STANDARDS

CREATING A LASTING IMPACT
We meet or exceed many standards and certification processes supporting fair labor, animal welfare, and positive environmental impact. KÜHL emphasizes initiatives that have the most substantial effect, meeting and exceeding standards that have been established to achieve a common purpose.

FAIR AND SAFE SUPPLY CHAIN
The KÜHL Vendor Code of Conduct promotes safe, healthy, non-discriminatory working environments for everyone who produces our products.

SUSTAINABLE MATERIALS
We recycle and source materials organically and sustainably whenever possible. We use green chemistry and remain committed to animal welfare by maintaining certifications like the Responsible Down Standard.

ENVIRONMENTAL MANAGEMENT
We utilize third-party tools, such as the HIGG Index and OIA guidance resources, to measure sustainable performance progress.

KEEPING UP
We are affiliated with organizations dedicated to the latest standards for creating a healthier environment, such as the Outdoor Industry Association Sustainable Working Group. We remain never satisfied when it comes to our responsibility to the planet.

CIRCULAR ECONOMY
KÜHL has an in-house sew, sample, and repair room. Whenever possible, we repair damaged items for customers, extending the life of our products in the marketplace. Leftover material or scrap fabric from this initiative is donated to local schools for use in educational programming.