

Sustainability Roadmap



We're rewriting the rules

Simple: beautiful things, made the way nature intended. We believe in creating textiles that honour the earth and uplift the people behind them.

From natural indigo blues to fully traceable value chains, our fabrics are more than cloth—they're the story of regenerative farming, soil restoration, and communities supported.

We're here to craft a world where every thread benefits the land, enriches lives, and brings harmony back to nature.

Introducing PAPILLON BLEU

Welcome to our fully traceable, regenerative organic cotton programme in Southern India. In partnership with Raddis[®] Cotton and GVK Society.

We are regenerating land with a focus on vulnerable small-scale tribal farmers with an emphasis on women. Our fully traceable value chain ensures best practices, while eliminating the use of harmful chemicals, fertilisers, and pesticides so often used in conventional cotton cultivation and textile processing.

We embrace an uncompromising approach to producing regenerative organic cotton, converting land and working directly with tribal farmers to empower local communities.



“Pioneering
solutions in
circular
fashion”

Regenerate

Established in 2006, Papillon Bleu is dedicated to bringing positive change to the fashion and textile industry, pioneering regenerative agriculture in textiles to provide climate-positive fabrics.

Papillon Bleu creates conscious products offering brands high quality, low impact, rain-fed regenerative organic textiles in a holistic, transparent value chain.

Our Annual Sustainability Roadmap measures our impact, with clear metrics given for our key targets water, carbon, chemicals, community, and waste reduction.

We started regenerative farming in 2020 with 20 acres of farming land in Southern India, with the aim to double our acreage year on year. We have exceeded our target and reached 225 acres of regenerative cotton cultivation in 2023, and increased to 30 acres of Hemp farming in the UK.

REIMAGINE REGENERATE REPLENISH

Re:

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- Reconnecting to nature, embracing ancient natural farming that brings life back into everything.
 - Reimagining the future landscape from nonorganic land to regenerative organic improving soil health
 - Regenerative farming practices support health, increasing biodiversity above, and below ground, capturing carbon to help reverse climate change; and protecting future generations.
 - Rethinking innovation with collaborative like-minded partners respecting the planet and people.
 - Reducing water footprint by treating clean water as a precious resource through rain-fed-only cultivation.
 - Respecting farmers and workers by paying above minimum wages and providing a proveable increase in incomes within a fully traceable farm 2 fibre system.
 - Removing harmful chemicals, herbicides, and pesticides from our materials and products, offering low-impact textile solutions through out the entire process.
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Our Non Negotiables

Natural Farming

Removing toxic chemicals increases biodiversity above and below ground, regenerating soil health and rebuilding natural ecosystems. Converting land from nonorganic to regenerative organic within a three-year process with a focus on small-scale tribal farmers. Certifications are available such as Organic (NPOP, NOP) GOTS, Fairtrade, and ROC.

