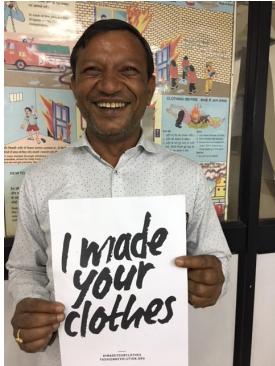


FASHION FOR GOOD



Reinvigorating ancient techniques – the long-term vision of Uzma Bozai is to work with the right suppliers who facilitate the passing of techniques from generation to generation.

Economically viable for all– ensuring the artisans are paid a fair price whilst still being attractive to the consumer.

Safeguarding social rights of workers – We work with a family run supplier that ensures equal employment rights and safe working conditions for its workers.



Transparent: All production is traceable, including CMT, dyeing and printing.

Re-investing in charitable causes – our supply partner in India is active in the support of local charities, including local women's charities in Delhi.

Sustainable design - Designed in Cornwall and London, using a group of in-house and freelance garment designers, embroidery designers, pattern cutters. We rely on cloud-based technology to minimize our carbon footprint but ensuring cohesion in the design process.

We also give as many opportunities as we can to young designers to Gain experience of a real-life design process, thus building a pool of resource for the future.