A close-up photograph of a woman with dark hair and closed eyes, holding two pink lotus flowers. She is wearing a light-colored top and a textured brown jacket. The background is a soft, out-of-focus grey.

Thread *tales*

OUR SUSTAINABLE JOURNEY

people planet partnership



Who
we
are

We are a grassroots family-run business specialising in ethical luxury textiles for a mindful wardrobe, lifestyle, and home.

Our pieces are consciously designed in Oxfordshire, UK, and responsibly produced by our communities of Artisans worldwide. We utilise local and traditional techniques with respect for the environment. We create with longevity and versatility in mind, bringing you bespoke and ready-to-wear designs to feel good about, and in line with our ethos: "*Wear Something That Means Something*".



THEN

The Thread Tales story began with a single cut of fabric and a flower . In 2016, our founder's mother –an intrepid Midwife who teaches safer birthing practices to Traditional Birth Assistants in rural remote communities of Myanmar – brought back from her travels a cut of Lotus silk.

Extracted from the stems of the Lotus flower, the production of Lotus silk dates back centuries. Today, its production is still entirely carried out by hand, without any electricity or chemicals, in stilt huts by the people of the Inle lake. The raw beauty of this fabric and the sustainability of its production set the tone of Katherine's new business venture and Thread Tales was born.

... & NOW

Today Thread Tales is a growing business whose mission is to interpret indigenous ancestral techniques and heritage fabrics into timeless and functional textile clothing with a conscience.

The Lotus and its symbolism still guide the Thread Tales ethos. The fabric made with expertise, community, tradition, craftsmanship and respect for nature, inspires us to do business mindfully, with care for our planet, respect for our people, and faith in our values.

The Lotus

Symbolism and Sustainability

Whilst largely unfamiliar to the Western markets, the production of the Lotus fibre has ancient roots and its product, a natural microfibre, light and breathable, has long been appreciated in the Eastern world. The source, a flower not dissimilar to a waterlily, is part of the local flora in the Inle lake area in Myanmar where it grows naturally in abundance.

The fabric is produced entirely by hand and without electricity, following an age-old technique passed down from generation to generation.

The petals are coated with a subtle layer of hydrophobic wax, which allows the flower to submerge under the swampy waters of the lake every night to emerge white and glowing at dawn.

Because of this daily cycle of renewal, the Lotus flower has become a symbol of purity, resilience, regeneration and perseverance.





The Founder

Katherine Maunder

Katherine Maunder is passionate about discovering handcrafted raw fibres with fascinating stories to create her unique designs.

Her background in fashion, a yearning for travelling inherited from her mother, and her love for nature, the outdoors and discovering new cultures, all shine through her creative approach to business, from her designs to her personal relationship with Thread Tales' extended team of Artisans.

Our Partner Workshops

We count nearly 240 Artisans as part of our extended team across Myanmar, Nepal and Kashmir. They encompass weavers, spinners, seamstresses, dyers and embroiderers. We have built strong partnerships based on mutual trust, shared values and a passion for their local traditional craft.

Their incredible skills turn our designs into one-of-a-kind cultural and sensorial experiences, and the stories of their families, communities, and lands are tightly woven into our textiles. In turn, we provide for them a fair marketplace and safe, dignified work whilst also support the preservation of ancient local manufacturing techniques.

OUR PARTNERS



Gchandmade, Kathmandu Nepal

KPA Cashmere, Kathmandu Nepal



Jan Firdose, Srinagar, Kashmir

Nay Win, Moe Moe and the Weavers of Inle, Myanmar



The Thread Tales Ethos

As a small independent ethical brand, we believe we have the power to contribute to the rise of a worldwide cultural shift in favour of harmony. We believe that the textile industry can be a force for good, able to create a newly found equilibrium between business, planet and people, based on mutual respect and care.

The Thread Tales Promise

At the foundation of Thread Tales are three pillars – planet, people, and partnerships – which resonate through every aspect of our business, from long-term planning to the day-to-day activities.



Planet

We minimise our environmental impact by designing and producing on-demand, with quality, longevity and responsibility in mind from drawing board to delivery.



People

Safe, dignified work and fair wages are the basics for us. We create meaningful and fulfilling work opportunities that are a source of pride and development for our craftsmen, not just income. We do so by honouring and preserving local artisanal skills.



Partnerships

We empower communities of Artisans through long-term partnerships based on respect for the local ecosystem and preservation of traditional local craftsmanship. We invest in our partners, their culture, and their community by encouraging collaboration between workshops, communities and countries.

