Enter the Better Cotton Initiative. This method teaches millions of farmers smarter farming practices, such as how to grow more cotton while using less water and less harmful chemicals. They learn to grow more from less, which enables increased pay. And better pay for farmers means they can invest more toward things such as more in education for their kids and food for their families.

As a founding member of the Better Cotton Initiative, Levi's® is one of many companies catalyzing a revolution that aims to make cotton a more sustainable commodity. Large-scale positive industry change? That’s something we can get behind.

Today, more than 15 million farmers benefit from the Better Cotton Initiative. By 2020, more than 5 million farmers will grow Better Cotton, making up 30% of the world’s cotton supply.
Enter the Better Cotton Initiative. This method teaches millions of farmers smarter ways to grow more cotton while using less water and less harmful chemicals. They learn to grow better cotton, which means increased pay. And better pay for farmers means they can invest more toward their kids and food for their families.

As a founding member of the Better Cotton Initiative, Levi's® is one of many companies working to make cotton a more sustainable commodity. Large-scale positive industry change happens one step behind.

Today, more than 15 million farmers benefit from the Better Cotton Initiative. By 2023, 25% of Levi’s will grow Better Cotton, making up 30% of the world’s cotton supply.

This year, we’re focusing on ways we can use more sustainable production methods and support responsibly grown cotton.

Heard of the Better Cotton Initiative?
Here’s what you need to know:

- Focuses on more sustainable cotton farming
- Helps farmers improve their livelihoods and protect the environment
- 34% of Levi's Co. cotton is sourced as Better Cotton

That’s an initiative we can get behind. Learn more about Better Cotton on our blog.

CHECK IT OUT
COTTON

LOOK & FEEL
Cotton is the quintessential fabric for bedding; it has a mid-weight for year-round comfort and the texture is ideal for prints and patterns.

WHAT IT'S MADE OF
Crafted of 100% cotton; designs are dyed using special processes and rich, colorful inks.

CARE BASICS
Cotton is as easy as 1-2-3. Machine wash cold on gentle cycle, non-chlorine bleach only. Tumble dry on low, warm iron as needed.

DID YOU KNOW
As of Spring 2019, 92% of our cotton is responsibly sourced through Better Cotton Initiative and other programs, such as organic and recycled cotton. Our goal is to reach 100% by 2021.

Better Cotton Initiative
We partner with Better Cotton Initiative (BCI) to ensure a percentage of our cotton is grown following six environmental principles, including efficient water use, conservation of natural habitats, concern for soil quality, preservation of fiber quality, minimal environmental impact of crop protection methods and promotion of decent work. BCI cotton is traceable from the farm to the gin, but may be blended with other fibers at the spinner.
This is big

From this week on, we make the move to 100% sustainably sourced cotton only. Forever. By buying cotton products from Monki you will support more responsibly grown better cotton, organic cotton or recycled cotton. We call it Monki Cares. We're celebrating with this curated selection of our most inspiring cotton styles right now.

Shop now

Always free returns. Free shipping over £50

View in browser
STORE DISPLAY (MIMCO)

We partner with the Better Cotton Initiative to improve cotton farming globally.

Our signature lining is crafted from REPREVE®, a fibre made from recycled materials. One MIMCO day bag helps keep approximately four plastic bottles out of landfill.

We partner with the Ethical Fashion Initiative to create collections that are hand-crafted by artisans in Kenya. The work empowers them to build better lives for themselves and their families.

To find out more about our long-term sustainability journey, visit mimco.com.au

do good. look good.

We’re committed to making more conscious choices—so you can too.
SAIL AWAY HIP BAG
AUD $149.00
or 4 payments of AUD $37.25 with afterpay

COLOUR: PETTICOAT

ADD TO BAG
FIND IN-STORE

ADD TO WISHLIST

Check for Free Pick Up In Store
Same Day Delivery for this item may be available in your location
Check for Same Day Delivery

DESCRIPTION

Combining metallic highlights and a playful & earthy print, this lightweight hip bag is cleverly designed to hold all of your weekend essentials. Carry it by the shoulder strap or top handle.

We use cotton in a selection of our bags and scarves. MIMCO is partnering with the Better Cotton Initiative to transform cotton production globally.