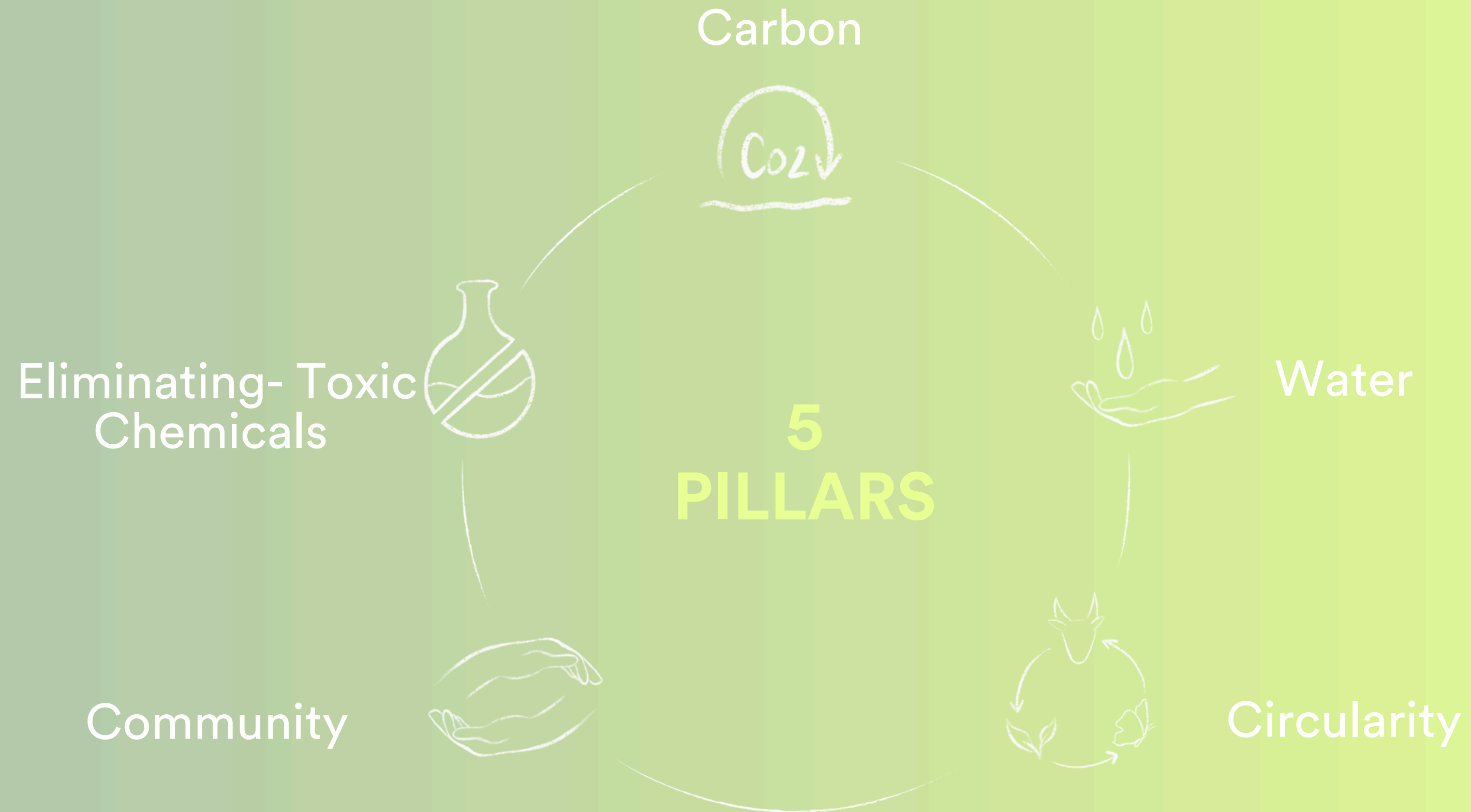
Rainfed Only Irrigation

Our Regenerative Cotton fabrics are rainfed only. We plant in the monsoon season, working with nature to lower the water footprint of our textiles. Rainfed cotton avoids water shortages associated with conventional cotton farming. Soil erosion is reduced whilst soil absorption is improved helping to eliminate the risk of flash flooding.

Non GMO Seeds

Non-GMO seeds are provided to farmers with 0% interest at the beginning of each planting season. Cultivated with zero pesticides and synthetic fertilisers benefitting soil health and farmers' welfare.

Impacts



Carbon

Regenerating land through natural farming to restore soil health and sequester carbon from the atmosphere. Papillon Bleu embraces natural farming practices that help to bring health and biodiversity back to the land by replacing topsoil, multi-cropping to grow cotton in a food and fibre garden, and converting land from nonorganic to organic and low-to-no-till. Regen agri revives life above and below ground, sequesters carbon creating healthy lives for farmers. As only in healthy soil can we grow food that sustains life, still holding nutritional value and taste real.

