

# Cheap fashion's oily secret

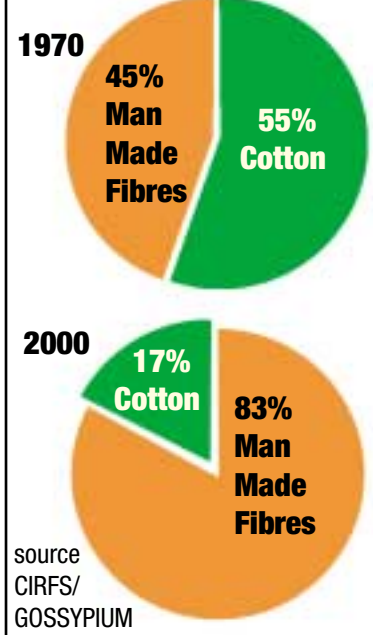
**In just 60 years man-made fibres have deposed King Cotton. But behind the label of your cosy fleece lie some uncomfortable truths.**

From the beginning of time until the 1950s all textiles and clothing produced anywhere in the world were made from natural fibres. There are two kinds of natural fibre, those that are grown on plants such as cotton and linen, and those that come from animals namely wool and silk. They are all produced by agriculture

Due to the limited supply of these agricultural fibres, the textile products made from them had a certain value and were kept for years, however the invention in the UK and USA of factory made fibres between 1920 and 1960 dramatically changed the textile landscape. In the last 20 years alone man made fibres have far outstripped what we have been making by working with nature over thousands of years.

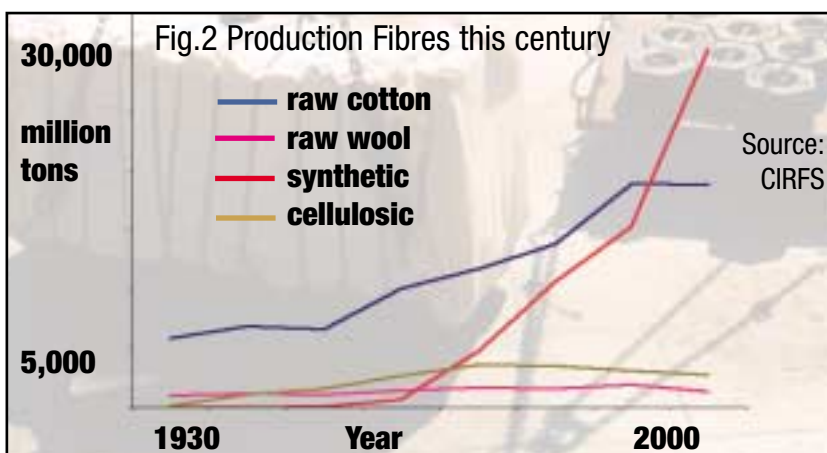
There are two types of man made fibre – firstly cellulosic fibres sometimes known as artificial silks. They become your shiny acetate linings, floppy flowery viscose dresses and smart Tencel suits and are made by chemically "melting" wood or other plants into liquid or dope. Secondly, Polyester, Nylon, Acrylic and Polypropylene are synthetic fibres, their raw material is OIL. The most familiar for clothing is polyester. Invented in the UK in 1941, Polyester is man made by melting and combining 2 types of oil derived plastic pellet. The hot mixture is the polymer polyethylene terephthalate.

Fig.1 Production Ratio synthetic fibres (Polyester, Nylon, Acrylic and Polypropylene) to cotton fibre



All cellulosic and synthetic fibres are made like spaghetti as the liquid is forced through holes, drawn out into a long fine thread, cooled and wound onto bobbins.

Man-made fibres would never have taken off if not for other inventions in chemistry at about the same time. Advances in chemical dyes were inextricably linked to the acceptance of synthetics as bright colourful textile fibres. They have to be dyed at 120 degrees which in turn needs pressurised vessels and so along with synthetics came the concentration of textile processing into large scale industrial processing units.



