

Yes Friends.



THE
£7.99
SUSTAINABLE
& ETHICAL
T-SHIRT



THE ELEVATOR PITCH

Forced labour. Environmental hazard. A race to the bottom. It's no secret that the fashion industry is broken.

Big fast-fashion brands dominate the market while small ethical brands cater for niche audiences at inaccessible prices.

But it's a myth that it's expensive to pay good wages, use sustainable materials and run a successful business!

So we've created the most affordable Sustainable & Ethical T-Shirt for £7.99. We'll crowdfund this through an initial pre-order campaign launching in April 2021.

We'll then use this momentum to roll out a full ethical fashion collection to disrupt the industry, challenge the big brands, and prove there is another way.



THE
£7.99
SUSTAINABLE
& ETHICAL
T-SHIRT

THE Open SECRET



THE Shifting MARKET



THE Myth EVERYONE
BELIEVES



Yes *Friends.*

THE FASHION INDUSTRY IS BROKEN

It is no secret that the fashion industry has profited from cheap labour, terrible environmental practices, and excessive profit margins.



Millions have been kept in poverty, while toxic pesticides and excessive waste have been destroying our planet.

“Top fashion CEOs get paid in 4 days what a Bangladeshi worker gets paid in a lifetime”

- Oxfam

A woman with dark hair and glasses, wearing a white tank top and blue jeans, is focused on operating a sewing machine in a factory setting. Other workers are visible in the background, also at their workstations. The scene is dimly lit, with the primary light source coming from the sewing machines.

Clothes **ARE THE**
2ND HIGHEST
RATED PRODUCTS AT RISK OF
MODERN SLAVERY

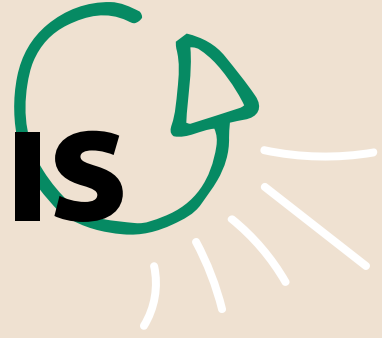
A dark, atmospheric photograph of an industrial facility, likely a power plant or factory, with several tall smokestacks emitting plumes of white smoke or steam against a grey, overcast sky.

PRODUCE AROUND
10%
OF global greenhouse GAS EMISSIONS

(More than the aviation and shipping industry combined)