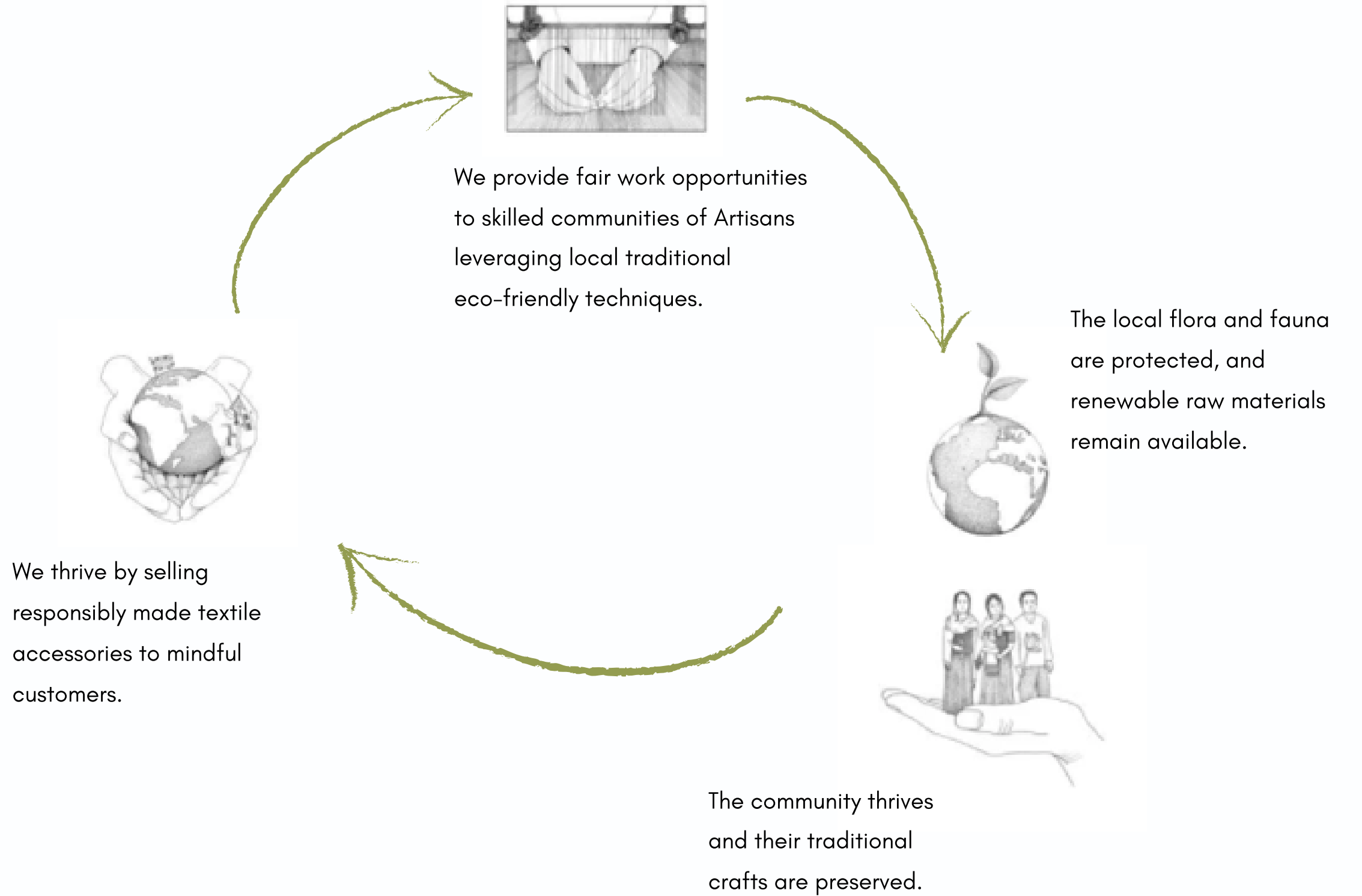
Overarching our three key pillars, is one strong principle.

This is to *constantly, consistently & continuously improve on our practices.*

WE ARE ALL IN THIS TOGETHER

The Thread Tales Ecosystem

We see our relationship with the planet and with our partners as an ecosystem we are all part of. We thrive only as long as they thrive too. This is why the exploitation of natural and human resources has no place in our products.