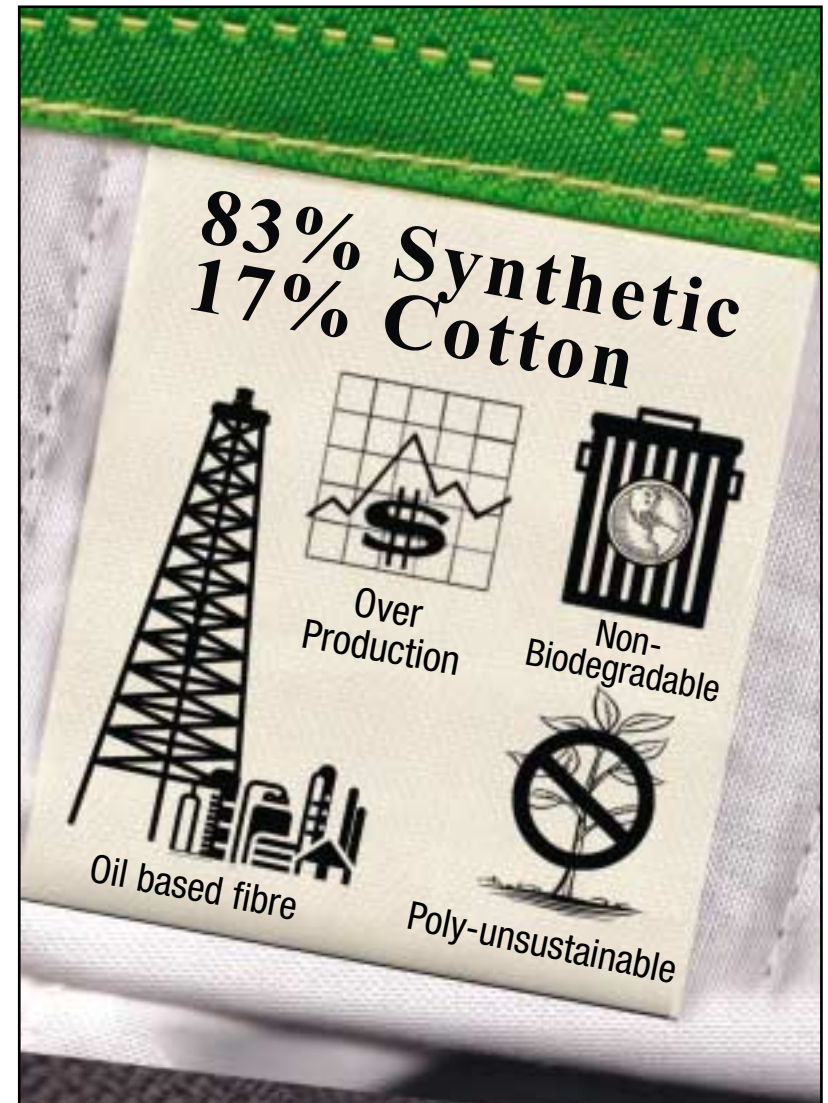
## 'Polyester NEEDS factories'

Whereas cotton and wool CAN be made into textiles by hand skills and small scale units, polyester NEEDS factories with all the capital investment, machinery, concentration of power and chemicals that entails. The 1950's also saw the advent of the colour printing technology that lies behind our favourite glossys – Cosmo, Elle, Vogue etc. put these two things together and something called MASS FASHION was created.

The inventors of polyester teamed up with the designers and created fashion shows that brought pictures to everyone, looks that everyone wanted – and thanks to the new abundant fibre and a handful of early big brands on the High Street – could afford.

The world population has grown and polyester use has grown with it. It is a long lasting, practical, and easy care fibre. But as you can see on the graph and pie charts there appears no end in sight to the dominance of this fibre which stamps its mark on everything that happens downstream.

Why are there so many sweatshops making so many clothes? Why has clothing become so cheap? Why do the styles change so often? How has the deal for cotton farmers got so bad? Why has wool almost disappeared from sight? Where are the beautiful textiles made by crafts people?



