



PANTS







# PANTS TO POVERTY IN BRIEF

**Vision:** Beautiful fashion exists without causing poverty and climate change.

**Mission:** To make pants that are beautiful from cotton to bottom that prove how fashion can change the world.

**Product:** The greatest underwear, lounge-wear and pyjamas on the planet for men and women made from the most magnificent fair-trade and organic cotton on earth.

**Positioning:** The brand of choice for young, independent and creative thinkers who love fashion, quality and making a statement.

**Distribution:** Through agents and distributors or directly, we deliver high quality service to major retail key accounts and leading local independents.

**Sales:** Seasonal collections with regular top-up orders through an accessible, simple, comfortable and affordable process.

**Production:** Working directly with farmer groups and the leading factories in India, we make pants that reach the highest standards of quality, sustainability and affordability.

**Delivery:** Transported efficiently and securely, we deliver to clients direct from India or in tailor-made instalments direct from our UK distribution centre.

**Service:** Meeting the needs of our sophisticated clients through efficient and well-targeted communication and delivery.

**Organisation:** Streamlined systems ensure efficiency, effectiveness and accuracy whilst minimising costs.

**Finance:** Working capital raised through innovative financial offerings reduces costs whilst funding growth.

# PANTS TO POVERTY: INTRO

Pants to Poverty was born 8 years ago when Nelson Mandela came to the UK to launch a Global Campaign urging the G8 (the leaders of the world's richest countries) to MAKE POVERTY HISTORY. He said, "Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings... Sometimes it falls upon a generation to be great. You can be that great generation. Let your greatness blossom."

Today our greatness blossoms in the cotton fields of India and carries on all the way from cotton to your bottom through our amazing pants! We work with farmers and factory workers across India to produce world-changing pants which provide sustainable solutions to poverty.

So come and join us on our journey of raising underwearness and changing the world through the power of our pants!





# OUR PHILOSOPHY

“Only team work will make the dream work!” and so we need to work with the best people who understand that passion, communication, mutual risk and gain, transparency and trust are the pillars of good business. Through our international team we focus our capacities on developing world class products and services to meet the needs of global consumers and marginalised producers proving that fashion can change the world through generating financial, social and environmental profit – or pants that are beautiful from cotton to bottom.

# TEN *years* IN PANTS

2001  
-2011  
*and*  
BEYOND

2001 -----> 2005 ----->



2006 -----> 2007 ----->



2008 -----> 2009 ----->



2010 -----> 2011 ----->



2012 ----->



## OUR HISTORY

On 19 August 2001, the founder embarked on a journey to see the realities of many of the world's "poor" first hand across the Americas, India, South East Asia and Africa. From living with Tribal Communities in South America, "untouchables" in India and slum dwellers in Zimbabwe (and many in between) he launched the brand in 2005, as part of Nelson Mandela's MAKE POVERTY HISTORY campaign and today sells in over 200 stores in 20 countries.



*From cotton to bottom!*

# THE PANTS VALUE CHAIN COMMUNITY



## THE VALUE CHAIN COMMUNITY

Central to our business is the importance of beauty from cotton to bottom. This means long term business relationships linking the farmers, factories, retailers and consumers as part of the same company to change the world through fashion! The diagram above outlines how we work:





# PRODUCTS

The staple products are the colourful and fun jersey underpants for men and women which we offer in 4 styles each. Complementing these are the vests, pyjamas and loungewear as indicated above. While the styles remain the same, there are seasonal collections which top up to compliment the never out of stock white, blue and black. We work hard to ensure our products are super soft, super comfortable and made from the best quality, organic cotton.



# MARKETING

We have been very successful in generating great content for our brand from 4 Guinness world records, through to fashion shows and great editorial in national newspapers and magazines. Communicating clearly with consumers is crucial for the brand and so in order to enable this we have developed a great deal of excellent material from photo and video campaigns in India and the UK through to event plans and party packs. Our brand has a beautiful story and we love to tell it through our innovative and exciting marketing strategies. If you have not yet been invited into our marketing assets folder, please contact us and we will be more than happy to share these amazing assets with you!



