

**Submitting Country, Organization, Company**

Anna Bekere brand

**If Organization or Company, please indicate the approximate number of employees**

2

**Title of the action**

Womenswear design

**Relevant Website**

Abekere.com

**Type of initiative**

Private initiative

**Description of action**

Womenswear brand. Sustainable, high end, using GOTS certified fabrics, eco friendly, bio silk scarves, handcrafted and limited edition. Friendly Italian digital printed fabrics.

**Type of action**

Traceability

**Please select the specific area/s of the action**

Norms and standards

Incentives

Research and Development of Innovative Solutions

Collaborative initiatives

**Scope of the action, including a description of the value chain processes that are covered**

**Objective**

Womenswear and accessories design

**Commitments**

Slow fashion brand, using sustainable materials and craftsmanship in garment manufacturing

**Value chain scope**

Provide customers with high end clothing by using sustainable materials

**Timeframe and/or milestones for the action**

Launched in 2019

**Reference instruments and sources used**

Using organic fabric stores, each garment is produced in our studio.

**Expected benefits and impact for the stakeholders involved**

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

**Stakeholders involved**

Not involved yet

**How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?**

Not contributed

**Link to relevant goal(s) and specific target(s) of the United Nations**

