

VIKTORIA & WOODS

# IMPACT REPORT 2025

# ACKNOWLEDGMENT OF COUNTRY

We acknowledge the Traditional Owners of the land on which we work and gather, at our Head Office in Naarm and our boutiques across this Nation, and pay our respects to Elders past, present and emerging. We celebrate the rich and diverse stories, cultures and traditions of all Aboriginal and Torres Strait Islander peoples who live and work on this land.

# A YEAR OF INTENTION

As I reflect on 2025, I am filled with pride for how far Viktoria & Woods has come. This has been a period of mindful transition. Moving from our 20th-anniversary celebrations in 2024 into a phase of deep operational preparation. While our vision of creating beautiful moments in harmony with the planet remains unchanged, we are now focused on building the foundations for our next chapter. Significant milestones were reached this year as we worked toward our 2027 goal of 60% preferred fibers.

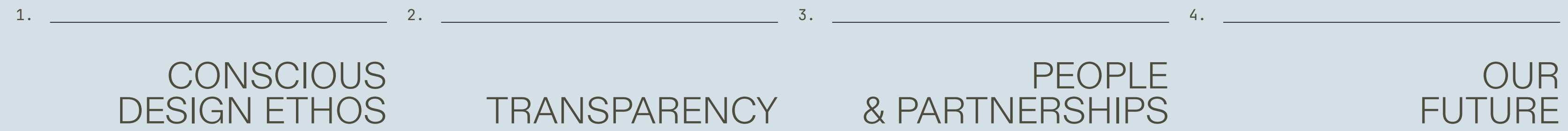
Having first surpassed this milestone in 2024, we maintained strong momentum in 2025, most notably reaching 76% within our CORE offering. We also deepened our connection to the Australian landscape through a direct partnership with the Great Barrier Reef Foundation, actively contributing to vital reef restoration.

Looking toward the horizon, we are currently maturing our data collection across the entire value chain while returning to our core mission: creating beautiful, considered clothing unique to the V&W ethos. As ever, this journey remains one of progress, not perfection.

As we set our direction for 2026, we remain committed to evolving with the same care, intention, and creativity that has defined us for over two decades.

*Margie x*





# CONSCIOUS DESIGN ETHOS

## OUR FOCUS

All Viktoria & Woods garments are carefully designed in timeless silhouettes with premium fabrications, ensuring they are loved for years to come or handed down with care. Our collections are conceived as a system; each release is a chapter, designed to integrate seamlessly with what came before and what follows.

### 2025 PREFERRED FIBRE SELECTION

Originally, we set an ambitious goal to have 60% of our collections crafted from preferred fibers by 2027. We are proud to have surpassed this milestone in 2024 and maintained strong momentum throughout 2025.

Our CORE 25 collection remains a significant achievement for 2025, reaching 76% preferred fibre composition. As these silhouettes and fabrications are central to the Viktoria & Woods identity, they represent the seasonless pieces that return to our customers' wardrobes time and time again. Achieving this high percentage within our CORE range ensures our most-loved, permanent styles are anchored in our ongoing commitment to fiber integrity.

While we pursue certified fibers, we balance these goals with our uncompromising standards for garment longevity and aesthetic. Moving forward, our selection has evolved to reflect a strengthened focus on natural fiber composition and technical blends prioritized for both traceability and durability, ensuring each piece remains a lasting part of a curated wardrobe.