BCI BetterCotton.org

BAGS MADE BETTER

Our signature lining is crafted from REPREVE®, a fibre made from recycled materials. One MIMCO day bag helps keep approximately four plastic bottles out of landfill.

REPREVE

We partner with the Ethical Fashion Initiative to create collections that are hand-crafted by artisans from Kenya. The initiative empowers women to build better lives for themselves and their families.

SHOP COTTON PRODUCTS
Know Your Clothes
Cotton

SOFT, BREATHABLE AND WITH GREAT MOISTURE CONTROL QUALITIES, COTTON IS ONE OF OUR MOST POPULAR AND WIDELY USED FABRICS.

BY BUYING COTTON PRODUCTS FROM WITCHERY, YOU ARE SUPPORTING MORE RESPONSIBLY GROWN COTTON THROUGH THE BETTER COTTON INITIATIVE.

WITCHERY

Know Your Clothes
Viscose

EXQUISITELY GENTLE FOR A BARELY-THERE FEEL, VISCOSE EMBRACES THE BODY WITH LONG-LASTING SOFTNESS WHILST OFFERING BETTER MOISTURE AbsORPTION AND HYGIENE PARTNERSHIPS.

OUR VISCOSE IS DERIVED FROM SUSTAINABLE WOOD SOURCES AND IS ECO-CERTIFIED AND CONTROLLED TRADESCONTROLS AUSTRIA AND NEIGHBORING COUNTRIES.

WITCHERY

Know Your Clothes
Linen

LINEN IS ONE OF FASHION'S MOST ANCESTRAL, YET CLOTHED Textiles SOFT, DURABLE AND COMFORTABLE TO WEAR. THE DISTINCTIVE QUALITIES OF THE LINEN MATERIAL RANGE ENDLESS DESIGNS FROM CULTIVATION TO FABRIC

WITCHERY

Know Your Clothes
Silk

FEW FABRICS EVOKE A TRUE SENSE OF LUXURY LIKE SILK.

POPULAR FOR ITS POLISHED AND RELAXED FINISH, LUSTROUS SILK HAS NATURAL HYPOALLERGENIC AND TEMPERATURE-REGULATING PROPERTIES, SO IT FEELS SMOOTH ON THE BODY YEAR-ROUND.

AN IMPORTANT JAPANESE TEXTILE, OUR SILK IS CREATED THROUGH STRICT QUALITY CONTROLS AND SUPPLY CHAIN MANAGEMENT FROM RAW MATERIALS.

EVERY PIECE IS ENSURED TO MEET HIGH QUALITY REQUIREMENTS SO YOU CAN ENJOY ITS LASTING CHIC IMPACT.

WITCHERY
SHINING A LIGHT ON...
Cotton On Body’s commitment to ethical and sustainable retailing
cottononbody.com

Supporting Better Cotton farmers, protecting the environment and working for global change
bettercotton.org

We’re on a mission

to support Better Cotton farmers, protect the environment and work for global change

By buying cotton products from Body, you’re supporting more responsibly grown cotton through BCI
Dobber

Framtid och hållbarhet är signifikant för Dobber, vi har ett stort fokus på just hållbarhet, och vi har vårt första steg till att bli mer hållbara inom jeansproduktion. Vi har fördjupat oss i varje titel del och hittat nya bottningar för att göra din jeans mer hållbara.

**ÅTERVUNNEN METALL**

Knapparna är tillverkade i återvunnen metall certifierad av mindre energi, vatten och kemikalier.

**EKOLOGISK LABEL**

Vi har valt helt läder i labels och satser på ett ekologiskt jacqum. Det papperliknande materialet är certifierat av Oeko-Tex och FSC, som fördecker en hållbar skogsodling.

**HÅLLBART MATERIAL**

När du köper bensintillagd från oss följer du mer ansvarfullt och hållbart genom Better Cotton Initiative.

**HÅLLBARA TVÄTTAR**

Vi mäter energi, kemikalier och vattenkonsument på varje censhild tvätt för att säkerställa att de ligger inom hållbara värden.

