



Ben Ramsden

Founder, Pants to Poverty



Ben launched underwear brand Pants to Poverty in 2005 while coordinating the youth movement for the Make Poverty History campaign. The company is one of the leading ethical and sustainable fashion brands, pioneering socially responsible supply chains with fair wages and extensive training programmes proving a new business model for fashion.

Ben previously worked for Amnesty International. Three years of travelling and working in the developing world drove him to embark on his mission to make fair trade and ethical consumerism a reality. He has recently completed their BGP course at Cranfield and launched a pants bond to finance the growth of the company across 25 countries.