Regenerating soil has a positive role to play in all levels of the ecosystem. It increases the soil absorbency reducing the chances of flash floods. Healthy soils capture carbon (CO₂), helping to reverse climate change and restore biodiversity as species return to thrive in their natural ecosystem.

We are converting land from non-organic status through natural cotton farming in Andhra Pradesh, India and currently have 225 acres of land in conversion and 25 acres on their farm in Leicestershire in the UK. For every acre of regenerative land we sow, we sequester an estimate of 2-3 tons with the potential to sequester 3-4 tons of CO₂ from the atmosphere annually.

2024 - 2025 IMPACT:

450 Tons CO₂ taken from
the atmosphere 145 tons
carbon sequestered

*450 tons of CO₂ sequestered from the atmosphere is
equivalent to 900 flights from Paris to New York!

Water

In 2024, we demonstrated a 281.25 million litres water footprint reduction which is the equivalent of 112 Olympic pools worth of water by planting our cotton seeds during monsoon season, making it rain-fed only!

At Papillon Bleu we treat and respect water as a precious resource it is, especially when textiles require so much water to come to life. We only use rain-fed irrigation when growing our regenerative cotton working with nature instead of man-made irrigation. Planting non GMO seeds during monsoon season allows the plants to grow absorbing rainwater water. Yielding one cotton harvest a year which is then hand picked. By following regenerative agriculture principles, we eliminate the use of pesticides and herbicides, preventing them from entering the water cycle. Each robe made from our 2023 harvest saved around 14,786 litres of water and removing the intensive use of chemicals, herbicides and pesticides.

We use natural dyeing depending on energy infrastructure and the technologies used, the alternatives vary, from using innovative dye technology to bacteria dyes, to natural dyes, to using waste from industrial tea, and low impact dyes. But keeping the cotton in its purest, naturally-ecru form.

2024 - 2025 IMPACT:
281.25 MILLION LITRES
OF WATER FOOTPRINT
REDUCTION

Non-Toxic Chemicals

We grow our cotton free from harmful herbicides and pesticides right from the seeds that we plant to our healthy fabrics and products. By eliminating the use of toxic chemicals, we guarantee safer conditions for farmers and workers, healthy soil for future generations and fresh, clean local drinking water.

Farmers often fall prey to the synthetic fertilisers which pollute the water and soil offsetting the natural balance. In the Raddis® System farmers are trained to make natural fertilisers to feed their crops. It is concoction made from different natural materials like cow dung, lentil powder, neem, black jaggery, and cow urine. It contains helpful microorganisms and biomass which nourishes the soil and replenishes the land.

2024 - 2025 IMPACT:
15.6 TONS OF
CHEMICAL
FERTILISERS REMOVED

In 2024, we removed 28.1 kg of toxic herbicides & pesticides and 15.6 tons of harmful fertilisers.

Community

At Papillon Bleu, community is key. From farm 2 fibre, we celebrate our fully traceable fabrics as well as the people behind them. By working with valuable partners we establish a direct relationship with our regenerative organic cotton source. The land our cotton is grown from remains the one of the tribal farmers, while cultivating it brings them a premium revenue and stability, and promotes ancestral wisdom to create a new relationship between soils, humans and textiles.

Working with farmers and exclusive villages in Andra Pradesh, India, we focus on vulnerable small - scale tribal farmers with an emphasis on women. Ensuring the female tribal farmers, whom we have the privilege to work with to grow the cotton used in our fabrics, receive a 10-15% premium on market price with a proven 30-50% income increase per family.

Grown in a regenerative food and fibre ecosystem, creating additional income as well as a nutritious diet for farmers' families. Producing textiles that bring measurable value throughout the entire process is key-economical, environmental and social.



2024 - 2025 IMPACT:
35% average increase in family income
148 women enrolled in program and training
592 family members ensured with healthy food supply

Circularity

Papillon Bleu embraces a closed loop system. We believe in everything borne out of the earth should go back to the earth. We design all products with the end of life in mind.

