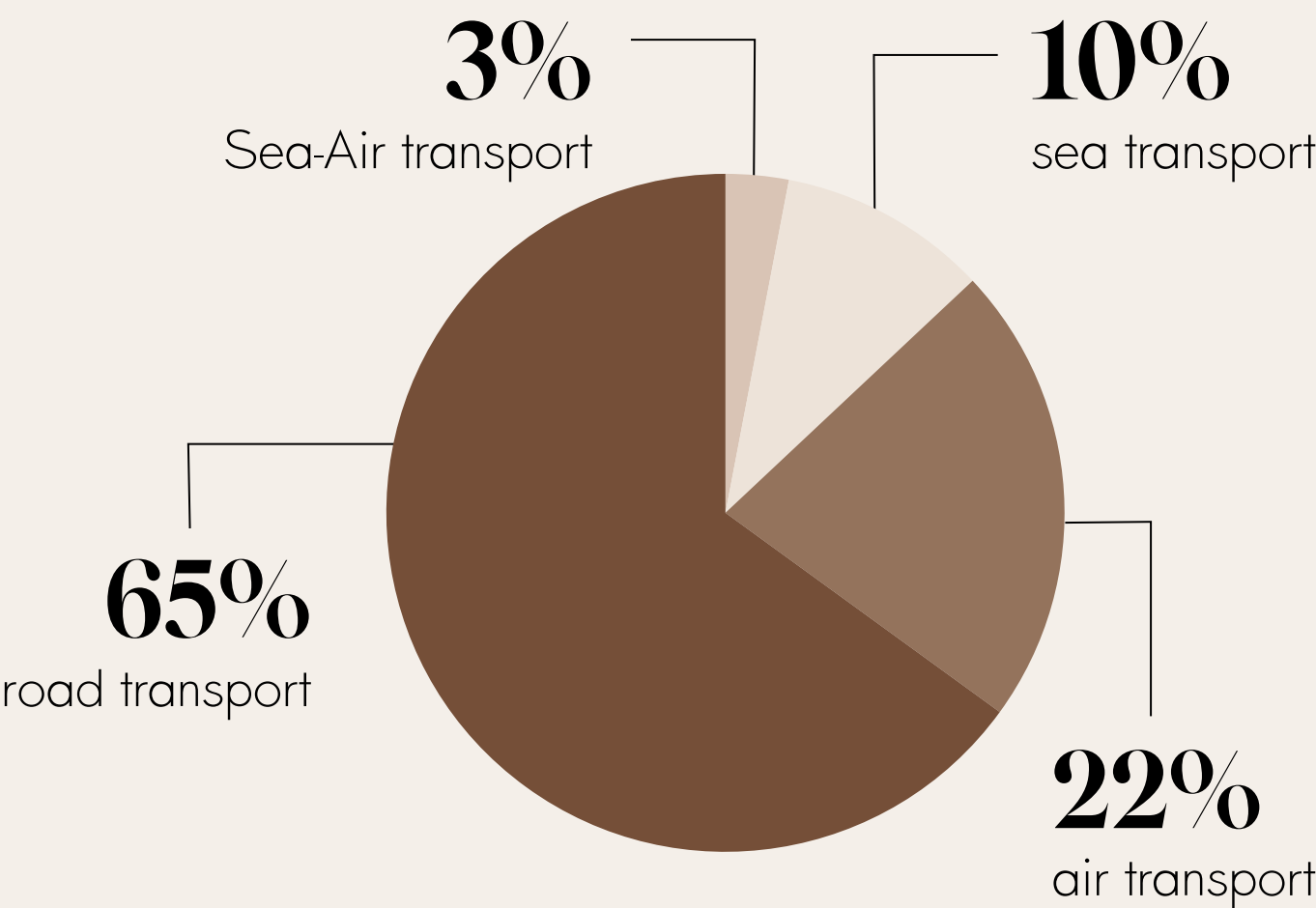


# Reducing our impacts: transport

## Impact of transport



Breakdown of transport modes in 2025



+1,041 tonnes  
of CO<sub>2</sub>e on upstream transport  
between 2024 and 2025, despite  
a decrease in tonnes transported

9 106 tCO<sub>2</sub>e – 13%

To reduce the use of air freight, we are developing sea-air transport, which combines sea and air transport.

