

## **BESTSELLER joins the Better Cotton Fast Track Program!**

### **BESTSELLER**

[BESTSELLER](#), based in Brande, Denmark, is a privately held family-owned clothing company founded in 1975. BESTSELLER market their products in 70 markets across most of Europe, the Middle East, Canada, India and globally via e-commerce. They have more than 3,000 branded chain stores across 38 markets worldwide and the products are sold in approx. 15,000 multi-brand and department stores, it is one of the largest fashion companies in Europe.

More than 60% of BESTSELLER's total fiber consumption comes from cotton which makes it the most important fiber in their products. BESTSELLER's Sustainability Strategy [20 by 20](#) aims to have majority of its cotton sourced from sustainable sources by 2020. After joining the Better Cotton Initiative as a member in 2011, they have since contributed directly to support farmer training in India and have set themselves an ambitious and strategic goal to source Better Cotton. Two of their frontrunner brands Jack and Jones and ONLY have already been sourcing Better Cotton throughout the year (Source: Bestseller Sustainability Report 2013).

In January 2015, BESTSELLER officially joined the Better Cotton Fast Track Program – making it the 10<sup>th</sup> brand partner to be a part of the demand-driven coalition of front-runner apparel brands!

*Says Katrine Milman, Corporate Sustainability - "In BESTSELLER, we are very excited about joining the BCFTP. We have been working with Better Cotton during the last couples of years getting to know the system and the market. For us it is a natural development to take our actions a step further in order to increase our engagement and uptake of Better Cotton."*

Other partners in the Better Cotton Fast Track Program include IKEA, Levi Strauss & Co, Marks & Spencer, H&M, adidas, Nike, Tommy Hilfiger Europe, VF Corporation and TESCO. In addition to the funding provided by IDH, the program receives funding from the Rabobank Foundation, ICCO and Farmer Support Program (FSP).