



*Our*  
MISSION STATEMENT

# OUR MISSION STATEMENT

FOR THE CENTURIES TO COME....

"WE WANT TO BE A PURPOSEFUL BUSINESS  
THAT WILL ALWAYS EVOLVE.

WE WANT TO BE CONSIDERED LEADERS IN OUR FIELD,  
PUSHING THE BOUNDARIES OF CREATIVITY  
IN THE MOST SUSTAINABLE WAY FOR PEOPLE AND THE PLANET.

WE DO THIS BY CLOSING THE LOOP ON FABRICS,  
WITH A NEVER BEEN SEEN BEFORE LEVEL  
OF TRANSPARENCY AND COURAGE"

# OUR MISSION STATEMENT

FOR THE "FASHION" FIGHT OF THE 21ST CENTURY...

"WE WANT TO LEAD CHANGES THAT ERADICATE THE TOXIC TRAITS OF THE "FASHION" INDUSTRY FOR ALL FUTURE WOMXN - OVERCONSUMPTION, ELITISM, GREENWASHING AND HARMFUL ASPIRATIONS.

TO INSTEAD, PROVIDE WOMXN WITH THE CLOTHES THEY HAVE BEEN LOOKING FOR. BUILT-TO LAST ECO-CREATIONS, UNIQUELY DESIGNED, WITH BAD-ASS STYLE, THAT ARE ALL MADE IN ONE PLACE BY ONE TEAM FOR UNLIMITED USE. WHEN THEY BUY FROM US, THEY WILL BE RAISING A REBELLION OF ATTENTION AND ACTION WHEREVER THEY ARE. THEY WILL BE EMPOWERED, FREE FROM COMPROMISES AND CONFIDENT.

THEY WILL KNOW....

# APPROVED AND AUTHORISED BY

NAME : CLARE CAMPBELL

POSITION : FOUNDING DIRECTOR

DATE : 16TH JANUARY 2022

SIGNED : *C Campbell x*



*"What will they say in  
200 years...."*



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