Denmark’s Besteller joins the British Ethical Trading Initiative

Retail group Besteller, owner of brands Jack & Jones and Vero Moda, has become a foundation stage member of the British Ethical Trading Initiative (ETI), with the possibility to become a full member after two years of successful commitment.

This means Besteller has committed itself to adopt ETI’s code of labour practices and Principles of Implementation as part of its mission to address ethical trading issues with other retailers and non-governmental organisations.

Ethical trading is however not new to the company, which was one of the founders of the Danish Ethical Trading Initiative, a sister organisation of ETI. The decision to join the British arm of the initiative follows the company’s wish to engage with other large international fashion companies that are met with the same expectations and face the same challenges.

“As a single company we often have very little leverage to tackle issues that are deeply rooted in country cultures and that require fundamental changes. Therefore, joining forces within the industry and taking a collaborative approach is the most efficient way of making real sustainable improvements when working with complex supply chains as in the apparel and footwear industry,” said Sustainability Director Mogens Werge.

Other members of the ETI include H&M, River Island, Hobbs, Tesco, Burberry and Inditex.