

Stanley/Stella

Sustainability Policy

GOTS INDIA SEMINAR 2018

STANLEY/STELLA KEY FIGURES



- Founded in 2012 by **Jean Chabert** (ex B&C)
- **Sustainable Casual** Garments
- B2B and B2C European markets adressed
- 2017: **9 Millions** pieces - 47 M \$ Turnover – 100 employees
- 95% **organic** cotton / 5% other sustainable materials
- 98% Made in Bangladesh in 5 factories
- One Liaison Office in Dhaka (16 people)
- Ranked **#10** by TEXT. EXCH. in Organic cotton consumption

Sustainability is at the heart of our positioning



- It is a key differentiator in the B2B market mainly driven by price.
- More and more clients ask for social and environmental “references
- But it is also a personal philosophy

*« We aim at changing the rules in the fashion industry»
(Jean Chabert)*

Sustainability: Strategy 2018-2021

To be a leading company committed to a more **Sustainable** textile industry.

PEOPLE

We take care of people in our factories.

PLANET

Our materials/processes are planet-friendly

Wages

Safety

Organic/Recycled

Water



To be done later:

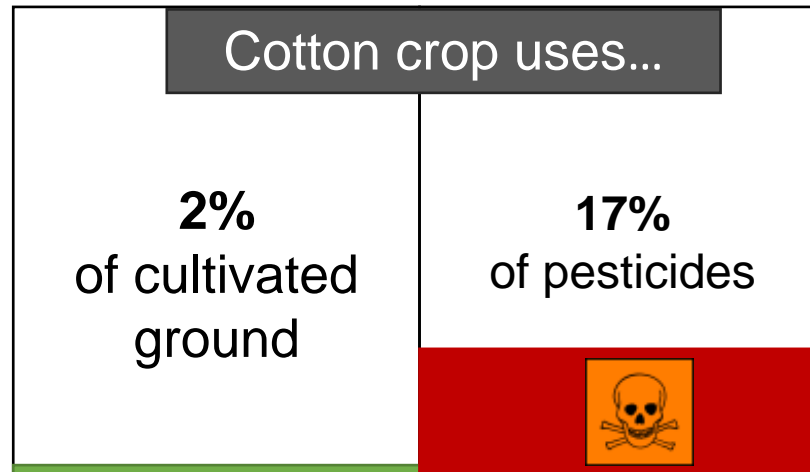
- Circular economy (recycled cotton, slow fashion)
- Carbon Footprint (power, transport,...)
- Vegan certification

Respect for the environment: 100% Organic or recycled materials

We want all our raw materials to be **organic**, made from natural, recycled or reclaimed.

We keep on going with **100%** of our cotton being **Organic**.

Main objective is to drastically reduce use of harmful chemicals and pesticides in the crops/processes (OMS: 20.000 deaths per year due to pesticides)



Guarantees and Certifications

All these commitments will be guaranteed or audited according to highly demanding international standards or NGO's



Social Compliance, Wages,...



100% Organic certified cotton



Recycled Polyester, Recycled Cotton,...



No harmful Chemicals



The main challenges

1. Guarantee (quality / quantity) appropriate supply chain for Organic Cotton

- Less than 1% of worldwide production
- Traceability is though:
 - As CMT/Knitting mills are switching yarn suppliers behind availability, price,...
 - As each knitting mill works with many ginning mills working with so many farms.
- What about daily respect of Organic processes at Farm level?

2. Create awareness of organic benefits (Health, soil, water, skin,..)

3. Push for an internationally recognized label to promote organic cotton

- Lack of awareness of most established standards and confusion at the consumer level

Thank you