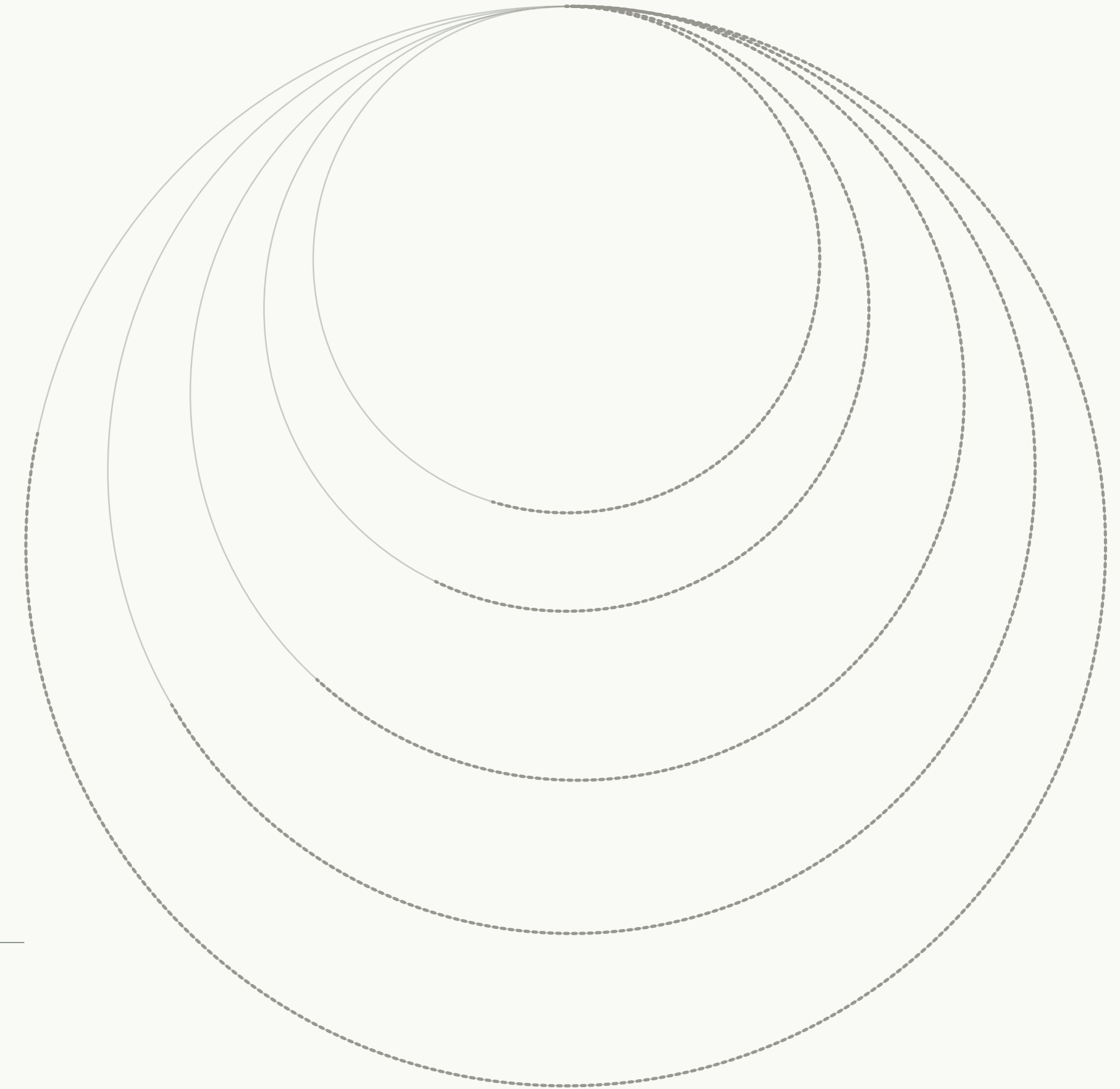
CORE 25: 76%

WINTER 25: 64%

RESORT 26: 60%

AUTUMN 25: 55%

SPRING 25: 54%



While we have always gravitated toward natural fibres, we are now more selective than ever, adopting a holistic approach that evaluates the source, production, and functional longevity of every material. This section highlights five of our preferred fibres—a curated selection of natural, certified, and innovative materials that elevate the brand experience.

