

**Neutral.**  
Certified Responsibility™



# 100% ORGANIC IS NOT ENOUGH

20 years ago, we decided to go all the way being the only basic apparel brand in the world fully certified across the entire value chain.

Yes, our cotton is 100% organic, but what about the farmers who pick it? They deserve a premium pay! Factory workers? We secure safe working conditions and fair wages. Our energy? Powered by sun and wind. Wastewater? Thoroughly cleaned and reused. And the finished products? Screened from hazardous chemicals. All this defined and monitored by the strictest external organizations.

For us, it's more than clothing. It's a chain of care, from field to fabric, respecting people and planet in every thread.

**READY TO WEAR THE FUTURE?  
UPGRADE TO 100% CERTIFIED!**