SCOPE

- All transport flows carried out in 2025 were counted. Calculation based on tonnes transported by mode of transport.
- For upstream, the pieces considered are those arriving in our warehouse between January 1, 2025 and December 31, 2025.
  - For downstream, the pieces considered are those shipped between January 1 and December 31, 2025.

🔍 TARGET 2028

15% air transport (upstream transport)



# CO<sub>2</sub>e emissions by category

## Purchases of services and assets

7 270 tCO<sub>2</sub>e – 10%

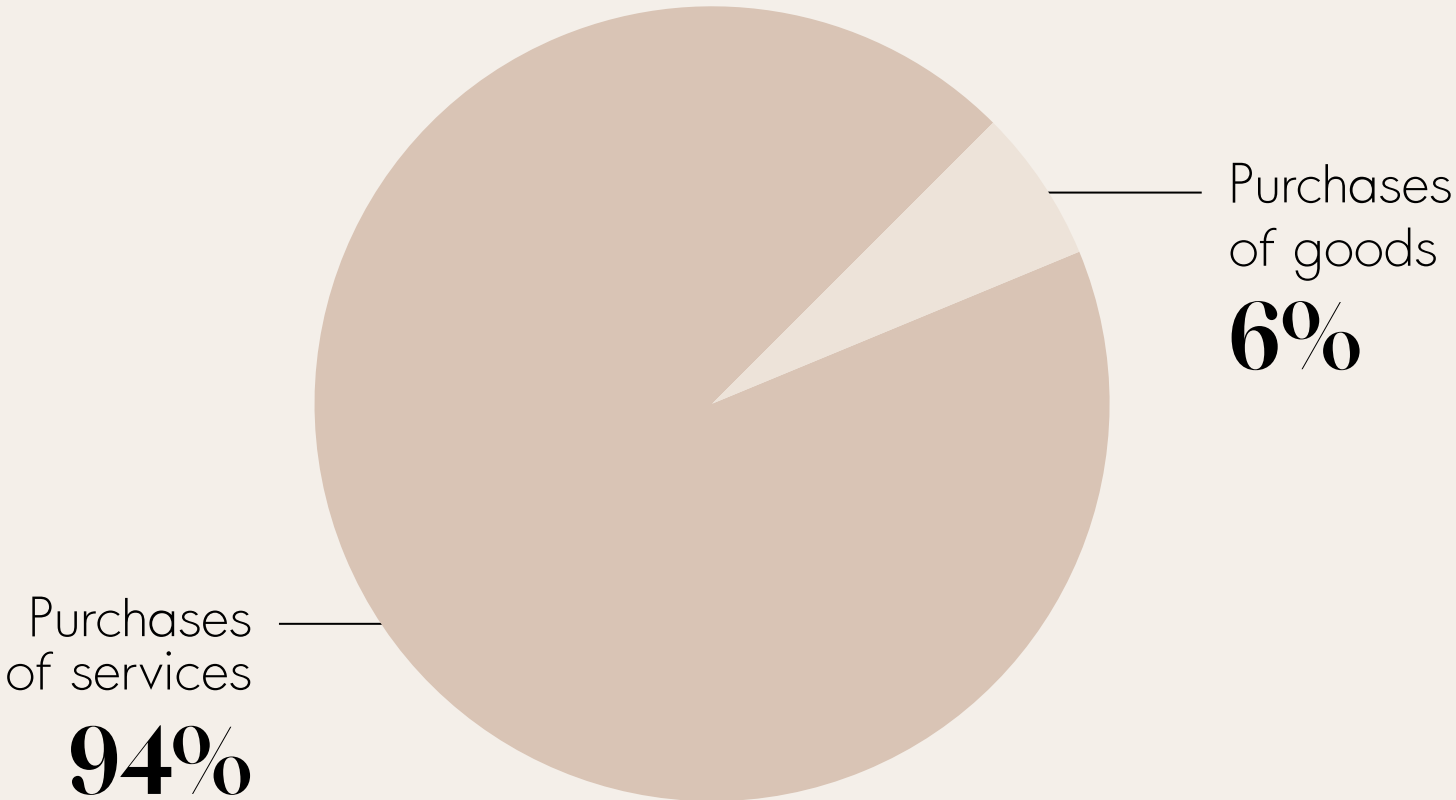
In this section we have brought together the following categories:

### Purchases of services

(Purchases of services to ensure the efficient running of ba&sh:  
Insurance, advertising, maintenance..)  
9,7 % of the overall footprint

### Purchases of goods

(IT equipment and furniture acquired during the year)  
0,63% of total footprint





# CO<sub>2</sub>e emissions by category

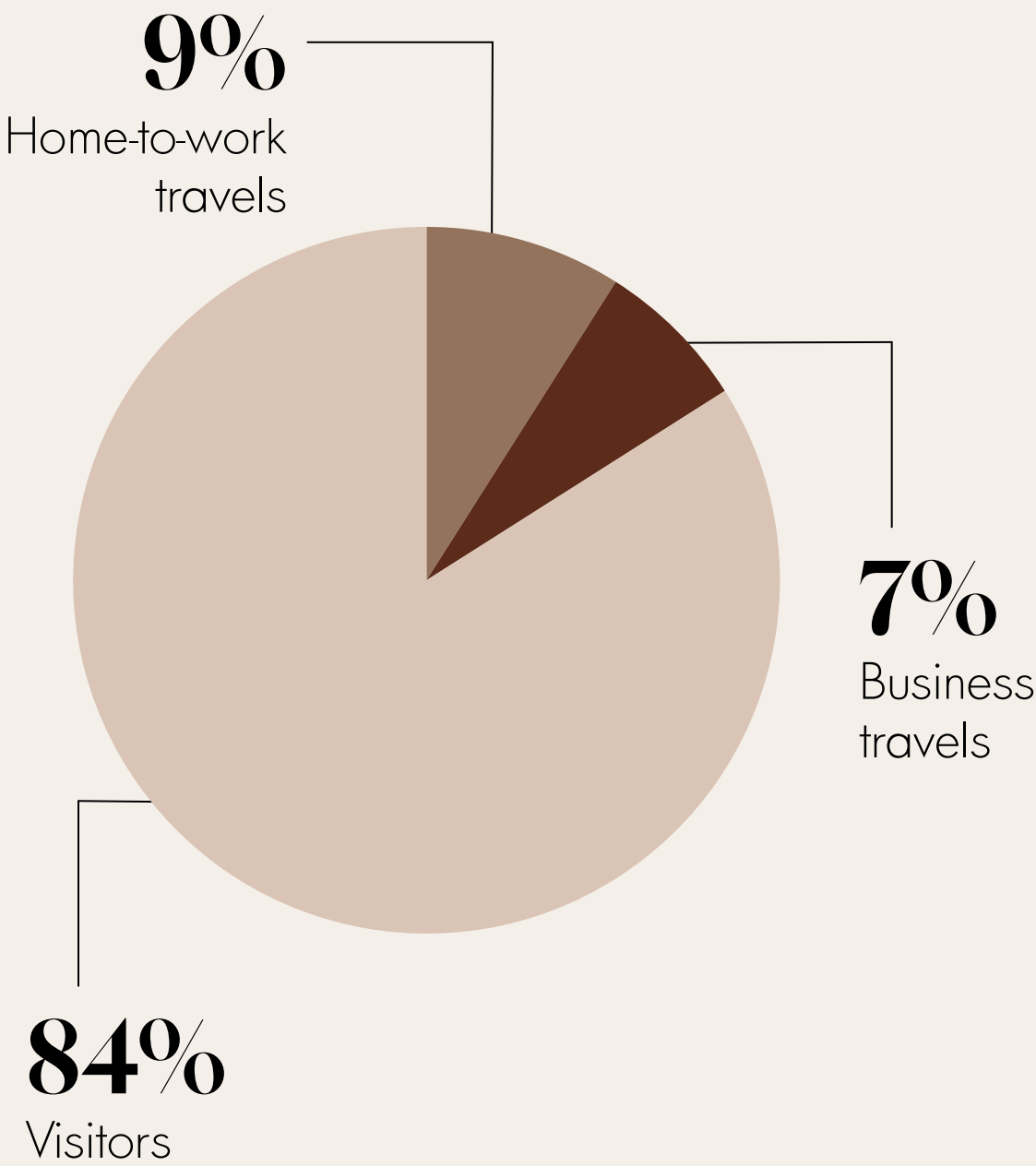
## Travels

This category takes into account three types of travel:

- Business travel by ba&sh employees
- Home-to-work travel by ba&sh employees
