

VUORI

Path to Happiness



Vuori's Investment in Happiness means feeling good about the things you buy and how they're made. Our mission is to make quality products for your pursuit of a happy life, empowering deeper connections with fitness, nature, creativity and community. Guided by our values and the coastal California lifestyle, we believe we're simply happier on a healthy planet. That's why we have developed a dynamic program to inform how we operate.

Our Path to Happiness is categorized into four interconnected pillars which work together to help drive value while paving the way forward—responsibly.

Our Selves Our Products Our Planet Our Community

Each category is further broken out into sub-categories that encompass various goals that will help us work towards a more equitable, sustainable future for our team, our community and the natural environment.

We are just starting out on our journey and don't have all the answers yet. By offering transparency into our process and commitments, we invite our community to be part of the journey with us as we strive to create meaningful, long-lasting change.

Our Selves

We strive to embody the highest standards in our products, our processes and business practices, striving for complete transparency and accountability.

Transparency + Traceability

Visibility into our supply chain is essential to maintaining rigorous standards for our products and our people. That's why we seek to provide information on where our clothes are being made, who is making our clothes, and how they are being made throughout the entire value chain.

Accountability

We recognize that businesses have a significant impact on people and the planet with which they operate. We are committed to monitoring and managing our impact and we invite our community into the process by sharing our vision, goals, and progress with you along the way.

Good Governance

We seek to run our business in accordance with strong ethics and data privacy standards and to operate our business in alignment with our values.

Our Products

Making high-quality products is about more than just materials. That's why we focus on areas that will help us make better products for our customers while striving to lower our environmental impact on the planet.

Materials

As of 2022, approximately 55% of our total fabric spend is made with Vuori Impact Fibers, but the road to a better future for our planet is an ever-evolving journey. We are actively working to increase our investments in preferred materials year over year. Learn more about what it means to be a Vuori Impact Fiber [here](#).

Additives

We seek to make better products for our customers by limiting the amount of chemicals and hazardous substances in our products and reducing the amount of freshwater used throughout the process. One of the ways we do this is by testing all of our products against an industry-approved Restricted Substance List.

Quality

Sustainability doesn't just start and end with materials. It's also determined by how long the products last. We are committed to making high-quality products that will stand the test of time. Learn more about our [Investment in Happiness](#) philosophy.

Our Planet

We strive to minimize the environmental wake we leave operating our business.

Climate

Climate change is one of the biggest issues facing our planet, but we believe that businesses have the power to influence real, meaningful progress in securing a low-climate future. That's why we have been Climate Neutral certified since 2019 and have set a goal to be part of our industry's efforts to keep global temperature rise below 1.5°C. Learn more about it [here](#).

End of Life

Our current economy operates on a take, make, dispose model which is commonly known as a linear economy. We are working to change that by promoting a circular economy that seeks to limit the amount of waste we generate throughout our value chain. This includes how we design our clothes and what we do with them when we're done with them.

Operations

How we operate on a day-to-day basis is essential to our commitment to living happier on a healthy planet. This includes how we run our retail stores and HQ, and how we work with our suppliers—from general sustainability guidance to where we source our energy. We are working to improve our overall resource efficiency by benchmarking and monitoring our utility and waste.

Our Community

We aim to foster a culture where all our people can thrive whether they work within the four walls of our HQ or at the factories we choose to partner with—both near and far.

Social Responsibility

Vuori is committed to a safe and healthy work environment for all of our team members. We require all vendors in our supply chain to abide by our Vendor Code of Conduct, which is based on International Labor Organization (ILO) core labor standards and requires compliance with all laws in each of the countries in which our factories operate and ensures programs are in place for continuous monitoring and improvement. Read our Vendor Code of Conduct [here](#).

Culture

We aim to not only create great products, but to foster great relationships throughout our staff, partners and communities. We do this by prioritizing our team members' health and happiness. We invest the time and resources necessary to support individual growth through initiatives like our wellness programs and career development.

Belonging

We always strive to cultivate a sense of belonging through an inclusive, equitable and diverse company. This commitment keeps us focused on the global Vuori community we serve every day, which also realizes better products for all.