

A photograph of two women standing outdoors in front of a light-colored wall with arched windows. Both women are wearing vibrant pink dresses with a subtle geometric pattern. The woman on the left is wearing a long, tiered dress with a V-neckline and short puffed sleeves. The woman on the right is wearing a knee-length dress with long sleeves and a matching belt. They are both smiling and looking towards the camera.

# ASPIGA

*Stylishly Sustainable Fashion*

Certified



Corporation



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# Aspiga's Story

*Shortlisted for 3 awards at the 2024 Drapers Sustainable Fashion Awards:*

- *Sustainable Brand of the Year, 2024*
- *Best Supply Chain Initiative, 2024*
- *Best Circularity Initiative, 2024*

*Highly commended brand of the year, 2023, Drapers Independent Awards*

*Highly Commended for Ethical brand/retailer, 2023, Marie Claire Sustainable Awards*

Female entrepreneur Lucy Macnamara founded Aspiga in 2005 following an inspirational holiday to Kenya.

Lucy previously worked for a charity for 15 years, and because of this, giving back and sustainability has been in the brand's DNA since day one. The brand aims to lead the way in sustainable and ethical fashion across womenswear, menswear and accessories and was one of the first fashion brands to achieve B Corp status.

Under her guidance, the brand has developed a broad range of womenswear and now menswear, along the way receiving numerous industry accolades for design and product excellence.

*“We are proud to be  
part of a global community of businesses that  
are dedicated to building a better world”*







## Our Mission

Doing right by people and the planet has always been at the heart of our brand ethos. That's why we only partner with ethical suppliers, use the best sustainable materials and design contemporary collections that are intended to last.

We also give back through charitable community initiatives to further help support positive change.


In 2022, we achieved B Corporation status, a demonstration of our commitment to meet the highest standards of environmental and social performance across all areas of the business.

We know our customers value slow fashion that lasts. Whether they are dressing for weekend jaunts in the country, running around in the city or planning for a big occasion, they know we have their sustainable wardrobe covered.



B Corp Certified



A full-page photograph of two women standing on a rooftop terrace. They are both wearing long, flowing dresses with a blue and white floral pattern. The woman on the left is wearing a sleeveless dress and has her hair in a ponytail. The woman on the right is wearing a long-sleeved dress and has her hair down. They are both smiling and looking towards the camera. The terrace has a wooden pergola structure overhead and a white wall in the background. A potted plant is visible on the left side of the frame.

*“Phenomenal growth as well as it’s super impressive credentials, an outstanding example of how sustainability is able to scale – they are showing us the future.”*

