



# Problem

## Sourcing of sustainable materials

Many traditional materials such as cotton are not environmentally friendly and can require large amounts of energy to produce

## Customers

Purchasing from expensive ethical brands and is inaccessible or classist as a result.





# Company overview

For lasting ways of life. A world of timeless designs that honour the people who make them & the places they're made.





# Meet the team

Rami Helali

Co-Founder & CEO

Benjamin Sehl

Co-Founder & Product designer

Mackenzie Yeates

Co-Founder & Chief Brand Officer



# KOTN

- Headquartered in Toronto, Canada
- Launched in 2015 by creating the perfect T-shirt
- Certified B corporation creating quality clothing with ethical practice



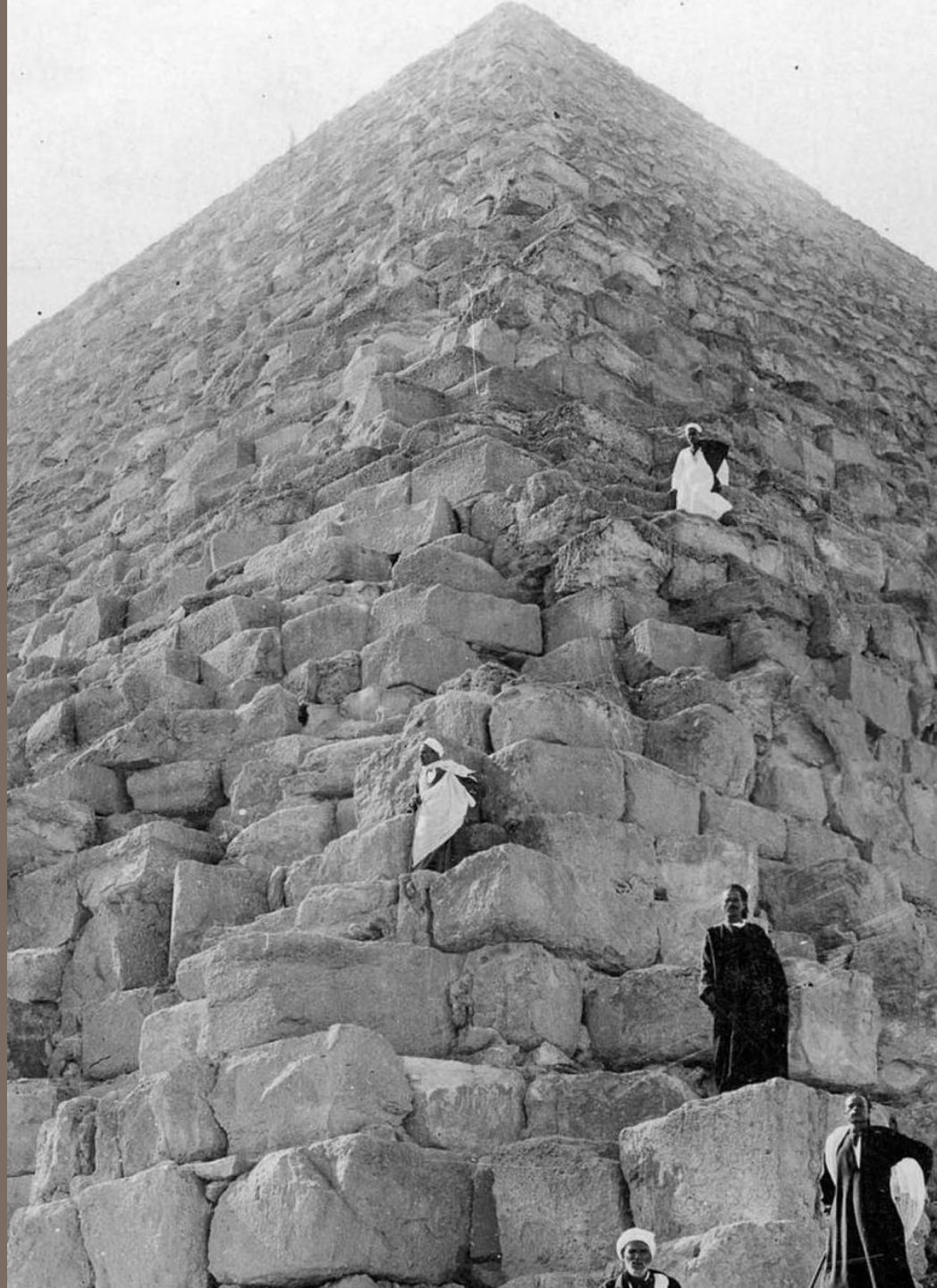
# Supply Chain

## Apparel

- Directly working with 2,390 small holder farms in the Nile Delta, and Faiyum region of Egypt