The answer is the same each time and the figures speak for themselves. 10 new polyester plants have been built in China in the last few years. The price for polyester is ever dropping – so hello bargain fleece and puffer jacket...welcome to my wardrobe. Then again maybe not.



Gossypium Man Made Organic Cotton T-shirt

## inside stories



transparenttrading p2



fieldofdreams p2



fashionconscience p4



jami cullum in the cotton club



## the spaghetti machine...

Figures from one of the leading suppliers of yarn in Asia show production of 170,000 tons of yarn per annum. Their factory is high tech and environmentally state of the art, cleaning its water and safe to work in, but polyester is manufactured from oil. A significant proportion of oil production goes to produce textiles. With every garment needing less than a kilo of fibre that's billions of garments getting made. Enter the sweatshops that can produce over 10,000 pieces of clothing a day. Polyester is not biodegradable either so everything we've been making and buying will be with us somewhere on the globe as waste for about 200 years to come.

# Seeing through fashion

Over the last couple of weeks I have seen and heard more features than ever about clothing. Anti sweatshop, organic cotton mixed up with fair trade fashion, top designers working for cheap brands, throwaway, long lasting and re-made clothing, confusion over sizings... it seems our relationship with our clothes is becoming ever more uneasy. More and more people are shopping ethically but the information gap makes it difficult. Unlike our big logo competitors Gossypium believe in total transparency - see through clothing- if you like. We feel the only way forward is to tell our customers who makes our clothes, where they are made, how they are made and how we deal fairly with our producers.

Gossypium have worked in the industry over many years and we are also linked to much of the work going on in ecofair and trade committees around the world and are up to date on what's under discussion. With 71 billion Euros worth of clothing being imported into the EU last year, more than 50% coming from only 5 countries -China, Turkey, Romania, Bangladesh and Tunisia in that order, its not surprising we are feeling burdened by all our clothing. India doesn't even make it to the top 5 but none the less exported 306 million pieces of clothing in 2003. Average price of those garments was up over last year but still only £2 a piece. Cheap prices and massive over production hides the real cost of the clothing - social and environmental exploitation.

Its not a typical commercial decision for a small company such as ours to spend time and money circulating real facts and figures . But just as our Indian partners at Agrocel are dedicated to empowerment of the cotton farmers through genuine education and information, so we take on the same job in the community of Gossypites that we are creating together.

This newsletter has been made possible by one lady from our community by the name of Christine Russell who braved bus and taxi one rainy morning to come and invest in Gossypium and thus enable us to dedicate this time to sharing what we can see from where we sit, with you.

The Gossypium clothing brand exists to pioneer globally fair ways of doing business in textiles and clothing, and we do our work based on the information in this Newsletter. We look forward to hearing your comments.

Abi Garner Petit  
C.TEXT.ATI  
Editor  
Gossypium



understanding the real value of clothes



# Field of dreams...



**Agrocel started in 1988 as a dream in the desert. Now 20,000 Indian farmers are involved in sustainable farming**

**The idea was that of the Shroff family who had been working with India's rural poor since independence in 1947.**

Their concern was that while chemicals, and fertilisers had vastly improved the yields of India's farmers, the farmers were increasingly falling prey to sales techniques which allowed them to buy too many products, use them badly and get into debt when the crop was not as promised.

Agrocel's vision was to open sales counters offering even the most small scale farmer a full range of high quality products together with empirical information about how to use them. Their method is to work as a trading company with a difference. Agrocel's ownership is private but their mission one of service with profit to be seen as a natural side effect of good bookkeeping, rather than an end in itself. Today Agrocel serves 20,000 farmers around India from many service centres. It goes on growing because farmers find what they need there, they trust Agrocel and listen to its advice.

