

The Green Thread

organicbasics.





**How many of you buy
organic eggs over non-organic eggs?**

When buying organic eggs ...

... YOU KNOW THAT THE CHICKEN

WHO MADE THE EGG HAS LIVED UNDER RESPECTABLE CONDITIONS

THEREBY YOU DO THE CHICKEN A FAVOUR.

... YOU KNOW THAT THE ENVIRONMENT HASN'T

BEEN HARMED DURING THE PRODUCTION OF THE EGG

THEREBY YOU DO THE ENVIRONMENT A FAVOUR

... YOU KNOW THAT THE QUALITY OF THE EGG IS BETTER

THEREBY YOU DO YOURSELF A FAVOUR.

How many of you buy organic underwear?

When buying organic underwear ...

... YOU KNOW THAT THE ~~CHICKEN~~ **FACTORY WORKER**

WHO MADE THE ~~EGG~~ **UNDERWEAR** HAS WORKED UNDER RESPECTABLE CONDITIONS

THEREBY YOU DO THE ~~CHICKEN~~ FACTORY WORKER A FAVOUR.

... YOU KNOW THAT THE ENVIRONMENT HASN'T

BEEN HARMED DURING THE PRODUCTION OF THE ~~EGG~~ **UNDERWEAR**

THEREBY YOU DO THE ENVIRONMENT A FAVOUR.

... YOU KNOW THAT THE QUALITY OF THE ~~EGG~~ **UNDERWEAR** IS BETTER

THEREBY YOU DO YOURSELF A FAVOUR.

Millennials take the lead

A photograph of two women standing against a plain, light-colored wall. The woman on the left has long, wavy brown hair and is wearing a light beige, strapless tube top and matching underwear. She is smiling slightly and looking towards the camera. The woman on the right has voluminous, curly dark hair and is wearing a dark grey or black strapless tube top and matching underwear. She is looking back over her shoulder towards the camera. The lighting is soft and even, highlighting the texture of the clothing and the natural tones of the women's skin.

organicbasics.

Basically Better Made.

Consciously created. Designed to last.

Organic Basics

Organic underwear on autopilot



Organic underwear and socks, delivered to your door on autopilot. We cover your Basics.

[Shop now](#)

Created by
Organic Basics

With business plan and 100% to help bring the project to life.

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LIVSTIL | Med | Børn | Sundt | Psyke | Billeder | Bøger

TV: Unge vil udvikle verdens bedste underbukser



Fem unge danskere har et ambitiøst mål: De vil skabe verdens bedste underbukser og har brug for forbrugernes hjælp, før drømmen kan blive virkelighed.

“Young guys
want to create the world’s
best underwear”

A pair of folded white t-shirts is shown against a light, neutral background. The shirts are neatly folded, with one shirt partially overlapping the other. The text is centered over the shirts.

The fashion
industry is a dirty bastard!



Cotton uses
25% of the world's
insecticides

The fabric of our lives



They call it
'The white gold'





We cannot stop fashion,
just like we cannot make people stop
driving their cars, but we can give
them a sustainable alternative.