### CUPRO BLEND

Our signature cupro blend is a testament to the intersection of artisanal craft and circular innovation. Often referred to as “vegan silk,” cupro is a premium regenerated cellulose fiber spun from cotton linter—the tiny, silky fibers that remain on the cottonseed after ginning, which are typically too small for traditional spinning. We source the highest quality cupro from Japanese artisans with whom we have partnered for over a decade, ensuring a material that is manufactured under strict environmental standards and holds Global Recycling Standard (GRS) certification. To enhance the performance of this delicate fiber, we blend it with FSC-certified triacetate. This regenerated fiber, derived from sustainably managed wood pulp, adds essential strength and durability to the fabric without compromising its luxurious handle. The resulting textile offers an elegant drape, a lustrous sheen, and exceptional breathability, providing a versatile foundation for our transeasonal designs.

### MERINO WOOL

Since our brand’s inception, our heritage has been anchored in the timeless elegance of merino wool. Merino wool is one of nature’s most remarkable technical fibers: it is entirely renewable, biodegradable, and possesses inherent self-cleaning and moisture-wicking properties. Sourced from merino sheep breeds, this superfine wool offers a softness and comfort that transitions seamlessly between the seasons. This versatility makes it the ultimate luxury fiber for transeasonal dressing, maintaining a crisp, premium aesthetic while supporting the body’s natural thermal regulation. In our pursuit of premium quality, we utilize a mix of certified and uncertified wool, which may include Oeko-Tex® 100, the Responsible Wool Standard (RWS), or Bluesign® certified manufacturing. By integrating these industry-leading standards where possible, we continue to honor our wool heritage while remaining committed to a responsible and transparent approach to premium fashion.

### LEATHER

Leather remains one of our most enduring premium materials, valued for its exceptional durability, natural beauty, and the unique patina it develops over time. As a high-performance natural material, its ability to resist wear ensures that each piece remains a staple in a curated wardrobe for years to come. Our signature Nappa leather is a byproduct of the meat industry, sourced and produced in a small, family-run tannery in Türkiye. This partnership allows us to maintain a close connection to the craftsmanship behind each hide. To ensure these traditional methods align with modern responsibilities, our leather receives a Gold rating from the Leather Working Group (LWG). This accreditation verifies that the tannery adheres to rigorous environmental practices and high standards of animal welfare, delivering a luxury material that is as ethically considered as it is aesthetically refined.

### VISCOSE

The versatility of viscose is immense, lending itself to a wide range of silhouettes that require unique movement and a refined fluid drape. As a fiber derived from wood pulp, viscose is celebrated for its ability to balance elegant aesthetics with everyday durability, offering a silk-like handle and color depth. In line with our commitment to premium sourcing, we utilize a range of certified and responsibly produced cellulose fibers based on the specific needs of each design. Many of our styles incorporate Lenzing™ ECOVERO™, FSC-certified wood pulp, or regenerated bamboo fibers, prized for their natural antibacterial properties and breathability. To ensure our pieces stand the test of time, we occasionally blend these fibers with a calculated percentage of polyester to stabilize the yarn and enhance longevity, ensuring our viscose garments meet our standards for both luxury and responsible production.



## 100% NATURAL COMPOSITION

Natural fibers have remained a cornerstone of our collections throughout the years, representing our enduring commitment to materials that honor the earth's raw beauty. We prioritize the use of 100% natural compositions—whether in pure form or through sophisticated blends of cotton, wool, and silk—for their unparalleled technical benefits and superior tactile experience. Beyond the immediate luxury of the wearer's experience, these natural compositions are integral to our approach to a garment's lifecycle. Because they are made entirely of natural matter, these fibers are inherently biodegradable, allowing the material to break down naturally at its end of life. By consistently integrating these pure fabrications, we ensure that our pieces maintain a premium aesthetic while offering a responsible path for end-of-life.