Agrocel's "test plots" look like allotments. Here they pioneer different variations of organic farming suited to local conditions which they use to demonstrate good farming and teach farmers how to look after plant and soil. Inside there are products from all around the world. Thanks to Agrocel even the most remote farmer can choose to buy for example imported Bee food useful for organic farming. Organic farming uses Desi seeds, conventional farming hybrid seeds, but now farmers are hearing about GM.

How does a farmer decide which seed to choose? Agrocel help him understand the downstream price of the inputs he will then need for his different farming methods and also about the markets for the crops that come out at the end of the cycle.



**Agrocel offer a holistic and farmer centred approach.**

Its aim to achieve sustainable livelihoods via empowerment of the farmer. Methods such as record keeping ( a sort of farmers accounting) are the tools for this approach.



Agrocel's Field Officers

Agrocel's field officers who are all trained in Agronomy to degree level are on hand, or rather on their mopeds and operate like barefoot doctors. They regularly visit the farms to look at the soil, water and pest situation on each farm.

The Organic cotton programme began in 1998 with an order for 10,000 T shirts from Oxfam Belgium. To meet the organic standards and fair trade conventions Agrocel's cotton programme became the most pioneering of all.

Their field officers make fortnightly visits and all actions taken are recorded back on computers at Agrocel. This has enabled organic certification by International certifying agencies such as SKAL to take place. Most importantly the vertical cotton project with Gossypium meant Agrocel was able to promise to buy the cotton even in the early days.

This is crucial for the farmers as the intensive farming of conventional cotton damages the quality of the soil and means that the first organic crops can be much smaller. Without a guaranteed market, at a premium price the farmers had no incentive to make the painful switch to organic.

### Agrocel Farmers Report

- 1/3 of farmers can get higher yields with Organic cotton
- They save 3-5% on transport costs
- Agrocel pays 8% fair trade premium over market rate.
- Save 5-7% on farming inputs
- 96% are borrowing less for their farms
- Organic cotton is whiter and more shiny in quality
- A visible increase in soil softness and permeability
- Improved health for 100% of farmers.
- Reverse migration from cities back to farms.
- 650 cotton farmers have now joined the original 35.

# Breaking the chains

**The history of cotton is the tale of two countries working together to turn an agricultural product into an industrial feedstock. In so doing they used the poor and sold to the rich - but the poor continued to buy hand made Indian cotton cloth..... an important story reverberating with relevance today.**

Until 220 years ago the most important part of a textile was the fibre it was made from and much skill was used in spinning and converting this fibre into a textile. However inventions in the UK created the first industrial process whereby this fibre could be spun very fast and evenly by machines.

Machines got built into factories, and the UK created a totally new mass market for plain cotton cloth. In those days not many products had global markets, but cloth transported well and was needed by everyone.

The new factories increased enormously the volumes available globally and demand for cotton was rather sudden, as until then cotton would be made

into textiles uniquely by hand and close to where it was grown, for example in India which was known as "the cradle of cotton" since it grows perfectly there.

India exported hand painted cotton fabrics, muslins and brocades all over the world before the Europeans had even got there, and these fabrics were made by skilled crafts people. The colourful Indian fabrics proved to be so popular in England in the early 18th century that the British woollen and silk trades were seriously affected by their import.

However, once the UK cotton industry was established, India was seen as a large potential market to buy the British fabrics. So to put an end to Indian competition and to open up the Indian markets to British exports, 'import duties on east Indian fabrics were imposed in the 1790's only 20 years after the machines had been invented .

With a trading law the British protected their markets, the problem now was the cost of the cotton fibre, India had lost its place as a supplier to the world of fabrics and, very quickly its raw cotton was not required either.

The machines needed massive volumes and demand for the raw cotton meant its price trebled almost immediately. This opened a great new opportunity for cotton production and rather than work with the Indian farmers, the UK worked with the USA who took up the cotton farming opportunity.

Enterprising planters sank their capital into cheap cotton production using slave labour to keep down their costs. Within 30 years of the first textile machine being invented, the USA became the main source for raw cotton. Less than 60 years later the USA produced two thirds of the world's raw cotton and supplied three quarters of the raw cotton in the world markets (see Cotton round the globe p3).