AREAS OF IMPACT

Our Badges of Honour

As you browse, keep an eye out for the badges featured for each product. They tell you about how that piece makes a positive difference.

 BIODEGRADABLE	 PRESERVING HERITAGE TECHNIQUES	 NO HARMFUL CHEMICALS	 FAIR EMPLOYMENT & SAFE WORK	 BESPOKE
 CRUELTY FREE	 WATER SAVING	 NATURAL FIBRES	 HAND MADE	 VEGAN
 MEANINGFUL WORK and UPSKILLING	 ZERO WASTE or RECYCLED	 ON-DEMAND PRODUCTION	 CLEAN ENERGY or ELECTRICITY FREE	

SDGs

The Sustainable Development Goals are a framework of 17 interlinked goals designed for businesses to align to in order to achieve a better and more sustainable future.

Due to the scale of our business, we have chosen a “less but better” approach and decided to focus on four SDGs.

11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



14 LIFE BELOW WATER



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE CITIES AND COMMUNITIES

We support communities in Myanmar and Nepal by partnering with local ethical suppliers and producers.

A few ways this looks like in practice for us are:

- dignified and meaningful work for our Artisans
- traditional crafts preserved in the form of skilled employment
- alignment with environmental principles to safeguard the local ecosystem

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CLIMATE ACTION

Our business model focuses on implementing and improving conscious practices throughout and beyond our supply chain. A few ways this looks like in practice;

- 98% of our manufacturing processes are hand-led and electricity-free
- we only produce in small quantities and rely on an on-demand business model to avoid stock surplus
- we design for zero-waste and circularity
- our packaging is fully recyclable and plastic-free

LIFE BELOW WATER

We are eradicating freshwater pollution and microplastic through mindful design and production.

A few ways this looks like in practice:

- we produce and design using only natural, non-synthetic fabrics
- we use 90% non-toxic dyes
- for the majority of our yarns, no harmful pesticides are applied to local crops (we are of course working hard on the remaining 20%)

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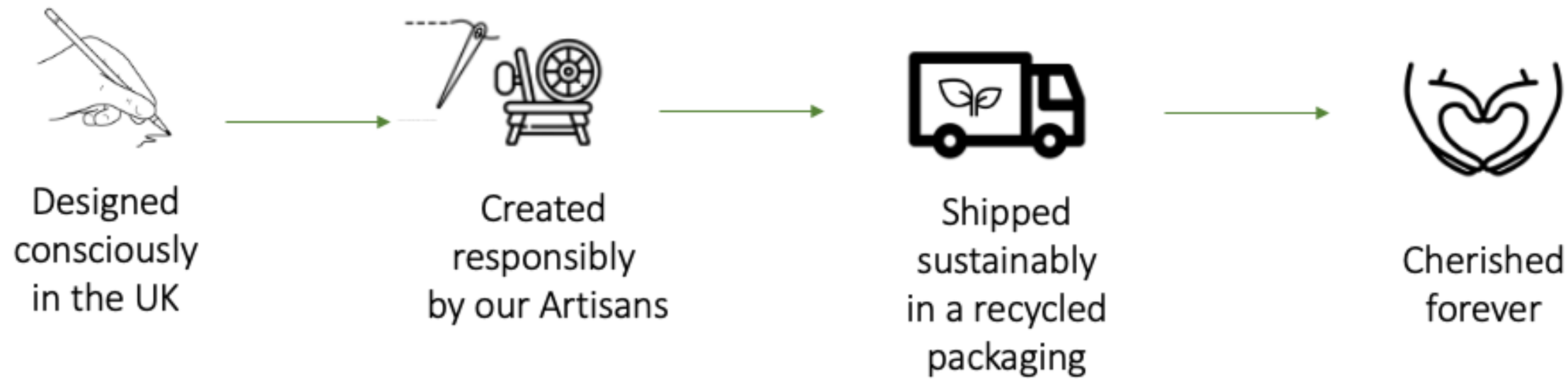
PARTNERSHIPS FOR THE GOALS

We collaborate with people who share our values and principles to create positive impactful synergies. A few ways this looks like in practice:

- a “community over competition” approach towards other ethical business from our local area
- we partner with DHL GoGreen for responsible shipping
- we are connecting communities of Artisans around the world and encouraging partnerships between them

The
Journey
of a
Thread Tales
item

Each Thread Tales
item is designed,
produced, and
delivered with
care for the planet
and for the people
that dwell on it.

