

LUHTA
SPORTSWEAR
COMPANY

Sustainability at Luhta



Heritage & headquarters

📍 LAHTI, FINLAND

Founded in 1907

Turnover €190 milj.+

Personnel 1000 +

Sales to 50+ countries

Dynamic brand portfolio

A comprehensive brand selection of sports-, outdoor-, casual- and fashionwear; clothing, footwear, home textiles and pets' clothing and accessories.

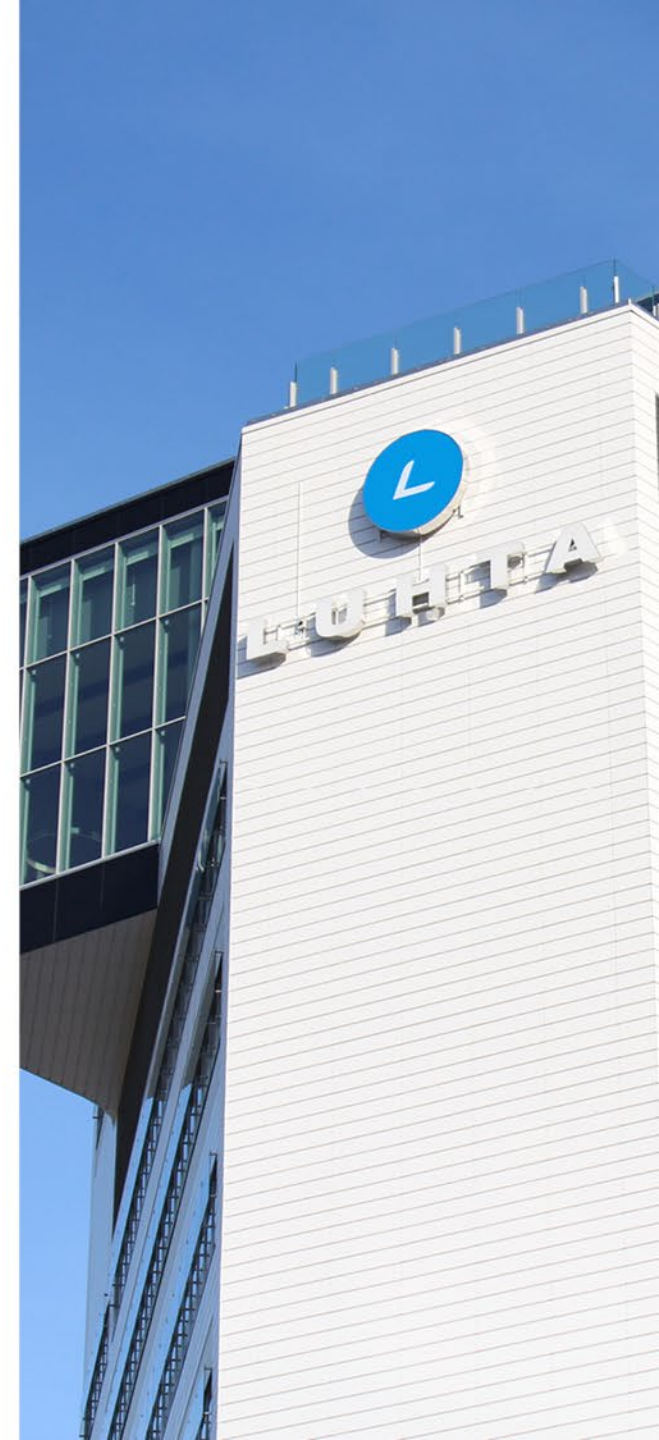
Strategic brands





LUHTA SPORTSWEAR COMPANY MISSION

**We inspire an active and
healthy lifestyle
from one generation to
another**



Three main targets guide our sustainability work:

Sustainability Targets

**Net-zero
commitment in
value chain by
2050**

**100% circular
economy-aligned
collections by
2040**

**Building a sustainable
corporate culture to
enable
wellbeing and growth**



Priorities of our Sustainability Work

Responsibility covers the whole company, from product design to product recycling