**THE  
Sun**

**DAILY  
Mirror**

**FREE  
METRO**

**marie claire**

**VOGUE**

**FT**

**theguardian**

**BBC**

**GQ**

**Daily Mail**  **The Telegraph**

**THE**  **TIMES**  **Evening  
Standard**

**attitude**

**Nuts**

## PRESS

Over the years, Pants to Poverty have had some amazing press from a wide variety of publications including those you see above.



# OUR IMPACT

As the world's leading sustainable underwear brand, we have been endorsed by the following organisations:

## Certificates:

Fairtrade Foundation  
Soil Association  
Application pending for World Fairtrade Organisation

## Awards:

Observer Ethical awards  
RE:Fashion awards  
Deloitte Social Innovation Pioneer  
4 x Guinness world records  
Courvoisier Future 500  
Unltd foundation for social entrepreneurs  
Future 100  
"World's most sustainable underwear brand" - Brandsparent.

## Impact collaborations:

Make Poverty History  
Gazelle Global  
Enough Food IF Campaign  
Trade Justice Movement  
Pesticide Action Network  
Founding member of Ethical Fashion forum

There are however NO frameworks or systems that encompass the true breadth of the work that we are engaged in from cotton to bottom. In addition to this, all of the above remain abstract from the management tools that are used to run a business and allocate value to it. Therefore, through our sister organisation Pi Foundation, we are developing a new impact measurement tool – 3DPNL which will be an auditable tool used to measure, communicate, allocate value to our sustainability.



# Price Lists

## Men

Code	Description	Wholesale Price (£)	Retail Price (£)
M37	Brief	£ 6.00	£ 15.00
M25	Trunk	£ 6.40	£ 16.00
M40	Long leg	£ 7.60	£ 19.00
M33	Fly front	£ 7.60	£ 19.00
M40	Long Leg - Rib	£ 7.60	£ 19.00
M35	Vest	£ 8.00	£ 20.00
M35	Vest	£ 8.80	£ 22.00
M41	Vest - Rib	£ 8.80	£ 22.00
M43	T-shirt - Rib	£ 10.00	£ 25.00
M002	Boxer - Woven	£ 11.60	£ 29.00
M42	Grandad hoodie	£ 14.00	£ 35.00
M39	Long Johns	£ 14.00	£ 35.00
M003	Pyjamas	£ 15.60	£ 39.00

## Women

Code	Description	Wholesale Price (£)	Retail Price (£)
W35	Thong	£ 4.80	£ 12.00
W29	Moulin Ruche	£ 5.20	£ 13.00
W36	Panty	£ 6.00	£ 15.00
W32	Fly front	£ 6.00	£ 15.00
W34	Vest	£ 8.00	£ 20.00
W34	Vest	£ 8.00	£ 20.00
W002	Boxer	£ 11.60	£ 29.00
W42	Grandad hoodie	£ 14.00	£ 35.00
W39	Long Johns	£ 14.00	£ 35.00
W003	Pyjamas	£ 15.60	£ 39.00

# PRICING

We work closely with our partners to set an appropriate price structure for the market however need to be very transparent in terms of what our ex factory pricing is. The prices we propose are above. These are subject to volume and can be flexible.



# THE FACTORY

We are delighted to now be working with who we believe is the greatest garment factory in India. As well as their amazing quality production and teams, Armstrong Knitting Mills – set up in 1969 and inspired by the man on the moon – are not only carbon neutral throughout their entire vertically integrated production facilities, but are also working with us to drive forward a brand new empowerment and real living wage programme for all of the workers in the factory.





# THE FARMERS

Chetna Organic began its work in 240 farmers in the area in 2004 to bring control back to the farmers to enable them to have sustainable livelihoods. Today Chetna's work covers everything from entrepreneurship, education, organisational development, natural resource management and seed security creating sustainable livelihoods for over 15,000 farmers across 1,000 villages coordinated into 13 cooperatives in the three states of Andhra Pradesh, Maharashtra and Odisha.

# PANTS TO POVERTY: THE FUTURE

Here at Pants to Poverty, we are committed to changing the world through the power of our pants, raising underwearlessness wherever we go! We would love you to join us on this amazing journey!



# PANTS TO POVERTY

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