



CASE STUDY

Children's Dungarees With Maisie + Moo

MAISIE
+ MOO

Maisie + Moo was born to set out to create a series of high quality and long-lasting dungarees, with fun designs and splashes of vibrant colour. Based in Anglesey in Wales with a design team in London, their cotton is sustainably woven and directly sourced from, Coimbatore in India through the AMBIO-N platform.

End to end sourcing project

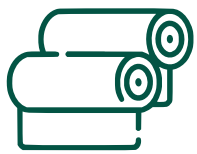
A customer came to AMBIO-N looking to create a range of children's dungarees for her brand Maisie + Moo.

Steps taken



Design process | CADS

AMBIO-N works with the customer to understand their vision and requirements. In-house designers are used to draw up and create CADS of the ranges of garments in question.



Sourcing the fabrics

Samples of suitable materials are sourced from a range of suppliers across the industry. All suppliers in the AMBIO-N directory have the highest sustainability accreditation.



Pre-production samples

Once samples of the respective fabrics have been selected AMBIO-N selects an appropriate manufacturer to engage with to create pre-production samples.



Final garment range

A series of quality control checks are made prior to going into production with the final range. AMBIO-N works with the customer to understand further requirements for compostable packaging and low-carbon shipment.

Sourcing fabrics via AMBIO-N

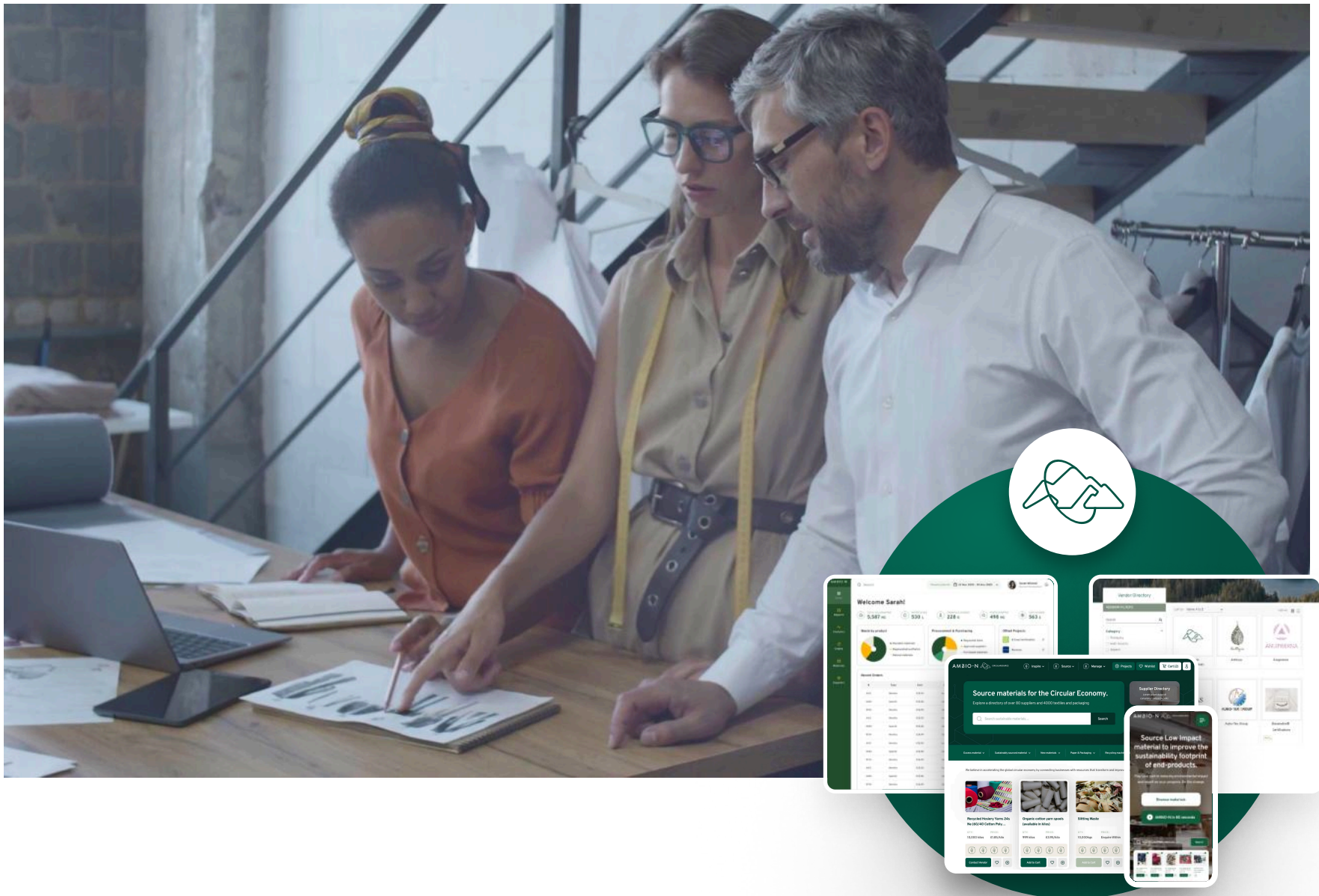
In 2021, we discovered an organic cotton denim, that requires only 10% of water as compared a regular denim.

Sustainability issues are attracting attention at an executive level. Some 50% of fashion executives in a recent opinion poll indicated that sustainability has moved up the agenda in the past few months indicating that the fashion industry has to change and change fast.

The rising global demand for textiles has made natural fibres both scarce and expensive. Business models are actively responding to sustainability challenges by seeking improved alternatives, mainly circular end products and cleaner production models.



“ Making jeans requires large amounts of resources, such as pesticides, water, and energy, and the way they’re designed and constructed makes jeans difficult to remake and recycle after use.”
– Ellen MacArthur Foundation.



What was achieved sourcing via AMBIO-N

By 2050 it is anticipated that the fashion industry will use up 25 per cent of the world’s carbon budget, making it one of the most polluting industries, second only to oil.

According to Fashion for Good, cotton production consumes 1/6th of all pesticides globally. Local communities and farmers are impacted globally as a result of chemicals sprayed on individual cotton.

The World Health Organization claims that almost 20,000 individuals lose their lives annually due to cancer and suffer miscarriages, as a result of these chemicals.

One of the popular and almost indispensable cotton bi-products is denim. Globally, denim consumption is anticipated to grow to \$83.2 billion dollars by 2026. An average American or Chinese person uses 4 pairs in a year. The result is a staggering 70% of the water bodies in Asia being swathed with toxic chemicals such as manganese.

AMBIO-N has partnered with a pioneer in the sustainable denim industry to create denim products which contain 0 chemicals, are created with GOTS certified cotton with an ethical value chain to ensure its planet friendly outcome.

Sustainability integral to the entire process

ProcureCircular has partnered with a leading manufacturer in India who are pioneers of sustainable denim. Inspired by the principles of circular economy, these denim dungarees are 100% safe for children.

We aim to continue working with clients and partners who take their environment goals seriously.

Campaigners from Greenpeace in 2018 tested the dyeing and finishing facilities in the top denim producing towns in Asia. 5 heavy metals like chromium were found in 17 out of 21 water samples.

