



ENGLISH
FINE COTTONS

RE-EST. 2016

Made in Britain starts here

Is the UK consumer ready to support ethical
and responsible garment production ?

"The Return of Cotton Spinning to Cottonopolis"

What is all the fuss about ?

English Fine Cottons is the only company in Britain spinning cotton yarns. This is the story of how that came about , and questions whether the UK Textile industry is ready for the rebirth of textile production and whether the UK market is ready for the changes the inevitably need to come along .



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Based in a Victorian Cotton Mill built in 1853 : Culimeta Saveguard Limited became the “last” short staple spinning company in the UK in the late 1990’s

Making high performance yarns for the personal protective equipment industry , we became the only company with the skills remaining to effectively run machinery that was originally intended to spin cotton .

In 2013 we purchased Tower Mill, starting a restoration project that continues to today , with an objective to retain textile knowhow, pass on knowledge and grow capability in the UK for worldclass excellence . And who knows perhaps “bring cotton spinning back to its heartland, “cottonopolis “

Some Relevant:

1751 : Cotton imports of 1000 tonnes per year

1816 : 45,200 tonnes per year .

1914 : Almost on billion tonnes per year.

In 1830 it represented 50% of British Exports.

In the 1880’s it represented 80% of global cotton piece goods.

1912 : 8 Billion Yards of cloth produced in North West of UK .

1920 : in excess of 1000 "Cotton Mills" Exist in North West , with over 1,5 Million spindles running . (date of the last traditionally built "cotton mill")

Introducing, Neil Saville



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Neil, now 85 has been working in textiles since his 15th birthday , some 70 years ago .

His resume, reads like a whos' who of the late 20th century list of world class textile companies .

When on his second honeymoon in Barbados, Neil had an epiphany , that he should convince us to “bring back cotton spinning to the UK” , at the same time , helping out the Barbados government and the economy of Bardados,

He set the ball in motion that became English Fine Cottons .

Why breathe life back into a “mundane industry” ?

- ✦ If we don't do it who will ?
- ✦ >50% of our workforce , still walk to work
- ✦ Its intrinsic to our community and our heritage
- ✦ **“It is essential that a country must be able to clothe its population , and support an industry”**
- ✦ ***It's the ONLY sustainable solution for the planet and our country***

West Indian Sea Island Cotton : The King Of Cotton

- Longest Staple cotton
- Finest Fibre in the world
- Closest cotton to the original genus
- Choice of Royalty
 - Queen Victoria
 - Prince Albert
- Most Expensive Cotton in the world



When researching the sources of cotton lint , we started with the “King of Cottons” , we found the longest , finest and closest to the original genus . That was steeped in history , royal connections . We also started to find a much murkier story , built in

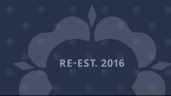
1. Corruption.
2. Slavery , (Both Adult and Children) in Agriculture and making of garments .
3. Exploitation on an epidemic scale .
4. Irresponsible growing and unsustainable trade .
5. Dishonesty
6. An industry built on lies and deception .

In all resulting in an industry that can be entitled “the most corrupt industry on earth” .

No wonder why the “Red Top” media, have a field day , highlighting the failures of this material and its damage to society.

Global Garment Industry: The Largest Ponzi Scheme in History

- +30% of all clothes made around the world are never sold.
- +Estimated The textile overproduction tops \$500 Billion
- +Fashion Industry responsible for 10% of global Carbon Emissions
- +Less than 1% of clothing is recycled
- +85% of all textiles end in landfill.
- +Cost pressures propagate poverty and corruption in supply.
- +Average Textile worker in Asia, earns less than 100\$ / Month
- +Number of times clothing is worn before being discarded has **reduced** by 36% in 15 years
- +Number of UK retailers, have excess of 40% returns .

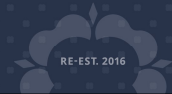


We Found An Industry , built on “straw foundations” . Built to deliver short term cost and price levels, without a view on medium and longer term sustainability . Illegal Growing Practices, Environmental Damaging Garment Dyeing and Production and Global worker exploitation at a level last seen , during the 18th and 19th Century Slave trade

1. Chinese XinZhang cotton production , source the ICA (international Cotton Association .
2. Average Textile Worker, labour rates sourced at Statista.
3. Estimated Textile Over Production , source “Ellen MacArthur Foundation
4. 85% of textiles end up in landfill, source earth.org .
5. Fashion industry responsible for 10% of all global carbon emissions , Morgan McFall-Johnsen
6. <1% of material used to produce clothing is recycled : House of commons environmental audit committee 2019

The Current Global Fashion Textile Industry

- **Is Damaging the Planet**
- **Relies on propagation of Poverty**
- **Feeds Corruption and Illegality**
- **Requires Overproduction and Overconsumption**
- **Builds desire and demand, reducing quality and value**
- **IS NOT SUSTAINABLE, FOR THE PLANET OR FOR THE COUNTRY**



What We Found .