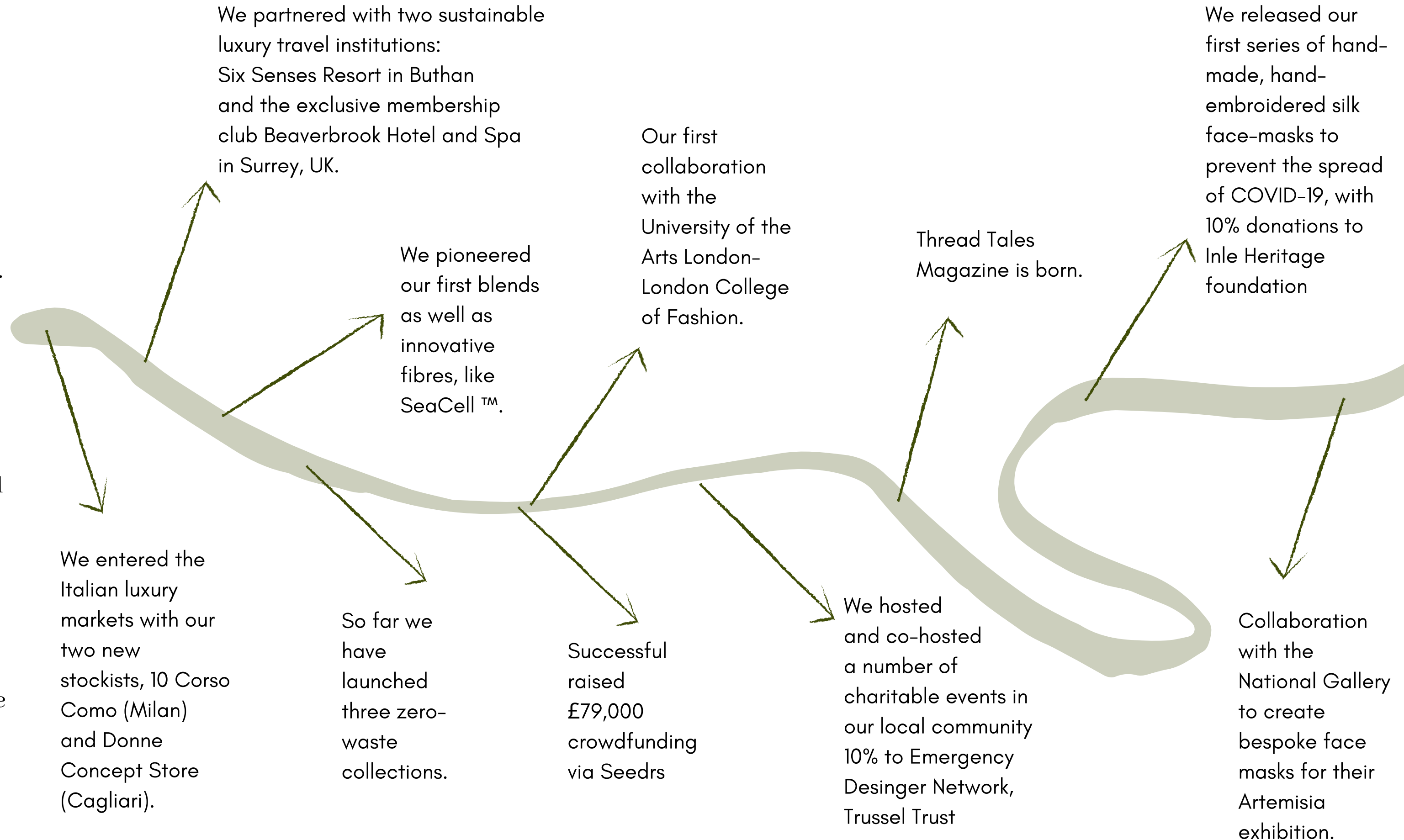


***"Wear
Something
That
Means
Something"***

OUR ACHIEVEMENTS

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Being a small grassroots ethical brand we feel strongly that our impact is as much about progress as perfection. Thread Tales was founded with environmental sustainability and social fairness in mind and since day one we have aligned and grown closer to our vision, one small step at a time. Here are some milestones we proudly celebrated.



LOOKING FORWARD.

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While sustainability is embedded in everything we do, we believe in constantly, consistently and continuously reviewing our practices and processes to ensure we are as aligned as possible to our vision of a textile industry that acts as a force for good.