## Location

- Alexandria Egypt
- Raw cotton arrives from the farms

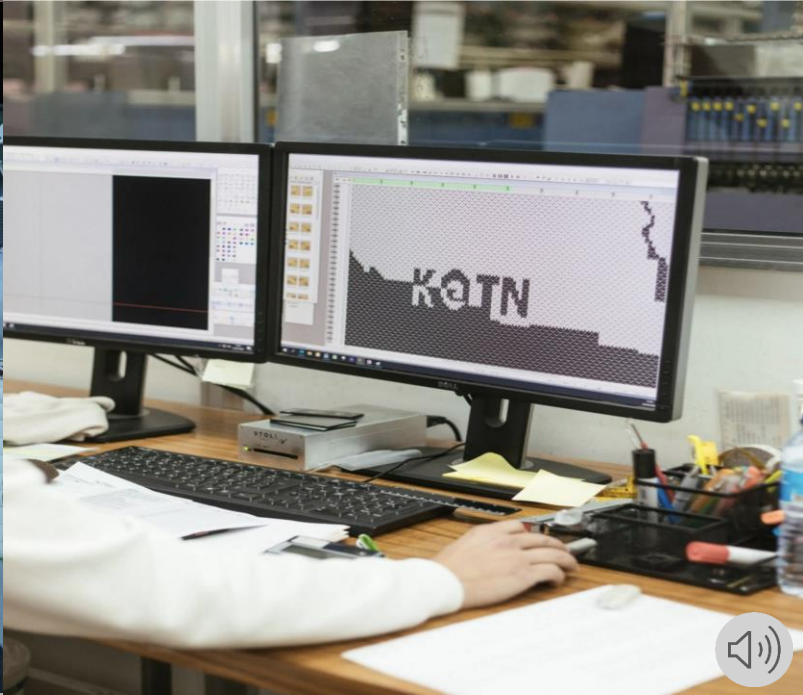
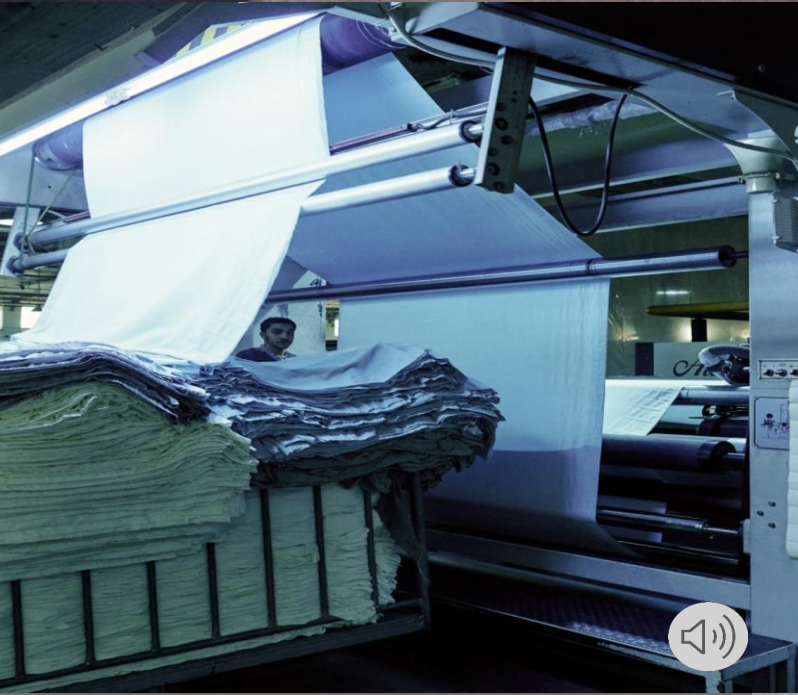


## Man-made or machine

- From the farms, the raw cotton is taken in large bails to the yarn mills

## Authentic

Designed with the help and input of fabric Mills, dyed roll in Obur, Egypt, and the final step of construction in Porto, Portugal



# Sustainability

"You can't make a single claim until you know every person who is touching your product and in what part of the world" - Rami Helali

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Kotn creates products that are made from high-quality fibers that will biodegrade at end of life

- Egyptian cotton
- Linen
- Ecotex cotton
- BCI Cotton
- Lyocell
- Organic cotton
- Merino wool

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How do we become more sustainable?

