

A man and a woman are featured in a studio setting against a solid blue background. The man, on the left, has dark skin and dreadlocks, wearing a light blue t-shirt and light blue shorts with black side stripes. He is looking to his left with his hands clasped. The woman, on the right, has light skin and blonde hair, wearing a light blue sleeveless top and light blue drawstring pants. She is looking towards the camera. The brand name 'BELLA + CANVAS' is printed in large white letters across the center of the image.

**BELLA + CANVAS®**

**AT BELLA+CANVAS,  
WE'RE DIFFERENT**



**BE DIFFERENT**



## MEET OUR FOUNDERS



Danny Harris



Marco DeGeorge

When best friends Marco DeGeorge and Danny Harris stepped out of high school and into a their own screen-printing business, they didn't know that great fitting, great feeling, off-the-shelf blanks simply didn't exist for women. They didn't know that **BELLA+CANVAS** would be the first to introduce retail-quality women's apparel for wholesale, or that their unique, outsider perspectives would completely disrupt the wholesale blanks industry. Now over 25 years later, **BELLA+CANVAS** stands in a class of its own as the largest and fastest growing premium brand in wholesale apparel — and it's taking on retail. The quality men's, women's and kid's apparel reaches new faces every day, and **BELLA+CANVAS** is changing the market once more.



## OUR CULTURE

At Los Angeles-based **BELLA+CANVAS**, we're all about providing a place where the entrepreneurial spirit thrives. It's a collaborative environment where everyone has a voice, and great ideas can come from anyone. We seek to ignite our **BE DIFFERENT** mentality throughout each department. Our office spaces full of natural light and lush plants. We have created beautiful open work spaces for everyone to enjoy for meetings and breaks, and advocate a healthy body and mind through our daily on-site yoga classes and brand new gym.



## **DIVERSITY, EQUITY & INCLUSION COMMITTEE**

The diversity, equity & inclusion committee (DEIC) at **BELLA+CANVAS** is responsible for enabling, educating and championing a culture and atmosphere of diversity, equality and inclusion.

We seek to attract, retain, and promote associates from all backgrounds, ethnicity, perspectives, and abilities that will collaborate, embrace and exemplify this culture in a continuous and respectful manner.



## THE 6 PILLARS

**1. CULTURE** - To promote, champion, and celebrate the diversity within our workplace and community.

**2. EDUCATION** - To review current best practices and policies that currently exist for on-boarding, training, and reporting processes.

**3. COMMUNITY** - To give back to our community and the world through community outreach and ecological projects.

**4. MENTORSHIP** - To grant employees an opportunity to gain and share insight into other departments or roles.

**5. RECRUITMENT** - To hire based on merit with special care taken to ensure procedures are free from biases related to a candidate's age, race, gender, religion, sexual orientation, and other personal characteristics that are unrelated to their job performance.

**6. COMMUNICATION** - To empower employees by providing information and opportunities related to DEIC initiatives.



# WE MAKE PREMIUM CRAFTED TEES

**WE SAY YES TO AIRLUME COTTON.  
WE SAY NO TO COE.**

We've been preaching the combed and ring-spun cotton message since day one, back when all of the other apparel manufacturers were using lower-quality, carded open-end (COE) cotton. We've been true to our core belief that quality garments start at the thread level, which is exactly where we start our design process. Our signature Airlume combed and ring-spun cotton is engineered to create the softest, smoothest tee you've ever felt, worn or printed.



## WHAT MAKES OUR COTTON DIFFERENT?



**PURER COTTON:** We comb out 2.5x more impurities from our cotton than any other apparel brand in the industry.

---



**LONGER STAPLES:** This makes for fewer stray fibers and a smoother printing surface.

---



**ECO-DYED:** We dye our fabric using 7x less water than the average clothing manufacturer.





## OUR TEES ARE NEVER TUBULAR

Our bodies aren't shaped like tubes, so why does tubular T-shirt manufacturing still exist? While constructing garments this way is definitely cheaper for manufacturers, tubular T-shirts are ill-fitting and unflattering for wearers. For us, a perfect fit is everything, so side-seamed tees are the only tees we make. Side seams are necessary to tailor a garment to the subtle nuances of the human body, for garments that fit and flatter every body type and size.





## **WE PREFER A TECHNICAL FIT**

**At BELLA+CANVAS, we go to unheard-of lengths to perfect the fit of every single garment we make in every size. Rather than relying on generic size grading, we cross-reference every body type, every height and every weight to ensure our fit reaches the largest audience possible—and at the same time, we never ignore the nature of great tailoring or contouring.**

**WE BELIEVE IN  
USA-STRONG  
PRODUCTION**



**USA**  
**STRONG**



## **BELLA+CANVAS IS THE LARGEST NORTH AMERICAN APPAREL DYER AND CUTTER**

We operate the largest, most technologically advanced cutting facility in the Western Hemisphere, and believe technology yields a higher-quality product. Our automated, laser-guided cutting ensures precise sizing and consistency across all of our styles. Most other manufacturers manually cut their garments, resulting in major sizing variances.

