

From the conception of our brand “doing the right thing” has been important to our team and customers. We believe it is the responsibility of every individual to be a good citizen, and while being a small player in a global market can at times be daunting, we believe our impact on human rights can be just as significant as larger operations and that we can all make a difference.

Amfori.



Our factory level initiative is Amfori BSCI; A leading supply chain management system that supports companies to drive social compliance and improvements within the factories in their global supply chains. The Sustainable Development Goals and ILO are used as leading principles to tackle the big issues the fashion industry is facing surrounding worker rights and environmental protection. This platform allows us to map our supply chain, keep track of audit results and create remediation plans when needed. We have a wide range of training, workshops and e-learning available to us, some of which is compulsory. Brands have to be active members of Amfori, enabling us to respect human rights and drive continuous improvement on social issues in our supply chain. Through our membership our suppliers also gain access to work shops and e-learning on issues such as Women’s Equality, Worker Empowerment & Grievance Mechanisms in their local languages.

Better Cotton Initiative.



The Better Cotton Initiative (BCI) is a global not-for-profit organisation who exist to make global cotton production better for the people who produce it, better for the environment it grows in and better for cotton communities. It is the largest cotton sustainability program in the world and uses members fees to tackle labour challenges that often exist in the farming sector, trains farmers to use water efficiently, care for soil health and natural habitats, reduce use of harmful chemicals and respect workers’ rights and wellbeing. BCI use local grass roots groups to aid in their efforts and support farmers to share their knowledge so that the overall prosperity and livelihood of their communities can grow together. Better Cotton is currently sourced via a chain of custody model called mass balance. This means that Better Cotton is not physically traceable to end products, however, Better Cotton Farmers benefit from the demand for Better Cotton in equivalent volumes to those we ‘source’, meaning the higher the demand the more farms are able to convert to BCI, the better for the sector’s future.

CarbonClick.



We are partnered with CarbonClick to help reduce our footprint on the planet. CarbonClick is the first step, in a much bigger carbon journey of measuring our footprint and analysing a decarbonisation pathway. CarbonClick works with projects that individually align with at least three Sustainable Development Goals and are protected for 50-100 years. This means the investment has a long-lasting effect on the environment and the communities they are located. Offsetting is a way to compensate for carbon emissions - cleaning the air that we dirty. To do this, we support projects that positively impact the environment and reduce or avoid carbon emissions that would have otherwise contributed to climate change. The projects we have chosen to support all have links to the makeup of our company. For this first step, we have decided to include our customers, as responsible stakeholders. By providing an opportunity to offset their orders, contributing to cleaning the planet and reducing the global temperature.

Reemi.



REEMI

Reemi is a social enterprise and non-profit that is working in Bangladesh to educate and provide culturally appropriate products for menstrual health needs. Reemi's work is about dignity, education, and long-term positive change. Many garment workers don't use sanitary products because they are unaffordable or inaccessible. Also, due to social stigma, women resort to drying menstrual cloth in secret, damp, mouldy, and unhygienic places, like under their bed. Health problems result from using unhygienic period products or methods, forcing the majority of women to miss an average of six days of work per month, losing the income they desperately need.

Partnering together allows us to have a greater impact on the lives of female garment workers, supporting Reemi as they conducted leading research and pilots. And continuing to support Reemi while they roll out these workshops and develop scale-up methods so that all female workers in AS Colour factories eventually go through the education program and receive the period products. Many women had never spoken openly about periods before and noted they would share their new knowledge with their daughters, something their mothers had not done with them. This program having already proven to break down some big cultural taboos that will have long term positive change for women in Bangladesh.

OEKO-TEX® Standard 100.



OEKO-TEX® is one of the world's best-known labels for textiles tested for harmful substances. It is designed to ensure the effect the dyeing industry has on the environment is minimised and the garments are safe for consumers as well as the people who make and sell them.

98% of our producers are certified by OEKO-TEX®. The Standard 100 certified ensures that products are free from dangerous substances and chemicals, even if they are not yet legally regulated. Banned A comprehensive list of substances restricted under REACH including Azo colourants, formaldehyde, pentachlorophenol, cadmium, nickel and the recent substances included in Prop65 are all part of the REACH & Oeko-tex banded substances list.

Plastic & Polyester.



Though we have never been a plastic or Polyester heavy company all efforts of reduction have massive positive effects on the planet. Through an internal audit of our operations and supply chain, we isolated areas to improve upon, some of which are that we have completely removed duster bags from our cartons, only using biodegradable and compostable versions for light or easily damaged goods. Changing from standard cello tape on our cartons to paper tape. Our accessories have moved to a cardboard hooks where the goods hang on a clothing rack in stores.

For polyester we are converting from virgin to recycled for existing products e.g. Cyrus & Section Jackets, Stencil Hood etc and choosing Recycled Polyester from the jump for new products that require this composition, noting the use of polyester always has to have performance benefits rather than just be a price point decision.

Sustainable Fibres.



We have the goal of 100% sustainably sourced fibres within our range. This goal is not time bound as converting fibres to sustainably sourced versions is dependant on availability, for example Organic makes up less than 1% of the global cotton supply & Supplier ability, allocated BCCU might have been used or mills have not ever made recycled cotton or recycled polyester before.

For cotton the Sustainable makeup will be a mixture of BCI, our chosen field initiative, Organic & Recycled Cotton. For Polyester & Nylon we will convert to Recycled from Virgin sourced. Minimising our dependence on non-renewable resource, recently converting the Surf Cap to Recycled Nylon.