



**"We want to
change the
fashion
industry for
good"**

Making Regenerative Fashion Happen

Labl is a tech-savvy ethical clothing producer. We help fashion brands create high quality apparel in an empowering, transparent and planet positive way: Social. Fair. Regenerative.



Labl

Labl White Paper

We Change the Fashion Industry for Good

Executive Summary

Labl is a tech-savvy eco fashion producer. We help brands create high quality apparel in an empowering, transparent and planet positive way: Social. Sustainable. Regenerative.

We are changing the industry for good. A new value chain with people, nature and smart technology working together. An ecosystem and community, acting local with the ability to scale for global impact. We empower workers and farmers to improve their living standards..

We create opportunities for brands, designers and conscious investors to be part of something beyond profits. We help build better communities and regenerate the environment. Good outcomes for everyone and the planet.

The Need for Fairer Fashion

The fashion industry - the second most polluting in the world - is damaging the planet and exploiting people. It's not sustainable. To tackle climate change and inequality demands drastic change.

We believe the only way to create ethical clothing, make fashion fairer and regenerate the Earth is through a radical systemic redesign.

Building decentralised communities which are self-sufficient and self-organising supply chain micro ecosystems. An innovative business model to deliver high quality, small batches and low waste.

Introducing Labl.

Social. Sustainable. Regenerative.

About Labl

Labl is a social, sustainable and fair fashion producer for brands. Our big vision is to make the industry planet positive through a new way of creating and selling.

Our systematic redesign offers a connected value chain - from regenerative cotton farming to processing, from textiles to fairly made clothing production. A tech-driven model for local communities scalable for positive global impact.

People, nature and technology in radical cooperation to create good outcomes for all: consumers, brands, farmers, workers, communities and investors.

We want to change the fashion industry for good.

We're building our first full-scale production facility in Kenya, due for completion in 2022, to test and validate our ideas.

Labl is fashioning change in other ways. As a producer of fully sustainable clothing. Champion of transparency and tokenised ownership. Supporter of cooperative democracy and digital collaboration. Creator of a new model for global scale that others can copy.

We invite those who share our vision to join us.

A New Way for Clothing Brands

A Better, Faster and Fairer Way for Brands to Go Full Eco

With Labl the whole supply chain is managed, leaving you to focus on what you do best. We take care of it. You get the right of production.

Our tech-driven approach ensures a continuously improving service - better and faster for your business. We offer flexibility, small batches and the

quickest sampling on the market. You can start small, test fast, track online and scale when ready.

The traditional industry culture of high volume with low quality, high waste and low margins cannot last. Producing with Labl is different - a new kind of collaboration.

From regenerative cotton, we produce yarn, textiles and fashion clothing collaboratively - and share the revenue. That means high quality, low volumes and minimal waste. Lower risk for you, better impact for people and the planet.

You can invest and see the entire value chain for yourself. Experience Labl's production facility and the international community impact. Let Labl be part of your story in becoming a social and sustainable brand.

Production with a Heart

Giving People Better Working Conditions for a Better Life

At Labl, we are rethinking the production facility because we care about working conditions.

Together with consumers, brands, investors and communities we can empower people - out of poverty and towards a better life.

Our idea goes beyond providing a clean and safe place. We are rethinking

working times, air quality and what a social workplace means. Workers enjoying a communal garden and healthy meals together. Developing knowledge and skills through extra-curricular education and vocational training. Creating a new future.

Labl's aim is to reach new heights of quality in working conditions.

Because the local community co-owns the production facility, any profits directly support local community interests. Labl also uplifts lives and communities by providing boreholes for water, finance for schools or paying for childcare.

A Better Way for Farmers

Delivering a Brighter Future Through Regenerative Agriculture

Labl wants farmers to enjoy a better life with fewer worries.

It is why we are setting up demonstration farms for everyone to learn about regenerative agriculture.

Labl is supporting farmers in different ways to move from monoculture to the regenerative way. Seed funding to start a farm. Education for successful farming. Guaranteed sales of crops, for sustainable cotton growing and financial security.

Our goal is to only work with regenerative farmers.

That's because regenerative farming is good for the planet, restoring natural environments and increasing biodiversity. It uses multi-cropping, no pesticides and no fertilisers. It uses nature to grow beyond the initial seeds. Powered by the sun, cotton plants take up CO2 from the air and put carbon in our clothes and in the soil.

For the farmer, it reduces expenses, improves the land and creates extra opportunities to make money - such as selling surplus cotton, by-products or other cash crops.

Accelerating Change with Cutting-Edge Technology

Transforming the Planet and People's Lives with Web 3.0

Our big vision for radical change is possible because we are a cutting-edge technology manufacturing company. Think Web 3.0, digital and tokenised ownership.

Through technology, the value chain is completely transparent. Track where the cotton grew, who made your shirt and the full provenance of every garment.

Technology gives production workers and farmers access to better efficiency, financial security, support and education. Tokenised ownership supports democracy and gives people a fairer say in decision-making.

Integrated Techpack technology gives clothing brands flexibility and high-quality production. Making minor design changes or customisation is easy.

Technology allows the conscious investor to contribute, secure a share and see what their money is doing.

We are exploring how our clothes can be designed for web 3.0, each with a unique digital identity. Create unique collections or take your fashion to your favourite game.

Labl offers developers opportunities to apply their coding skills to an ethical, futuristic and sustainable project.

Tailored Investments for the Conscious Investor

A Pathway to Making Profits Which Help Help People and the Planet

Radical transformation requires commitment, collective effort and local communities. Plus, of course, investment.

Labl offers the longer-term conscious investor, from consumer to Venture Capitalist, a way to directly impact sustainable production.

You can have tokenised ownership in the project. Make tailored investments, be part of the movement for systemic change and help us to scale. See the difference you're making.

Get behind fully sustainable, fairly made clothing. Support an ecosystem of fairer working, regenerative farming and community development. Be rewarded with a financial return, knowing you're also helping people and planet.

Large or small, your investment is good for the entire community.

Opening the Door to a Revolution in the Fashion Industry

The fashion industry is failing the world. We believe Labl has a better way.

Providing clothing brands with a faster and better way to create fairer fashion - and experience the positive impact on local communities for themselves.

Empowering people out of poverty and into a happier future through better working conditions, education and community support.

Creating a shift from monoculture to regenerative agriculture - to give farmers greater financial security and protect the natural environment.

Embracing advanced digital technologies and tokenised ownership for a fully transparent value chain, a better system of production for the world, and greater democracy.

Labl Fashion White paper

Giving the conscious investor a way to experience financial rewards - plus the satisfaction of helping people and planet, through a longer-term commitment to sustainable production.

Labl's vision is for a fashion industry that's planet positive. Eco minded. Ethically empowering. Social. Totally sustainable. Fully transparent.

Labl cannot do it alone. We want to create a vibrant community of investors, clothing brands, production workers, farmers and tech experts - all invested in the vision and sharing in success.

We invite you to join us.