

Annabel's English Treasures



PANTS
to poverty

In 2005, Nelson Mandela stood in Trafalgar Square and called for a generation to rise up and make poverty history, it was his words and the enormous need for change that inspired 'Pants to Poverty' to establish a brand that would tackle the issue of world poverty and that would make a difference!

And today, nearly 5 years on, Pants to Poverty sell their underwear in over 20 countries around the world, support over 5000 farmers in India and within a week of launching their first campaign, they made one of the world's most powerful companies pull a killer pesticide off the market.

The Pants to Poverty ethos is "With climate chaos, the global financial meltdown and growing poverty around the world, the consequences of doing nothing are terrifying... but they prove that doing something amazing can be easy, fun and even sexy!"

Pants to Poverty produce fair trade and organic pants, all of which are made in their words 'The greatest garment factory in India'. The factory is named 'Armstrong' and was set up in 1969, it is not only carbon neutral throughout its entire vertically integrated production facilities, but the factory also has a brand new empowerment and real living wage programme for all of the workers in the factory.

In addition to this, over the next year, Armstrong aim to be able to implement a brand new dyeing unit that will reduce the water consumption per pair of pants from approximately 100 litres per KG of fabric to less than half a pint! The knock on cost savings will then go towards building and sustaining the new real living wage programme that



will mean that all workers will receive a real living wage.

Pants to Poverty buy their cotton directly from the villages and support and fund farmer owned development work and establishment of seed banks. They also help to fund the educational materials in the local schools and establishment of Internet connections between local schools and teacher mentors in the UK.

Pants to Poverty are a brand that you can truly believe in, and with your support, they will be able to reach out and support even more people...

from Africa, Asia and even the Americas. Help support this great cause by buying a pair of 'Pants to Poverty' pants available at Annabel's II now!



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07714 189 674 and
Annabel's II, 5 High Street, Chislehurst, BR7 5AB
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