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## **Bestseller vows to support organic cotton cultivation**

**BRANDE – Danish fashion company Bestseller hopes to incentivise more farmers to make the transition to organic agricultural practices by promising that it will enrol more 'in-conversion' cotton into its portfolio.**

**The company hopes that using in-conversion cotton - which is produced by farmers in the process of going organic - will encourage more producers to adopt sustainable best practices**

**Bestseller's sustainable materials specialist, Gudrun Gudmundsdottir, said: "We want to do our part to encourage more farmers to navigate the transition to organic cotton. As we introduce in-conversion cotton in our more sustainable cotton portfolio, we also support the farmers behind it and their commitment to getting their organic cotton certification."**