



## PRESENTATION

Session: **Cotton from a brands perspective**

Title: **Quality-Design-Sustainability. The approach of FALKE.**

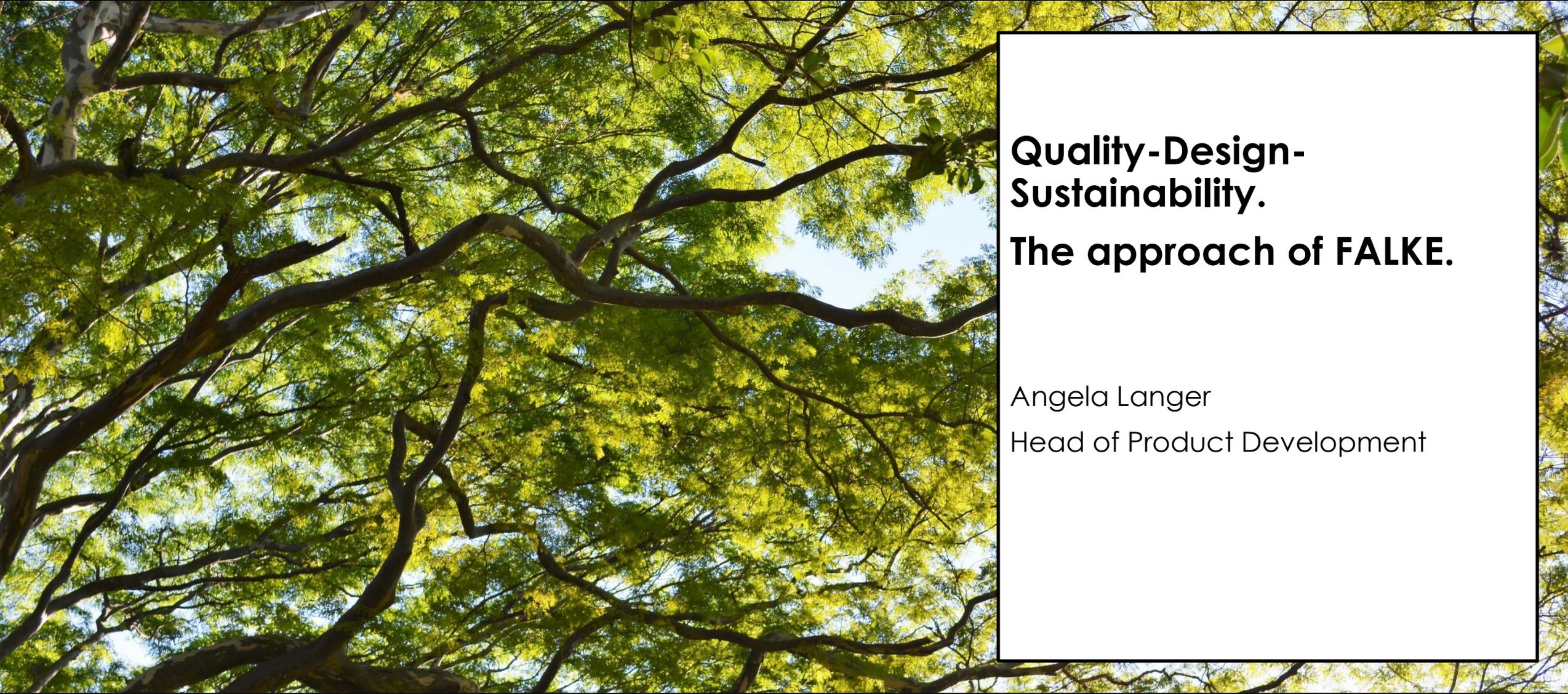
Speaker: **Angela Langer**, FALKE KGaA, Schmallenberg, Germany

Presentations are available in the conference archive: <https://baumwollboerse.de/en/competencies/international-cotton-conference/speeches/>

### Conference Organization

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**Quality-Design-  
Sustainability.**  
**The approach of FALKE.**

Angela Langer  
Head of Product Development

## Agenda



- Company profile of FALKE
- Characteristics of Cotton
- Key Points: Quality, Design, Sustainability
- What is important when sourcing cotton?
- Conclusion

## The Company FALKE



- Family business in the 4th generation
- Year of Foundation: 1895
- Owner: Franz-Peter Falke and Paul Falke
- Turnover 2020: 215 Mio. €
- Employees 2020: 3.132 (>1,000 in Germany)