### The Trade Triangle



Behind this cotton boom lay a trading triangle that sowed the seeds of some of the global imbalances we see today. The USA was linked to England and Africa by the 'transatlantic trade triangle'. British ships sailed to Africa with cargoes of cotton cloth, firearms, trinkets and brandy. They were sold to African slave traders in return for a human cargo of slaves. Once the slaves were on board they were branded with red hot irons and once they reached America were sold to provide cheap labour for work on the plantations.

So the USA and the UK were business partners in this first "cotton revolution" and great fortunes were made for a few, on the backs of the poorest. Meanwhile the Indian cotton farmers lost their place in the world, luckily though not completely, thanks to the tastes of the Indian women who continued to prefer the finer cloths of their own Indian hand weavers which ensured that the Indian industry did not die out as others have. Somehow it is the poorest, overlooked as not able to buy the European made cloth, that have kept cotton alive in India, - its place of ancient origin.



# The Root of the Problem

Throughout the 90's, and following early sweatshop scandals, fair trade and eco-pioneers were working for better produced garments but found they could never trace the origins of their products. Even when visiting textile producing countries they rarely saw further back in the production process than a knitting plant where the fabric is made ... Trying to understand the fundamental problems, and looking further back, we knew that cotton cultivation was the first step in a complicated supply chain. We calculated that cotton carries approximately 1/3 of the value of the ex-works manufactured price of a T shirt .This first step in the supply chain already generated complex problems, and thus we could easily understand that this would grow into an uncontrolled situation - the one we face today. By tackling the problems at source, we believed we could thereby solve most of the downstream problems. Cotton cultivation is agricultural and its production is completely invisible and divorced from downstream textile production. Cotton farmers were separated from textiles 200 years ago when the processing was mechanised and taken to countries like England.

## Agricultural problems

The situation of cotton farmers has become progressively worse with the increased use of pesticides, and handling of these dangerous chemicals often leads to ill health, even death. Coupled with this extreme debt leads to migration of farmers into the cities, and even suicide. Environmental problems - eg: soil erosion and water pollution, lead to ruin of the capital resource and affect the health of whole communities. The new choice of GM seeds further confuses farmers who have no idea of the implications of this choice. While organic farming is more environmental it is hard to do alone and without markets.

## Trade Problems

Cotton farmers suffer from competition with ever decreasing synthetic fibre prices tied to the oil price. There is a high price volatility due to the increasing globalisation of the textile and clothing industry and powerlessness caused by the high concentration of global cotton trading in a few hands. The results of the above are speculation over cotton on the international exchanges, creating uncertain trading conditions for the cotton farmers..(see Cotton round the globe )

## Textile & Clothing Problems

The conversion of the textile and clothing industry over the last 50 years into a global producer of low price and mass produced fashion, led to cotton often being blended with synthetics thus eliminating the incentive to increase quality and being able to maintain prices. The exponential increase of artificial fibre volumes, and the machinery developed to increase production for this mass market, plus the access to third world, non regulated labour adds to the problems of the rural cotton producer.

# Gossypium's Response

**Gossypium's response was to start right at beginning and thereby solve the problems downstream. We created a partnership with Agrocel, an Indian service centre working directly with farmers, and in so doing, created a new and unbreakable link between agriculture and textiles.**



**Agrocel have developed their unique structure to support cotton farmers.**

Firstly by implementation of a programme known as ICM (integrated crop management). ICM helps the farmer see his farm in a holistic way and teaches him the importance of record keeping, or "farmers accounting", which means he can be transparent and can thus certify their production but also can have access to finance.

As there is a slight drop in yield with organic farming, ICM ensures the farmer converts progressively over a 3-5 year period and minimises his financial risks. Farmers can then go on to a full organic programme.