THE *shifting* MARKET

THE TIDE IS TURNING

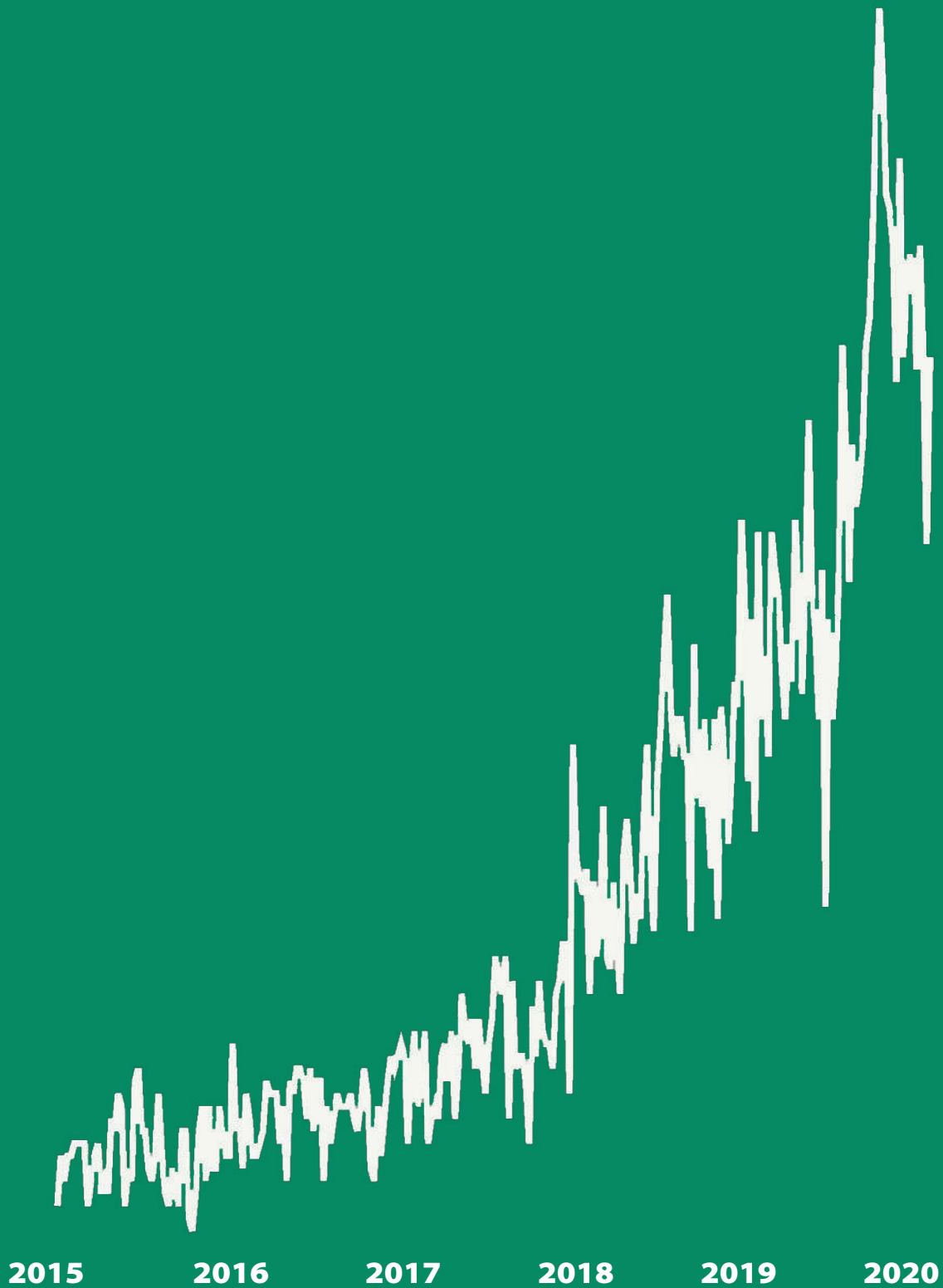


Ethical consumerism is on the rise. According to The Guardian, ethical spending has risen almost fourfold in the last 20 years.

Meanwhile, the UK retail fashion industry is undergoing its biggest disruption in a generation, as established businesses like Arcadia struggled and collapsed throughout 2020.

"SUSTAINABLE CLOTHING"

Google Search Trends



A woman with dark hair, wearing a white polka-dot dress with puffed sleeves, is looking off to the side. She is holding a pair of black sunglasses. A large green callout bubble is overlaid on the image, containing text. Two small green arrows point to the top right of the bubble, and two white arrows point to the left side of the bubble.

Despite this trend, ethical fashion brands have *failed to compete*, catering for niche audiences at inaccessible prices.

Even though consumers are more conscious, tight budgets mean the majority of them can't afford "ethical". But industry change can only happen if consumer behaviour changes, not just consumer sentiment.

**"I WOULD IF I COULD, but
I CAN'T SO I DON'T"**

67%

**of UK consumers say that sustainable
materials are important when buying clothes**

ONLY 30%

**are willing to pay more for eco-friendly
products**

"AFFORDABILITY"

**Is the #1 barrier for sustainable and
ethical brands**

THE MYTH EVERYONE BELIEVES

“It’s expensive to
pay workers well

and

treat the planet well

and

run a successful business.”

BUT THE TRUTH IS...

£0.70

The additional cost per T-shirt for
paying garment workers in our
Indian factory a Living Wage

£1.33

The additional cost per T-shirt for 100%
Fairtrade organic cotton, made in a wind
and solar powered factory



ETHICAL BRANDS lack scale

These brands use sustainable materials but without scale are not affordable



BIG BRANDS lack generosity

These brands mass produce at an affordable price but keep workers in poor conditions with poor pay

**ETHICAL DOESN'T HAVE TO
MEAN artisanal.**

**INDUSTRIAL DOESN'T HAVE
TO MEAN immoral.**

So we had an idea to disrupt the industry



2.

What if we could combine savings from mass production with paying workers a good wage?

1.

What if we could produce ethical fashion on a scale comparable to the high street brands?

3.

What if we could make the staple T-shirt more ethical, sustainable and affordable than anywhere else on the high street?





