

NORDSTROM

Celebrating Earth Day with Sustainably Focused Brand Partners

April 22, 2022

As a company, we're committed to leaving the world better than we found it and showing up as a responsible corporate citizen for our customers, employees and the communities we serve. To celebrate Earth Day, we're highlighting a few of our brand partners on the importance of sustainability and how they help us celebrate Earth Day year-long.

[Fjällräven](#)

Hailing from the small town of Örnsköldsvik in Sweden, a place where mountains and forest meet the sea, Fjällräven is an outdoor clothing and equipment company that's committed to making nature more accessible. In true Swedish style, they focus on simplicity and practicality, and have the utmost respect for the environment.



Why is creating a sustainable brand important to you?

We want to develop products and inspire the world to walk with nature in a way that conserves nature and its resources for future generations. We implement efficient design techniques to minimize waste and choose durable materials and construction methods to make our products last. We have a matrix of preferred materials our team uses to choose high functioning, lower impact materials for our product. We are constantly looking for lower impact alternatives.

How do you celebrate Earth Month all year-long?

We act responsibly toward nature, humans, and animals by implementing the highest sustainability standards throughout our production and operations, locally and globally. Through robust sustainability standards, industry collaborations and long-term partnerships with our suppliers we are continuously improving our production and operational sustainability. Focusing on reducing environmental impact, fair working conditions, and maintaining animal welfare.

[Tata Harper Skincare](#)

At Tata Harper we are green beauty engineers, researching, developing, and producing formulas with the highest-powered ingredients and latest technology. Our nature-derived formulas are engineered, hand-batched, and filled one-by-one to create the freshest skincare possible that goes directly from our farm to your doorstep.



What inspired you to create the brand?

For the longest time, natural beauty was thought to be simple and low quality. Typically you would find natural beauty in food stores and apothecaries where you don't find high quality products with the technology you expect. At the same time, department stores had a few natural ingredients that were mixed with synthetics and chemicals. We wanted to fuse both worlds and create products that were 100% natural but made with high quality, potent ingredients.

What does sustainability look like for your line?

We believe sustainability requires a 360 approach. We create products that enrich, not deplete, our environment and resources. We consider everything from using local ingredients and talent, to packaging, to manufacturing processes, and our respecting living creatures. We only use green technology and natural, nontoxic ingredients. We also make everything ourselves on our farm in Vermont, so there's no outsourcing or unnecessary shipping between multiple facilities across the country or world. Our products are made-to-order in small batches, so there is no over producing or excess inventory that ends up in a landfill. Sustainability is considered at every step.

Aesop

Aesop was established in Melbourne in 1987, driven by a fiercely independent approach—aiming to create timeless products through solid science, delivered in uncomplicated packaging and always with a touch of humour. Our product range offers skin, hair and body care products of the finest quality, in addition to a collection of niche fragrances and accessories for the self and home.



hear about processes, materials, makers, and the like.

What does sustainability look like for your line? We'd love to

As a company founded on steadfast ethics, our purpose has always been to tread as lightly as we can, with an unwavering commitment to quality,

excellence and sustainability across ideas and formulas. We recognise and respond to the greater role beauty companies must play in addressing the climate, sourcing and consumption crisis we are in.

We offset all emissions associated with operations, raw materials and end of life use of product but we know this is not enough. In the face of the current climate crisis, we are acting to decarbonise our value chain and protect nature. This is why we have set ourselves the goal of achieving net-zero greenhouse gas emissions by 2030. As a step towards this ambition, 100% of our direct global operations now run on renewable energy.

Why is creating a sustainable brand important to you?

It is indisputable that we have a responsibility to leave the planet in a better position than it is today. Small actions can sometimes seem futile, but we must all have conviction and confidence that we have influence as individual consumers, by being part of a collective which seeks to generate positive change. At Aesop, sustainability is an intersectional term, and incorporates our impact on people and communities we operate in alongside our environmental profile. As the business continues to grow, we are investing more money, staff time and talent and productions donations to social and environmental initiatives.

[Click here](#) to learn more about how we're taking responsibility for our impact and embracing innovations that raise the bar for sustainability in the fashion and retail industry.