

**MEMBER CLAIMS SHOWCASE**  
**2018/9**

# OFF THE CUFF

An inside look at everything Levi's®.



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 1.5 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.



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

Today, more than 1.5 million farmers benefit from the Better Cotton Initiative. By 2025, we aim to 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 LS&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



# MONKI

Always free returns. Free shipping over £50



[View in browser](#)



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

**BCI** Better Cotton Initiative  
BetterCotton.org

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**

**do good. look good.**

We're committed to making more conscious choices—so you can too.

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](http://mimco.com.au)

STORE DISPLAY (MIMCO)

## SAIL AWAY HIP BAG

AUD \$149.00

or 4 payments of AUD \$37.25 with [afterpay](#)  
[more info](#)

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

DETAILS

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.



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 use cotton in the lining and body of a selection of our bags and our scarves. By purchasing cotton products from MIMCO, you're supporting more responsibly grown cotton through the Better Cotton Initiative.



SHOP COTTON PRODUCTS

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

## 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 ABSORBING AND HYGIENIC PROPERTIES.

OUR VISCOSE IS DERIVED FROM RESPONSIBLY MANAGED WOOD SOURCES AND IS BCI CERTIFIED AND COMES FROM AUSTRIA AND NEIGHBOURING COUNTRIES.

WITCHERY

## Know Your Clothes

# Linen

LINEN IS ONE OF FASHION'S MOST ANCIENT, YET COVETED FABRICS. SOFT, DURABLE AND COMFORTABLE TO WEAR, THE DISTINCTIVE QUALITIES OF THE LINEN MATERIAL PROVIDE ENDLESS DESIGN INSPIRATION.

CREATED FROM THE FIBRE OF ONE OF THE MOST NATURAL TEXTILES PRODUCED IN THE WORLD.

CULTIVATED AND SPUN BY A FAMILY-RUN BUSINESS, OUR LINEN IS WORLD-LEADING IN QUALITY.

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 IMPORTED 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



STORE DISPLAY (COTTON ON BODY)

**SHINING A LIGHT ON...**

Cotton On Body's commitment to ethical and sustainable retailing

[cottononbody.com](http://cottononbody.com)

**BCI** Better Cotton Initiative  
[www.bettercotton.org](http://www.bettercotton.org)

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

[bettercotton.org](http://bettercotton.org)

**BCI** Better Cotton Initiative  
[www.bettercotton.org](http://www.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



Cotton On Body's commitment to ethical & sustainable retailing



# dobber.

Framtid och hållbarhet är signifikativt för Dobber, vi har ett stort fokus på just hållbarhet, och vi tar vårt första steg till att bli mer hållbara inom jeansproduktion. Vi har fördjupat oss i varje liten del och hittat nya lösningar för att göra dina jeans mer hållbara.

## ÅTERVUNNEN METALL

Knapparna är tillverkade i återvunnen metall certifierad av made by. I produktionen används mindre energi, vatten och kemikalier. Knapparna är även avtagbara för cirkulär design.

## EKOLOGISK LABEL

Vi har valt bort läder i labeln och satsat på ett ekologisk jacron. Det pappersliknande materialet är certifierat av OEKO-TEX och FSC som försäkrar en hållbar skogsodling.

## HÅLLBART MATERIAL

När du köper bomullsplagg från oss stödjer du mer ansvarfullt odlad bomull genom Better Cotton Initiative.

## HÅLLBARA TVÄTTAR

Vi mäter energi, kemikalier och vattenkonsumtion på varje enskild 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](https://bettercotton.org) for details.'



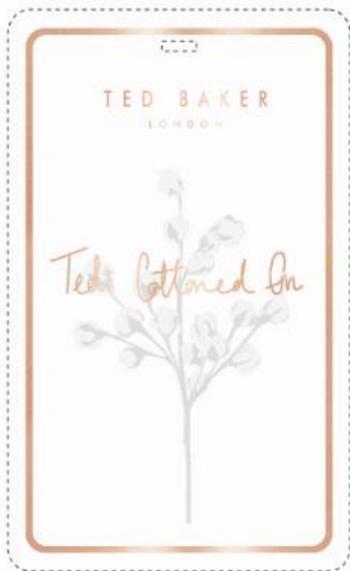
NEWS

## TED DOES IT BETTER (BETTER COTTON, THAT IS)

13.02.2018

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

TED BAKER  
LONDON

## BETTER COTTON INITIATIVE (BCI) FAQ

### 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](#).

*"My daughter used to pick cotton in the fields or carry water for her father. Now all of my children go to school."*  
- BCI FARMER, PAKISTAN



### 2. IS BCI ORGANIC?

Not necessarily. Better Cotton and Organic are two separate standards to which cotton can be grown, however, BCI Farmers may also be organic certified. While BCI clearly defines production principles for farmers, they are free to choose the best farming methods to suit their needs – this may include the use of chemicals. BCI works collaboratively with other standards, including organic and Fairtrade, all of whom are working towards a shared goal: to ensure that cotton is produced in a more sustainable manner.