- Visitor flows to ba&sh’s stores

It is very difficult to measure accurately the distance travelled by ba&sh’s customers to get to the stores.

To determine this figure, hypotheses have been based on the number of customers and the location of stores.



7 108 tCO<sub>2</sub>e – 10%





# CO<sub>2</sub>e emissions by category

## Product use and end-of-life

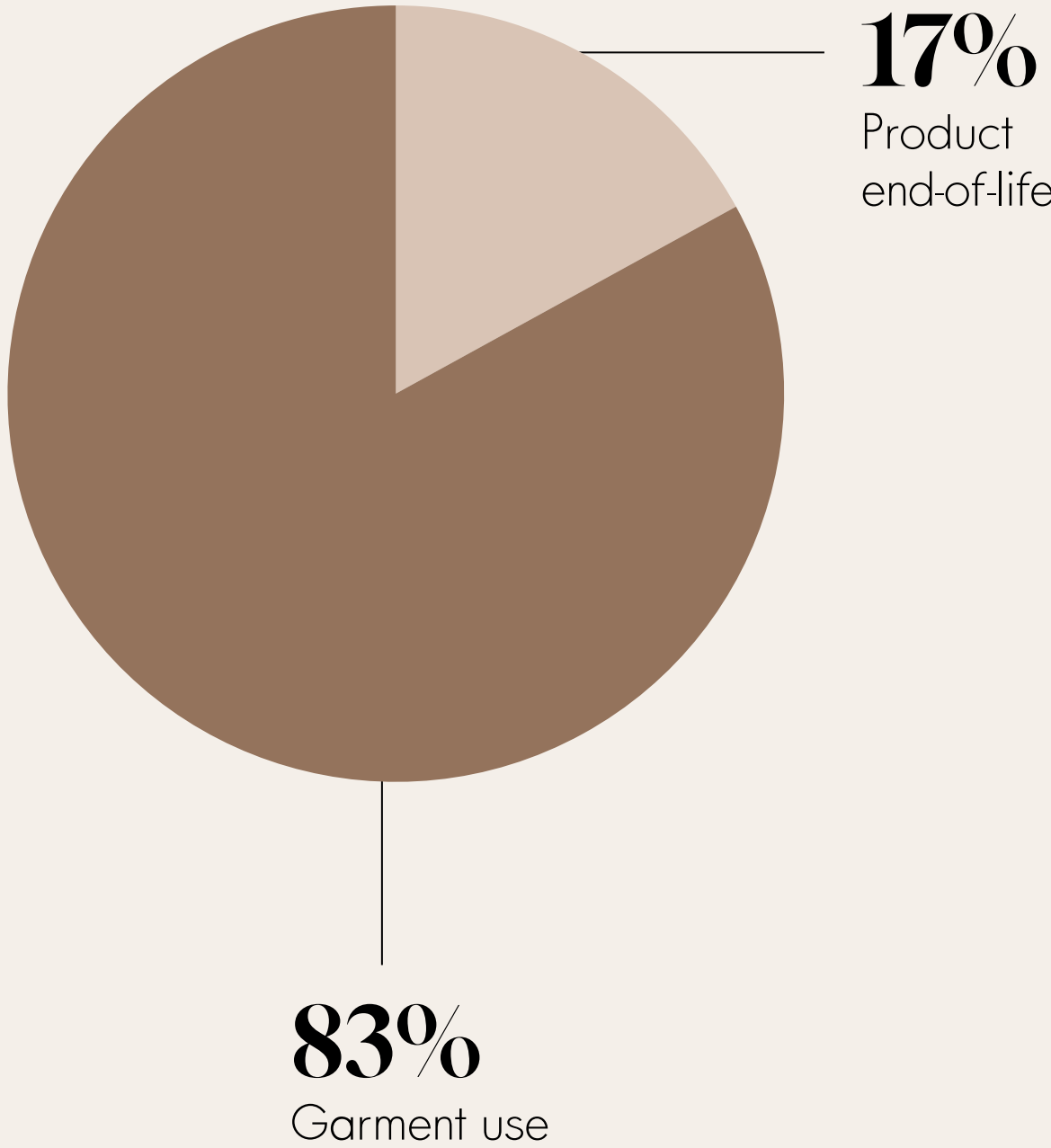
The impact linked to energy consumption are taken into account here from washing and ironing to the end of the garment’s life.

