

## W19 ORGANIC FAQs

### - What is "organic" cotton?

This is cotton that is farmed organically. It is different to conventional cotton in a number of ways because organic farming is generally sustainable and aims to improve soil, water, plant and animal quality, as well as to increase biodiversity.

For cotton to be organic, the seeds and plants must be farmed organically without any GMO involvement. Soil fertility and activity should be maintained or boosted as a priority with multi-year rotations, the use of green and legume manure, recycling and composting organic matter and bringing in organic matter from the farming process, or from organic farming in the same region. To control parasites and disease, tougher cotton varieties must be used, soil should be worked correctly, crops must be rotated and combined, and biodiversity and biological-control-friendly hedges should be planted where required. Other types of manure and natural control methods are also permitted where regulations allow.

### - What are the benefits of buying "organic" cotton?

By purchasing organically farmed cotton, we can help further this type of farming and so better protect the environment in the locations where it goes on.

### - Is "organic" cotton guaranteed to be harmless and protect the skin? Are your "organic" cotton clothes hypoallergenic?

It is the OEKO-TEX 100 label that guarantees cotton will not harm skin, rather than the fact that the cotton is organically farmed.

### What are the differences between conventional cotton and "organic" cotton?

While conventional cotton represents 99% of world production, just 1% of the world's cotton is organically farmed.

Conventional cotton allows for the longest and finest fibres, guaranteeing a better quality thread. Meanwhile, "organic" cotton plants can have shorter or longer fibres and the thread is not always the same quality. So, we seek out the world's longest "organic" cotton fibres to obtain "organic" thread that meets Petit Bateau quality requirements.

## QUESTIONS ABOUT THE PETIT BATEAU W19 "ORGANIC" COTTON NEWBORN COLLECTION

### What is included in your "organic" cotton collection? Which product types? Why are there only 65 "organic" cotton items?

It is important to note that just 1% of the world's cotton is organically farmed. Given our stringent requirements when it comes to cotton fibres, we have decided to start with everything baby needs in their first few months.

### What is your "organic" clothing made of? (Bodysuit for example?): 100% "organic" cotton.

### What percentage "organic" cotton do you use in your 2019 autumn/winter collection?

60% of the newborn collection comes in "organic" cotton for autumn/winter 2019.

### Where and by whom has your "organic" collection been designed?

It has been designed in Paris by our team of stylists and designers, then worked on in Troyes by our development teams, our material and accessory procurement teams, our knitting machine staff, our specialists in dyeing, screen printing and embroidery, our pattern makers, and of course our dressmakers.

**Why "organic" cotton and not recycled cotton?** Currently, recycled cotton is not high enough quality to meet our quality standards, especially for knitted children's clothing. However, we are looking into the possibility of adding recycled cotton to future items by mixing it with conventional cotton fibre to make the end result nicely sturdy.

**Should you look after "organic" cotton clothes in the same way as those made of conventional cotton?** Yes. They wash at the same temperature and with the same products. However, because "organic" cotton fibres are slightly shorter than conventional cotton fibres, fabric may bobble more quickly depending on use.

**Are you planning to do "organic" collections for children? And what about adults? Is their skin less important?**

We are planning to gradually extend our "organic" cotton collections to include children's and adults clothing. It is important to note that just 1% of the world's cotton is organically farmed and that our stringent quality standards mean we can only buy a small amount of this percentage. However, because more cotton is now being organically farmed we will be able to gradually increase how much we purchase over time to secure our "organic" cotton supply.

Regarding adults' and children's skin, the OEKO-TEX label is what guarantees clothing will not be harmful.

By purchasing organically farmed cotton, we can help further this type of farming and so better protect the environment in the locations where it goes on as well as the people who do it.

**Why are you doing this so late: later than all your competitors?**

We have taken the time to find the best quality "organic" cotton fibre. We see sustainable clothing as also being clothing that lasts. For a garment to be able to last over time and down the generations, it must be made of the best cotton.

## **QUESTIONS ABOUT PB CONVENTIONAL COTTON**

**Where does PB cotton come from?**

In 2018, 47% of our supply came from spinners in the Middle East, 29% in Europe, 24% in Asia and 0.02% in Africa.

The cotton fibre procured by these spinners mainly comes from the United States (48%) and Australia (18%). We forbid our suppliers from using cotton fibre from any country where International Labour Organization (ILO) rules are not guaranteed.

**Are these other non-"organic" cotton fibres natural?**

Cotton is by definition a natural plant. It is just that some plants have been genetically modified. This is now the case for most cotton plants, mainly in a bid to make them more resistant to the insects that regularly attack cotton crops. This practice means cotton farmers can use less pesticide on their crops. Nevertheless, conventional cotton is the cornerstone of the intensive farming practices that consume

resources like water to an unreasonable degree. This is why we are keen to find alternatives including gradually using more "organic" cotton and linen, for example.

### QUESTIONS ABOUT SUBJECTS OTHER THAN "ORGANIC" COTTON: CERTIFICATIONS, OTHER MATERIALS, CLOTHES RECYCLING

**Do you have any certifications? If yes, which?**

All our products meet the OEKO-TEX 100 label standards.

Our childcare items, our entire "organic" and conventional cotton newborn collection, our underwear and our nightwear have also been awarded this exacting certification which guarantees they will not harm skin and will indeed look after it better. The certification is renewed annually and checks are made during the year with unannounced tests on items in production. What's more, all our products comply with European REACH regulations, American and Japanese directives: the strictest on the planet.

Since 1893, Petit Bateau has been designing and making high-quality, durable products, aiming to offer customers comfortable, practical and safe items that boost their well-being. We make use of our expertise, putting the same attention and goodwill into newborn garments as into our must-have adult T-shirts.

**Where do the natural fibres (cotton, linen, etc.) used by PB in current collections (but that aren't "organic" cotton) come from?**

The conventional cotton fibre we buy comes mainly from the United States and Australia. The linen is grown in France and Belgium.

**What are you doing about other materials: linen, polyester, etc.?**

We try to use natural materials like linen and when we do include manufactured fibres (polyester and polyamide, etc.) we procure recycled fibre supplies that come from old plastic bottles or fishing nets.

**LINEN:** We have been knitting and creating linen clothing since the start of the 2000s. This fibre has a range of benefits. It is one of the few fibres produced locally in France, or at least in Europe, and is farmed dry, requiring little manure or pesticide. It is also a sturdy material that makes an absorbent and cool fabric.

**Do you use recycled materials when designing clothes?**

We are working on a swimwear line with some recycled polyester thread in the fabric. Some of our clothes contain synthetic fibres like polyester and polyamide. We are hoping to include as much recycled polyester and polyamide as possible in our coming collections.