We utilise zero waste pattern cutting, designing into off cuts to create new products. At the end of each season we take the waste from cotton ginning and spinning to rework into new fabrics. In addition, the scrapes from our robe production are given to local community for rug making. Our fabrics are fully compostable and biodegradable returning to soil without harming the environment. Papillon Bleu combines ancient knowledge with new technologies including 3D prototyping, low impact textile processing, from bacteria to Tea Dyes, to reduce waste and negative impact through the design and production process.

Our hemp Farm 2 Fibre initiative has succeeded to seed a U.K. based Bio-regional hemp value chain with our partners iinouiiio and Camira. Made from UK homegrown hemp, blended with recycled post-consumer cashmere waste and wool, Morpho is a Carbon busting, waste water saving and soil healing fabric a true revival of the forgotten fibre.

Impacts



Community

Women Enrolment in program & training
2021 - 2022 - 17 members
2022 - 2023 - 46 members
2023 - 2024 - 148 members
2024 - 2025 - 148 members
Average increase of family income
2021 - 2022 - 30%
2022 - 2023 - 35%
2023 - 2024 - 35%
2024 - 2025 - 35%
Ensure healthy food supply
2021 - 2022 - 68 familly members
2022 - 2023 - 184 family members
2023 - 2024 - 592 family members
2024 - 2025 - 592 family members



Carbon

25.58 KG-ton of CO2 stored in Soil
450 KG ton CO2 taken from atmosphere
CO2 taken from atmosphere
2021 - 2022 - 40 tons*
2022 - 2023 - 100 tons*
2023 - 2024 - 450 tons*
2024 - 2025 - 450 tons*
Carbon sequestration in the soil
2021 - 2022 - 12.94 ton*
2022 - 2023 - 32.35 ton*
2023 - 2024 - 145.58 ton*
2024 - 2025 - 145.58 ton*



Chemicals

Toxic pesticide, herbicide & insecticide removed
2021 - 2022 - 2.5 kg
2022 - 2023 - 6.3 kg
2023 - 2024 - 28.1 kg
2024 - 20245 - 28.1 kg
Chemical fertilisers removed
2021 - 2022 - 1.4 ton*
2022 - 2023 - 3.5 ton*
2023 - 2024 - 15.6 ton*
2024 - 2025 - 15.6 ton*



Water

Water footprint reduction
2021 - 2022 - 25.00 million Ltr
2022 - 2023 - 62.50 million Ltr
2023 - 2024 - 281.25 million Ltr
2024 - 2025 - 281.25 million Ltr

With Papillon Bleu we help you achieve these Sustainable Development Goals

No Poverty

Papillon Bleu aims to reduce poverty by ensuring that everyone earns above minimum wages, an 8% premium paid directly to farmers above market price, and a 30% - 50% income increase per family, farmers get seeds without interest and provided seeds for intercropping, vulnerable farmers escape the exposure to harmful chemicals. All of this helps them support themselves and their family.

Zero Hunger

Papillon Bleu contributes to reducing hunger among cotton farmers and garment manufacturers by providing free meals including breakfast and lunch. The free seeds given for intercropping such as red gram, castor, and chilli, aubergine, marigold, chia, provide rich nourishment for farmers' families, whilst creating a food and fibre ecosystem.

Good Health & Well-Being

Papillon Bleu supports good health and well-being among the communities by preventing the use of hazardous chemicals, by regular health checks with doctors, and having an interconnected holistic system with natural farming practices within all of our operations.

Gender Equality

Papillon Bleu in partnership with Raddis® Cotton and GVK society, works directly with tribal farmers with an emphasis on women. We are a female-run and owned business that demands equality as a basic minimum requirement. Entrusting the female farmers to independently handle the recieved funds and finances gives them a sense of their autonomy.