## THE V&W GARMENT BAG: ARCHIVAL CIRCULARITY

In 2025, we deepened our commitment to circularity by transforming archival materials into functional luxury. The V&W Garment Bag is a functional piece crafted entirely from Japanese cotton deadstock. By repurposing this high-quality surplus fabric, we diverted valuable textiles from potential landfill and breathed new life into our existing inventory. Artfully designed and crafted in our Melbourne-based atelier, the bag was engineered for longevity and versatility, easily converting from a protective dress sleeve to a carry-all essential. By maintaining production in-house, we ensure the highest standards of quality while honoring our heritage of Australian-made design. This initiative reflects our broader mission: creating beautiful, enduring pieces that exist in harmony with our planet.



# TRANSPARENCY

## OUR FOCUS

We are continually learning and redefining our best practice.  
We strive to build trust by sharing this journey openly with our customers.

ORIGIN	OP %	UNIT %	COO	OP %	UNIT %
LOCAL	61%	56%	AUSTRALIA	61%	56%
OFFSHORE	39%	44%	CHINA	35%	42%
			TÜRKİYE	2%	0%
			VIETNAM	2%	1%



As we care for our clothes, we care for the hands that craft them. We are dedicated to nurturing long-lasting relationships with trusted suppliers, ensuring that every individual within our supply chain is treated with fairness, remains safe, and is respected for their skill.

## GLOBAL CRAFTSMANSHIP & QUALITY

To deliver the exacting quality and refined finishes our collections demand, we continue to evolve our manufacturing landscape. While we remain proud of our local heritage, the limitations of local infrastructure have led us to look toward the horizon, embracing the opportunity to partner with skilled artisans and world-class facilities globally.

This expansion is driven by a pursuit of specialised techniques and technical innovation often unique to specific regions. By integrating global craftsmanship with our design ethos, we ensure access to the advanced machinery and artisanal expertise necessary to maintain our commitment to exceptional garment quality.

As we thoughtfully expand our production capabilities, our selection of new partners is guided by a rigorous internal framework. We are returning to the core pillars of garment making to ensure that as we grow, the premium nature of our brand remains uncompromised.

We prioritise:

**Specialised Craftsmanship & Innovation:** Seeking out global technical prowess to uphold and elevate the distinct quality of our silhouettes.

**Exacting Quality Assurance:** A disciplined approach to ensuring a consistently superior, premium output in every piece.

**Traceability & Ethical Integrity:** Partnering exclusively with those who share our commitment to people and the planet, with an increased focus on the visibility of our fibre origins.

### RESPONSIBLE PACKAGING REFRESH

In 2025, we evolved our packaging to better reflect our commitment to responsible products without compromising the premium aesthetic of the Viktoria & Woods experience. Our entire packaging suite is paper-based and carries FSC (Forest Stewardship Council) certification, ensuring all paper and cardboard elements are sourced from responsibly managed forests.

A key innovation for 2025 was the introduction of woven paper handles on our retail bags. This shift allows for a fully mono-material design, enabling our customers to easily recycle packaging at end-of-life through standard paper streams, all while maintaining the refined tactile luxury that defines our brand.