We have estimated that most of our garment categories are washed 60 times (t-shirts, skirts, jeans), while jumpers and cardigans are washed only 20 times before their end of life. This figure is quite uncertain, as the the data taken is based on hypotheses.

To extend the lifespan of our products, and reuse them after their first life, we are working **on maintenance, repair and re-use (rental, second-hand) and recycling.**

### 🔍 TARGETS 2028

- Extend our second-hand offer to UK and all European countries where a first-hand ba&sh offer exists
- Extend trade-in offer to all stores in Europe



2 402 tCO<sub>2</sub>e – 3%

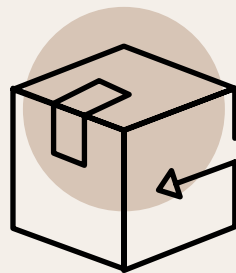




# Reducing our impacts: packaging

## Paper and cardboard packaging

1 124 tCO<sub>2</sub>e – 2%



Packaging represents 1.6% of ba&sh's carbon footprint. Even though this category is less significant than others, and because every step forward is worth taking, we also seek to improve here: ba&sh is thus a signatory of the Pack4Good initiative by the NGO Canopy. We are gradually eliminating virgin plastic from our packaging as well as superfluous packaging, and for the latter we use recycled and certified materials (from sustainably managed forests).

Paper packaging intended for our customers is made of

**85%** recycled paper, vs 79% in 2024.

### SCOPE AND METHODOLOGY

The analysis covers all our B2C paper packaging intended for customers. The indicator was calculated by volume, based on total weight. One-off packaging used by customer service, representing marginal quantities, was excluded from the scope.

### 🔍 TARGET 2028

Achieve 100% of packaging made of paper and cardboard exclusively from recycled sources and produced from wood pulp from sustainably managed forests

### - We tell you everything -

For strength reasons, some retail packaging cannot be made of 100% recycled paper. In 2025, we are now only 15% away from reaching our 2025 target.



Our shopping bags are made of 80% recycled paper, produced from wood pulp from sustainably managed forests, and are 100% recyclable.

Our e-commerce packaging and our tissue paper are made of 100% recycled paper, produced from wood pulp from sustainably managed forests, and 100% recyclable.



# Reducing our impacts: packaging

## Plastic logistics packaging (polybags)

Throughout its life cycle, plastic releases microparticles that pollute soil, water and air.

Reducing the amount of plastic is a priority: either by eliminating it, or by switching to an alternative material such as paper.

As a last resort, when no alternative is possible, we use recycled plastic.



Since 2022, polybags, those small pouches designed to protect your ba&sh pieces during transport, have been made of a single material, LDPE, which is 100% recycled and recyclable. This solution makes their recycling easier.