Clean Water & Sanitation

Papillon Bleu works to ensure the use of rain-fed irrigation for growing cotton to avoid the depletion of precious groundwater resources and ensures no pollutants enter any water bodies during our textile processes. We are constantly exploring r&d innovations to ensure we treat fresh water as the precious resource it is.



With Papillon Bleu we help you achieve these Sustainable Development Goals

Decent Work & Economic Growth

Papillon Bleu supports practices that foster sustainable and inclusive economic growth by having labour councils that are elected by people in unions, equalisation of autonomy, with no hierarchy, and equality among all. We are committed to value chains over supply chains where each individual is awarded and respected through democratisation.

Responsible Consumption & Production

Papillon Bleu sets an example of best practice in the ethical production of fashion and textiles. Pioneering low-impact solutions and regen agri in textiles as a thought leader we educate and inspire the industry towards more responsible consumption and production. All our manufacturing partners meet the most stringent of industry standards with worker welfare and wages. Our manufacturing partners are the Sedex four pillar approved. Our fully traceable supply chain ensures we take accountability at every step of the way

Climate Action

Papillon Bleu is dedicated to regenerative agriculture practices that will help to revive our planet and help reverse environmental degradation and climate change. We produce low-impact products and materials, that have a positive impact on people and the planet. Our business model supports farmers, and greener textiles and encourages consumers intending to restore the environment, promote natural farming, and increase biodiversity.

Life on Land

Papillon Bleu embraces natural farming practices that help to bring health and biodiversity back to the land by replacing topsoil, multi-cropping to grow cotton in a food and fibre garden, and converting land from nonorganic to organic and low-to-no-till. Regen agri revives life above and below ground, sequesters carbon creating healthy lives for farmers. Animals are an inherent part of this ecosystem providing the natural manure to feed the soil eliminating the use of harmful chemicals.

Partnerships for the Goals

Collaboration is key to Papillon Bleu’s values to create healthy textile systems. We work with our valued partners Raddis Cotton and GVK Society in Andra Pradesh, India. In partnership with iinouiiio: Recycled Textile experts with extensive recycling skills, we created a new fabric Morpho. Our hemp farm 2 fibre R&D pilot project aims to re-establish a localised hemp textile chain in the UK, with the UK hemp growers and seed license, we work directly with Hemp-it France for seed provision. We continue to build upon our partnerships to provide low impact innovative solutions in the fashion textiles industry from textile processing to 3D prototyping and circular design.



Farm 2 Fibre

The Journey of your Cotton

Our mission is to provide better systems with lower impacts for the fashion and textile industry. Working with nature requires a deeper reconnection to ourselves and to the interconnectedness of everything, starting by knowing where our clothes and textiles come from and the impact they have.

Creating fabrics in a non-conventional way by removing harmful chemicals, we are working with nature to support the lives of small-scale tribal farmers, turning textiles into a force for good. Working directly with the farmers ensures they are paid fair wages, creating sustainable livelihoods and a respectable relationship to the land and local community.

During Monsoon season we distribute non-GMO seeds to tribal farmers, along with cotton seeds, chia, aubergines, chillies, marigolds are also distributed as part of multi-cropping system and growing in a regenerative manner in a food and fibre ecosystem.

Giving farmers' an opportunity to break free from the conventional cotton system of harmful chemicals and convert to regenerative agriculture. Regenerative farming practices look at growing fibres holistically; replenishing the soil and increasing biodiversity, whilst creating additional value and revenue for those who care for the land.

“Complete transparency from seed to sewn garment establishing a direct relationship with your cotton source”

Tier 5 Supply Chain Transparency

From seed to sewn garment, we offer Tier 5 traceability, whilst regenerating land and supporting livelihoods, ancient wisdom and crafts. Garment manufacturing is offered with Smeta (Sedex) fully accredited 4 pillar factories adhering to stringent standards, providing true sustainability and accountability.