## Which brands are belonging to FALKE?

**F A L K E**

GERMANY 1895



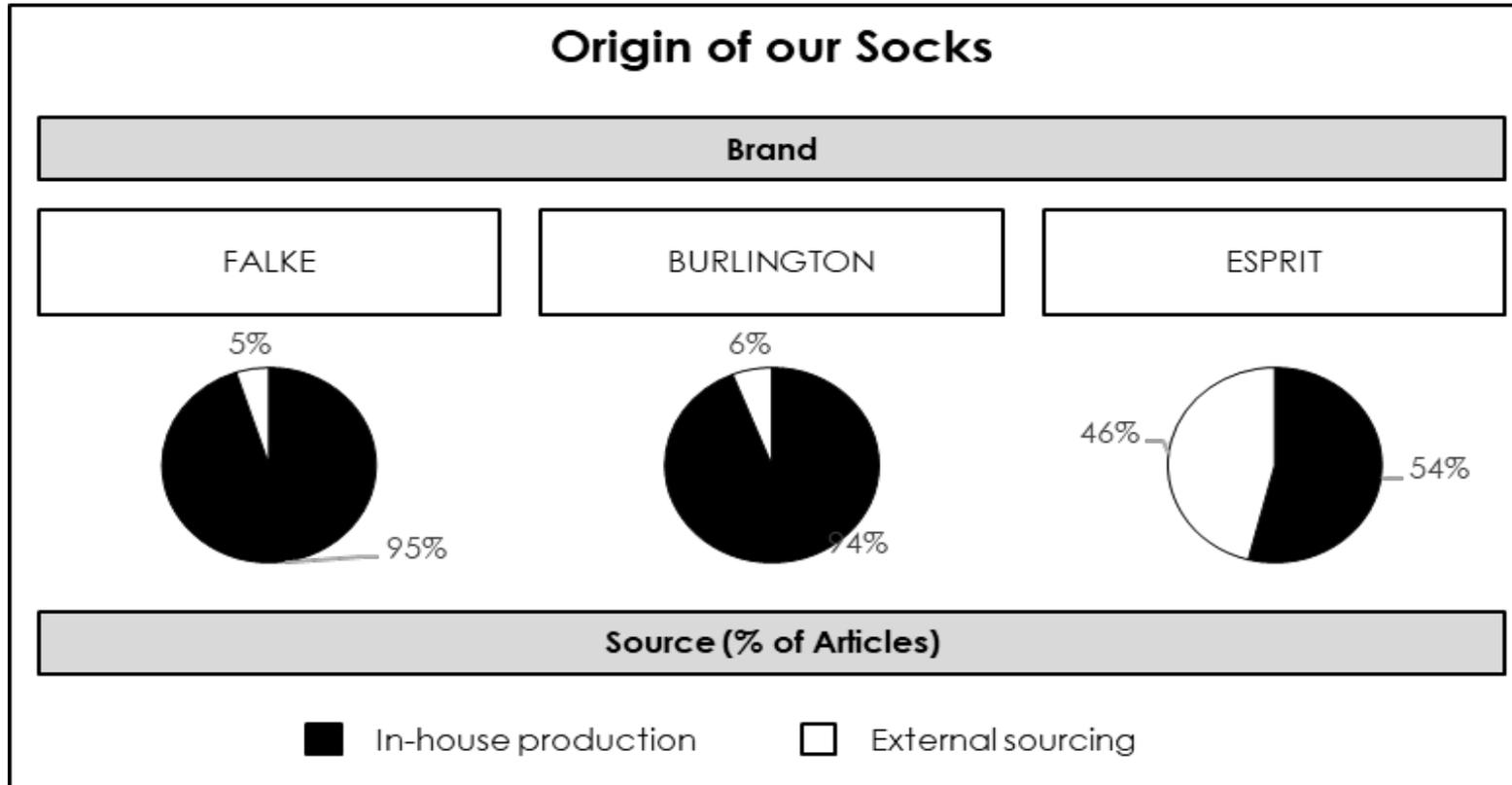
 **Burlington**



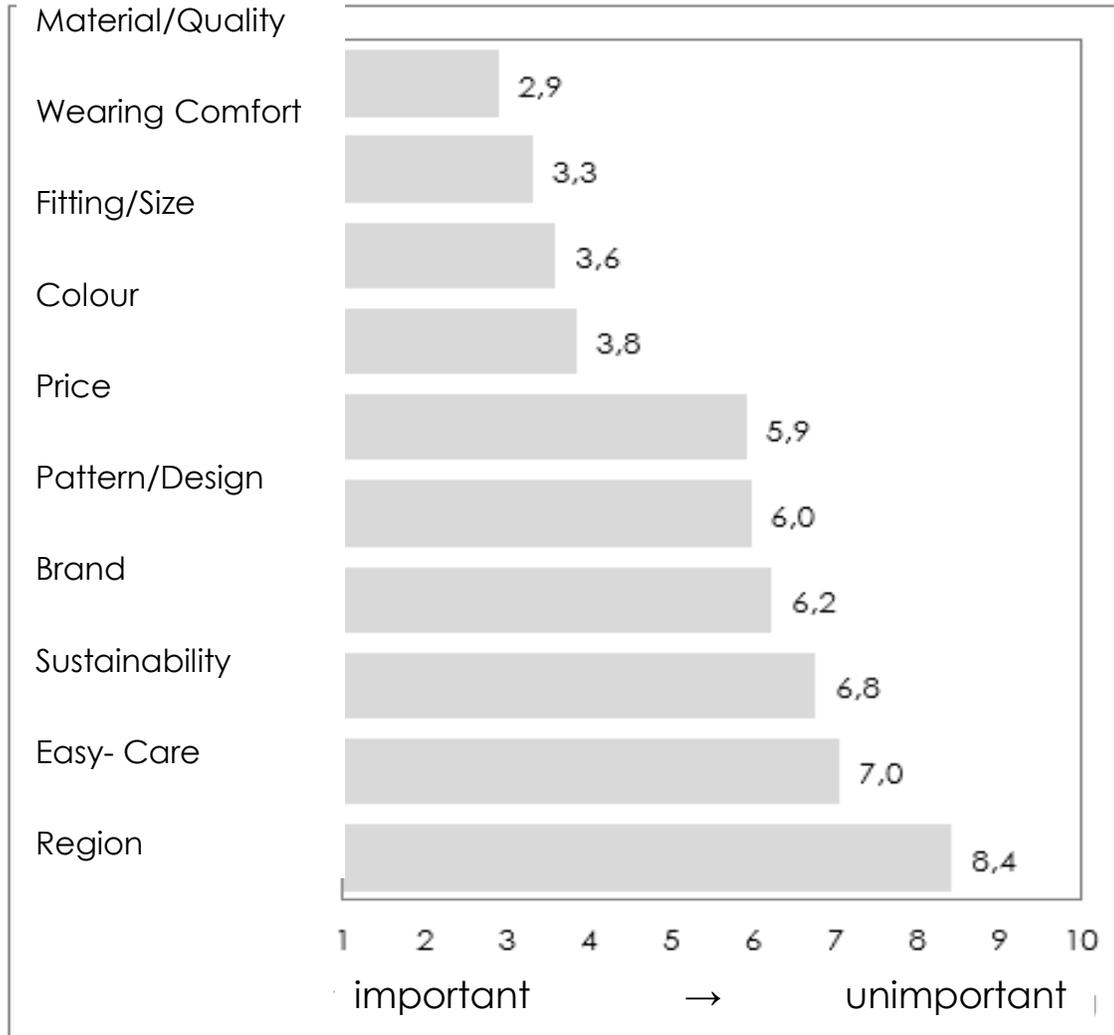
**E S P R I T**



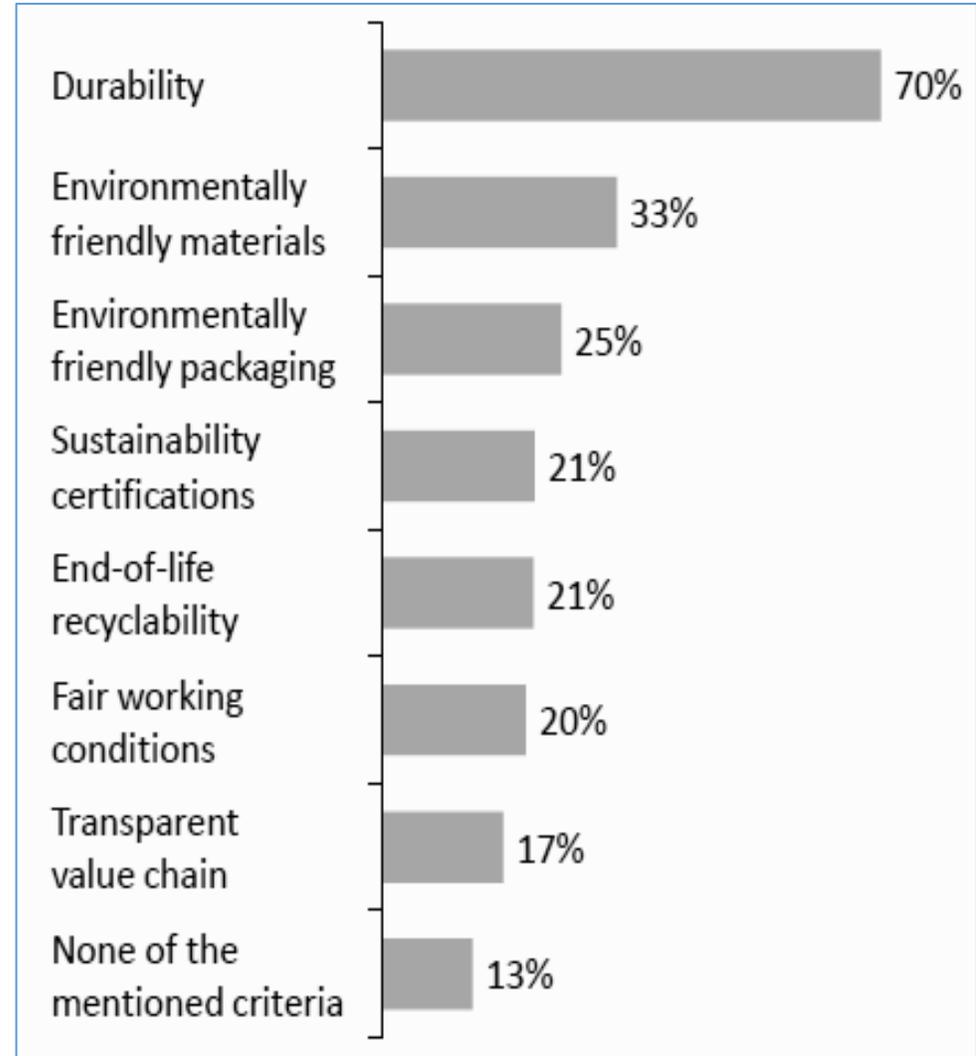
