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## FTC® WINS THE 2024 FAIR FASHION AWARD IN THE CATEGORY "ESTABLISHED"



Zurich, 29. October 2024 - FTC® has been awarded the Fair Fashion Award 2024 in the "Established" category. Presented by Swiss Fair Trade and the AMPHORA Foundation, this award honors companies committed to sustainability, fairness, and transparency throughout their supply chain - core values of FTC®.

The Fair Fashion Award recognizes leading sustainability solutions of textile companies and projects in Switzerland. With this year's focus on transparency and social justice, the jury praised FTC®'s commitment. Jury member Robin Cornelius, founder of Product DNA, remarked: «FTC® Cashmere is present at all stages of its supply chain - even on a personal level - implementing various projects to improve the well-being of both people and nature.»

As a fully vertically integrated company, FTC® combined with the OEKO-TEX® MADE IN GREEN label ensures radical traceability across its entire supply chain, from sourcing to final production of FTC® styles. FTC® prioritizes the welfare of both employees and goats. At all its locations, in both China and Europe, FTC® ensures fair wages and working conditions, as confirmed by the OEKO-TEX® MADE IN GREEN certification.

Adrian Knezovic, Co-CEO of FTC®, expressed: «We are thrilled to receive the Fair Fashion Award. This award is a testament to our commitment to sustainability and reinforces that we are on the right path. It's a shared success for our entire team— from the goat farmers to the production team and our designers.»

FTC® extends heartfelt gratitude to Swiss Fair Trade, the AMPHORA Foundation, and the jury for this recognition and their trust. We also congratulate Jungle Folk and Pauline Treis on winning the "Emerging" category, as well as all other nominees dedicated to creating a sustainable fashion industry.



### KONTAKT

Vanessa Wolff  
Marketing & Communication  
+41 41 767 27 30

[www.ftc-cashmere.com](http://www.ftc-cashmere.com)