

Kuyichi

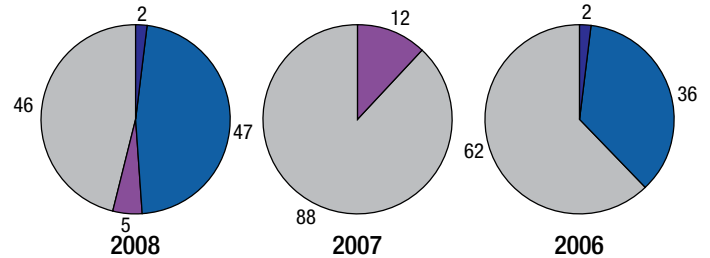
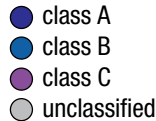
Social conditions. Kuyichi has built up a strong relationship with its key denim supplier in Tunisia and in 2008 Kuyichi stimulated them to become socially compliant to one of the standards incorporated in the MADE-BY benchmark social standards. The supplier chose to first work towards BSCI (Class B) which they then achieved in June 2008. This is also the main explanation for the increase Kuyichi is showing in social condition

Environmental conditions. In 2008 88% of the Kuyichi collection consisted of cotton of which Kuyichi produced 67% items with organic cotton. This is an increase of 19% compared to 2007. The increase can be explained by the fact that Kuyichi worked towards producing the complete denim line with organic cotton before the end of 2008. Besides using organic cotton a couple of the popular jeans styles have been made with a blend of conventional linen. With regard to the tops, Kuyichi strived to use as much organic cotton as possible but this was not possible in all cases due to low volumes and changes in supplier base.

Next to the usage of organic cotton, Kuyichi is experimenting a lot with other sustainable fibers like linen, hemp, recycled cotton and recycled polyester which will be sold in their 2009 collection.

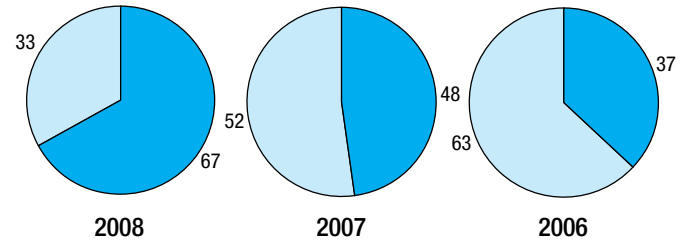
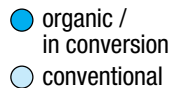
Socially certified

% of total collection



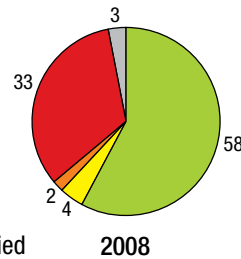
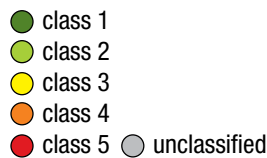
Organic cotton

% of total cotton collection



Raw materials

% of total collection



Organic cotton 2008

kilos of organic cotton used

