

PRESS RELEASE

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The Fair Fashion Award 2026 goes to the alliance between Remei, Coop and the bioRe Foundation

The alliance between Remei, Coop and the bioRe Foundation has won the Fair Fashion Award 2026 in the 'Established' category. The award recognises a collaboration spanning more than 30 years, which combines social responsibility, direct partnerships with smallholder farmers, organic farming and transparent supply chains.

For the Swiss textile company Remei AG, the award also signals the way forward: long-term relationships at source, regenerative agricultural systems and digital traceability are strategic factors for the procurement models of the future.

A partnership that begins in the cotton field

Remei works directly with around 5,000 smallholder farmers in India and Tanzania. To this end, the company has established subsidiaries in both countries, guarantees the purchase of the organic cotton and pays a premium of 15 per cent above the average cotton price. Remei uses this raw material to develop and produce finished textiles for Coop's own-brand range Naturaline, which can be traced right back to the seed using the my-trace by Remei traceability technology.

Coop facilitates market access and, through its own brand Naturaline, has been combining social and environmental responsibility throughout the entire value chain for over 30 years. Naturaline follows a slow fashion approach, launching just two collections a year. The brand's growing popularity shows that sustainable fashion is also in demand amongst customers. Naturaline focuses on single materials and minimises the mix of materials as much as possible to improve the recyclability of its textiles.

The bioRe Foundation complements this economic cooperation between the two partners with needs-based projects in farming communities in India and Tanzania in the areas of education, health, women's empowerment and the environment.

From a success story to a business model for the future

Winning the Fair Fashion Award 2026 demonstrates the potential that lies in long-term value chains and procurement systems built on partnership. For Remei, the significance of this award goes beyond recognition of what has been achieved so far. "The Fair Fashion Award confirms what we have been building together for over 30 years: For us, the people at the origin and the business model in the market are inseparably linked. We connect these two worlds—from the cotton field to the finished product," says Marion Röttges, Co-CEO of Remei AG.

Regenerative Organic and Biodynamic Cotton: the next stage of development at Remei

Remei continues to develop its collaboration with organic cotton farmers and the value chain, with regenerative organic and biodynamic farming becoming increasingly important. The focus is on the long-term development of agricultural systems, soil fertility, biodiversity and the economic prospects of farming families. Remei regards cotton cultivation as an integral part of the textile value chain and views long-term access to reliably produced natural fibres as a strategic issue for future sourcing models. Remei offers international brands, retailers and start-ups a comprehensive B2B service – from raw materials through to textile product development and traceable finished textiles.

About Remei AG

Remei AG is a Swiss textile company based in Rotkreuz and a pioneer in traceable textiles made from organic cotton. For over 30 years, the company has been connecting around 5,000 smallholder farmers in India and Tanzania directly to a transparent value chain, from cotton cultivation to the finished product. Its product range includes certified organic cotton, yarns and finished textiles, as well as the further development of Regenerative Organic and biodynamic farming systems, with digital traceability provided by my-trace by Remei.

Further information: <https://remei.ch/en/>

About Fair Fashion Award

Informationen unter fairfashionaward.ch

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Images available on request from Remei (©Photo: Annika Zehnder)



From left to right:

Jury member and laudator Iris Delruby Ruprecht, Marion Röttges (Remei AG), jury member Yannik Zamboni, Katrin Oswald (bioRe Foundation) and Andrea Annaheim (Coop) at the Fair Fashion Award 2026 in Zürich