



April 2018

TO WHOM IT MAY CONCERN

Dear Andy,

It was great to meet up again last month, thanks for coming by our offices and updating us on the exciting tweaks to your business model.

At the Ethical Fashion Forum (and now Common Objective), we have been discussing for years the need to have more sources where new/emerging brands can produce small production runs. From our vast database of ethical brands, as well as from personal experience, we have seen time and time again brands struggling to get to the start line as they cannot produce quantities that are proportionate to the stage and size of their companies.

They are often left with the sad choice of compromising on price or quality or ethics as they have to source from the players that will sell to them. It is one of the biggest barriers stopping the ethical clothing sector moving forward and with your continued commitment to the fair trade movement (which I know has made it harder for you to grow as rapidly as you'd like), we are really looking forward to sharing your model with our database of brands and are very confident that you will get substantial interest.

As mentioned, we'd also like to include you in some of our new case studies, so let us know when you are ready to have that conversation.

Please say if there is anything further that we can do, and I look forward to our next conversation.

Kind regards,

A handwritten signature in black ink, reading 'Clare Lissaman'. The signature is written in a cursive, flowing style.

Clare Lissaman
Director, Resources & Impact
CO Common Objective | Ethical Fashion Forum SOURCE