Environment

Material choices

Environmental impacts

- Minimizing emissions
- NO to harmful chemicals
- Circular economy compliance

People, governance and finance

Integrity and ethics

Social responsibility

- Human rights
- A living wage
- Diversity

Welfare and security

Long-term cooperation

Profitability and competitiveness

Sustainable innovative products

Designed to last

Maintenance and repair

Take-back, reuse and recycling

Product safety

Innovation

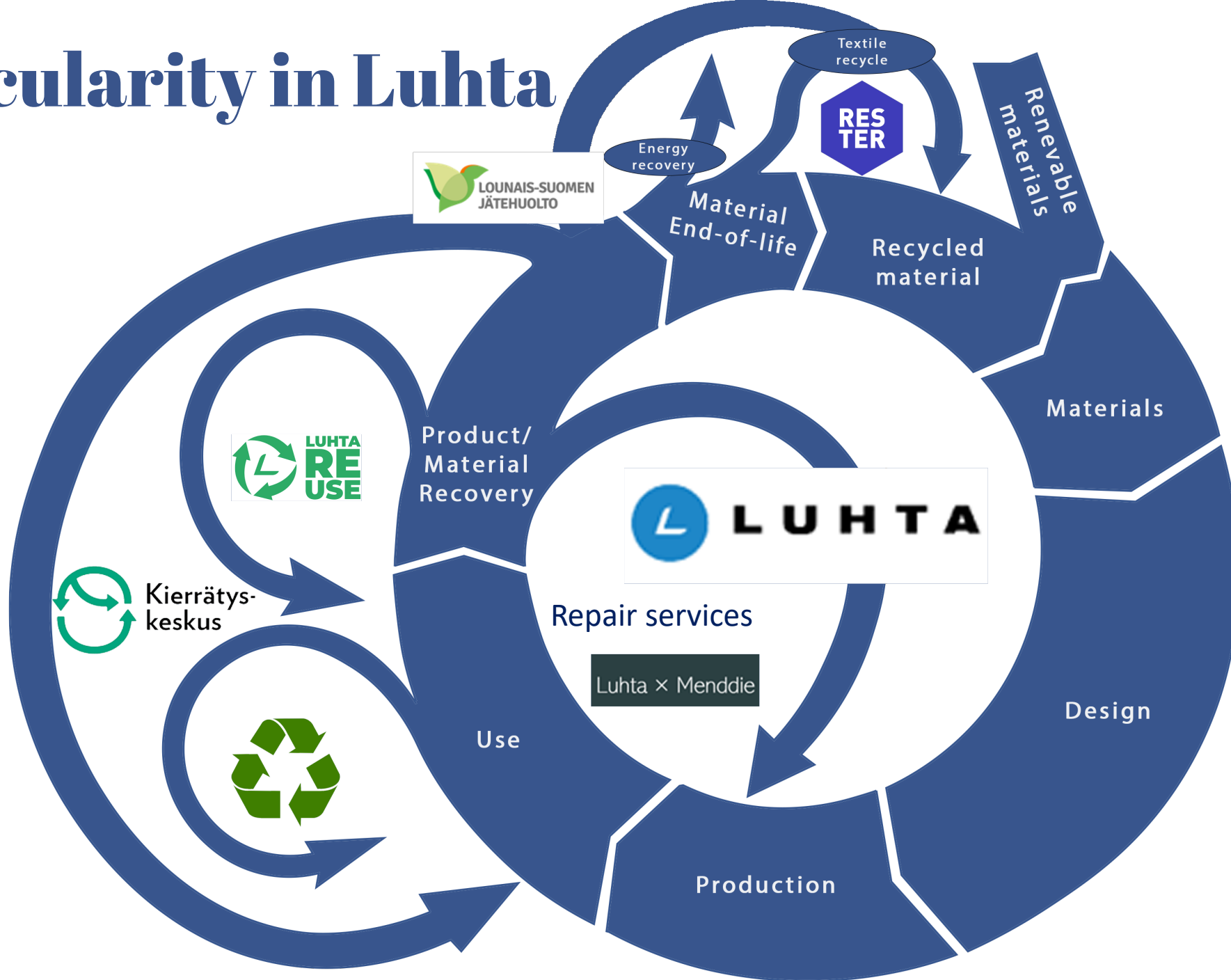
Innovative materials

Net-zero commitment
in value chain by 2050

Sustainable growth

100% circular economy
aligned collections by 2040

Circularity in Luhta



Durable product

- Product design for a circular economy

Skills development throughout the organization

Material choices

- Increasing innovative materials and use of recycled materials

Strong, reliable value chains

- Long-lasting producer and stakeholder relationships

LUHTA
RE
USE



Taking responsibility for the whole product life cycle



In many cases, our clothes are still usable long after the first owner no longer needs them.

By doubling the lifetime of a garment, we reduce its carbon footprint by up to 44%.

*Ellen MacArthur Foundation study

Luhta ReUse gives used clothes a new life and helps them get back into circulation.