"Better Cotton is sourced via a system of Mass Balance and not physically traceable to end products. BCI Farmers benefit from the demand for Better Cotton in equivalent volumes to those we ‘source.’ See bettercotton.org for details."
February is, of course, the traditional time to spread love and cheer around in the spirit of Valentine’s Day, and Ted is no different. So as well as juggling flower orders and crafting chocolates for his many admirers, this year Ted’s decided to spread the love to the health of the planet. He’s enormously proud to announce that his new Cottoned On collection supports the Better Cotton Initiative (BCI).

‘But what does this mean? What is the BCI?’ Ted hears you cry. Well, quite simply, the Better Cotton Initiative is the biggest cotton sustainability programme in the world. Their aim is to make the system of global cotton production better, both for the people who produce it and the environments it grows in. BCI also provides education and training to farmers across the globe, showing them how to care for the health of the soil and natural habitats, reduce their use of the most harmful chemicals, and implement the principles of decent work.
THE FINER DETAILS

Details:
- Ted Baker Cottoned On collection
- Cotton
- Frilled neckline and sleeves
- Button fastening
- High neck
- Our model is 5'9" and wears a size 2
- Ted is supporting the BETTER COTTON INITIATIVE
1. WHAT IS BCI / BETTER COTTON?
The Better Cotton Initiative (BCI) is, quite simply, the biggest cotton sustainability programme in the world. The aim of BCI is to make the system of global cotton production better, both for the people who produce it for the environment it grows in. The Better Cotton Initiative provides education and training to farmers across the globe, showing them how to use water efficiently, care for the health of the soil and natural habitats, reduce use of the most harmful chemicals, and implement the principles of decent work.

- You can find more information on BCI’s results [here] (http://www.bettercotton.org).
Click here to watch video
GAP FOR GOOD
How we make our clothing matters.

To better protect the planet, we all share, we’re committed to using sustainable materials and processes that are not only good for people and the environment, but also inspire us to use them responsibly and thoughtfully.

gap.com/gapforgood

Feel-good favorites.

GAP FOR GOOD
How we make our clothing matters.

To better protect the planet, we all share, we’re committed to using sustainable materials and processes that are not only good for people and the environment, but also inspire us to use them responsibly and thoughtfully.

gap.com/gapforgood

Gap is committed to sourcing 100% of our cotton more sustainably by 2021.

24 Million pounds of our cotton has come from more sustainable sources so far.

6000 liters of water are used over the lifecycle of a typical pair of jeans.

Gap Inc. will reduce water used in manufacturing by 1 Billion liters by the end of 2017.

Gap has saved 60 Million liters of water through our Washwell program so far.
Tintex ditches conventional cotton

NEW YORK - Tintex has announced that it has completely switched from using conventional cotton and the launch of a new range. Naturally Advanced Cotton by Tintex has a choice of four responsible cotton solutions, the company says. These include the Better Cotton Initiative (BCI), Ecotex by Marchi and Filli, GOTS certified organic cotton, and Supima.

Tonrose insight into Pakistan cotton

UK
The latest newsletter from UK trade linen company Tonrose features an article entitled Insight into the Pakistan cotton market by Laura Bolton, Tonrose head of procurement.

In it, Laura discusses current predictions for the Pakistan cotton market, the challenges ahead and the many factors that influence healthy cotton production.

The Tonrose Group was the first UK trade linen company to become a member of the Better Cotton Initiative and, as a leading provider to the hospitality sector, it is driving the sector's agenda on Better Cotton and ethical luxury.

Sanjay Lalbhai And His Two Sons Are Transforming Textile Major Arvind

Anu Raghunath | Contributor

Forbes Asia
I write about Indian entrepreneurs.

This story appears in the May 2018 issue of Forbes Asia. Subscribe to Forbes Asia
Bossa @BossaDenim · 28 Oct
The earth has its music for those who listen. Don’t lose it.

Bossa @BossaDenim · 21 Dec
Better Cotton Initiative works for producing, growing environment and industry future in Turkey.

Bossa @BossaDenim · Jan 4
Making Better Cotton 60% of our total cotton consumption, our next target for 2016 is to make Better Cotton 90% of our cotton consumption.

Bossa @BossaDenim · Feb 3
The biggest mistake is thinking that some else will some day save our planet. Sustainability starts with us!