

Total impact of brands

Social conditions MADE-BY brands support their supply chain partners in implementing improved social circumstances in their production units. Social standards such as SA8000 (Class A) and BSCI (Class B) are well received by both brands and suppliers.

Brands are also becoming more and more conscious about selecting new suppliers that take care of their employees. This has become a part of the requirements for MADE-BY partner brands. In total, there have been 3,083,470 pieces of garment produced in socially certified factories in 2009, which is an increase of 117% from 2008.

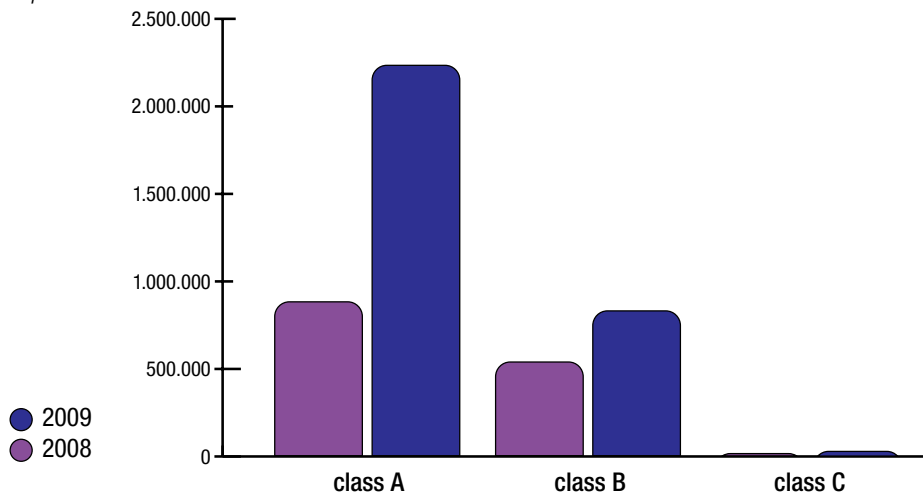
Environmental conditions A significant increase is shown in the amount of items that were produced with organic cotton (Class B). This large increase can be explained by the fact that not only more brands joined the MADE-BY partnership and started to integrate organic cotton in their collections, but existing brands also gained further experience to offer more styles made with organic cotton to their customers. Additionally MADE-BY introduced the Environmental Benchmark for Fibres in order to facilitate brands to find environmentally friendly alternatives for other fibres used in their collections. Important steps have been made by brands to start working with Tencel® (a sustainable alternative for viscose) (Class B) and materials such as recycled cotton and recycled polyester (Class A).

In total, there have been 2,646,298 pieces of garment produced with sustainable materials in 2009. This is a significant growth of 152% from 2008.

Organic cotton There has been 623,890 kilo of organic cotton used in 2009 by MADE-BY partner brands.

Socially certified

total amount of garments in pieces



Raw materials

total amount of garments in pieces