We studied the option of "bio-based" plastic considered compostable, but ruled it out, as its environmental benefits remain to be proven.

Moreover, there are no large-scale composting channels. In addition, due to its mechanized warehouse, ba&sh has very strong constraints and could not turn to a paper-based solution.

**In 2025, only 0.1% of virgin plastic remains in our packaging intended for customers.**

SCOPE AND METHODOLOGY

The analysis covers all our B2C paper packaging intended for customers. The indicator was calculated by volume, based on total weight. One-off packaging used by customer service, representing marginal quantities, was excluded from the scope.

- *We tell you everything* -

*What does this 0.1% correspond to? In 2025, we still occasionally use plastic pouches for e-commerce deliveries to other European countries.*

🔍

TARGET 2030

0% virgin plastic for all our packaging



# CO<sub>2</sub>e emissions by category

## Energy

1 454 tCO<sub>2</sub>e – 2%

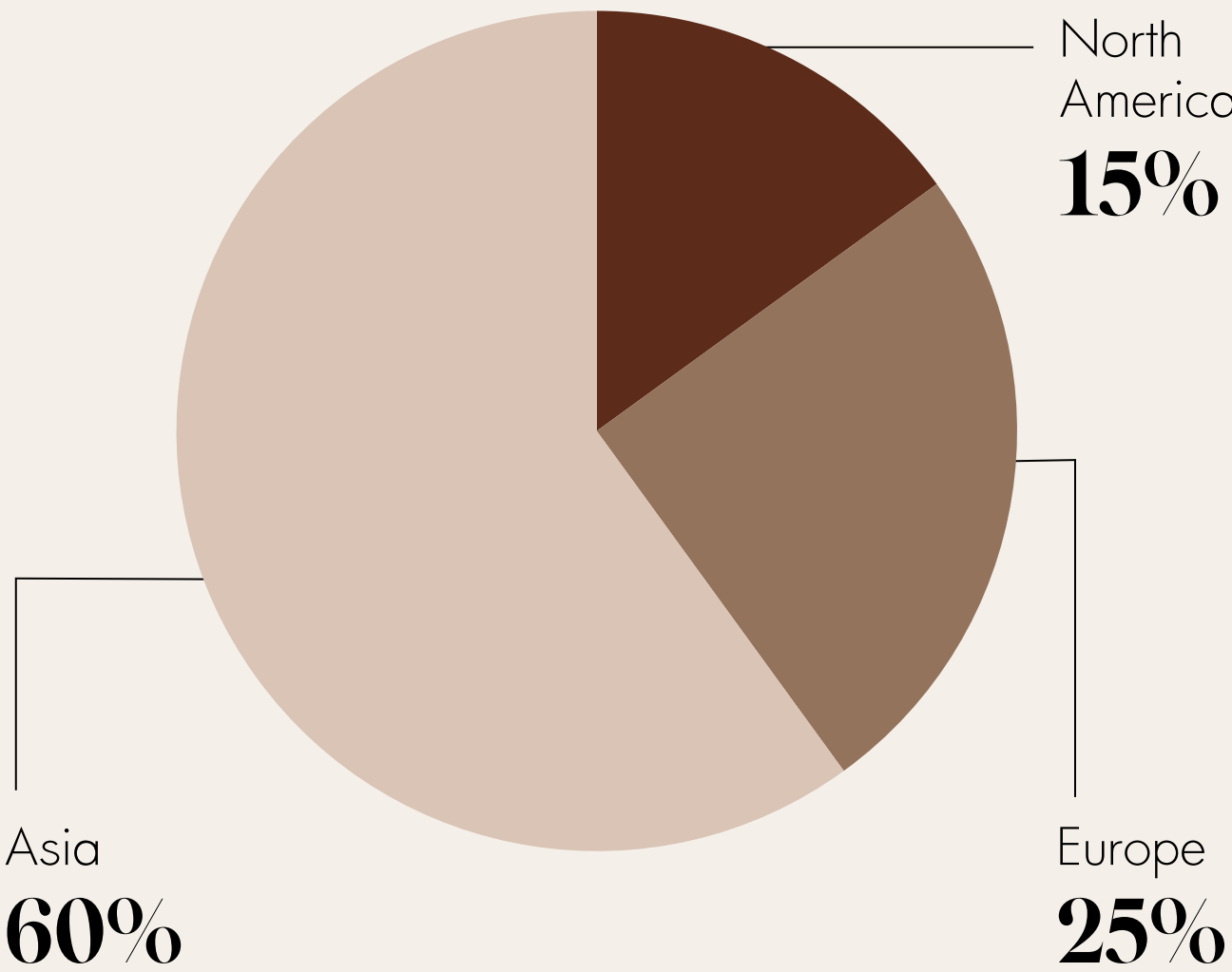
This category includes:

- CO<sub>2</sub> e emissions linked to the use of energy (electricity, gas, fuel) required to run the stores, offices and the warehouse
- Emissions linked to servers (secure infrastructure used to store, process and share digital data)

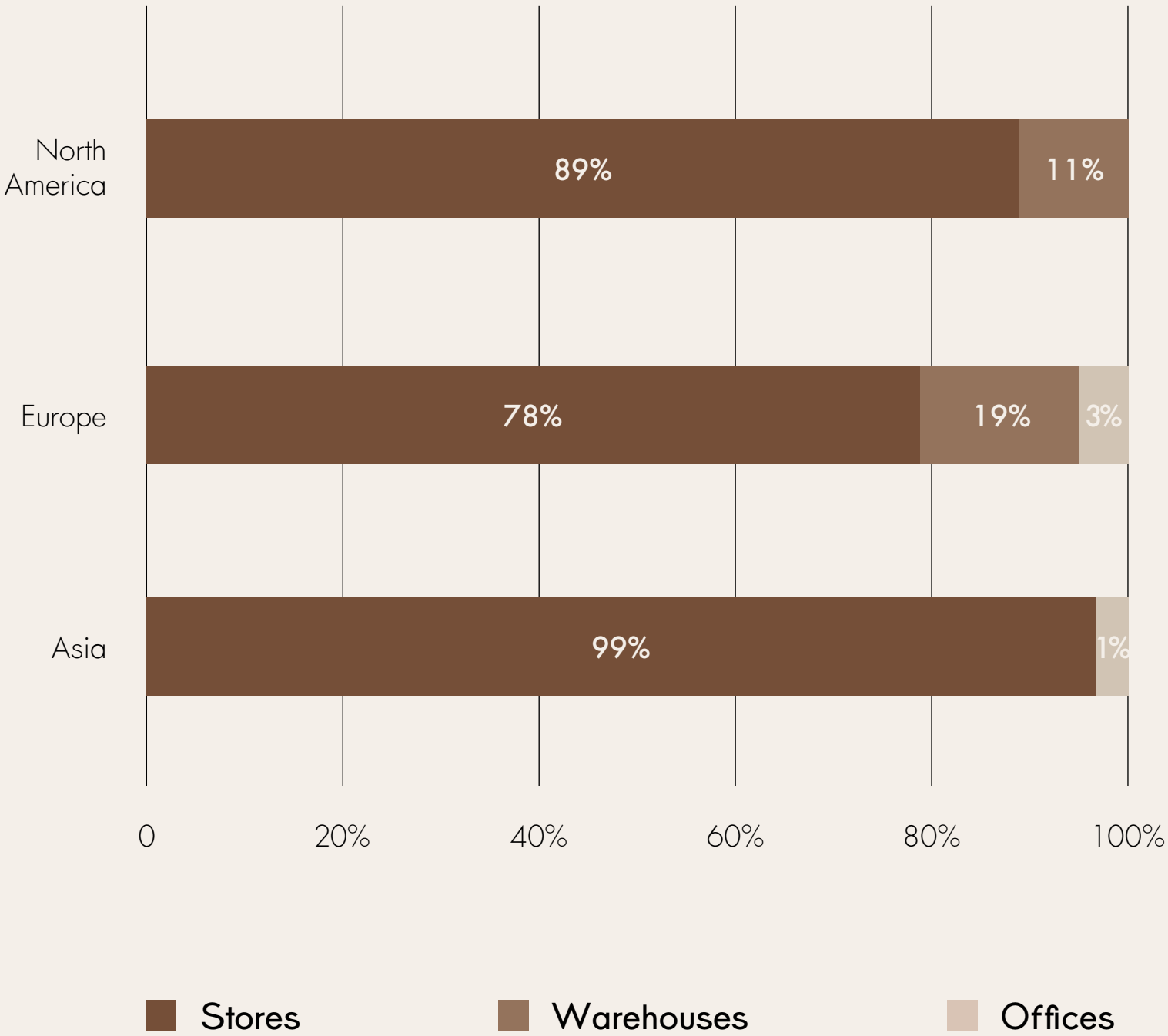
Although the majority of ba&sh’s activities are carried out in Europe, the activities in Asia are the ones that generate the most CO<sub>2</sub> emissions.