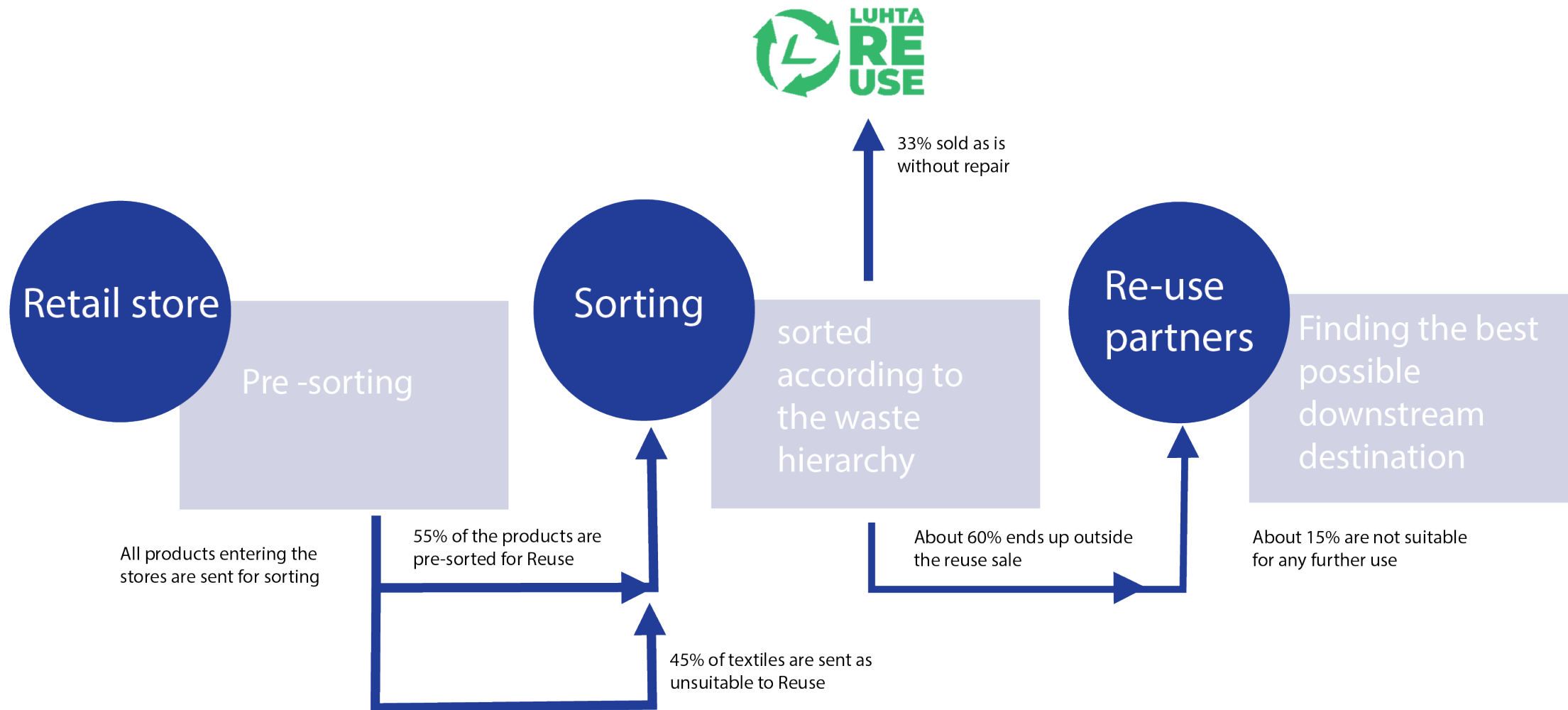




ReUse Process

We accept second-hand clothes from all our brands in our stores around Finland.

You can return both used and broken items - we accept everything and sort and recycle it!





Sorting

- Products received from stores are pre-sorted
- Good condition items can be sold on ReUse
- Individual small repairs, such as sewing a seam or replacing a button/stitch, can be done on our Repair workshop
- Those that are fit for use but not suitable for ReUse are donated to a partner Kierrätyskeskus
- Sub-standard, broken and faulty ones are delivered to partners for re-use and recycling

Partners



CASE REUSE



Metamorphosis by Sofia Skippari in collaboration with Luhta.
Photographer: Valtteri Juho



Luhta ReUse upcycling output

***Luhta Sportswear Company's stand
at the biggest trade fair ISPO
November 2023***

Outfit by Sofia Skippari, LAB

Luhtha ReUse x LAB Cases

The students were given two different assignments to choose from.

One focused on a more creative outcome and the other on problem solving. Both resulted in a product or an outfit

Case 1: Upcycle

Remake one or more products for sale at Luhtha Reuse!

The product must be functional, interesting, and sellable

- What kind of remanufactured product would you buy?-

Document the process, its challenges and findings. How did you go from the original products to the result?

The process can be described with pictures, video, illustrations, or something else. The important thing is that the description shows the steps that went into making the final product.

Case 2: Remake Perla

Remake the product so that the staining lining is removed.

The result can be a garment, accessory, or other product. Avoid using additional materials and, if possible, solve the problem with existing product parts.

Create a product that is marketable with other Icepeak products (brand image, price, purpose) but also represents your creativity, designer identity, and solution-finding.

Implement the product and its production plan. The production plan includes a description of the steps involved in remanufacturing the product in the way you want. Consider the impact of sizes in your plan - Sizes can vary between 34-44

Final presentation

the students presented their products in a short presentation that reflected the professional context of working with a company

All students received valuable customer feedback, evaluating the product itself, the completion of the assignment, and the accompanying presentation material