THE
£7.99
SUSTAINABLE
& ETHICAL
T-SHIRT

COST PRICE: £3.40
RRP: £7.99

Made with 100% Fairtrade organic cotton in a solar and wind powered factory, partnered with the 'Fair Share' wage scheme. This means our T-shirt will pay better wages, feel better, and produce 90% less carbon than a conventional high street T-shirt.



"I love everything about the Yes Friends T-shirt! Not only is the fit flattering, but it's also so well made. Such good quality and such an amazing company mission!"

Kelly, former Topshop Merchandiser







NEXT STEPS

After that first month, we'll need to ride this momentum and quickly scale the business into a full fashion collection as we continue to increase our impact.

It's a simple business model. Low margins, high volume. Direct to consumer.

Yes Friends embraces economies of scale but rejects the unethical practice which has typically come with this.

This simple solution provides three things:

- 1. Maximum transformation for workers across the globe.**
- 2. Maximum brand influence and buying power - to encourage big brands to transform their supply chains.**
- 3. High profitability, bringing a good return on investment.**

OUR CERTIFICATIONS

Below is a list of our industry leading certifications - covering both environmental and social accreditation.

OUR FACTORY & FABRICS

Our factory is located in Tirupur, India with our organic cotton coming from Indore, India, reducing carbon-miles.



Global Organic Textile Standard

The world leading textile processing standard for organic fibres and ecological impact. This ensures all fibres are grown without any synthetic pesticides and are sustainably produced from farming, harvest, and textile processing. [Find out more here.](#)

Fairwear Foundation

Fair Wear Foundation is an independent, non-profit organisation that works to improve conditions for workers in garment factories.

[Find out more here.](#)



EarthPositive Apparel

90% less CO2 than industry standard production achieved through a combination of low-impact organic farming, efficiencies in manufacturing and transportation, and the use of renewable energy (solar and wind) instead of fossil fuel. [Find out more here.](#)

PETA approved Vegan

100% vegan - free from all animal products and animal testing.

[Find out more here.](#)



Fairtrade Cotton

Ensures that all cotton farmers receive the Fairtrade Minimum Price and the Fairtrade Premium (an additional sum of money which goes into a communal fund for workers and farmers to use – as they see fit – to improve their social, economic and environmental conditions). [Find out more here.](#)

Worldwide Responsible Accredited Production (WRAP)

WRAP demonstrates that the facilities obey the laws of the country, treats workers with dignity and respect, and are conscious of the impact the facility has on the environment. [Find out more here.](#)



Business Social Compliance Initiative

BSCI audits ensure accountability for supply chains that all labour is safe, fair, and free from discrimination and forced labour or labour that does not provide sufficient employee bargaining. [Find out more here.](#)



LIVING WAGES

SUSTAINABILITY


QUALITY

AFFORDABILITY

PROFIT



Yes **Friends.**



**Transforming the lives of
garment workers around the
world,**

**By proving that fashion can be
ethical and affordable,**

**And pioneering a cultural shift
towards industry change.**



yesfriends.co.uk
@YesFriendsBrand

APPENDIX



WHAT PROGRESS LOOKS LIKE

Our impact scales with our size.

Our supply chain is already on par or better than most small “ethical” brands and streets ahead of big fast-fashion brands. But we know there’s further to go. As our buying power increases so will our power to change the industry.

Our first big goal is to continue increasing our garment workers’ wages throughout the supply chain.

A study of 219 brands showed that only 12% could show any progress towards paying wages above the legal minimum. Wages are a complicated area within the industry, so bear with us as we explain the details of our goal.

Living Wages are defined as a wage high enough to cover a family’s basic needs plus some discretionary income. Minimum Wages

are what governments legally require companies to pay employees. There is often a huge discrepancy between these two figures, meaning garment workers live in poverty.

We're part of The Fair Share Scheme which aims to provide a Living Wage to all garment workers in our factory. It is a pioneering scheme in the industry to actively increase garment workers wages.

We have chosen this scheme because it is the only scheme we've found in the industry which actively increases garment workers' wages in a factory that uses green energy and also benefits from the efficiency of large scale production.

But the scheme does not yet cover the full production output of our factory - so not all garment workers receive Living Wages.

This is why buying power and the scalability of our vision matters. As our buying power increases, so does our impact.

The fashion industry will only truly change when ethical brands carry the buying power to compete.

We're proud to have already raised the bar and be paying good wages compared to the rest of the industry, and we are always striving to do better.