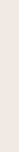
Kotn has positively impacted 100,000+ people across its supply chain





# Business

1. B2B aspect of their business



2. Source of Inspiration



3. Giving back to the people and place

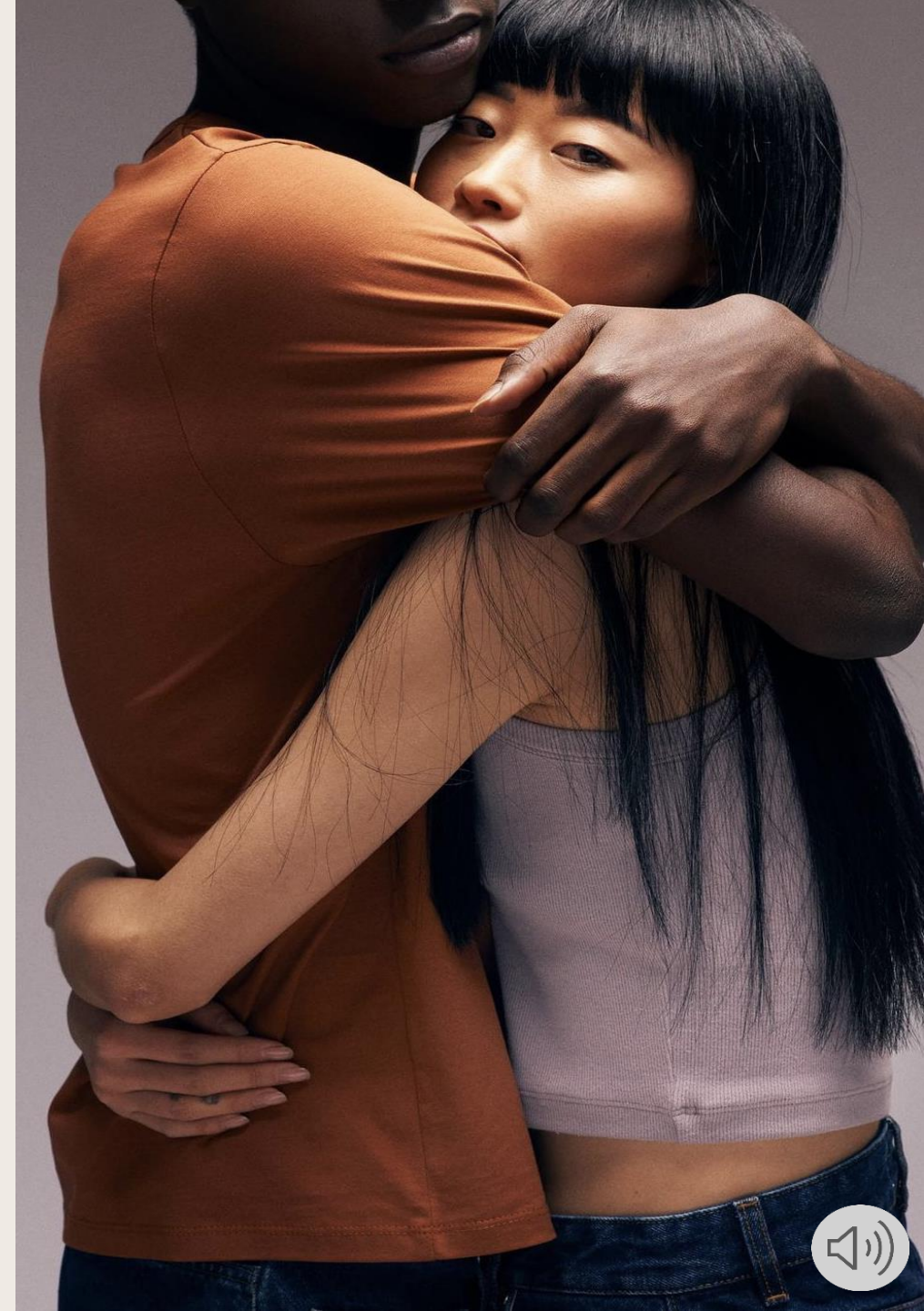




# Product overview

- Clothing ranges from womenswear and menswear which includes T-shirts, dresses, tops, bottoms, loungewear, socks and accessories
- Along with a home category

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- Kotn ranges from their lowest items of \$12 which include their most basic items which are socks, bike shorts, tanks and turtlenecks
  - To items as high as \$248 which include items such as blazers, trousers and dresses
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# Market demographic



## Ethics

Certified B Corp, BCI certified organic cotton, safe & fair labor standards, plastic-free packaging, OEKO-TEX certified nontoxic dyes, gives back to Egyptian communities