FRED

— Consumer Price Index for All Urban Consumers: Food and Beverages

11



Shaded areas indicate U.S. recessions

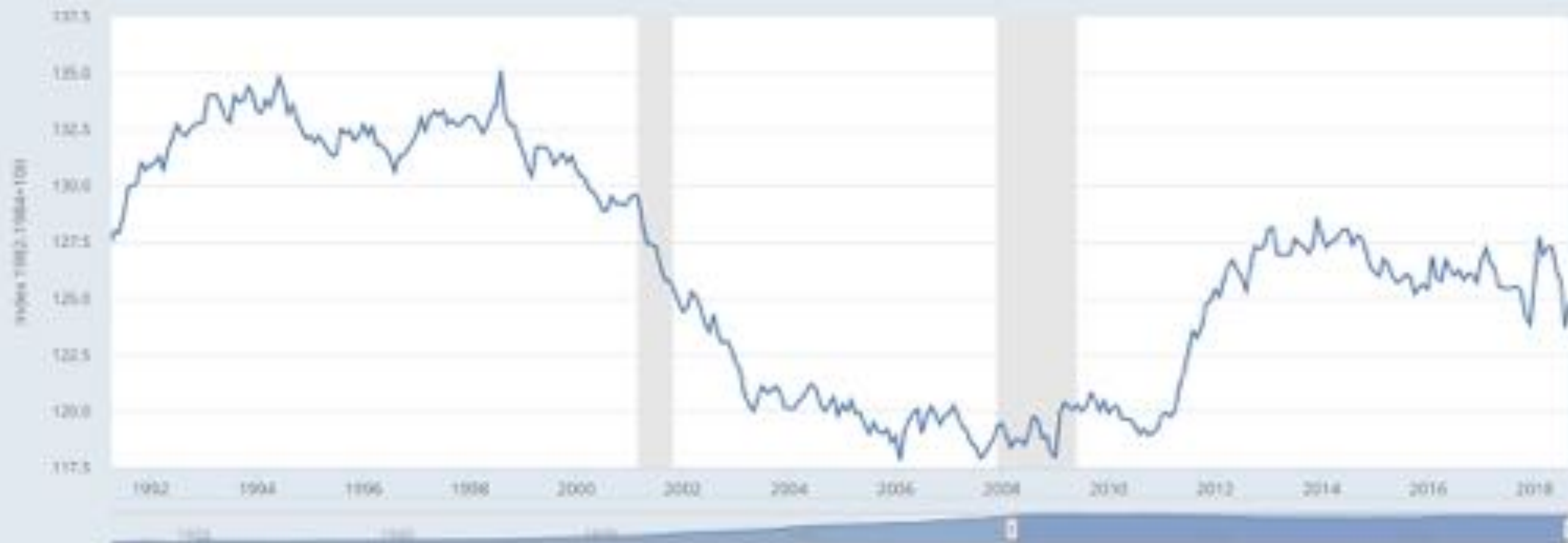
Source: U.S. Bureau of Labor Statistics

fred.stlouisfed.org

FRED

Consumer Price Index for All Urban Consumers: Apparel

⌵



Shaded areas indicate U.S. recessions

Source: U.S. Bureau of Labor Statistics

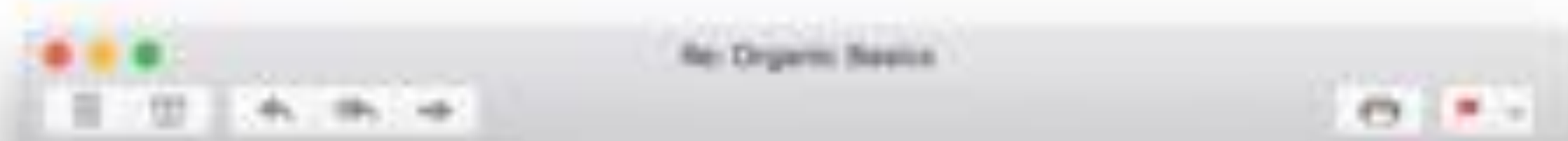
fred.stlouisfed.org

A close-up photograph showing several pairs of hands working on a dark blue, ribbed fabric garment, likely a sweater or turtleneck. The hands are positioned around the garment, suggesting a process of assembly or inspection. The background is blurred, showing more of the garment and some white fabric. Overlaid on the center of the image is the text "F— Fast Fashion" in a white, serif font. The "F" is significantly larger than the rest of the text, and a horizontal line extends from its right side, separating it from the words "Fast Fashion".

F— Fast Fashion



In organic cotton.
A sustainable production.
Sounds expensive?



Mads Rasmussen

To: angel@organicbasics.com



Hi Angel

Just received the samples today.
How do I know it is actually manufactured in organic cotton?
Do you have certificates?

