



OVS COMMITS TO USING 100% SUSTAINABLE COTTON BY 2020

*The very first Italian company to join the **Better Cotton Initiative (BCI)** back in 2016, OVS was included in the organisation's top 15 "Better Cotton Leaders" in 2018*

Venice, 25 July 2019 – **By 2020, 100% of the cotton used in OVS' clothing collections will be sustainably sourced**, including organic cotton, cotton made from BCI crops and recycled cotton (a material that accounted for almost 70% of total production in 2018). This important goal will have a significant impact on the environment, **saving around 14 billion litres of water and reducing the use of pesticides (15 tonnes) and CO₂ (about 6,000 tonnes)**.

A leading Italian company in the men's, women's and children's clothing sector, **OVS has long placed sustainable innovation at the heart of its production activities**, aware of its importance for the future of the environment and for the millions of customers who visit and purchase items of clothing at its 1,000+ stores every year.

OVS was the first Italian company to support the Better Cotton Initiative (BCI) – an international organisation that aims to radically improve our impact on the ecosystem and global cotton industry. Last year, **BCI chose to include OVS on its "Better Cotton Leader Board" as one of the top 15 most ethical companies in the world** (based on a study of more than 100 member companies) thanks to its promotion of clothing made from sustainable crops (<https://bettercotton.org/better-cotton-leaderboard/>).

But OVS's commitment doesn't stop there. In fact, OVS is hoping to expand the use of sustainable alternatives to non-cotton materials as part of its Spring/Summer 2020 collection, such as viscose made from FSC-certified cellulose, and nylon and polyester made from recycled plastics. This really represents the next logical step in

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the OVS #wecare programme, which was launched in 2016 and involves all company departments, from the product to the store, to the people. With this initiative, OVS intends to accelerate its transition to a circular fashion economy in order to help protect the future of our planet.

ABOUT

OVS is Italy's top clothing brand for men, women and children, with over 1,100 stores in Italy and abroad, as well as an online store (www.ovs.it). OVS offers people the freedom to dress with Italian style at the best possible price, and its contemporary, pared back shops, welcome more than 150 million customers every year. OVS also offers a fantastic online shopping experience.

The **Better Cotton Initiative** is the largest cotton sustainability programme in the world. The initiative aims to protect the environment by intervening across the entire supply chain – from farmers, to spinners, to producers – with the adoption of certain agricultural criteria, such as educating farmers, assessing independent local certifiers, monitoring and evaluating progress measuring mechanisms, and ascertaining whether or not a positive impact has been achieved. The results are pretty impressive: 1.6 million farmers are now involved in the project and 3.3 million hectares have been farmed according to the “Better Cotton” principles, producing 3.3 million tonnes of certified cotton, which accounts for around 14% of global production.

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