COUNTRY ROAD
Biodiverse, Local and Verified:
Country Road’s Approach to Cotton
Acknowledgement of Country

Country Road celebrates the lands and waters that give us life; into which the songlines, stories, songs, ancestors and
dreamings of First Nations peoples are woven. May we pay respect to all First Nations people, past and present, for their
generosity and custodianship of Country. We demonstrate our respect for First Nations peoples through our commitments
to environmentally sustainable business practices and to working collaboratively and ethically to increase First Nations
inclusion in our business and the Australian fashion and lifestyle industry.
Supporting responsible cotton farming
Organically grown cotton
Australian cotton
Oritain
Supporting local
Local manufacturing
The Biodiversity Project
Next steps
Supporting Responsible Cotton Farming

- Organically grown
- Recycled cotton
- BCI
- Australian cotton
- Oritain verified
- The Biodiversity Project
Organically Grown Cotton

Organically grown cotton is farmed without the use of harmful chemicals, using farming practices that are better for the environment.
Australian Cotton

Supporting local farmers and better land management practices
We were the first Australian fashion retailer to partner with Oritain.

Our Verified Australian cotton journey began in January 2020 with one of our most iconic styles - the Heritage Sweat.

Since then the Verified Australian cotton range has expanded to include tanks, tees, shorts and dresses.
Supporting local

- 64% of Australian consumers indicate their support for onshore manufacture even if it’s more expensive
- 80% of our members consider Country Road using Australian wool and cotton as very important
- 76% of Country Road members want to know the origins of materials used
Local Manufacturing

For some time we’ve been interested in increasing our on-shore manufacture, and trialing local garment production.

2020 provided the opportunity for Country Road to trial onshore garment production with our new 90s Reissue Australian Made Heritage Sweat.

Manufactured in Melbourne

We chose to bring our iconic Heritage Sweat to life with ABMT Apparel, an Ethical Clothing Australia accredited manufacturer.

The cotton was grown on Australian farms, and the fabric knitted, dyed and manufactured in Melbourne.
The Biodiversity Project

In October 2020 we launched The Biodiversity Project. In partnership with Landcare Australia, we’re supporting the regeneration of Australian cotton farmlands.

Sales from our famous Verified Australian Cotton Heritage Sweat support the partnership, alongside a corporate contribution, with Country Road committing to a minimum of $600,000 over three years.
Next steps

For us, next on the horizon is:

- Continue to increase our use of Australian cotton
- Continue, and expand, onshore manufacture for select styles
- Engage more cotton farming families in The Biodiversity Project for increased impact
- Further engage our community in these initiatives
Thank you