



**KUYICHI**

2001 / Haarlem

### Solidaridad starts Kuyichi

Solidaridad initiates its own jeans label. Kuyichi was created from the hardnosed thought that while the consumer might not be specifically looking for an honest pair of trousers, they would ultimately value it.



1998 / Stockholm

### Nico Roozen visits H&M

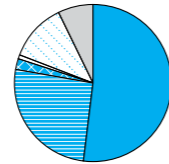
Nico Roozen, director of Solidaridad visits H&M to win them over in regards to Fair-trade products. The reaction? Negative. 'The consumer is enticed by a beautiful item of clothing, not by a process.'



2004 / Hyderabad

### Start Chetna Organic Cotton project

The Chetna project is currently assisting 9000 Indian cotton farmers to convert from conventional to organic cotton and to bring it to market.



2005 / Amsterdam

### First MADE-BY scorecards published

The Scorecard is a unique tool for transparency in the fashion industry. The Scorecards show the sustainable progress of the brands in the use of organic cotton and socially certified manufacturers.



2006 / Witney

### Track&Trace online

The MADE-BY Track&Trace service is launched online. With Track&Trace consumers can trace the origin of an item of clothing right from its source. This is the first of its kind in the fashion sector. The system was built by HistoricFutures based in the United Kingdom.

2006 / Arequipa

### Franky & Ricky gets certified!

In Peru manufacturer Franky & Ricky, supported by local Solidaridad staff, achieved SA8000 certification. Franky & Ricky, supplier of several MADE-BY partner brands, is the first Peruvian textile manufacturer to reach SA8000.



2006 / Amsterdam

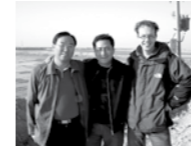
### Launch of the blue button

In order to make the consumer's choice for sustainable fashion easier, MADE-BY introduced a tangible recognition symbol for the collections of the brands. The Blue Button says: this brand is continuously improving both the social and environmental conditions in its supply chains.

2007 / Utrecht

### Social Benchmark

Publication of the MADE-BY Benchmark for Social Standards. The Benchmark, developed by Solidaridad, compares and classifies internationally recognised standards, to guide fashion brands in selecting the standard that best suits their supply chain.



2007 / Korla

### Organic cotton from China

The first organic cotton project is established in China. Organic cotton garments from China are supplied to MADE-BY brands Jackpot and Nomad.



2007 / Copenhagen

### First non-Dutch partner

Danish womenswear label Jackpot is the first non-Dutch partner brand joining the MADE-BY programme. 'Today our customers quite naturally expect that we not only provide inspiration through a clear interpretation of the season's trends. But also that we are highly conscious of people and nature'

2008 / Berlin

### MADE-BY in Germany

During the Premium Summer Fashion Show, MADE-BY was launched in the German fashion market. Being the biggest fashion market in Europe and having a long tradition in green products Germany is expected to become one of Europe's leading markets in sustainable fashion.

2008 / Bornem

### MADE-BY consults

A feasibility study into organic cotton was conducted for VF Europe, whose headquarters are located in Belgium. In 2008 MADE-BY started carrying out consultancy projects requested by companies with very specific questions regarding sustainable fashion.



2009 / London

### MADE-BY in UK

MADE-BY was introduced in the United Kingdom at Pure Womenswear Tradeshow and London Fashion Week in February 2009. The United Kingdom is the biggest European market for fair trade and organic products.

2009 / Santa Barbara

### Fibre Benchmark

Publication of the MADE-BY Environmental Benchmark for Fibres. Brown & Wilmanns, a US research company, developed this benchmark comparing and classifying the 20 most widely used fibres. The benchmark will support brands to limit the environmental impact of their materials use.



2009 / Amsterdam

### MADE-BY 5 year event

MADE-BY celebrated its fifth anniversary with a Global Network Event in which over 200 sustainable fashion professionals participated. In cooperation with EDUN, a T-shirt design contest was organised. The winning design is sold in several European retailers.



2009 / Arusha

### African suppliers become compliant

Sunflag, the Tanzanian t-shirt supplier of Edun became BSCI compliant with the support of Solidaridad. In Uganda and Tanzania several textile factories have been supported in social and environmental compliance.

T E D B A K E R®

2010 / London

### Welcome Ted Baker

UK's leading lifestyle brand Ted Baker begin a partnership with MADE-BY

'98

'01

2004

2005

2006

2007

2008

2009

2010