## Where is the origin of our legwear?



## What is important to our customers?



Quelle: Reiß & Hommeich



Quelle: Deloitte & OutDoor by Ispo / Outdoor Consumer Report 2021

## What are the characteristics of cotton?



- Natural Fiber
- Biodegradability
- Durability
- Easy-Care
- Skin friendly
- Moisture absorption
- Softness



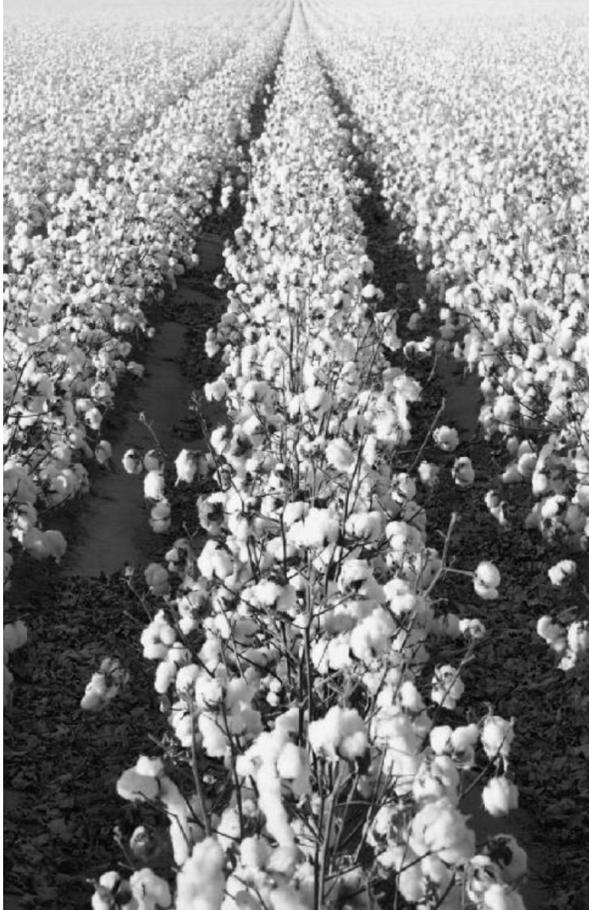
## What defines the Quality of FALKE?

