



(November 6, 2020)

This chic, minimalist brand, VETTA, takes wearability seriously. The label primarily focuses on making sure that all their clothes can be worn multiple ways and used to create capsule collections — a selection of essential clothing. VETTA currently has five pre-made capsules available, each containing five designs that the brand claims can create 30 unique outfits through various pairings and adjustments. To successfully pull this off, each piece of clothing is thoughtfully designed to maximize wearability — a concept that is gaining traction across the fashion industry. As capsule wardrobes continue to entice minimalistic shoppers, VETTA continues to grow, giving this brand an optimistic future.

Material: VETTA uses fabrics from Lenzing AG, an Austrian company that makes specially engineered fabrics, most notably Tencel. The fiber for Tencel fabric is obtained from eucalyptus trees grown on farms that have earned the Forest Stewardship Council (FSC) certification. Lenzing AG, while not specifically an environment-focused company, has laid out a sustainability strategy that aligns with the Sustainable Development Goals set forth by the United Nations. VETTA primarily used Lenzing AG Tencel to make their clothes, but they have also used Lenzing AG EcoVero — the sustainable version of viscose — in select items. Organic cotton and recycled polyester are also used in VETTA clothing, but these fabrics are less innovative and come with an array of challenges such as draining natural resources and releasing microfibers in our water sources. **(4/5)**

Production: This minimalistic brand uses one factory in New York City, two factories in Los Angeles, and two in India — New Delhi and Mumbai — to produce its clothes. VETTA says someone from the team visits each factory, but it is not specified how often those visits occur for each location. However, the brand did declare that one of its factories in Los Angeles is focused on sustainability, and 70% of its energy comes from solar power. The mention that one factory in particular implements sustainable practices leads consumers to believe that the other four factories VETTA sources from are not environmentally-friendly. **(3/5)**

Wearability: This is what VETTA is most proud of and the part that makes the label stand out from other eco-minded brands. And while the company's statement that you can make 30 outfits out of just five pieces of clothing is enticing, it is not completely accurate. Dresses, shirts, sweaters, and pants usually come in two or three color options, so most capsules are somewhere closer to 10-15 pieces of clothing, instead of just five. From 10-15

pieces, you can easily make 30 unique outfits, but if you are looking at the suggested capsules and buying just five pieces, you may end up with closer to 12 or so unique outfits. Of course, the number of unique outfits to be made differ by capsule. Some pieces of clothing can be worn only two ways, but one shirt in the Polished Capsule can be worn 12 different ways. The short answer is if you want 30 unique outfits from just five pieces, you may have to research the wearability of each piece instead of only shopping their suggested capsules. Luckily, VETTA sells each item individually, and customers can create custom capsules on the website. **(4/5)**

Inventory: There are currently five pre-made capsules available on the VETTA website in addition to individual pieces that can be paired to make your own custom capsule. If each capsule offers 10-15 pieces of clothing, then it can be roughly assumed that VETTA is offering between 50 and 75 unique pieces of clothing. This is a manageable inventory that allows the brand to offer a diverse selection for customers while avoiding overproduction. However, clothes are made in advance, meaning if they go unsold, they will have to be discounted or donated. **(4/5)**

Initiatives: VETTA uses 100% recycled packaging materials such as poly bags, inserts, and packing slips, and all boxes used are FSC certified. In addition, Lenzing AG, the primary fabric supplier for VETTA, has goals to reduce emissions, like carbon dioxide and sulfur, in the coming years. **(4/5)**

Rating: (3.8/5)

Some pieces have more wearability than others, and depending on how much use you want to get out of a garment, you may have to do some additional research. Overall, though, VETTA is doing an excellent job of creating stylish and timeless clothing that is made with the environment and people in mind.