- The Panel at the Drapers Independents Awards

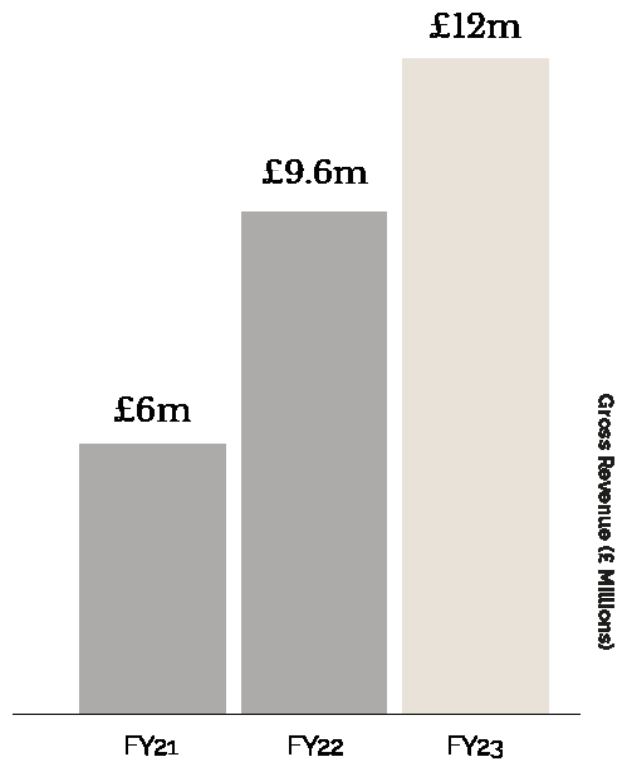
# Our Customer

- 94% of our customers are female
- Predominantly aged 35-65
- Affluent families in high value rural locations enjoying the benefits of country life
- Affluent city dwellers living in central locations and pursuing careers with high rewards
- Values considered styles and sustainable choices
- AOV: £135





*In the last 3 years gross sales revenue has doubled. Growing from approx. £6m in 2021 to £12m in 2023*



