



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



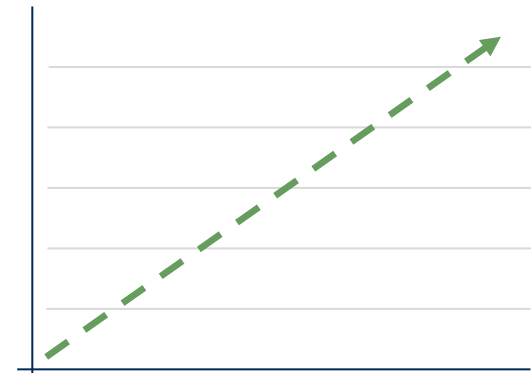
Source: textiletribune.blogspot.com

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

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www.brands-fashion.com