

We are continually trying to up the ante when it comes to anything we do and apparel production is front and centre of this focus, not only doing it sustainably but regeneratively.

*In keeping with this passion and drive, we have successfully implemented OUR 100% TRANSPARENT AND DOMESTIC SUPPLY CHAIN model by doing our production from harvest to textile 100% all in North America and specifically in the USA. So we will definitely never have to live with the thought of a potential Rana Plaza catastrophe happening to us. We know the names, addresses, have met with, and are friends with all our suppliers and we are **so extremely proud** of this achievement....we think it is an unparalleled triumph!*

But as we have noted, we continue onward. We are now collaborating with one of the most technologically focused colleges in Toronto, George Brown College to make our MANUFACTURING ON DEMAND model a working reality. This model will eliminate unnecessary production and all the negative impacts that go with it including waste, resource depletion, CO2 emissions etc.

We have submitted an entry application through the College for the funding of this project and are waiting for results. This project encompasses a manufacturing method that allows our customers to request a Made to Order piece for themselves using their specific measurements. The College is also working on a Virtual Measurement Booth so that the potential problem of receiving inaccurate measurements can be addressed and eliminated.