# Our Stores

BATH, Somerset

HASLEMERE, Surrey

LONDON, King's Road

MARLBOROUGH, Wiltshire

ST. IVES, Cornwall

ST. MAWES, Cornwall

STOW-ON-THE-WOLD, Gloucestershire

TREBETHERICK, Cornwall

WINCHESTER, Hampshire

WINDLESHAM, Surrey

SHERBORNE, Dorset

INTERNATIONAL - BARBADOS, HOLETOWN

OUTLET - WILTON, Wiltshire

OUTLET - Northcote Road, London



Bath



Northcote Road, London





*Timeless, feminine fashion that lasts*





# Our Bestselling Collections





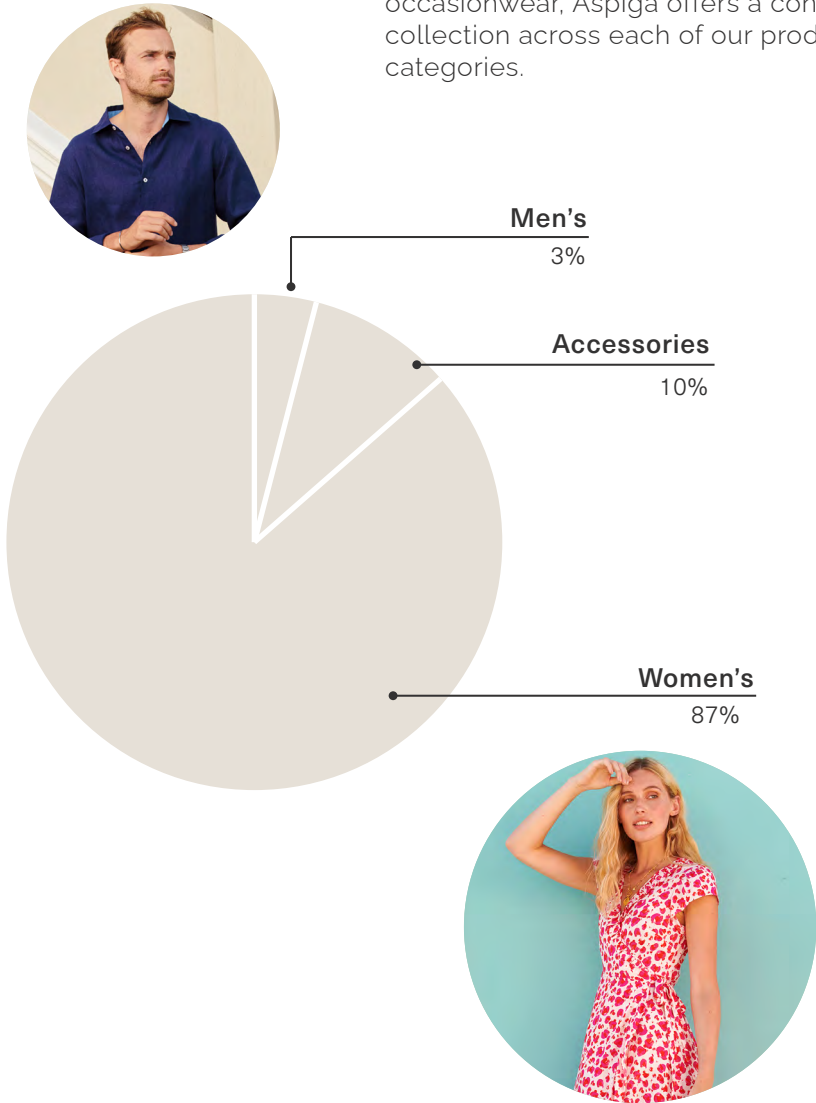
# Our Winter Collection



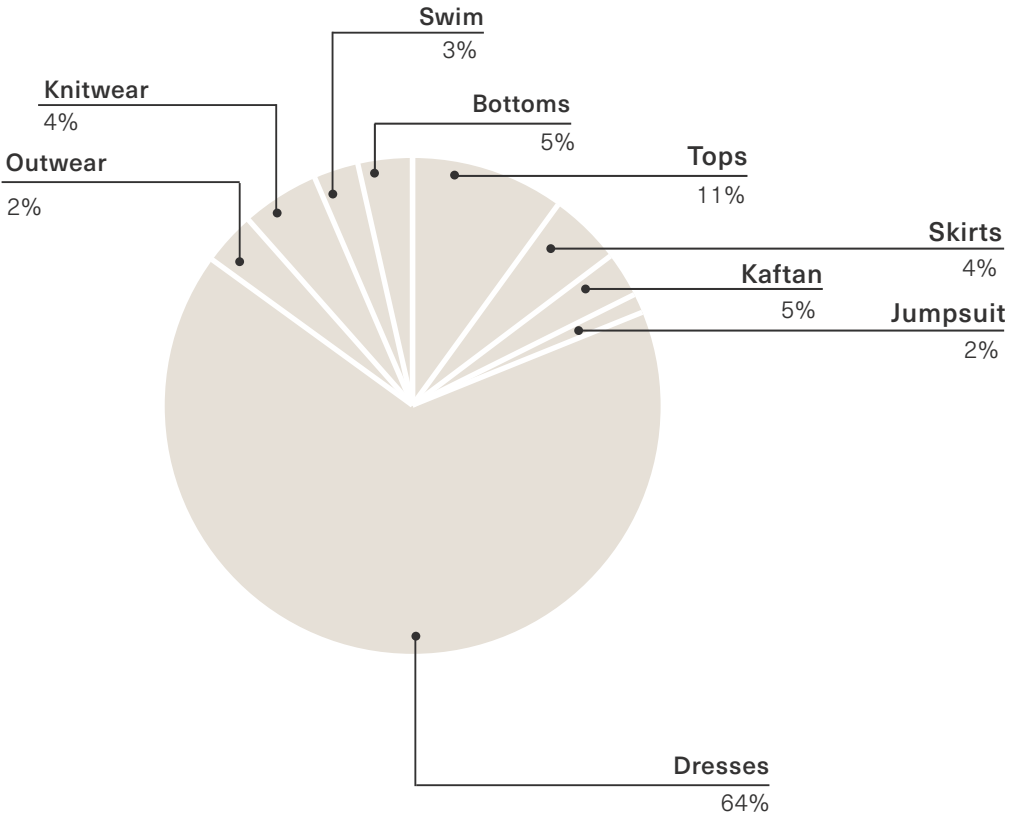


# Category Sales Mix

Renowned for our beautiful dresses and resortwear, we have successfully expanded our range, to become the go-to brand for all occasions. From everyday wear, through to occasionwear, Aspiga offers a considered collection across each of our product categories.