Further, by dyeing our apparel in Los Angeles, we ensure color consistency across all of our styles, no matter where the goods are assembled vs. other brands that struggle to achieve the same shade when they dye and manufacture the same style in different factories across the globe.

BELLA+CANVAS



## WE PUT AMERICA TO WORK

As a US based company, we believe deeply in supporting American jobs. As the largest premium apparel manufacturer in North America, we provide well over 1,000 US jobs in our 1.2 million-square-foot headquarters in Los Angeles.

## WE ARE PLATINUM W.R.A.P. CERTIFIED

Doing things the right way has never been up for debate at **BELLA+CANVAS**. We've been manufacturing in a no-sweatshop, humane and sustainable way since day one. There's no other way to operate a socially conscious and ethical business.

Our Platinum W.R.A.P. certification is just a small indication of how hard we work to make our facilities and operation safe and comfortable. W.R.A.P. certification includes these core principles:

- Human resources management.
- Health and safety standards.
- Environmental and eco-friendly practices.
- Legal compliance, including import/export, customs and security standards.



## **WE ARE AN F.L.A. PARTICIPATING COMPANY**

The Fair Labor Association is a collaborative effort of universities, civil society organizations and socially responsible companies dedicated to protecting workers' rights around the world. This reflects our transparency and dedication to social responsibility and fair labor standards throughout our supply chain.

**100% NO  
SWEATSHOPS**

We've committed to upholding the F.L.A. Workplace Code of Conduct and Principles of Fair Labor and Responsible Sourcing throughout our entire supply chain, including these core practices:

- Workplace standards.
- Supplier training and verification.
- Timely and preventative remediation.
- Responsible purchasing practices.





# WE RUN AN ECO-CONSCIOUS OPERATION

Our founders believe deeply in sustainable production and reducing our impact on the environment. We take care to implement eco-aware practices at every level of our business, from manufacturing with water-saving dyes, to using solar power and waste-reducing practices at HQ. We also use only Blue Sign Certified non-harmful chemicals and dyes.



**ECO-CONSCIOUS  
MANUFACTURING**



## **WATER REDUCTION**


Most apparel manufacturers dye their fabric overseas, which commonly results in water treatment through desalination and circulation ponds. Then, wastewater gets dumped into shallow ponds, which extend over hundreds of acres and allows the bacteria to eat the chemicals as the wastewater moves through these ponds. This disrupts the surrounding ecosystem and affects the wildlife in that region.

On the other hand, our reduced wastewater goes through a water reclamation plant in Los Angeles. This plant removes pollutants to produce recycled water, protecting the surrounding river and marine environments, as well as public health.

Did you know that California has the strictest EPA regulations in the world? It's thanks to this level of oversight that we adhere to the highest standards, simply by dyeing in this state. Instead of doing things the cheap and easy way, we choose to do things the right way.

## WE'RE COMMITTED TO ENERGY REDUCTION

We're a green company through and through—taking every opportunity to reduce our carbon dioxide emissions. If you take a quick tour around our headquarters, you'll see that we use:



- Solar energy to partially power our U.S. sewing and cutting facilities.

- Motion-sensor LED lighting and skylights throughout each building.

- Electric car charging stations to encourage employees to go green.