To market this fibre we created a separate fibre brand named "Agrocel Pure & Fair cotton". This increased the exposure of the work and also enabled Agrocel cotton to be sold, uniquely, direct from the farmers to other customers. It also avoided any sole dependency on the Gossypium brand. Agrocel's cotton bank ensures traceability of

each bale back to the farm and encourages fair prices based on quality not international market prices. Agrocel cotton is some of the first to be traded outside the commodity markets. **Together we have created the first Fair Trade cotton broker.**

Fibre from the cotton bank can be spun by Agrocel using a local mill. Selling finished yarn rather than raw fibre means more added value for the farming community; it also means small scale textile units and local craftspeople can have access to this fibre.

Having created the Agrocel 'Pure & Fair' cotton brand, a product with high value, that is visible and different, we moved into clothing and found that the natural reaction is to care about everything that happens to this fibre this being Gossypium, or any other brand .

**Gossypium's aim is to make clothing that people value, working with producers who are our economic equals and completely endorse the values of the Agrocel cotton.**

At Gossypium the vision is to trade with the producers of high quality products who are, as a result of prior unbalance and greed, often disadvantaged on an international market. We do it in a way that values and respects them, and enables them to become our economic equals.

We have stayed true to the original project idea and produce cotton T-shirts and other basic clothing items suited to cotton. We invest in research and design to create products that are needed, are worth owning and wearing. We focus on non seasonal products that have a long life.



For our current collection, and as we buy our cotton yarn directly from Agrocel, we need only one textile partner to take the product from yarn, through knitting

and stitching to final garment export. Even though stitching wages are higher in India than some other parts of the world we have stayed in India to add value to the Indian cotton and to reduce transportation. Our selected factory is owner managed, not part of a large industrial conglomerate, the owner shares our vision.

The fair practice of our business relationship is based around long term business planning. We provide year round steady work, so that there are no rushed orders, which can often lead to long hours and subcontracting. We have never cancelled an order.

We work directly, having no agents or other intermediaries. We specify high quality Agrocel yarn to be used, which is available from stock, reducing pressure on the factory having to wait for raw materials or accepting inferior quality.

**We invest in improving quality paying the fair price and only discussing costs and efficiencies so that our supplier also benefits. We share our company figures on margins and profitability to create a strong partnership , with a common and clear vision.**

Due to the origin of our project, most of our goods today are jersey knitted products and we aim to grow with these core products. This way we can bring our economically pioneering supply chain benefits to more cotton farming families as with every increase of 1000 garments a new family producing cotton can benefit.

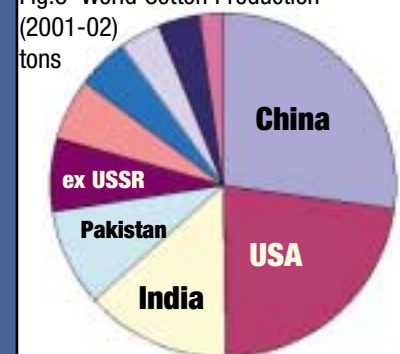
# Our Future

Future plans are to create new supply chains to make other cotton products. Each chain we create will be as short as possible sharing the same values as the original ones, but always learning and improving. We favour natural materials, environmentally friendly practices, minimum transport and hand skills. We hope as time goes on to pioneer the reintroduction of more craft and natural processes such as dyeing with natural plants and minerals.

We are aware that the subject is complex and has taken hundreds of years to get to this state. The textile industry created much of the industrial revolution and has since absorbed almost every new technology available which compounds the situation. Gossypium is also committed to devoting resources in the form of education to share what we have discovered with all who are interested.

# cotton round the globe

Fig.3 World Cotton Production (2001-02) tons



China	5320	Africa	1162
USA	4420	Turkey	922
India	2686	Brazil	766
Pakistan	1802	Australia	723
Ex USSR	1381	Europe	461

source "Compendium of International textile Statistics."

The chart shows American dominance in cotton growing has been surpassed in volume terms by China.

Over 75% of American cotton is GM. 90% of all GM seeds are sold by one American company. Farmers in India and China are beginning to adopt GM. Penetration of GM in India has reached an average of 5% of cotton farmers in just 3 years even though GM seeds cost much more.