# Women Product Sales Mix





## Artisan Products

Denim

Casual wear

## Occasionwear

**65% India**

Daywear

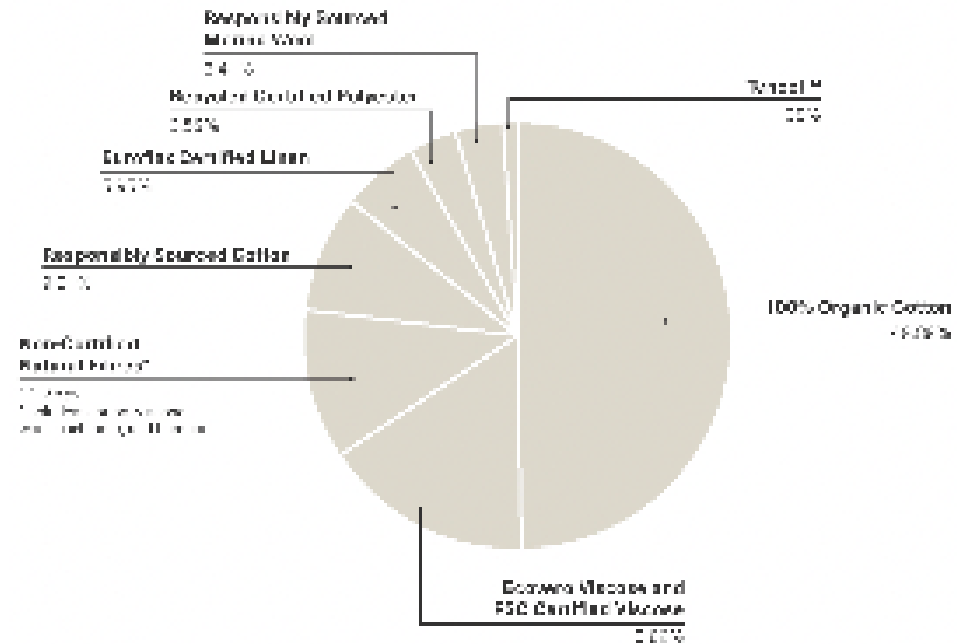
## Block printing

## Recycled sequins



We invest in certified fabrics to ensure responsible sourcing and traceability at every step of the process, from the field to the mill.

### ASPIGA COLLECTION FABRIC BREAKDOWN



of the cotton used in our collection is either organic or responsibly sourced (up from 96%LY)

of our forest fibres  
are responsibly  
sourced and  
certified

of our Aspiga  
collection is made  
from certified  
fabrics

11.25%

13



# Our Suppliers

We only work with suppliers who have strong, internationally audited, social and ethical standards and are located far from regions of conflict and human rights abuse. We aim to visit most of our suppliers once a year.



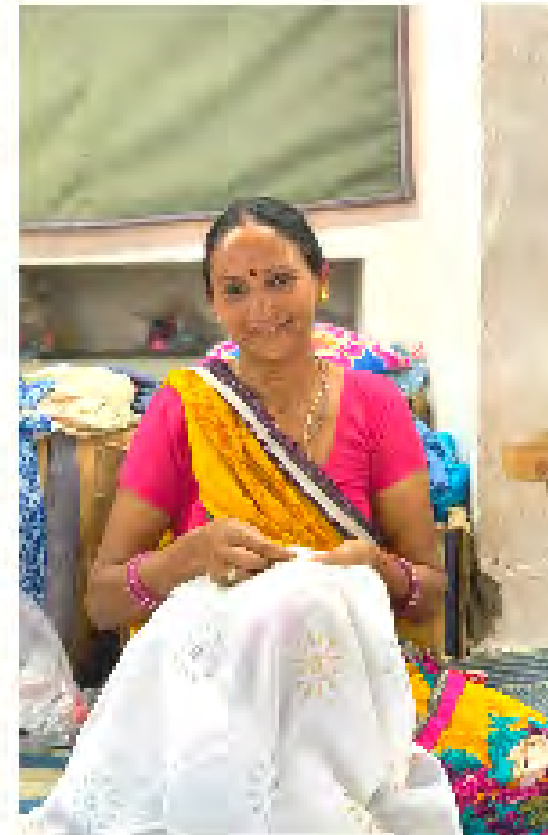


## Kenyan Suppliers



Craftsmanship, expertise and sustainability are the pillars of what we look for in a supplier. From day one, we have committed to working with partners with the same values. Many of our suppliers have been with us at every step of our journey, particularly those in Kenya (pictured) and India and we are proud to have helped their businesses grow.

