

**When caring for people and the planet means profit**

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**Abstract**

Ethical Dutch label, Studio Jux, shows how best ‘fit’ practice across the supply chain is helping sustain its Nepalese production partners, its customers and its bottom line!

For sustainable businesses to successfully scale - they need to work across the three Ps - people, planet and profit. After winning the prestigious Dr. Kenneth Wang Mentorship Programme from apparel business and innovations’ consultancy Alvanon, Dutch sustainable fashion brand Studio Jux, went on to successfully streamline its product design, sampling and manufacturing processes and significantly boost its efficiency, productivity and profitability. By implementing a number of standardised fit solutions across its supply chain, from initial design through to customer communication, it reduced returns by more than 50% and the number of pre-production samples by some 75%. These innovative strategies are making the business more sustainable across all of the 3 Ps and driving profits. As a brand that celebrates its Nepal workforce, the new strategies are having significant impacts on how the two sites interact – making decision making more equitable and collaborative, which is helping Studio Jux accelerate plans to turn the factory into an employee-owned co-operative.

**Keywords:** Ethical, Fit, Manufacturing, Supply Chain and Wastage

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