

# Our more sustainable cotton journey

First organic cotton used in collection

Banned the use of the Uzbek cotton

Launch of REEL cotton programme

World's largest buyer of organic cotton: 135 million pieces

2005

2007

2008

2009

2010

2012

2014

2015

Introduction of "Bio-Cotton" seal to make organic cotton textiles easily recognizable for customers

World's largest buyer of organic cotton: 15 million pieces

Co-founder of Cotton Connect to help brands and retailers make the world's cotton supply chains more sustainable

World's largest buyer of organic cotton: 85 million pieces

Made the commitment to 100% sustainable cotton by 2020

C&A and C&A Foundation, along with others started the Organic Cotton Accelerator to build a fair, robust organic cotton market

Joined the Better Cotton Initiative