

From Competition to Collaboration: A Facility Success Story



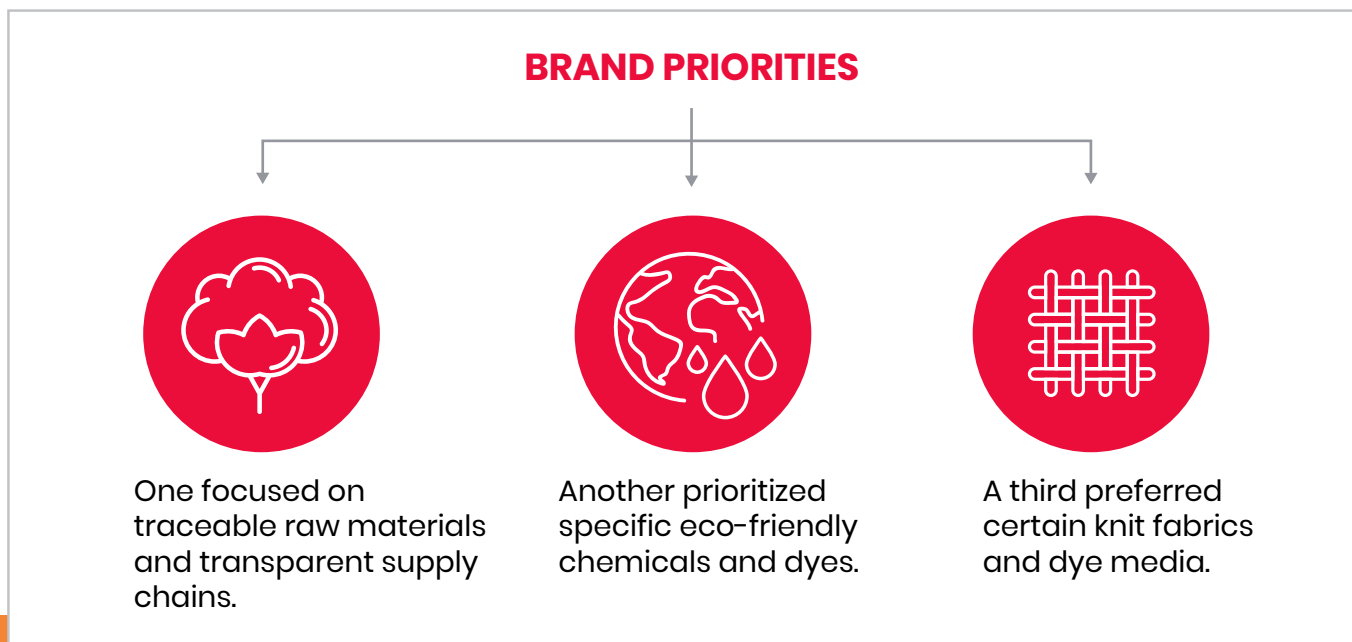
CHALLENGE

One Factory, Three Approaches

“If everyone's asking for their own decarbonization project, I'll work myself to death. Some brands want to do certain things first; others want to do them later.” - Victor Li, General Manager

The more partners involved, the more coordination matters.

Foshan Chicley Textile Co. is a China-based team of 200 specializing in dyeing and finishing cotton, linen, and cellulosic fabrics. Its three largest brand partners, Eileen Fisher, Everlane, and Reformation, each had a unique relationship with the facility.



For Foshan Chicley, navigating different brand priorities and reporting expectations added complexity across coordination, reporting, and implementation.



COLLABORATION

From Complex to Consistent

“ Putting everyone’s brains together means we can brainstorm bigger to better ideas.” – John, Sales Manager

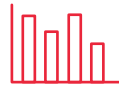
Aii helped coordinate a shared approach so the brands could support Foshan Chicley through a more aligned process. Instead of separate conversations and requests, the brands engaged through a coordinated path that reflected the facility’s priorities, reduced duplication, and supported greater overall impact.

The brands agreed on shared budgets for the initiatives before handing the project over to technical teams. By keeping IP and product design separate while aligning on shared sustainability requirements, they could remain competitive while also supporting solutions that reflected supplier needs. With clear next steps, Foshan Chicley kicked into action.



Upgrading Processes:

The team began using nitrogen to extinguish flames during the singeing process. This method is non-toxic, eco-friendly, highly efficient, and most importantly, releases zero carbon dioxide.



Real-Time Data:

They installed solar panels and water and electricity meters on every machine. This allows the team to track and control energy use at the source.



Incentivizing the Floor:

Decarbonization isn't just a corporate goal; it's a worker's bonus. The facility now ties energy and water savings directly to employee KPIs.

The work didn't get easier, but it did get focused.

Competition has no place in decarbonization.

When brands coordinate around shared suppliers, facilities get clearer direction and more confidence to plan, invest, and act.

Aii helps bring the right partners together to align priorities and move decarbonization work forward.

Let's talk: info@apparelimpact.org

“ Brands should inspire each other, providing more ideas to each other, and sharing experiences for improvement. In the past 6 years, we did lots of improvements because the brands united, and Aii gave us a push.” – John, General Manager