We will continue being pioneers and grow our use of **recycled or regenerated yarns from 5% to 15%** of the collection in 2021.

We won't **waste**. Throughout 2021 we will design **80%** of our waste out of our products.

We will **keep innovating**. We will consistently introduce new innovative sustainable materials in our blends.

We will keep working closely with our partners to ensure **we work together** to **constantly improve** our practices.

We will **educate our customers** more. You deserve to know what difference you can make, so you will find us at pop-up shops, collective and community events, panels, and webinars, spreading the word: sustainable luxury is possible and it feels so good!

We will make it last. We design for longevity and we will help you make your cherished Thread Tales pieces last, be it with a selection of **aftercare products, care-guides, and even a repair service**.

We will be more **bespoke and agile**. While we will keep on offering **only two collections every year**, we will make your items more **personal** with customizable ranges and made-to-order products. This will help us **avoid overproduction** and deliver only pieces you will love forever.



THREADS TOUR

Lotus

Our signature fabric. Harvested naturally from the waters of the Inle Lake in Myanmar, the fibre is produced entirely by hand, without pesticides, electricity, and according to a local ancestral tradition that has remained unchanged for centuries. The plants naturally regenerate once picked.

There is no waste resulting from the production of the Lotus fibre. The leaves are dried to make local tea and the fresh ones are used for wrapping food. The flowers are offered to Buddha or used for decoration. The buds are eaten as a local speciality. The remainders of the stems are used as natural fertilizers and for the production natural dyes.

Cashmere

We have recently introduced hand-unravelled recycled cashmere to our collection, for the ultimate zero-waste luxury. We are working on introducing Regenerated Cashmere, made from post-factory waste.

Linen

Naturally cool and soft, linen crops require minimal water and pesticides to grow, making linen one of the most eco-friendly fibres in existence.



Yak

Due to its highly **regenerative** nature, Yak wool is amongst the most ethical and sustainable winter yarns. The cold-loving Yaks are free-ranging. The herders follow them in a transhumance pattern across pastures throughout the seasons, which contributes to **maintaining the local ecosystem** (i.e. fertilising the land with their manure, spreading the seeds with their hooves). The Yak's warm wool coat is **shed naturally** as temperatures rise, and is combed and collected to be spun into yarn.

Eri Silk

As luscious and luxurious as regular silk, but **100% cruelty-free**. The cocoon produced by the Eri silkworm is larger compared to the traditional mulberry species, and unlike the latter, it is made of **several shorter threads** instead of a single long one. This means harvesting the thread **once the butterfly has left the cocoon** rather than killing it and the final result is a silk with typical quality of spun fibres. The somewhat irregular thread gives it the look and feel of a **mixture of wool and cotton**, while it has the softness of **silk**. Our partner producer, 7 WEAVES produces **hand-spun, hand-woven** Eri silk fabric in partnership with **indigenous forest communities in Assam's Loharghat Forest Range**, part of the Indo-Burmese ecological region. Their model is unique: with an increase in production comes an **increase in environmental protection**. **Mosaic planting** for both fodder and natural dye plants is interspersed with traditional crops and forestry on tribal land. This fulfils the needs of farm families whilst preserving native plant species and discourages a harmful single-species agro-industry.



Merino Wool

We only use **Mulesing-free Merino**, which means that our Merino sheep are **not harmed by the cruel practice** of removing strips of skin from the breech. This is traditionally done to prevent the parasitic flystrike, but there are much kinder ways of doing this through diet and washing.



SeaCell

SeaCell is a ground-breaking **collaboration of science and nature**. The yarn is produced from seaweed using the Lyocell process –an eco-friendly production method with **zero chemical waste** resulting in **100% biodegradable fibre**.

Seaweed cultivation **requires no farming**: it is collected using gentle, renewable harvesting techniques, preserving the incredible natural environment of the **Icelandic Fjords** in which it grows. Not only is it aesthetically beautiful, but it is also light and soft and its natural properties make it one of the most breathable fabrics available. SeaCell is known as a '*wellness fibre*' - **nutrients and antioxidants** contained in the seaweed are retained in the fabric, which the skin can then absorb through natural body moisture.



Eco-dyes

These are free from **Formaldehyde, Mercury, Chlorine and Lead**, and are recognised as a better option to natural dyes which, due to issues with colour-fastness and the land required to grow the raw ingredients to produce them, are more harmful than you'd perhaps think.

