[December 22, 2020]

After taking a sabbatical from her previous career, Vanessa Barboni Hallik started Another Tomorrow. Two years later, it has developed into a clothing brand and magazine and is changing the way sustainable fashion is viewed. Another Tomorrow throws a wrench in the belief that transparency is difficult to achieve and sheds new light on fashion's supply chains. Find out more about this perfectly ranked small brand below.

Materials: Another Tomorrow uses the usual sustainable materials such as linen, up-cycled denim, and organic cotton, but this luxury brand also uses the sustainable alternatives of materials you most likely didn't even know about. Take the buttons used by Another Tomorrow, for example. Many luxury brands use animal horn buttons on their garments, but Another Tomorrow goes a step above, opting to use corozo, or vegetable ivory, buttons made from nuts instead. Even better, Another Tomorrow traces exactly where these buttons are grown and made — in Ecuador, where farmers pick the nuts from the ground, avoiding damaging the corozo plant. In fact, all materials used by Another Tomorrow are traced back to the source, and that information is shared with consumers via Provenance Journey Reports linked to each product. Materials like organic cotton are also GOTS certified, reflecting the brand's commitment to verifying their sustainability claims and using widely recognized certification systems to do so. **(5/5)**

Production: Thanks to the Provenance Journey Reports, the production of Another Tomorrow clothes is fully transparent. Consumers can see exactly where each material is made and how it is put together at various factories worldwide. Every factory that produces finished pieces for Another Tomorrow is visited in-person by someone from the brand. In addition, details about the factories, including how many people work there and what kind of pay they make, are shared in the Provenance Journey Reports. Also included in those reports is the factory's stance on sub-contracting. A big issue in the supply chain is the use of sub-contracting, or outsourcing, to unverified factories without the brand's knowledge or permission. It is at these sub-contracted factories that human rights abuses can occur more frequently. Another Tomorrow ensures that the factories they directly work with do not outsource. **(5/5)**

Wearability: The use of basic silhouettes and colors makes Another Tomorrow clothes classically timeless. They can be worn for years and never lose their appeal, passed from

generation to generation. Another Tomorrow clothes can also be paired well with other pieces to be worn repeatedly without looking repetitive. For example, the fitted blazers can be worn with a matching pant, a dress, or over a jeans and t-shirt look. If versatility and longevity are not enough, Another Tomorrow also recently launched a Size Exchange Program so consumers can exchange the size of their clothes to fit their changing bodies. The initiative was launched in November 2020 and only applies to certain products right now, but Another Tomorrow said the program would expand in time. **(5/5)**

Inventory: Another Tomorrow offers less than 100 products and keeps a constant collection, so there is little changeover. This is an embodiment of the slow fashion model and shows that the brand is not concerned with a fast turnover, which is a leading cause of clothing pollution. **(5/5)**

Initiatives: Carbon offsetting, sustainable packaging, and the Size Exchange Program are just three initiatives that Another Tomorrow has implemented, raising them above other luxury and small brands. The carbon offsetting program neutralizes emissions up to customers' doorstep, accounting for the last-mile of the transportation process, which brands often struggle with. When it comes to sustainable packaging, Another Tomorrow goes a step above and beyond, making everything from boxes to stickers sustainable. Two packaging components that particularly stand out are the clothing hangers made from recycled pulp and the compostable stickers made from 100% post-consumer waste. Another Tomorrow is also venturing into circularity with its Size Exchange Program and up-cycled Levi denim jeans. Circularity is of increasing importance in sustainable fashion, and Another Tomorrow has clearly gotten the message. **(5/5)**

Rating: (5/5)
Complete transparency is difficult for any brand to achieve, but you wouldn't know that from the way Another Tomorrow communicates its operations so well. This brand receives a perfect score, and it's not difficult to see why. Hopefully, other brands can look at what Another Tomorrow has done and see that transparency is a worth while investment and not just some fad.