### 3. HOW IS BETTER COTTON BETTER FOR FARMERS?

There are three main benefits of the Better Cotton Initiative for farmers. Firstly, BCI teaches farmers to grow cotton in ways which are better for the environment. Secondly, BCI aims to also increase their yields, profits and the demand for the cotton they grow. Thirdly, BCI's Standard also incorporates training around decent work principles such as commitments to women's empowerment programmes and ending child labour.

- You can find more information on how the BCI helps farmers [here](#).

### 4. IS MY GARMENT 'PHYSICALLY MADE' OF BETTER COTTON?

The idea behind BCI isn't that your garment will be specifically made using Better Cotton. The supply chain is complex and cotton is blended together before being made into garments. By supporting BCI, you are ensuring that more cotton farmers are learning sustainable farming methods, allowing for more sustainable cotton to enter the global cotton supply chain.

- You can find more information on how Better Cotton enters the supply chain [here](#).

### 5. IS BETTER COTTON BETTER QUALITY?

Growing Better Cotton doesn't necessarily improve the quality of the fibre. BCI is about improving the livelihoods and welfare of the people who produce cotton and the environment in which it's grown. BCI's production principles can be applied to any cotton variety.

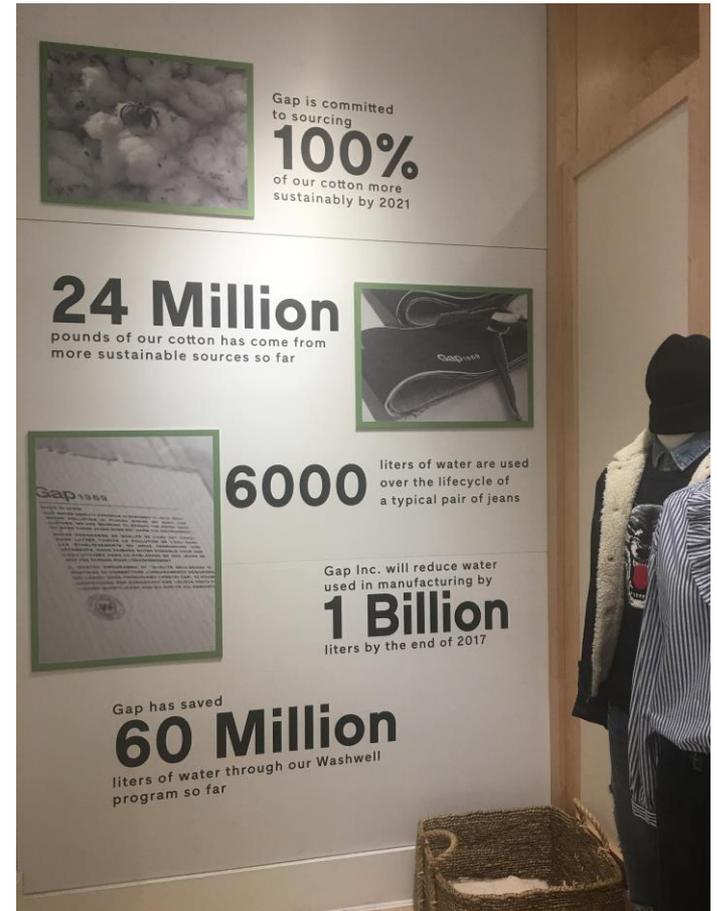
To learn more, visit [www.bettercotton.org](http://www.bettercotton.org)

*"Since starting the Better Cotton program we have significantly reduced our pesticide use, which increases our profits and is better for our health and our environment."*  
- BCI FARMER, MALI





[Click here to watch video](#)



POP-UP SUSTAINABILITY STORE (GAP)

## Tintex ditches conventional cotton

Published: 15 January 2018

Written by Tom Hinchcliffe [Print](#)



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 Fildi, GOTS certified organic cotton, and Supima.

FASHIONUNITED

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FASHION

## Candiani Denim focuses on sustainability efforts for brand anniversary

FashionUnited | Tuesday, 27 March 2018

Alberto Candiani of Candiani denim is headed towards sustainability. The denim mogul just announced that his brand will be moving towards an eco-friendly solution for its business.

According to the brand's website, Candiani stated, "As a market leader, we believe that we have the responsibility to demonstrate how a business can thrive respecting the environment in which it operates." Currently about 40 percent of the overall cotton the company possesses is sourced from Better Cotton Initiative. In the future, the brand has vowed to create a more sustainable denim market coinciding with the company's 80th anniversary. Besides having the

## Tonrose insight into Pakistan cotton

14 June 2018

[Print](#) [Email](#)

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 Raghunathan Contributor   
Forbes Asia  
I write about Indian entrepreneurs.

This story appears in the May 2018 issue of Forbes Asia. [Subscribe to Forbes Asia](#)



Bosca

Bosca @BoscaDenim · Feb 24

The biggest mistake is thinking that some else will some day save our planet. Sustainability starts with us!



f cotton producing regions and

Bosca

Bosca @BoscaDenim · Jan 4

Making Better Cotton 60% of our total cotton consumption, our next target for 2018 is to make Better Cotton 90% of our cotton consumption.



Bosca

Bosca @BoscaDenim · 21 Dec

Better Cotton Initiative works for producing, growing environment and industry future in Turkey.



Bosca

Bosca @BoscaDenim · 28 Oct

The earth has its music for those who listen. Don