## **WE'RE COMMITTED TO CLEAN ENERGY**

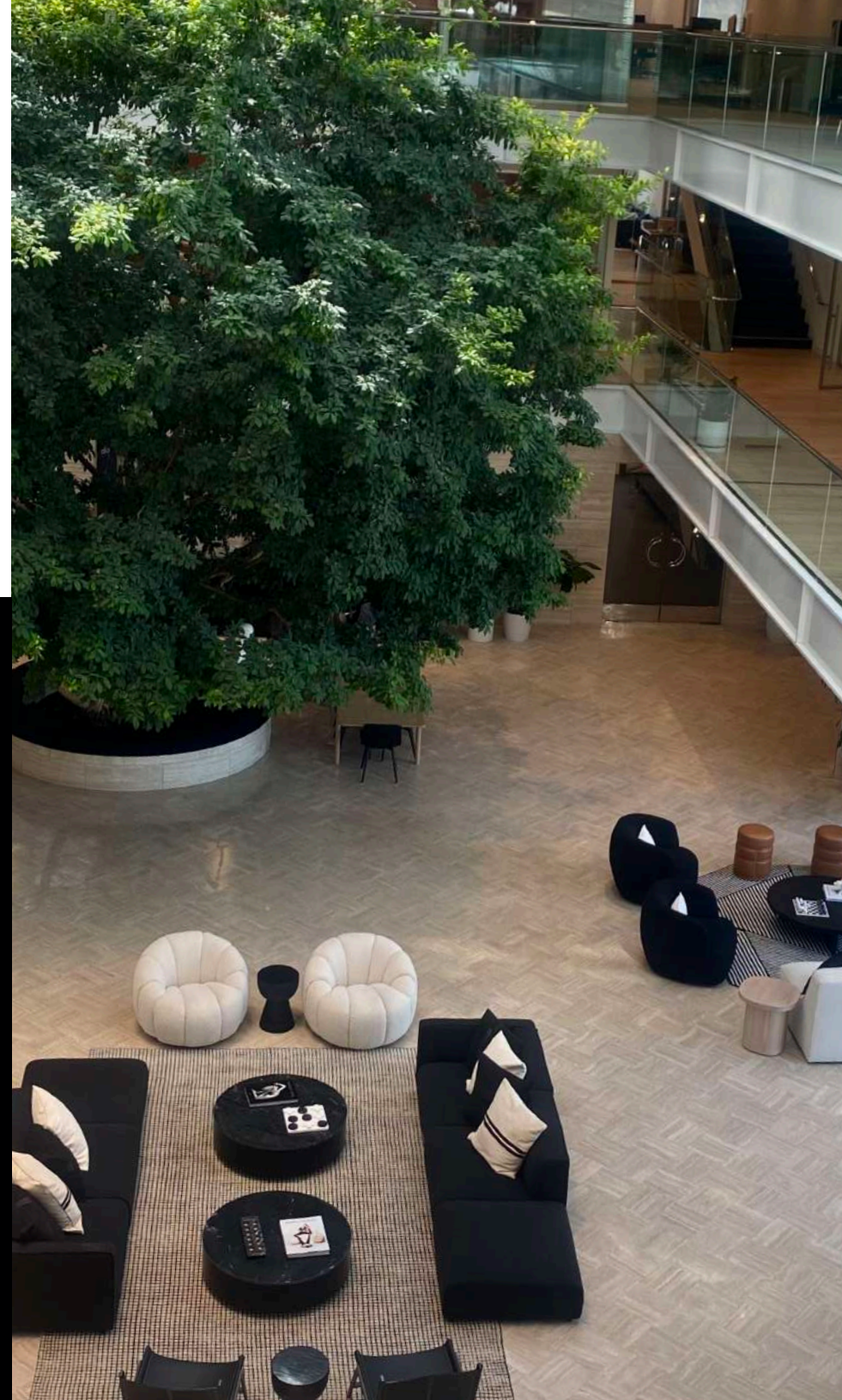
Many Central American and Asian factories use biomass or petroleum coke—one of the dirtiest fossil fuels on the planet—which emits 11% more greenhouse gas than coal, along with lung-damaging sulfur. That's why almost all U.S. cities, including Los Angeles, ban petroleum coke.

Instead, we power our dye house with clean steam energy. This energy exchange collects air from the dryers that goes into a thermal oxidizer, where dye oils burn to create energy. Then, a boiler captures that energy and creates steam to power the dye machine—you can't get much cleaner than that!



## **WE GENERATE VIRTUALLY ZERO WASTE**

Our manufacturing facilities and LA-based headquarters produce almost no landfill because we recycle everything that can't be turned into a tee. We've optimized our cutting to reduce plastic use, and excess fabric gets recycled into a number of things like baby bibs or stuffing for upholstery. We let nothing go to waste!





# WE PROMOTE EVERYDAY INNOVATION

## WE'VE RE-ENGINEERED FABRIC AND COLOR DEVELOPMENT

We constantly execute extensive research and development, to look for ways to develop never-been-seen-before fabrics and colors. Over the past decade, we introduced the wholesale industry to Airlume cotton, our unique Prism and Flowy fabrications, debuted the only 40 single triblend, and created a true Black Heather, and we aren't stopping there.

## WE'VE REVOLUTIONIZED THE WAY PRODUCT IS DESIGNED AND RELEASED

The printwear industry has trailed retail trends by 3–4 years. **BELLA+CANVAS** has changed that by bringing the fashion-on-demand model to wholesale by introducing the most on-trend, of-the-moment styles at wholesale prices in our FWD Fashion collection with new styles dropped throughout the year. **BELLA+CANVAS** is the most fashion-forward brand in the industry.

## WE'RE COMMITTED TO TAKING EDUCATION A STEP FURTHER

We aim to educate and inspire. We've created the industry's first ever educational platform—the Fashion Apparel Masterclass, along weekly YouTube videos, blog and web content to connect with customers.



A studio photograph of three models against a solid brown background. In the center is a Black man with short dreadlocks, wearing a mustard yellow crew-neck t-shirt and light-colored shorts. To his left is a woman with dark curly hair, wearing a brown long-sleeved top and black leather pants. To his right is a woman with blonde hair, wearing a brown short-sleeved top with a knotted hem and a matching brown skirt. The man has his right arm around the blonde woman's shoulder. The text 'THE FUTURE OF BELLA+CANVAS' is overlaid in large white letters across the middle of the image.

# THE FUTURE OF BELLA+CANVAS

To drive further brand affinity, we launched **BELLA+CANVAS** retail in late 2019. We have two stores, in Beverly Hills and Fashion Island, with more on the horizon. As our retail presence grows, **BELLA+CANVAS** gains new status, recognition and prestige.



**BEDIFFERENT**