

M A R L A N E



BCI Better Cotton Initiative

Better Cotton Initiative (BCI) is a non-profit organization that sustainability supports cotton planting. Since its founding in 2009, in Geneva, Switzerland, BCI has decided to eliminate unsustainable and self-destructive methods of cotton planting on a global scale.

Through BCI and its members, farmers receive training on how to use water efficiently, take care of soil health and natural habitats, reduce the use of the most harmful chemicals, and apply decent working principles.

For these reasons, during the fundamental step of selection of raw material, we choose to incorporate BCI cotton into our supply chain.