# PEOPLE & PARTNERSHIPS

## OUR FOCUS

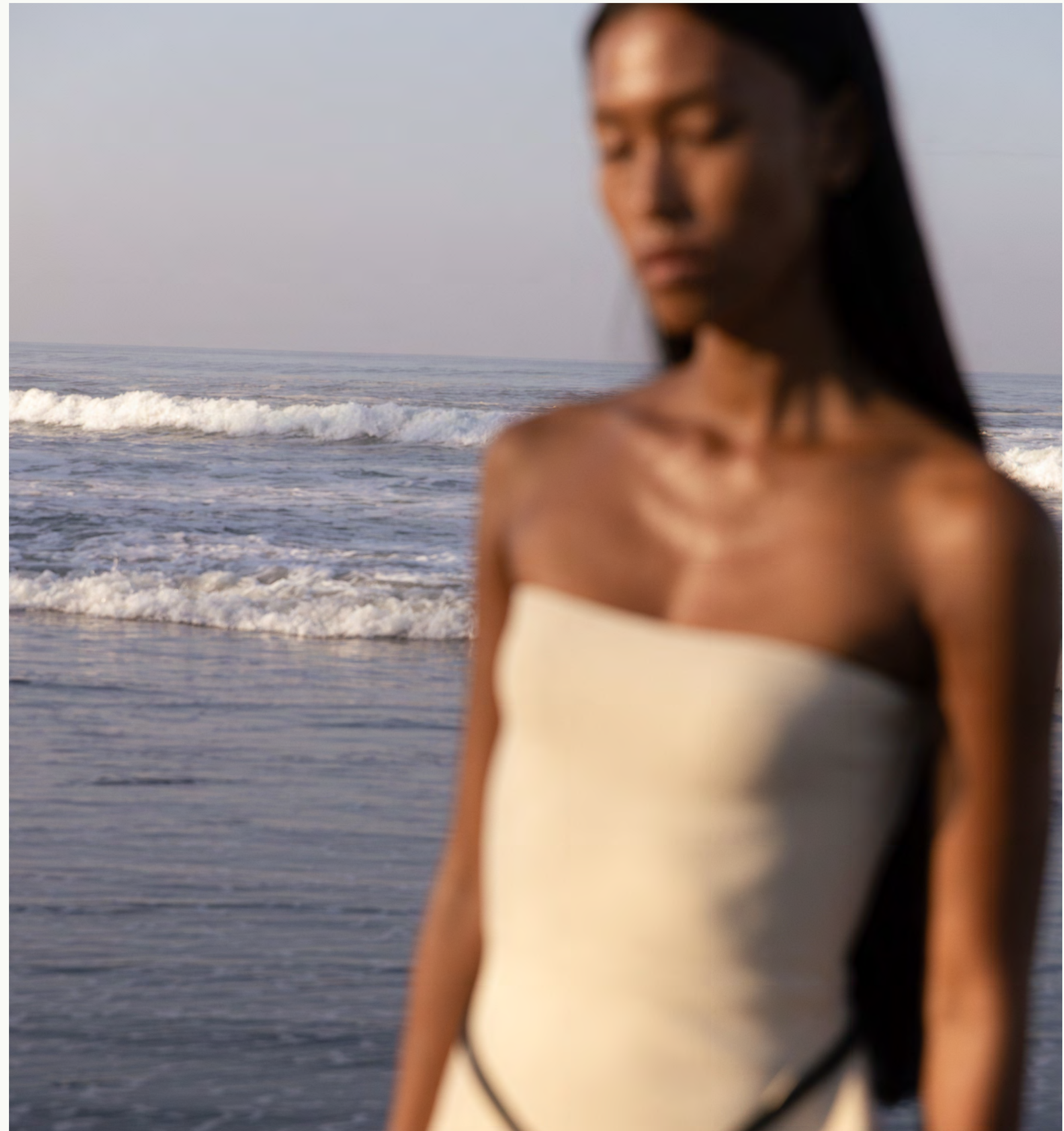
We aim to be a force for good by extending our relationships to charitable organisations who help respect and restore our planet. Working with trusted partners who make a big impact will help us on our mission to support artisans, increase social advocacy, divert fabric waste from landfill and provide clothing to people in need.

### THE GREAT BARRIER REEF FOUNDATION

At Viktoria & Woods, our commitment to people extends to the natural environments that inspire us. Central to our impact is our ongoing partnership with the Great Barrier Reef Foundation, a collaboration dedicated to ocean preservation and education. Since its inception in March 2024, we have successfully raised over \$16,000 for the Foundation's 'Plant a Coral' program. This vital initiative actively restores damaged sections of the reef by planting resilient baby corals, helping to rebuild and strengthen ecosystems devastated by coral bleaching. In 2025, we evolved this relationship into a direct partnership, allowing for deeper engagement in awareness initiatives that honor the ocean as a primary source of our design inspiration.

