



We are an award-winning ethical clothing company, backed by a strong ethical ethos, aiming to create quality garments that will be worn and loved for years to come. We are proving that commercial, large volume manufacturing can happen in an ethical and sustainable manner with care to everyone within the supply chain. Our code of conduct is a shared commitment between us and our partner suppliers and factories, and is a set of standards that we live by. We also endeavour to protect and preserve the environment, through careful waste management and water treatment plants.

For over a decade we have been at the forefront of the ethical cotton industry and advocates of production in Africa. We have reached a tipping point and, as more businesses realise sustainability is an essential part of their business model, we are seeing real change. We have pledged to use only the most sustainable forms of cotton throughout our ranges by 2021 whilst additionally committing to increasing the use of recycled polyester (rPET) instead of the conventional, virgin form.

We insist on a clear, relevant and recognised ethical policy by all our suppliers, and we are committed to working with them to attain the highest standards of responsible manufacturing