This is due to the disparity between the energy mixes of the countries. For example, China has a much more carbon-intensive energy mix than France, whose energy is primarily generated from nuclear power.

Breakdown of energy-related emissions by region



Share of emissions by region and building type





# CO<sub>2</sub>e emissions by category

## Use of renewable energies

In order to reduce the direct emissions generated by ba&sh's activities in its infrastructure (offices, retail stores and warehouse), we acted on two complementary levers: switching to lower-carbon energy and reducing consumption.

**ba&sh's headquarters and warehouse are powered 100% by renewable energy.**

In 2021, ba&sh had set itself the goal of powering 100% of its retail stores located in countries with a carbon-intensive energy mix\* with renewable energy.

Today, this goal is almost achieved! 92% of the stores operated by ba&sh are powered by renewable or nuclear energy. For our retail stores in Asia and the United States, which still depend heavily on coal, we are still looking for alternative solutions.

In addition, all our stores are equipped with LED lighting, a system that uses 3x less energy than a low-consumption bulb and 9x less than an incandescent bulb.

*Countries with a low-carbon energy mix: Switzerland, Norway, France, Sweden / Countries with a carbon-intensive energy mix: China, Germany, Belgium, Denmark, Spain, Luxembourg, Netherlands, Portugal, UK, United States, Canada.*



### - *We tell you everything* -

*In full transparency, ba&sh faces several obstacles:*

- *Reliability of renewable energy contracts and certificates in certain countries.*
- *Short-term impossibility of modifying our contracts for our retail stores located in shopping malls. This is the case in China, for example.*





## CO<sub>2</sub>e emissions by category

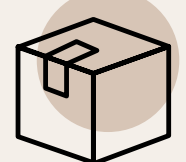
## Waste

The waste category accounts for emissions related to the end-of-life treatment of direct waste.



Head office

In terms of sorting and recycling waste at our Paris headquarters, we established a partnership with Lemon Tri in 2021. Lemon Tri is a certified B-Corp company operating within the social and solidarity economy. It is responsible for collecting waste, sorting and packaging it, and ensuring it is sent to responsible recycling channels. In 2025, 3.92 tonnes of waste were collected and recycled at our offices, saving an estimated 65,000 litres of water and 27,000 kWh of energy.



## Warehouse

Waste generated by ba&sh's logistics activities at our warehouse is collected and sorted for recycling, mainly by the companies Paprec and Lemon Tri. This includes plastics, paper, cardboard, and general industrial waste (non-hazardous waste).

Currently, 34% of the recyclable waste collected at our warehouses is effectively recycled.

This indicator highlights the need to strengthen awareness around waste sorting, which we address through dedicated awareness weeks and participatory workshops.



## Stores

In France, 100% of stores with the appropriate infrastructure sort their waste for recycling. The only exceptions concern locations facing constraints such as limited space or the absence of nearby collection services.

**748 tCO<sub>2</sub>e – 1%**





**ba&sh**  
SUSTAINABILITY