

Concept III becomes more flexible than ever

Let's get right to the point—Concept III can turn on a dime. That's why we've never wavered in our commitment to our partners or our planet. Not even during a global pandemic.

For nearly 40 years, we've positioned ourselves at the forefront of sustainable textile innovations. We achieved this through two ways:

1. Having chosen our mill partners carefully. The mills with whom not only have forward-looking visions for fabric but also dedicate themselves to responsible manufacturing. Today, nearly all are bluesign® System partners utilizing recyclable materials and renewable energy.
2. Readily accommodating the needs of our partners to ensure they can focus on pioneering new frontiers for sustainable textile production.

It's this second point that was critical for our operations throughout 2020, and even now. Like most industries, the textile industry was radically affected by COVID-19. Unprecedented financial headaches, operational inactivity, travel constraints, supply chain problems, and employee health concerns all played significant roles in limiting new textile development, production, and shipping. Simply put, our mill and brand partners needed us to be flexible. As always, we were.

What it really came down to was giving our partners what they needed most from us: accessibility and accountability. Since neither us nor our partners could meet face-to-face, we made sure that no matter the day or time, we were only a phone call (or video conference) away to deliver:

- Market insight
- Project management
- Industry expertise
- Round-the-clock consulting.

By being flexible and accommodating for our partners, we could ensure they had the time, money, and logistical knowhow to continue developing new sustainable textile innovations.