## Target audience

30.62% male and 69.38% female  
25-34 years old



## Cost \$-\$\$\$

Price ranges from



## Size

XXS-XXL



# Our Competition



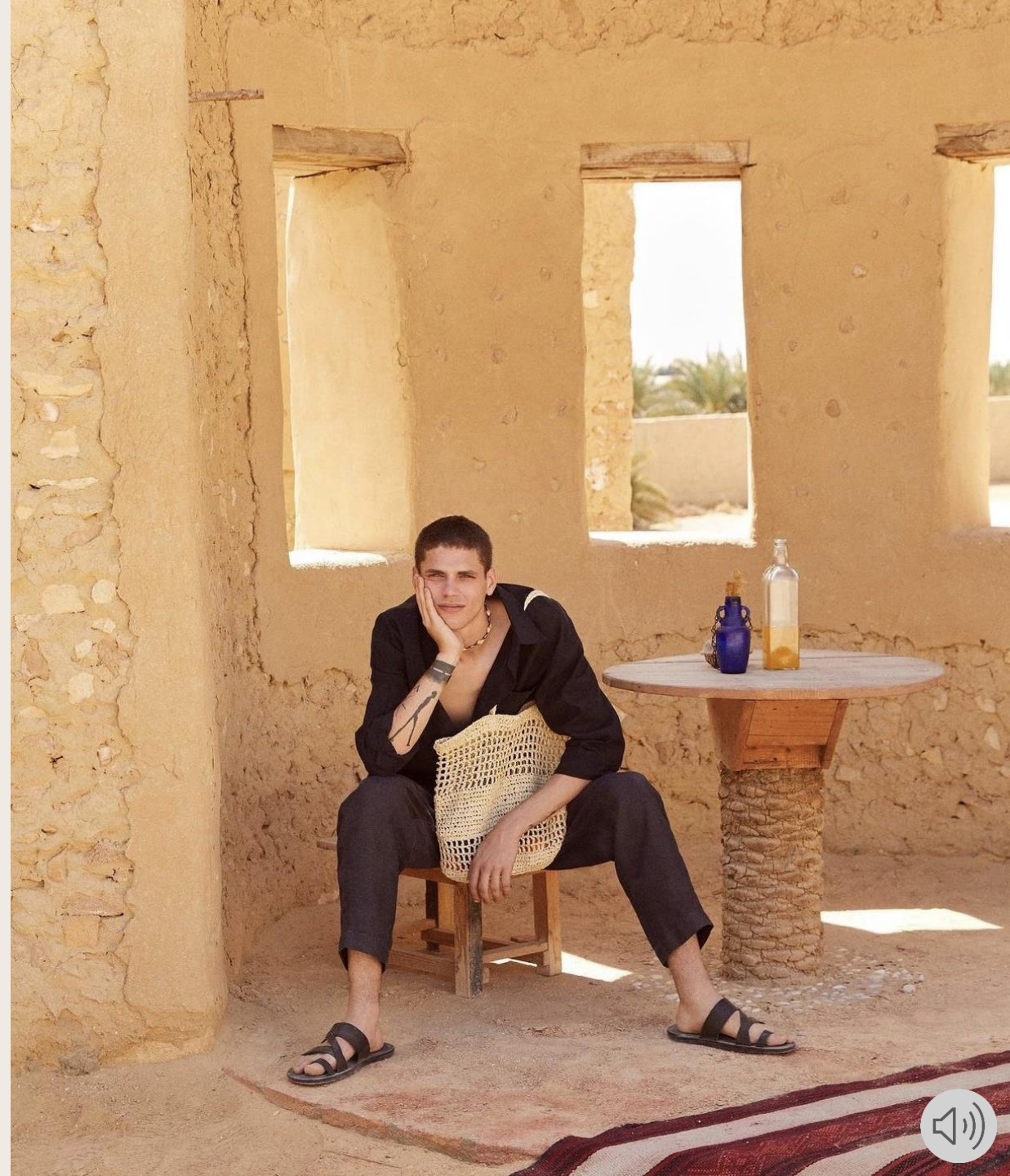
# 50-year change

- Rami witnessed gender inequality and generational poverty in Egypt
- To break this cycle of poverty and ensure these young girls and women are being educated
- Each purchase goes towards a fund to build and run schools throughout the Nile Delta and Faiyum regions of Egypt
- The Misr El Kheir Foundation operates the schools and pays for the building and the ongoing operation which includes teacher's salaries, uniforms, stationary, computers, land building



# Summary

- Kotn is a sustainable clothing brand from Canada that ethically and sustainably makes clothing from Egyptian cotton
- Manufactures its first and second stages of production locally to reduce its climate impact
- Mission is to improve social condition for cotton communities in Egypt
- Limiting waste and resources and recycling water and materials
- Kotn works with Egyptian NGO to build schools and provide every child in its framing communities with safe, convenient, quality education



Thank you



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