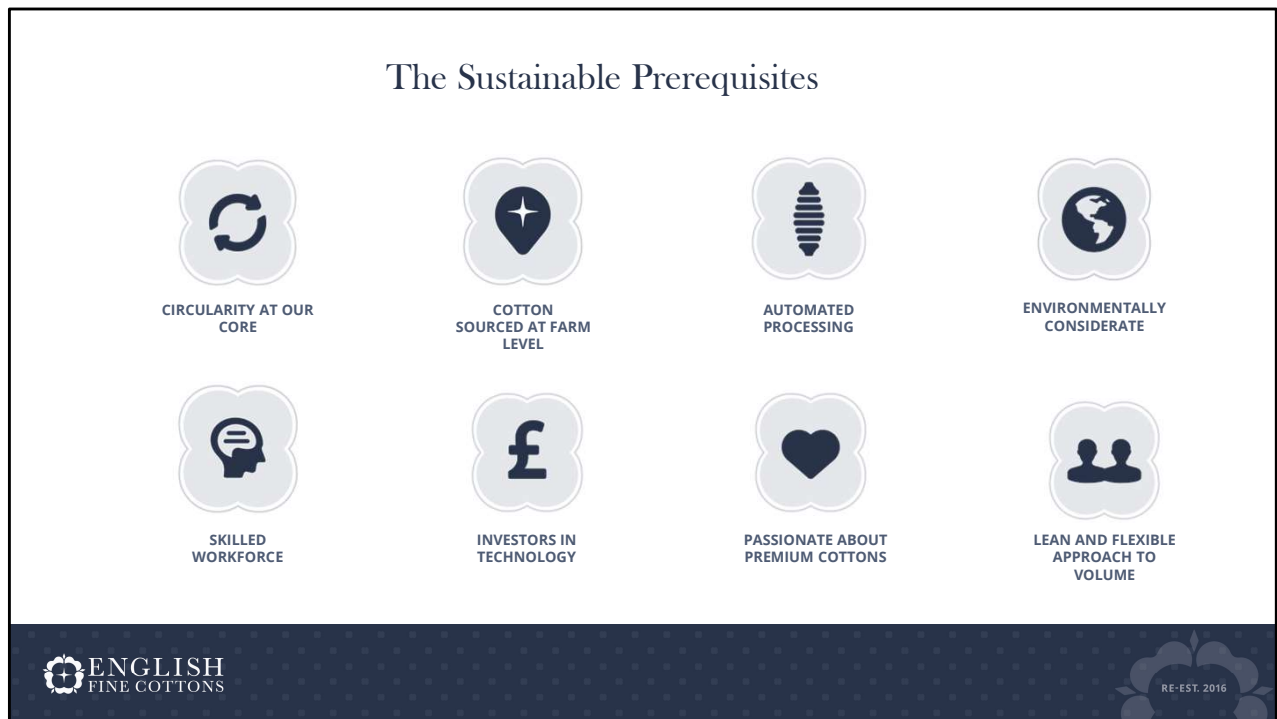
We found that the cotton fashion textile industry, is probably the most corrupt industry on earth.

Without a capability to be open and transparent with supply lines , without a capability to openly discuss and debate sources of materials, production environment and standards

Relying on lower and lower cost base, propagating poverty and continuing to feed corruption and unethical practices .

Built on a concept of disposable clothing , making more for less, wearing more without conscience .

We believe it is a Ponzi scheme , that will eventually fail , and there **MUST** be a UK based company whom is able to help with this transition .



The future consumer will require .

The supply to have a solution for the garment at the end of its life, and for that supplier to be able to recycle or reuse the garment if at all possible.

They will require the supplier to have a totally transparent supply chain where they can see the production route for the garment itself.

They will require for everybody within the supply chain to be paid equally and ethically , without question of their sex, colour of their skin, their religion or region of the world they live .

Importantly the future consumer will want to be “independent” and be able to customise the garment for themselves,

Garments that actually fit , and are designed with each consumer in mind , will reduce the amount of returns and reduce waste / cost and the environmental impact .

Is the UK consumer ready for the what needs to happen ?

The Problem

- +Unsustainable Raw Materials
- +Exploitation of workers
- +Overproduction
- +Over consumption

The Solution

- +Supply transparency
- +Paying Global living wages
- +Make Locally, make what is needed
- +Make Better (better design, longer lasting , better fitting)



Building transparency , honesty and responsibility into a global supply industry , simply costs money .

