

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