The US also dominates cotton trading on the New York Stock Exchange. Speculation means daily prices can move up and down by up to 30%. The cotton market has become less of a commodity market and more of a financial derivative market. 30% of the world cotton is being traded by just five international trading houses resulting in further price manipulation.

The presence of an organic growing certificate does not prevent the cotton fibre and the farmer who is selling it from being part of this big global gamble. Only the emergence of NEW Fair Trade brokers like Agrocel can offer the chance for cotton to be bought and sold at a fair price. This will lead the U turn into a sustainable future and a balanced world.

COTTON PRICE MOVEMENTS 1954-2004		Sources: Cotton Outlook & ICAC. & Bruce Evans of Cotnet				
Prices \$ per lb		Av. Price (Begin)	Av. Price (End)	High	Low	Change
1954/						
1964/	34	31	34	30	4	
1964/						
1974/	31	43	45	22	23	
1974/						
1984/	43	59	75	43	32	
1984/						
1994/	59	72	72	52	20	
1994/						
2004*	72	65	77	54	22	

\*2004 av. prices 01/01 to 20/10 2004.



## Nightwear Collection

Nightwear is where Gossypium started. Comfort, fabric and quality are the most important factors in nightwear. We know this because when we decided to strengthen our nightwear collection that's what our customers told us. We've looked at the cut and fit of our garments, the quality, the softness of the fabric and the colours and hopefully created an even better Gossypium nightwear collection.



"It feels good to wear Gossypium. As a consumer I love and appreciate the quality of the cotton in their products. Not my most known about claim to fame is that I've been wearing Gossypium boxers since Christmas 2000 when I was lucky enough to get offered a pair of the first 1000 pieces ever made. I think I've still got them, they're the ones with the red label. The more I get to hear about what Abi and Thomas are achieving with Gossypium the more addicted I get. I'm really happy to have been in at the beginning for the simple fact that Abi is my cousin and she gave me those first boxers."



Channel 4 Learning recently repeated their documentary about Gossypium which includes full coverage of our processing chain. You can get a copy from Channel 4 [www.4learning.co.uk](http://www.4learning.co.uk) - Keyword Search 'Consumer Power'

### NEW CATALOGUE



Will be out in March 2005. To join our mailing list please complete the coupon below.

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### INFOPOINT

If you would like to know more about any of the issues raised in the newsletter write to:

The Editor,  
 Gossypium, Abinger Place, LEWES, East Sussex BN7 2QA.

visit our web site  
[www.gossypium.co.uk](http://www.gossypium.co.uk)

e-mail:  
[editor@gossypium.co.uk](mailto:editor@gossypium.co.uk)

Tel: +44 (0) 1273 488 721  
 Fax: +44 (0) 1273 488 221

## Q&A

### Abi & Thomas Petit (Founders)

#### How did you get into Textiles?

**Abi:** I spent my childhood sewing and I learned that people always appreciated something hand made and real. I grew up wanting to be a doctor in Bangladesh to help people – but in the end my first job was a fashion designer in Bangladesh after which time I always felt that I was on my path.

**Thomas:** My family have been in textiles since the French revolution, it was a natural choice for me to end up studying textiles especially when I was so bad at school. When I graduated I didn't want to go straight into the family business. I had the dream of working abroad for a few years and then to go back to do an MBA to then integrate the family business.

#### So you met on the job as it were?

**Abi:** Yes, this project was one big unrealistic dream, so I never thought of asking for help – but then suddenly there was Thomas and on the third day he was with me I remember realising that he understood even my deepest motivation and I didn't have to explain anything.. We worked inseparably from the day we started – and we never sat down and talked about what we were doing or why or even how we just got on and did it.

**Thomas:** I found out that Abi was looking for a volunteer that could end up being a business partner. It was exactly what I was looking for, a chance to discover India and learn about textiles from growing the cotton to export. It was far from home, exciting, spicy. It was a dream opportunity.