### EDUCATION & ENGAGEMENT: OCEAN BY DAVID ATTENBOROUGH

To foster a culture of stewardship within our own team, we marked World Oceans Day 2025 with an immersive educational experience. Our head-office team attended a private screening of David Attenborough's Ocean documentary at the iconic Rivoli Cinema. The film offered a poignant journey through the ocean's incredible biodiversity while highlighting the sobering realities of overfishing and mass coral bleaching. This experience served as a powerful reminder of the ocean's vital role in our survival and concluded with a message of hope: that with collective action, the ocean can recover to its former glory. By bringing our staff on this journey, we ensure that ocean preservation remains a core, lived element of our brand identity, shared authentically with the wider V&W community.



## FITTED FOR WORK

Our commitment to our community is rooted in the empowerment of individuals, ensuring our garments serve a meaningful purpose throughout their entire lifecycle. We are proud to continue our longstanding support of Fitted for Work, a national not-for-profit dedicated to helping Australians experiencing disadvantage to secure employment and thrive in their professional lives. By providing practical skills, mentorship, and the confidence to navigate the workforce, Fitted for Work creates transformative change for those seeking economic independence. This partnership is a key component of our circularity strategy, allowing us to thoughtfully manage excess stock and samples by diverting them toward those in need. By donating past-season collections to their outfitting service, we ensure our high-quality pieces provide clients with the self-esteem and professional presence needed to move forward with confidence. In 2025, our contributions helped 71 people access essential workwear and career support, through direct stock donations.

*“Your contribution is not just a gift, it is a lifeline that helps us keep our doors open and provide essential services to women who are striving to build a better future. Partnerships like ours are the foundation of everything we do, and your belief in our work inspires us every day. Thank you for standing with us and making a real difference in the lives of so many. We are proud to have Viktoria and Wood” — Donna de Zwart Managing Director, Fitted for Work*

By repurposing our collections to support those in need, we honor the longevity of our garments while contributing to a more equitable, diverse, and empowered workforce.

## CONTINUED ZERO FABRIC TO WASTE

Through our dedicated zero-fabric-to-waste commitment, we continue to ensure that every scrap, cut-off and garment finds a purposeful second life. Our in-house atelier meticulously catalogs excess materials as deadstock, preserving them for future creative iterations or archival masterpieces. When a garment falls short of our rigorous quality benchmarks, it undergoes a thoughtful assessment to determine the best path forward—whether through donation or specialized recycling.

Our ongoing partnership with Upparel remains a cornerstone of our circularity strategy; they transform our smallest offcuts and unwearable pieces into innovative new products. In 2025, this commitment prevented 57kg of textiles from entering landfills, effectively neutralizing 199kg of greenhouse gas emissions that would have otherwise impacted our atmosphere.

## A SHIFT TOWARD PREVENTION

While our fabric recycling avenues remain robust, we are proud to report that our actual recycling volume has decreased by nearly 50% compared to 2024. This decline is a celebrated milestone for our team: it marks a significant shift from managing waste to preventing it at the source.

By refining our internal manufacturing workflows and tightening our Quality Control (QC) requirements, we have reached new best practice standards. We are producing more efficiently than ever, ensuring that premium quality is achieved with fewer errors and less avoidable scrap. To us, the best kind of waste is the kind that never exists in the first place.

## OVARIAN CANCER RESEARCH FOUNDATION X WITCHERY WHITE SHIRT CAMPAIGN

In 2025, our Creative Director and Founder, Margie Woods, partnered with Witchery on their esteemed White Shirt Campaign. This collaboration supports the Ovarian Cancer Research Foundation (OCRF), Australia's leading funder of research into the most lethal gynecological cancer. By lending her creative inspiration to craft a signature White Shirt and White Jeans, the partnership helped contribute to a cause that is vital for accelerating progress in early detection and patient outcomes. Through long-term partners like Witchery, the OCRF is able to fund high-impact medical research, advocating for a future where those impacted by ovarian cancer can live healthy, vital lives.

