

# TIMELINE

Continuous improvement is a journey we've been on from the very start. Now with over two decades of experience, we'll carry on going out of our way to do the right thing.

**2000**

Founded

**2003**

Oekotex 100  
certified

**2005**

Organic  
cotton  
introduced

**2008**

GOTS certified,  
first awarded  
in sub-Saharan  
Africa  
  
Factories BSCI  
certified

**2012**

Won Ethical  
Fashion Forum's  
Source Award  
for 'Best  
Sustainable  
Supplier'

**2020**

Impact  
Calculator  
launched

**2019**

Conventional  
cotton  
eliminated  
from  
production

**2018**

Founding  
signatory of  
UN's Fashion  
Industry  
Charter for  
Climate Action

**2017**

Recycled  
polyester  
introduced

**2013**

Partner  
factories  
SA8000  
certified

**2021**

Won Textile  
Exchange's  
'Ryan Young  
Climate+  
Award'

**2022**

In-conversion  
cotton  
introduced &  
Science Based  
Target approved

**2023**

B Corporation  
certified

**2025**

25th year  
anniversary