

People Tree Fair Trade Group Ltd

Changing the textile industry

UNITED KINGDOM

 Other  Fair trade  Green  Equity investment

People Tree Fair Trade Group Ltd is a fashion brand which designs, retails and markets organic cotton and Fair Trade clothing and accessories manufactured in India, Bangladesh, Nepal and Kenya. The company sells to customers in Japan and Europe via stockists and through the web shop.

People Tree was founded in Japan in 1991 by Safia and James Minney. The company expanded a decade later with its launch in the UK.

People Tree is different from the so-called fast fashion industry (notorious for its environmentally unfriendly production methods, low wages, and very poor working conditions). People Tree promotes Fair Trade, sustainable and ethical fashion. The company has pioneered improved working conditions along the supply chain.

Besides the core business, People Tree also established the People Tree Foundation, an independent charity. The Foundation supports capacity building and social welfare projects where the suppliers of People Tree work and campaign for better wages and conditions for garment workers. Nowadays, People Tree is an opinion leader in the industry.

Oikocredit first invested in People Tree in January 2008 and has subsequently provided more capital to continuously support the company.

Partner info

FACTS	
Equity investment	
Sector	Other
Website	www.peopletree.co.uk

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