Reducing and removing , “black market and grey market” activities, which represent over a third of global supply chain . Increases cost of raw materials, but goes a massive way toward removing the damage to the environment, that un controlled or regulated agriculture brings .

Whether it is acceptable or not in a modern world, to continue the exploitation of labour in less developed countries, we should at the very least ensure “minimum wage” , living and working conditions are beyond reproach , ensuring atrocities, that we continue to see in **Xinjiang** , in buildings like **Rana Plaza** and regions of the world, where labour continues to be exploited . To the levels, last seen in the 17th and 18th Century .

Price continues to be driven down , continuing the vicious circle of poverty and exportation .

While western , retailers understand and accept that a significant proportion of what is made, and supplied will never be worn or used ; they continue to drive over production to obtain the right price points

Highly intensive Marketing promotion, backed by “unaffordable” payment options drive demand from within the middle and poorer socio economic levels in western society .
Fuelling the desire to “buy it now” “throw it away tomorrow” .

Resulting in over consumption ., **Where the average “life” of a modern garment is now less than 12 wears**

With the global benchmark for Tee Shirts , showing less than 5 washes

Buying Less, Buying responsible materials, from responsible sources, paying a living wage to workers living in safe and sanitary environments ; Will DRAMATICALLY increase the unit cost of garments ,

IF IT DIDN'T WHY WOULD ANYONE BUY FROM A CORRUPT SUPPLY CHAIN .

Why is there so much reluctance to be transparent .

COST

It is estimated that the difference between supplying “honest” and “responsible” cotton that can be traced , and everyday “commodity” cotton can be in excess of 25%

It is now possible, to independently verify the routes of all raw materials, using molecular sequencing , which shows where on earth the material was grown . Highlighting for sure the responsibility of raw materials .

Through block chain activities , where workers collaborate independently , in verification of workers rights , levels of pay , and working conditions . Retailers and Brands have the ability to ensure that their suppliers or their third party sub contractors are acting correctly .

If SO WHY IS THIS TRANSPARENT SUPPLY CHAIN , **NOT** WIDESPREAD THROUGHT THE TEXTILE INDUSTRY

It is estimated that a “basic garment” , made in Asia from responsibly sourced raw materials, through supply routes where people are paid responsible levels and work in lean safe and healthy environment , could cost up to 25% higher than the current market price .

The Challenge

- **Buy Less, Buy Better , Make Less , Make Better , Make Locally, Act Responsibly**
- Can the UK consumer , change and grasp traditional values ?.
- Is the UK consumer ready to pay more for their garments, (sometimes much more) for a high quality garment , that lasts longer , acts responsibly and is guaranteed to help the planet ?
- A responsibly manufactured Tee Shirt in the UK would likely retail at over £30 . Where the mass produced alternative , can cost under £ 10
- **Are you prepared to take this challenge , are you prepared to tell this story?**



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The challenge , for our country , and many others in Europe and the developed Western World, is one of Education .

RE-EST. 2

Exploitation at any level , cannot be considered “Sustainable” , “Ethical” or “Responsible.

Whether that be

- Exploitation of the land and our natural resources .
- Exploitation of labour
- Exploitation of power over weakness .

Buying Better, that lasts longer : reducing our impact on the environment , MUST BE THE WAY FORWARD

Doing So in the responsible , ethical and sustainable thing to do .

However THAT WILL COST MORE MONEY .

Educating our future generations , what it takes to grow crops, make materials : How Things are made, and what part people have in this cycle. Showing our younger people what

impact their choices have in the lives of others in other countries, and what impact they also have to the environment .



With the UK's Industry, heavily investing in Automation, Digitisation and Innovation , with the Textile and Fashion markets we will be able to provide .

1. High Quality Garments
2. Individually styled.
3. Sized to Fit you correctly .
4. Quick and Rapid response .
5. Locally Made, Globally traced and designed for the circular economy . (reuse, remake , recycle.)

Bringing about value , pride and desire . Instilling “Ownership” and evoking emotions into the clothes that are worn .

Reduces COST per wear !!!

Looking at locally “grown” materials, Wool, Hemp, Flax, adding in and blending with cellulose, using materials from SeaWeed, Nettle, Banana and Sunflower .

WHY WE DO IT

OUR BELIEF, *heritage* AND *expertise* DRIVES OUR *passion* TO PIONEER
THE RETURN OF COTTON SPINNING TO ITS HEARTLAND.

WE ARE BREATHING NEW LIFE INTO AN INDUSTRY THAT USED TO
BE THE ENVY OF THE WORLD, ENABLING UK KNITTERS, WEAVERS
AND DESIGNERS TO SOURCE HOME-SPUN *quality* YARNS – ALLOWING
THEM TO TRULY CLAIM BRITISH PROVENANCE.

