

Imagine a world....

The Story of the Neem Tree

Imagine if there was an indigenous tree that grew prolifically that farmers could use to plant their crops under to provide shade for the farmer, and produced a seed that farmers could harvest and grind down to use as a natural pesticide for their crop.

Imagine the farmer could then water her crop using the abundant water supply that fell from the sky each year, then harvest this precious crop to create a soft and durable cotton fibre. Imagine that this cotton fibre could be coloured using dyes that occur in the natural environment and be turned into cotton, to be made into beautifully soft, wearable, durable, 100% organic, fairtrade clothing.

Imagine that you could then purchase this clothing, knowing that you were contributing in a small but meaningful way to a more sustainable future for us all.

Imagine a world where every wardrobe had ethical foundations.

Live your imaginings.



All Organic Cotton. Organic Dyes.
Fairtrade certified, ethical supply chain.
Carbon Neutral. A fair price for all.