#### And the first order from Oxfam?

**Abi:** Yes, Oxfam Belgium actually. I was working as a lobbyist for the European Textile and Clothing Industry, and had just done a consultancy for the M&S board.-but no one was

getting on with anything new. I was really frustrated and after a discussion with Carol Crabbe, one of the founders of the Clean Clothes Campaign, I calculated that the biggest single value of the T shirt was in the cotton. So I asked my special Indian friends from Traidcraft days about whether the farmers they served could get me fairly traded cotton. When they rang back and said yes, Oxfam ordered 10,000 fair trade T shirts and sent me off to India to get them.

**Thomas:** It took us nearly a year to make those 10,000 T-shirts, we had to wash the fabric by hand, jumping on it to get the wax out, and then had to carry it on the roof, to get it dry. It took us 2 months just to do that. I then sat at the factory, making sure that the quality was good while the boss was watching the cricket world cup.

#### And you both got quite deep into India?

**Abi:** India just goes on unfolding. The 2 years we spent there go down as the best of my life. You don't get deeper than the cotton fields but somehow I never looked or judged or analysed – we were too busy, we lived by our antennas, trying to understand where they were coming from and they us. But underscoring the cultural difference was our shared dream of linking farming and textiles and working as equals and respecting each other and indeed they offered a trust that I don't think you find in the west anymore. It was humbling and essential to the success of this project. It kept me going for a long time after we left India.

**Thomas:** I can remember it like was yesterday. landing in Bombay and looking though the window thinking this is crazy. I was so shocked it took me 5 days to get out of the house. From then India just flowed through my body. It was fantastic not to be a tourist but to work and be part of this booming country. The best part was living in the village near the cotton field, it was so peaceful and simple, compared to our modern life.

#### But then you came to England?

**Abi:** At some point we had to get going here although Thomas was about to return to France. But, by now, we were in really deep. We had promised the farmers we could buy their cotton. We had to do it now! Our Indian experience had indelibly bound us together but we still didn't admit it. We ran our tiny company with the full accountability you would have with a stranger.

**Thomas:** After 2 years of living in India carrying the same rucksack from place to place I was quite happy to go back to the comfort of Europe. I also did not want to get lost in India and be tagged as a Hippy. I had no objection to going back to England, I knew it was a great place to work and felt that people would understand where we were going. Lewes was a great choice, it is a great place to set up such business and also to live.

#### Has working as a couple changed the way you run the company?


**Abi:** Well nothing would be here without our combined skills, me naturally trailblazing out front but burning my fingers all the way. I would have created a big noise and got things moving but it is thanks to Thomas that it is actually a business buying cotton, which is the only way to help a cotton farmer after all. We've lost that raw edge now though, we think twice before we do things, but once you've done it with your life without asking questions you have tons of experience to draw on and I hope that will make us wise.

**Thomas:** Mixing business with pleasure is what we say in France. Our trust enabled us to be very creative in the first years of our growth. We could rely on each other at any time, our roles have changed over the years, and they will carry on changing. This flexibility is our greatest asset.



# Edenproject

'Eden is about smart shopping choices, we encourage people to 'always look behind the label' - which is why we are so keen on Gossypium's range ..'  
 Emma Cummings, Eden Project



At Cornwall's Living Theatre of Plants – The Eden Project – their mission is to promote the understanding and responsible management of the relationship between plants, people and resources, leading to a sustainable future for all. Waste water from the public facilities is cleaned and used to top up the waterfalls in the Biomes and they even have utensils made from recycled wood in their cafe area. Therefore it is no surprise that their ethics are carried through to their shop area, where organic chocolate sits side by side with recycled stationary and organic and fairly traded cotton clothing. Around 60% of the Eden Project's clothing collection is supplied by Gossypium, fusing Gossypium's organic and fairly traded cotton products with print designs from the Eden Project artists. With new products being delivered into the store in the next few weeks it is hoped that Eden's collection of clothing will grow and grow – a bit like their plants!