*"I'm incredibly proud of this partnership. This is a cause close to my heart, and we have crafted these pieces with versatility and enduring style in mind to support such an essential mission."* — **Margie Woods**



# OUR FUTURE

## OUR FOCUS

We are on a journey to do better. We seek to empower ourselves through information, collaboration, compassion, and courage.

## LOGISTICS & OPERATIONAL EXCELLENCE

A defining milestone in our 2025 journey has been the transition to our own dedicated warehouse, a move that allows us to integrate our environmental values directly into our logistics and distribution. By bringing this operation in-house, we have gained deeper control over the end-to-end customer experience, ensuring that every order is handled with the meticulous care synonymous with the Viktoria & Woods name. This facility serves as a hub for both innovation and efficiency, where we have implemented meticulous quality control protocols managing stock with precision.

Our warehouse is designed with an optimization and environmental performance focus, specifically through our circular waste initiatives. We have introduced a streamlined packaging reuse system, where incoming materials from production are repurposed for internal logistics and outbound shipping whenever possible, reducing our reliance on single-use components. Furthermore, managing our own distribution allows for greater logistical efficiency, enabling us to optimize shipping routes and consolidate transit. This move toward operational independence not only strengthens our commitment to a premium customer journey but also ensures that our back-of-house operations are in harmony with our pursuit of responsible business practices.

## BOUTIQUE EXPANSION

In 2025, we continued to grow our physical footprint with the opening and reimagining of five key retail spaces, including our debut in Canberra, a new residency in Burnside, Doncaster and the Strand boutiques, as well as a bespoke David Jones space in Bondi. Each location is designed as an extension of our wardrobe philosophy, utilizing a palette of premium, often locally sourced and sustainable materials to create a sense of balance between the natural environment and the unique architecture of the space.

From the heritage-sympathetic details of The Strand Arcade to the sun-drenched, skylight-centered design in Canberra, these boutiques offer an immersive and effortless customer experience that remains anchored in our core design values.

*“With our Burnside Boutique, we wanted to create a space that feels both refined and welcoming—a reflection of the Viktoria & Woods woman. It was important to bring our signature design language to Adelaide in a way that feels uniquely considered.”* — **Margie Woods, Founder & Creative Director**

## 2026 STRATEGIC PREPARATION

While 2024 was a year of celebrating our 20-year legacy, 2025 saw boutique and operation expansion, it has set us on a track for deliberate preparation in 2026. We are moving toward data maturity, ensuring that our decisions are backed by measurable impact for both people and the planet.

Our focus for the future looks to areas within our operation that hold the greatest potential for improvement. As we prepare for future reporting periods, we are strengthening our internal systems to capture high-fidelity data across our entire supply chain. This preparation and refinement phase is focused on continuing to bring storytelling elements of our unique pieces to our customers, and providing granular insights for evolving reporting standards.

## REFLECTION

As we reflect on our journey of empowerment and progress, we recognize that our path is filled with both responsibility and opportunity. We remain deeply committed to evolving with care, intention, and creativity, ensuring that as Viktoria & Woods grows, we do so in constant dialogue with the natural world. In an ever-changing landscape, our focus remains steadfast: to navigate the future with a gentle footprint and a clear purpose. We continue to seek a balance between the beauty we create and the world we inhabit, maintaining harmony with the planet through every chapter of our story.

### A MESSAGE ON OUR EVOLVING JOURNEY

In 2023, we redefined our Responsible Business strategy to set a clear direction for the future of Viktoria & Woods. Since then, we have successfully met our intended direction and targets, consistently anchoring our progress to our original intention: to create beautiful moments in harmony with the planet.

As we release our 2025 Impact Report, we are entering a new phase of preparation and refinement. Our focus is shifting toward deepening the storytelling of our unique pieces and providing the granular insights required by evolving global standards. We anticipate this will result in a refined strategic direction for our responsible business practices—one that we look forward to sharing in new and evolving ways with our customers, partners, and brand family. This report marks the completion of our current reporting chapter as we transition toward the next horizon of accountability and design integrity.