Growing

Our cotton is grown by tribal farmers in Andhra Pradesh, India, following ancient wisdom in a regenerative textile and food ecosystem.

Ginning

Ginning, which consists of cleaning, separating the fibre from the seeds takes place in Prathu Ginning Mill, located in the same district as the farmers.

Spinning

The compressed cotton is spun into a yarn in Tamil Nadu, situated approximatively 1000 kms away from Vizianagaram.

Weaving

Weaving or knitting also takes place in Tamil Nadu, in mills (TEXS Society for weaving, Chenniappa Yarn Spinners for spinning) 60 kms away from each other.

Finishing

Textile processing, from finishing to dyeing, takes place in Tamil Nadu at MCR Mills. Fabrics are available in natural undyed, GOTS low impact white or custom colours and a range of 100% natural dyes.

Stitching

Our stitching facilities are based in Sri Lanka with New Universe Apparels meeting and exceeding the most stringent of industry standards with SEDEX reports available.



Products Province & Passports

Papillon Bleu provides end to end sustainable solutions that radiate beauty beyond aesthetics, by thinking every step of the process through the holistic regenerative angle, and providing fully traceable information via digital passport attached to each product on request.

From honeycomb waffle, muslin to poplin, our range of 100% regenerative cotton fabrics are soft to touch and gentle on the skin. Our soft Jersey's is great for tees whilst lightweight muslins in a choice of naturally dyed colours, are perfect for beach and conscious loungewear.



Our textiles dyeing approach adapts to local resources and capabilities, embracing a spectrum of transformative solutions. From cutting-edge dye innovations and bacterial pigments to pure natural dyes and up-cycled tea industry waste, we prioritise low-impact dyeing methods. However, we especially celebrate cotton in its most authentic state - its natural, untouched ecru form.

Consideration and care is continued throughout the entire textile processing, for low impact fabrics.

Our Packaging & Labels

In an industry where 180 billion garments are produced annually, each are wrapped in single-use plastic poly bags, we choose a different path. These conventional poly bags, rarely recycled, either face incineration, crowd landfills, or infiltrate our natural ecosystems.

At Papillon Bleu, we partner with Vela for our packaging needs, embracing their innovative paper-based solutions that align with our regenerative values. Manufactured by industry leader Seaman Paper, these packaging solutions offer practical sustainability through curbside recycling accessibility. Each package carries FSC™ certification, ensuring its origins in responsibly managed forests.

Through this conscious choice, we're actively participating in circular systems, where packaging, like our textiles, serves a purpose without compromising our future. Vela's solutions represent another step in our commitment to eliminating toxic materials from our value chain while maintaining premium product commitment.

Our Bespoke branding labels are made from organic cotton and printed with low impact inks in OEKO - TEX certified.

Certifications

From seed to fiber, from fabric to garment full traceability is offered ensuring transparency and accountability every step of the way.

We believe in the money being best used in services of farmers in the end we do not invest in expensive certifications however.

- Our regen Agri certification is proof of regen organic practices
- Certification fairtrade, GOTS are all possible on client request



Our hand-picked cotton is processed in Sedex certified factories, which guarantees everyone above safe and healthy working conditions. All our factories are 4 pillar sedex approved.

Future Aspirations

Papillon Bleu's aspirations centre on scaling regenerative textile revolution while maintaining deep-rooted community partnerships. The company aims to expand their community of 148+ women farmers. Their vision encompasses leading industry transformation through innovative fabrics like Morpho, advancing circular economy practices with their new take-back scheme. Papillon Bleu will continue empowering farmers while reversing environmental impact—ultimately creating a model that transforms the textile industry toward regenerative practices.

Leading the Future

“Multiple solutions are required to redress the balance. That’s what we are constantly open to discovering old and new ways we can work with in consideration of people and planet. Taking action in small ways, everyday.”

Vanessa Barker - CEO & Founder

Our Value Partners



Thank You

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