








# WHAT KIND OF 'MORE SUSTAINABLE' FIBRES DO WE USE?

THERE ARE CONVENTIONAL FIBRES AND BETTER ONES. LET'S DIVE DEEPER.

NEW FROM 501



FIBRE TYPE	CONVENTIONAL	NEW NORMAL	BETTER	BEST	RESTRICTED MATERIALS !
 COTTON	Cotton	Better Cotton	Traceable Better Cotton Organic Cotton & In-Conversion Organic Cotton Regenerative Cotton	Recycled Cotton (pre- and post-consumer waste)	Conventional Cotton
 MAN-MADE CELLULOSICS	Viscose Lyocell Modal		LENZING™ ECOVERO™ TENCEL™ LYOCELL Livaeco by Birla Cellulose™	TENCEL™ REFIBRA™ Liva Reviva by Birla Cellulose™	-
 BAST FIBRES	Linen Hemp		Certified / Organic Linen Certified / Organic Hemp	Recycled hemp or linen from pre- and post-consumer waste *	-
 ANIMAL FIBRES	Wool Alpaca, Mohair, Cashmere, Down		Responsible Wool, Alpaca, Mohair, Cashmere, Down & Feathers	Recycled animal fibres from pre- and post-consumer waste	Uncertified Alpaca, Mohair, Cashmere, Silk etc.
 SYNTHETICS	Virgin Polyester Virgin Polyamide Virgin Polyacrylic		rPET	Recycled synthetics from pre- and post-consumer waste	-

Keep in mind: recycled fibers from pre- and post consumer waste always belong to the 'BEST' category





# HOW DO WE ENSURE RESPONSIBLY SOURCED PRODUCTS?

WE FOLLOW STRICT CERTIFICATION STANDARDS AND BRANDED FIBRE RULES. LEARN  
MORE ABOUT THE DIFFERENT STANDARDS AND HOW WE TRACK THEM.



NATURAL FIBER

PROTEIN FIBER

SYNTHETIC FIBER

COTTON

ORGANIC FIBERS



GOTS:  
GLOBAL ORGANIC TEXTILE STANDARD



OCS 100 & OCS BLENDED:  
ORGANIC CONTENT STANDARD

RECYCLED FIBERS



RCS 100 & RCS BLENDED:  
RECYCLED CONTENT STANDARD



GRS:  
GLOBAL RECYCLED STANDARD

BRANDED FIBERS



CIRCULAR  
FASHION  
FOR ALL

MAN-MADE  
CELLULOSICS

BRANDED FIBERS



Feels so right



made thoughtfully  
with



RECYCLED FIBERS



Feels so right

X



technology

BAST FIBRES

ORGANIC FIBERS



GOTS:  
GLOBAL ORGANIC TEXTILE STANDARD



OCS 100 & OCS BLENDED:  
ORGANIC CONTENT STANDARD

BRANDED FIBERS



Premium linen fibre

ANIMAL FIBRES

RESPONSIBLE ANIMAL FIBERS



RWS:  
RESPONSIBLE WOOL STANDARD



RMS & RAS:  
RESPONSIBLE MOHAIR / ALPACA  
STANDARD



RDS:  
RESPONSIBLE DOWN STANDARD

RECYCLED FIBERS



RCS  
BLENDED



GRS

SYNTHETICS

BRANDED FIBERS



RECYCLED FIBERS



RCS 100 & RCS BLENDED:  
RECYCLED CONTENT STANDARD



GRS:  
GLOBAL RECYCLED STANDARD