The final presentation featured both the product and the design process

Picture Mirka Uunimäki

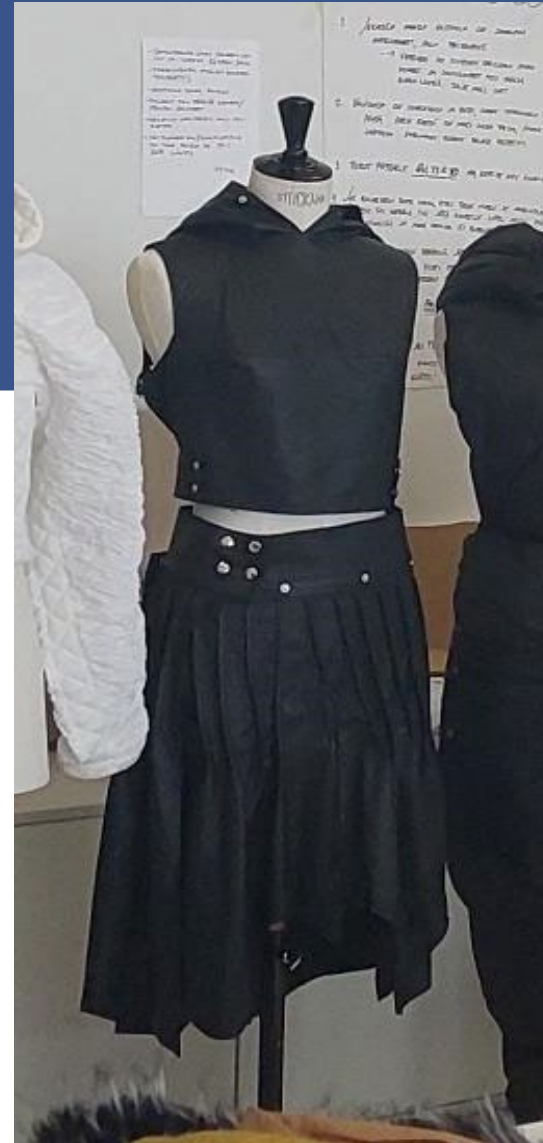


Picture <https://koefashionshow.com/helsinki-show/>

The level of competition was high and instead of one, two winning products were finally selected and awarded.

The winners were selected based on successful implementation, meritorious research, and following the brief

As a result, Luhta received comprehensive information on the challenges and opportunities related to the remanufacturing of its products



Pipsa Saarinen



Kalle Niemi

The Winners

Some of the final Products



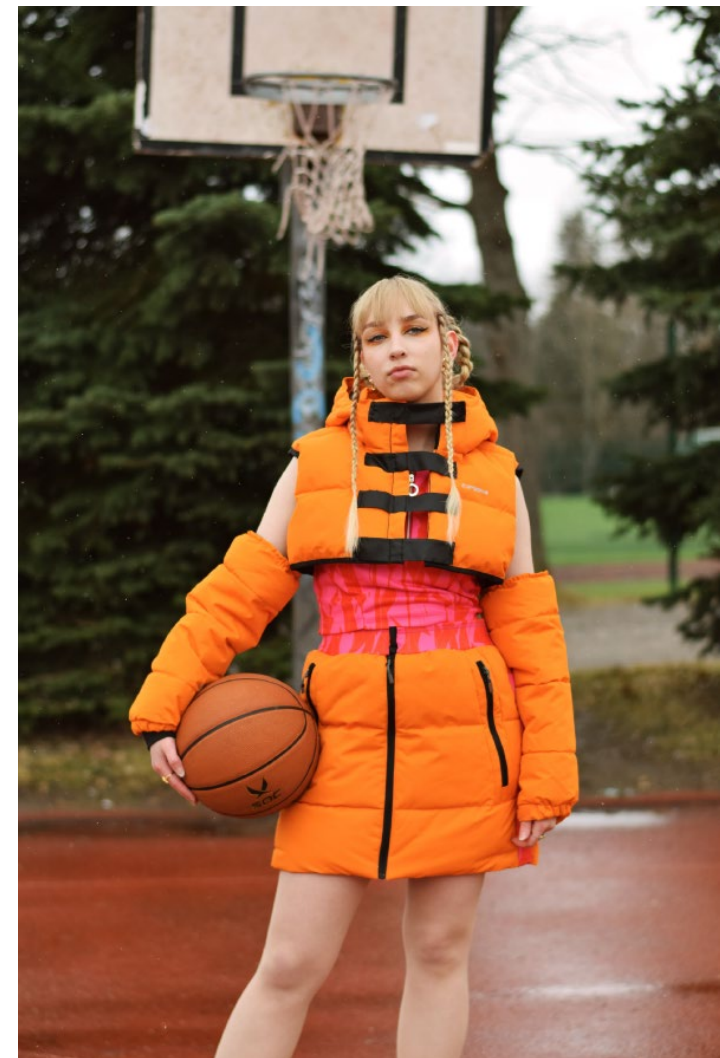
Outfit and picture: Viivi Silvast



Outfit Emilia Taavitsainen
picture: Sofia Eskola



Outfit Juulia Alin picture: Viivi Silvast



Outfit Ansa Rajakangas picture: Viivi Silvast

KOE 24 Fashion Show

HELSINKI 28.5
MAKASIINI L3



Pictures <https://koefashionshow.com/helsinki-show/>



Thank you!

Mirka Uunimäki

Circularity and Sustainability coordinator

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