GOTS Seminar Dhaka, 23rd November 2016

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Agenda

1.0 Brands Fashion GmbH
1.1 Brands Fashion and its products
1.2 Initiatives We supports

2.1. Brands Fashion & GOTS
2.2. What GOTS means to Us
2.3. Why GOTS?

3. Personal experiences
4. Challenges and Goals
Brands Fashion GmbH

- Founded in 2002
- MD: Dr. Ulrich Hofmann, Silke Rosebrock
- Location: Germany, close to Hamburg
- Daughter companies: Brands Polska, Clothing Network, Brands TeamTex GmbH
Brands Fashion GmbH

BRANDS FASHION GERMANY
Design, Production & Worldwide Logistic Solutions

WORKWEAR
• Durable workwear for industry customers
• Light workwear for outlet and retail businesses (e.g. supermarket chains, gas stations)

FASHION
• Merchandising collection for soccer clubs, NGOS & industry customers
• Private label production for sportswear and fashion brands
• Own private label: “Shirts for life”
Selections of initiatives we supports
Brands Fashion & GOTS

• Brands Fashion was one of the first companies in Germany offering workwear made of organic cotton

• GOTS- certified since 2014 (CU830374)

• Lead Sponsor of 1st international GOTS conference held at Mumbai, India in 2015
Why GOTS?

- Conventional cotton is replaced by organic cotton
- Synthetic fibers are replaced by recycled fibers or otherwise restricted to 10% synthetic fibers
- No toxic chemicals like formaldehyd & others
- Respecting human & Int‘l Labour standards
What GOTS means to us

- Internationally respected standard on responsible production
- Reduce any negative impact of the textile industry on the planet and the people
- Protecting environment and people worldwide

Source: textiletribune.blogspot.com
Personal experiences..

* How was it when we started to implement GOTS at the factories?
* Was it a new standard or already known?
* How did factories react?
* What were the challenges? Did you have to convince them?
* Do they understand its importance?
* What are their advantages (new customers, better prices, etc.)
Challenges and Goals

• Challenge for industrial workwear

• Ongoing promotion of GOTS-certified products among our customers

• Goal until 2020: Increasing the workwear assortment to 100% GOTS
Thank you ....

.... For your attention

Thelma Ruiz
Brands Fashion GmbH

www.brands-fashion.com