## Indian Suppliers





# Our Commitments

We are committed to working responsibly with our suppliers towards a more socially and environmentally conscious future, putting people and the planet first. That's why we only partner with ethical suppliers, use the best sustainable materials and design beautiful, contemporary and stylish pieces that are intended to last.

*In short, everything we do comes down to three things – people, the planet, and positive change.*



FOOTPRINT



DYES AND  
PRINTING



GIVING BACK



SOCIAL ADVOCACY



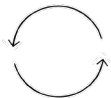
SUPPLY CHAIN  
TRANSPARENCY



SUSTAINABLE  
MATERIALS



USING OUR  
VOICE



UPCYCLING  
INITIATIVES

ZERO PLASTIC ON  
PACKAGING & LABELS



# Omnichannel Partnerships

- A highly successful 3rd party business including: John Lewis, Next and Selfridges
- 150 wholesale stockists including: Fenwick, The House of Bruar, Hoopers and Morley's

John Lewis      next

**SELFRIDGES**&CO

**MORLEYS**  
- ESTABLISHED 1880 -

*Fenwick*

**HOOPERS**  
DEPARTMENT STORES

THE HOUSE OF  
**BRUAR**





# Press Coverage

**"My Aspiga dress is WONDERFUL.  
I love it. Fits perfectly"**

Polly Vernon  
Grazia

**GRAZIA**

**"It's not only an exquisitely curated  
purchase, but also a considered one  
that benefits people and the planet"**

Shelley Vella (Fashion Director)  
You Magazine

**YOU**  
MAGAZINE

**"Aspiga is a brand we love!"**

Trinny Woodall

**"Totally holistic, head and shoulders  
above the rest"**

Draper's Independents Award Judges Panel

FOR ALL THE FASHION BUSINESS  
**Drapers**



**"The suit is FABULOUS, I knew it  
would be. Such a great colour and  
so comfortable"**

Lisa Armstrong (Head of Fashion)  
The Daily Telegraph

**The Daily Telegraph**



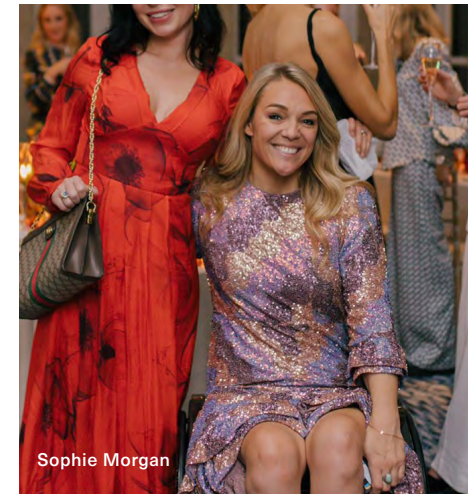
**"I love that Aspiga has  
sustainability and wearability at  
the heart of its mission"**

Anna Murphy (Fashion Director)  
The Times

**THE TIMES**



# Celebrity Brand Ambassadors





# Influencers





# Our Accolades



Highly Commended for Womenswear  
Brand of the Year: The Drapers  
Independent Awards 2023



Highly Commended for Eithical  
brand/retailer: Marie Claire  
Sustainable Awards 2023



Sustainability Award Winner:  
Drapers Independents Awards  
2022

**marie claire**

Highly Commended for Best  
Ethical Brand: Marie Claire  
Fashion Awards 2021



CO10 Runner Up and CO  
Leadership Award Winner



Brand of the Year Finalist: Drapers  
Sustainable Fashion Awards 2021



B Corp Certified



Sustainable Initiative of the Year  
Finalist: Drapers Footwear Awards 2021

# Our Partners

We work closely with the following charities to help the local communities to create longterm positive change for the future: WaterHarvest, Bluebells School, Elima Sewing Project & Restart Orphanage. We also partner with:



World Land Trust

**THE CIRKEL**  
The Cirkel



Common  
Objective



Future Leap  
Network



Carbon Click



Water Harvest



# Our Journey



*“Sustainability has been a part of our DNA since day one.”*

## 2023

- Opened 4 new stores
- Highly commended for Womenswear Brand of the Year at the Drapers Independents Awards 2023
- Shortlisted for the Sustainability Award at the Drapers Independents Awards 2023
- Nominated for Brand of the Year at the Drapers Awards 2023
- Highly commended for Ethical Brand/Retailer at the Marie Claire Sustainable Awards 2023
- Partnered with the Cirkel (fashion resale platform)
- Launched a Repair and Rewear service through our Wilton store
- Featured on Coutts window display showcasing B Corp month x IWD campaign
- Donated to Smart Works charity
- Continued our beach clean initiative in Kenya which provides schooling for local children in exchange for collecting rubbish from the beach in Malindi. In the UK, our teams also regularly undertake beach cleans in locations near our stores, as well as monthly on the banks of the River Thames.



ASPIGA  
x  
THE CIRKEL



## 2022

- Awarded B Corp status
- Winner of two Drapers awards - Drapers Independent Sustainability Award and Drapers Sustainable Fashion Brand of the Year
- Winner of the CO10 (Common Objective) Leadership Award
- Shortlisted for Brand of the Year 2023 at the Drapers Sustainable Fashion awards
- Opened our first international store in Barbados, along with three more in the UK: Windlesham, St. Ives and Winchester

## 2021

- Grew our internal team and expanded into three offices
- Highly commended for Best Ethical Brand at the Marie Claire Sustainability Awards
- Brand of the Year Finalist at the Drapers Sustainable Fashion Awards
- Sustainable Initiative of the Year Finalist at the Drapers Footwear Awards
- Launched our first AW collection
- Opened three new stores: King's Road, Marlborough and Trebetherick, Cornwall





## 2020

- Partnered with the Elimu Sewing Project in Africa, who equip young women with the relevant skills to provide an income for their families along with WaterHarvest in India
- Opened our first bricks and mortar stores in St Mawes, Cornwall and Wilton, Wiltshire
- Continued to support our suppliers when the pandemic hit, by fulfilling all orders and preserving their incomes

## 2019

- Opened our first pop-up shop on the King's Road, London
- Set up our monthly beach cleans on Malindi beach in Kenya, for which we won an award at the Cabana show in Miami, USA
- Expanded our collection further, introducing more womenswear, menswear, accessories and footwear

## 2018

- Started supporting Restart Africa, providing work opportunities to their Sanata Women's Group which empowers the women of Gilgil by utilising their fine needlework and artistic skills.
- Introduced our recyclable mailing bags and cornstarch garment bags

## 2016

- Designed our first beach and day wear collection
- Gave an interest-free loan to our belt supplier in Kenya so he could expand his business and build a workshop

## 2009

- Began selling online, launching [www.aspiga.com](http://www.aspiga.com).
- Expanded the collection to include water bottles, eco coffee cups, bamboo cutlery and began raising awareness about sustainability with our customers

## 2008

- Started sourcing sandals and clutch bags from small family-run suppliers in India, who we still work with today
- Gave an interest-free loan to our sandal suppliers to buy a cutting machine for the sandals

## 2006

- Aspiga was founded by Lucy Macnamara after visiting Kenya and being inspired by the vibrant colours and beautiful hand beading techniques of the artisans
- Started wholesaling belts and sandals made in Kenya to boutiques and department stores around the world

# ASPIGA

Stylishly Sustainable Fashion

## ENQUIRIES

Sonia Jandir

[production@aspiga.com](mailto:production@aspiga.com)

