Looking Friday & Elite Knitting: Code of Conduct & Sourcing Ethos

The "Logic and Humanity" Standard

At Looking Friday and our B2B production house, Elite Knitting Studio, we believe that true sustainability cannot exist without human empathy. The fashion industry historically values speed over skill and profit over people. We reject that.

Our foundational ethos of "Logic and Humanity" dictates that we protect both the environment that provides our materials and the artisans who sculpt them. We advocate for this tirelessly with every garment we make and every dollar we invest into our people—even when it means sacrificing our own profit. Because there is a better future, but only if we build it.

I. Working Conditions & Social Responsibility

We do not view our team as "production units"; we view them as mothers, neighbors, and people with full, complicated lives.

The "Home-Studio" Artisan Network: We do not use traditional factory floors. Instead, 100% of our production is kept in-house within our network. We have built a decentralized community of incredible artisans—primarily mothers, retirees, and individuals with disabilities—who work safely from their own homes.

Deep Empathy as Policy: We lead with our hearts, not a rigid rulebook. Understanding that an artisan might need to pause work at 3 PM to pick up her children is not a "logistical challenge" to us; accommodating that life is the entire reason this company was built. We guarantee fair, empowering wages and a collaborative environment free from exploitation.

Absolute Public Transparency: We operate with zero supply chain secrecy. We require our global suppliers to mirror our humanity and transparency. We will immediately cease working with any mill or supplier that prohibits us from publicly sharing their name with our clients and audience. If a supplier’s practices cannot stand in the light, their materials will not enter our studio. We prioritize partners who demonstrate a direct, verifiable connection to the wellbeing of their local artisans (e.g., our partnership with Hasegawa Corporation in Japan, where corporate operations are intimately integrated into the local community).

II. Restricted Substances List (RSL) & Occupational Health

Because our garments are sculpted by hand, toxic dyes and synthetic treatments pose an immediate physical hazard to our makers. Our RSL is built to protect occupational health just as fiercely as environmental health.

Founder-Led Physical Testing: Before any new material is permitted in our supply chain, our Founder, Libby Tolm, personally wear-tests it. If the material causes any adverse reaction to her highly sensitive skin, it is permanently banned. We refuse to let our artisans touch anything that causes physical harm.

Synthetic Ban: We maintain a permanent, zero-tolerance ban on all virgin synthetic fibers (including polyester and acrylic) due to their environmental toxicity and the severe physical harm they cause our artisans during hand-knitting.

EU REACH & Certifications: We explicitly require all raw material suppliers to be fully compliant with the EU REACH Directive. We require primary yarn suppliers to hold OEKO-TEX Standard 100 or GOTS certifications to guarantee zero harmful chemicals or heavy metals are present.

Non-Toxic Finishing: Any internal garment washing or wet-finishing is conducted strictly with unscented, hypoallergenic Amway products to ensure no hidden synthetic fragrances or chemical irritants ever touch our artisans' hands or our clients' skin.

III. Circularity & Environmental Impact

Bespoke Zero-Waste Model: We operate strictly on a bespoke, made-to-order basis, inherently eliminating commercial deadstock and overproduction.

Archive-First Sourcing: Before initiating any new material order, we conducts a mandatory audit of our internal archive to exhaust existing high-quality stock first, severely limiting our environmental footprint.

Studio & Packaging: Our studio is fiercely committed to zero waste in every aspect of our daily operations, and our entire team shares a deep conviction for reusing and recycling. Any packaging materials that enter our studio through the supply chain are utilized to their absolute maximum. We actively reship using our suppliers' original boxes and repurpose any inbound plastic bags as protective liners and padding. When new packaging must be ordered for direct-to-client shipments, we strictly source reusable and 100% recyclable materials.

Preferred Suppliers List:

Because we demand absolute transparency, we proudly name our partners. When we do source new materials, we work exclusively with highly regulated global heritage mills that meet our stringent environmental and ethical standards, and who gladly allow us to share their identities with our community:

Manifattura Sesia (Italy)

Filmar (Italy)

Cariaggi (Italy)

Lineapiu (Italy)

KyotoTex (Japan)

Hasegawa Corporation (Japan)