

## Filmar Cottonforlife

The ultimate fusion of luxury and sustainability for the men's underwear signature line, made of the finest blend of extra-long-staple organic Egyptian cotton, also called "The Egyptian White Gold".

This unique luxury cotton is a result of the Cottonforlife initiative from Filmar, a program designed to encourage the cultivation of high quality organic and sustainable Egyptian cotton in an eco-friendly and socially responsible manner.



This initiative supports local communities, teaches sustainable farming practices and safeguards the local environment. The Global Organic Textile Standard (GOTS) certification (CU 845213) guarantees full transparency in every step of the production chain from the cotton plants to the final yarn.

The yarn is a combination of the ancient and rare extra-long staple cotton fibers Giza 45 and Giza 87. Giza 45 is known as the best of all Egyptian cotton variations. It is the longest, finest and strongest cotton, yet very uniform, soft and smooth.

The Cottonforlife Initiative is an integrated 5-year program contributing to advancements in social, environmental and governance practices. It is in line with international environmental and ethical standards and certified by international certification entities.