- FALKE Quality Guidline
- Low Pilling
- High Abrasion Resistance
- Colour Fastness
- Low shrinkage after washing
- Conformity to the Restricted Substances List (RSL) and Reach



## What defines the Design of FALKE?

- Raw Materials
- Yarns
- Knitting structure
- Treatment
- Perfect Fit



## How is Sustainability practiced by FALKE?

- Traceability
- Social Responsibility
- Environment Protection



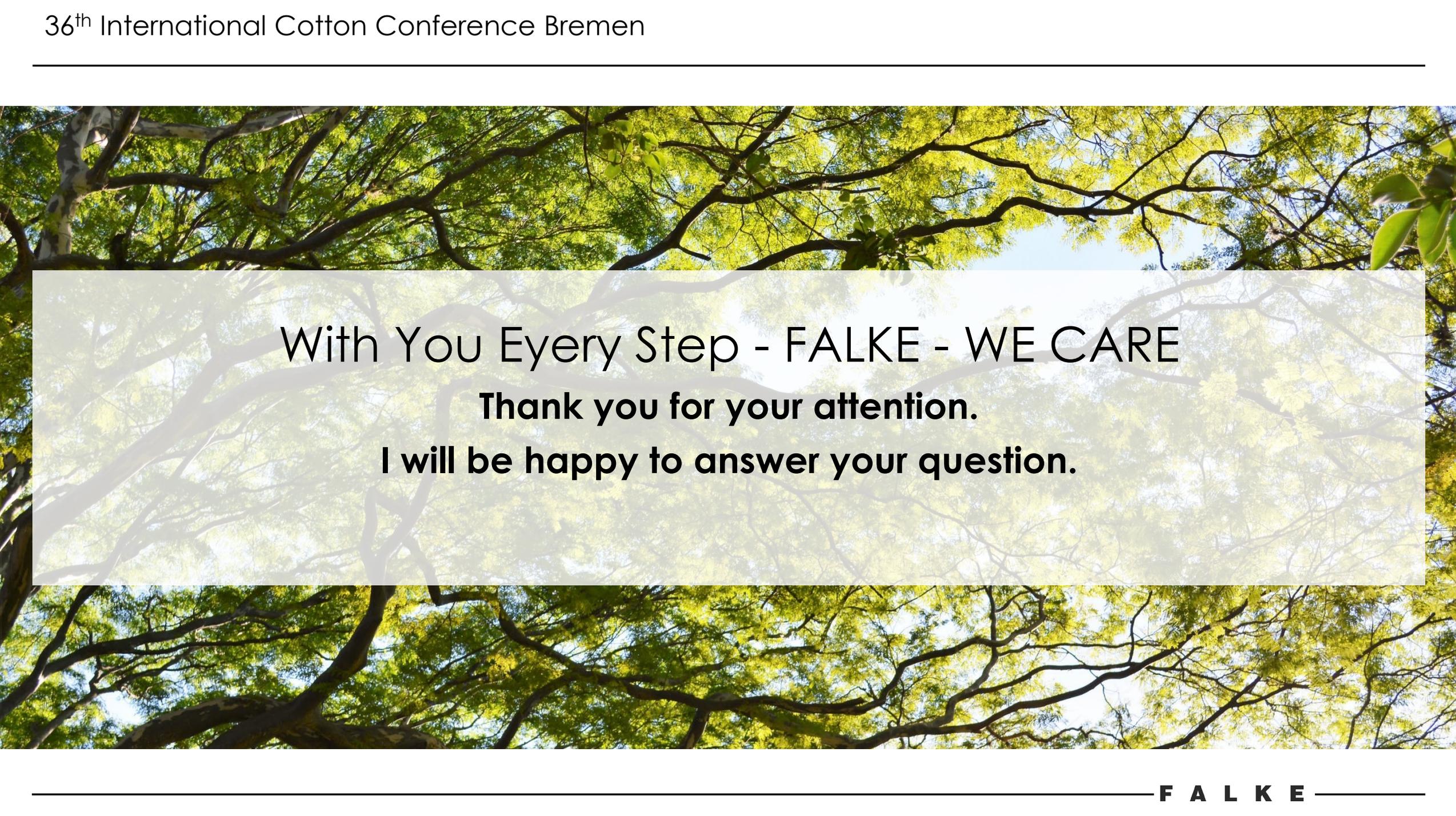
FALKE  
WE CARE

## What is important to FALKE when sourcing cotton?

- GMO-free seeds
- Crop rotation
- Responsible water management, f.e. drip irrigation
- Full traceability from the farmer to the spinning mill
- Dyeing process according to the FALKE Quality Guideline
- Short distances from the yarn supplier to our production

## What is the conclusion?

- Long time partnerships with our suppliers are important to build up a sustainable supply chain.
- Quality and the related long time life of our products is the most important point to the sustainability of FALKE.
- It takes time to implement sustainability in the whole supply chain.



With You Every Step - FALKE - WE CARE  
**Thank you for your attention.**  
**I will be happy to answer your question.**