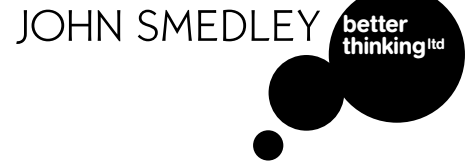


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## Ethical fashion sets new standards

### John Smedley and better thinking ltd make sustainable choices easier for ethical customers

Launching in Spring 2008, the John Smedley/better thinking Luxury Redefined t-shirt sets new standards in sustainable product design and communication. Every product comes with a mini-brochure (responsibly printed on 100% post-consumer waste paper in vegetable ink) that tells the story of exactly how the t-shirt was made. Each step, combining luxury and sustainability, is documented in the brochure – and further details are available on a Luxury Redefined website. The site features beautiful, evocative photography that was specially commissioned for the project and, uniquely, offers consumers a ‘sustainability specification’ describing exactly why the t-shirt is so sustainable. The specification covers Development, Growing, Manufacturing and Aftersales.

Consumers and industry experts from around the world have been involved since October 2005, when better thinking ltd launched the project to rewrite the rules of sustainable design and communication. Mike Betts, better thinking ltd Director, says “We hope that this new, transparent approach will set a benchmark for companies in fashion and other industries – there is a growing number of consumers who want to shop more ethically without compromising on style and quality – but at the moment it is not very easy to do that because standards are not being delivered or communicated in a clear and engaging way.”

The Luxury Redefined t-shirt is made in Derbyshire from organic, undyed, unbleached, fair trade, extra-long staple Peruvian cotton with an exceptionally low water footprint. Attention has also been paid to minimising waste, energy and packaging. The t-shirt will be available online and from John Smedley stockists from Spring 2008 in men’s, women’s and children’s versions.

John Smedley is very pleased to have partnered with better thinking ltd to make the Luxury Redefined t-shirt a reality. “It was clear from the first time we spoke with better thinking that we shared the same values around craftsmanship and innovation – and a passion to create a sustainable product without compromising quality in any way” says Dawne. She adds “Sustainability is actually part of how John Smedley thinks and works in general, we always try to minimise our impact on the environment in everything we do, and all our garments are designed to be loved and treasured far beyond next season”.

<http://www.luxuryredefined.co.uk>

## **Editors' notes:**

### **– Communicating standards to luxury consumers**

Although the garments are made from naturally irrigated, fair trade, organic cotton, neither Fairtrade nor organic logos feature on the product label. According to Mike, this is because “for the typical sustainable luxury customer, it’s important that they know the provenance of the products they buy, but the communication of this has to be managed in a very sophisticated way. These are, after all luxury garments – they’re for people who care, but who don’t want to wear their ethics on their sleeves. Ultimately, they’re for people who understand the true meaning of luxury in the 21st Century.”

### **– Garment colour**

Consideration has also been given to the garment’s colour, it will be left undyed and unbleached, as this is the least harmful solution for the environment. “This approach to colour will give the Luxury Redefined t-shirt a unique quality” explains Dawne Stubbs, John Smedley’s Brand Manager, “in that due to the action of most modern detergents, the garment may become slightly brighter and whiter during the first few washes. Though of course, we recommend washing it at 30°C with Ecover non-biological washing liquid or powder.”

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### **About John Smedley**

Founded in 1784 and located in Derbyshire, England, John Smedley is considered the authority on luxury knitwear. This iconic British brand, combines a heritage of over 200 years of expert craftsmanship, with an enduring desire for design innovation and assured quality. Using only premium textiles, John Smedley looks to become true fair trade pioneers, with a socially-responsible policy of openness in its manufacture of some of the world’s finest knitwear.

### **About better thinking ltd**

Formed in June 2005 by three founding partners, Mark Holt (ex-Director 8vo), Mike Betts (ex-strategic planner North Design) and Richard Learoyd (photographer and brand imagery consultant), better thinking ltd is a sustainable strategy, design and communications consultancy. Better thinking ltd has worked with national and global brands in the telecommunications, retail, finance and fashion sectors.