



Better Cotton Initiative

By buying cotton products from Fred Perry, you're supporting more responsibly grown cotton through the Better Cotton Initiative.

Fred Perry became a member of BCI in 2019. It is the biggest cotton sustainability programme in the world.

Better Cotton is not physically traceable to end products. However, BCI Farmers benefit from the demand for Better Cotton in equivalent volumes to those we 'source.'

We are committed to sourcing 100% of our cotton in a more sustainable way by 2024 through the Better Cotton Initiative.

Learn more at bettercotton.org

