Bestseller’s Jack & Jones label has become the first brand to use what it calls “game-changing” Pakistani cotton. It follows the first-ever harvest of certified in-conversion cotton coming from the country. It will be used in the Jack & Jones denim collection for December.

Bestseller has been working with long-standing supplier and partner Artistic Milliners on the Milliner Organic Project that’s been running for a year.

The first crops from the organic farms of Kohlu, Balochistan, in Pakistan have been harvested and have passed “the stringent requirements set by the Control Union to be certified as in-conversion cotton”.

Bestseller has been involved from the beginning and is providing funding with Jack & Jones getting access to a share of its cotton.

Danique Lodewijks, Senior Project Specialist at the giant Danish fashion firm, said: “We can really see how important it is to focus on a direct-to-farm approach that ultimately aims to take cotton production to the next level. Not only when it comes to traceability and access to organic cotton, but making the livelihoods and well-being of farmers and their communities just as important. It is definitely not easy, but it is the way forward.”

Artistic Milliners is the first private sector investor in organic cotton cultivation in Pakistan and 2,000+ farmers and nearly 9,300 acres of land are already included in the project.