Best regards,
Mads

Mads Frøge Rasmussen
Co-Founder and CEO at Organic Basics
organicbasics.com

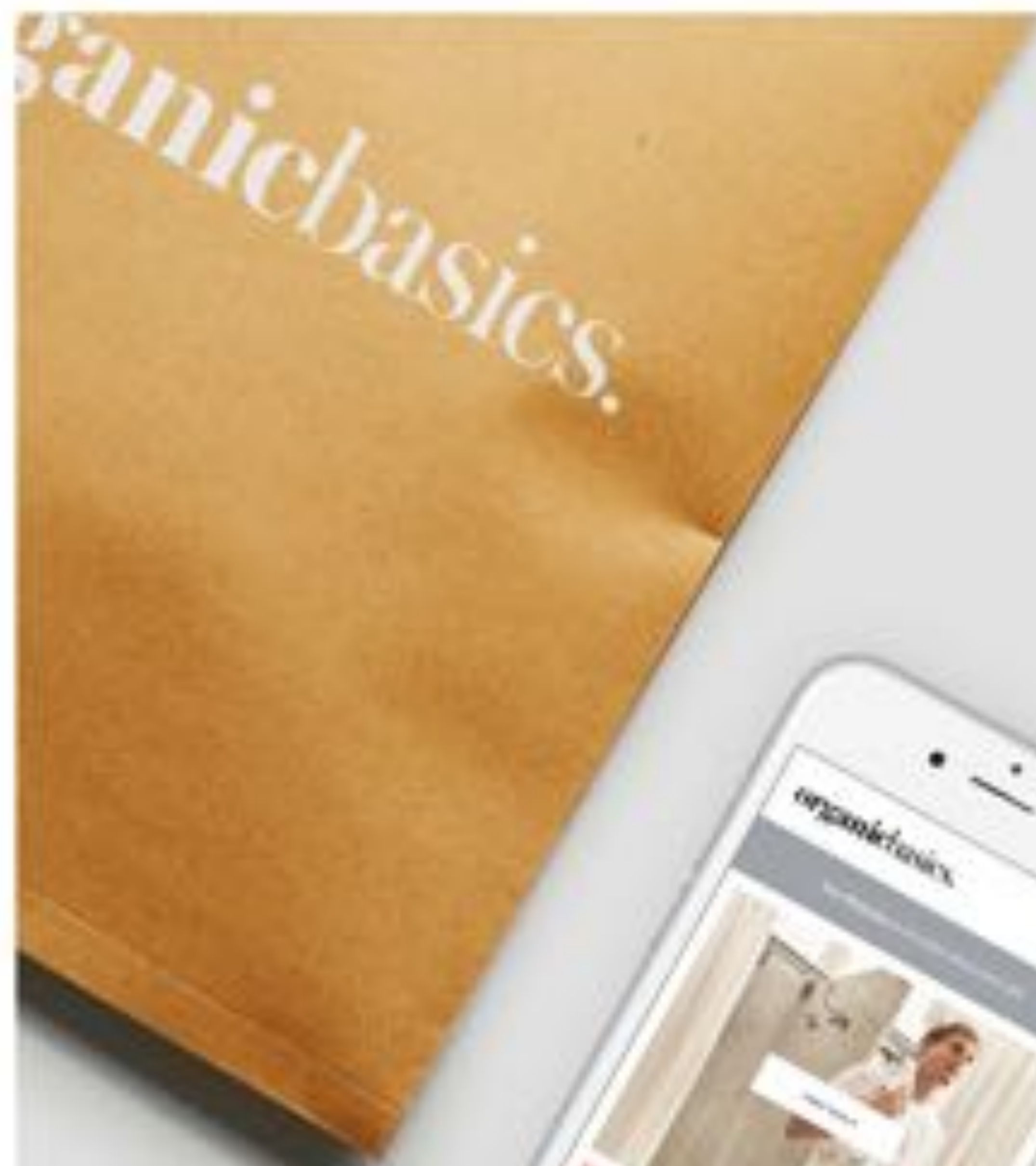


Re: Organic Basics

To: Mads Rasmussen

Dear Mr. Rasmussen

Which certificates?
I promise you we only use high quality organic cotton!



Cutting out the middleman

Next level
of sustainability



Underwear that kills 99,9 % of bacteria.

No bacteria means no smell!

A low-angle, upward-looking photograph of two women running. They are wearing athletic tops and shorts. The woman on the left is in a maroon top, and the woman on the right is in a dark grey top. Their hair is blowing in the wind, suggesting movement. The background is a clear, bright blue sky.

Tak & Thanks!

TEAM ORGANIC BASICS

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