



'I set up Quail because I wanted to produce quality fashion that has genuine eco-friendly and ethical credentials. As a valued customer we feel it important to show you Quail's '**Product Provenance**'.

~ Shauna Chapman, Founder, Quail

Quail's Product Provenance Indian Cotton

- Cotton:**
- ~ **non-GM** seed grown in the Kutch area of Gujerat in Northern India
 - ~ certified **organic** by the Dutch inspection body, Skal
 - ~ the agricultural and harvest practices are certified as **Fairtrade**
- Fabric:**
- ~ the cotton is dyed using **non-Azo** (non-petro chemical dyes), or left natural!
 - ~ the cotton is **hand-loomed** by the weaving community of KV Kuppam, in southern India, overseen by the **Fairtrade Foundation**
 - ~ the fabric is exported and shipped via air or surface to the UK
- Design:**
- ~ Quail believes in **British** ingenuity and only commissions British fashion graduates
 - ~ **Design** elements such as functioning pockets, pleats, generous cuts etc are a speciality
 - ~ Our aim is to add maximum design value to the organic and fairtrade cotton fabric
 - ~ Quail sources **sustainable** haberdashery such as wood, coconut or shell buttons
- Manufacture:**
- ~ Quail wants to see **rural** and **traditional** manufacturing revitalised in this country
 - ~ Quail utilises **small**, independent Cut, Make and Trim units in Devon and London
- Retail:**
- ~ To reach as many **ethical consumers** as possible, we retail at www.quailbymail.co.uk
 - ~ Quail has sourced **local** models to represent the brand and marketing material
- Packaging:**
- ~ All packaging is **reusable, recyclable** and **biodegradable**
- Approach:**
- ~ The entire lifestyle of the Quail founders and the live/work studio is devoted to energy- saving, buying local, organic produce, fairtrade, traditional, reuse, reduce and recycle.

Read on for South African Shweshwe, Ahimsa Peace Silk and Indonesian Batiks.



South African Shweshwe

Shweshwe is a national heritage item synonymous with traditional black South African dress. Quail has sourced genuine 3 Cats shweshwe from the sole manufacturer in the Eastern Cape. The fabric producer is 45% owned by the workers themselves, empowering the local workforce. Made from cotton grown in the Eastern Cape of South Africa Genuine shweshwe is printed with a 3 Cats logo on the back of the fabric. Nelson Mandela is rarely seen without his famous shweshwe shirt!

Organic Cotton with Modern Indonesian Batik

Quail recognises the cultural significance of traditional exotic fabrics. At Quail we admire the story (motifs and symbolism) that certain cultures display in their fabric designs. There is also a real danger that traditional skills are lost as developing countries Westernise. The West has been known to reproduce batik designs, which is why Quail only buys from genuine batik suppliers. We source Modern Batik and Antique Batik. We've created a unique range of shirts using Modern Batiks for detailing, available now. The Modern Batik we have sourced is currently being produced by various Indonesian textile communities of Pekalongan in the north of Java. Colourful floral bird, insect and butterfly motifs are their trademark.

Quail has also sourced Antique Batiks, which are actually used sarongs which are up to 60 years old and are coloured using vegetable dyes. Antique Batiks are recognised by coffee, cream and black colours and geometric designs. Using Antique Batik is about recycling interesting fabric and maintaining traditional skills. [The Antique Batik collection is arrives Autumn 2008.](#)

Ahimsa Peace Silk

Ahimsa, Peace Silk and Vegan Silk are all synonyms for silk wherein the moth lives to fly another day! Ahimsa is a Sanskrit term meaning 'non-violence'. In commercial silk production the whole cocoon, the chrysalis and all, is processed and then impurities (the chrysalis) are sorted out afterwards. With Ahimsa production the moths are permitted to leave their cocoons naturally and fly off to start the cycle all over again!

The Ahimsa Silk that Quail has sourced from India has been sanctioned by the Dalai Lama himself as well as People for Animals. A luxurious feel and incredibly soft on the skin, handloomed Ahimsa silk is a superior ethical product!

Quail has two items currently on offer: Ahimsa Silk Ruffled Vest and Nightdress, both made in the Cotswolds.