



AUTUMN WINTER COLLECTION 2026



1 AVY CHECK | ROMAN SWEATER | CAYLA MIDSTONE USED



SEQUINS SWEATER | CAITLINA SIDEPATCH OVERDYE



CARDIGAN FUZZY PONCHO | TOP LACE | COLETTE & BELT STONE USED



FIONA FEATHERS | BARBELLA







AVY DENIM | SEQUINS SWEATER | MARGOT FINE TWILL



SWEET FLUFFY CABLE | CLAUDINE DARK BLUE







































NOS PROGRAM

We make jeans with the perfect fit
that you'll never want to take off.



BABETTE

A regular rise jeans
with flared legs.



JIMMY

Our classic slim fit
With regular rise



KATE

Has straight legs and
medium high rise.



COLETTE

Has a comfortable high
rise with straight wide legs.

Red Button[®]

&
SUSTAINABILITY

We like working on our products. On the fitting, quality, look and feel. We also enjoy working on the sustainability of our products. It is part of what we are. It is part of our collaboration with our suppliers. We talk about the conditions of workers, the chemicals we use and want to avoid, sustainable alternatives for the fabrics we develop and about recycled and bio-degradable packaging.

In order to make sure workers in our supply chain are well looked after we make sure that our key suppliers are regularly audited. All audits are based on our Code of Conduct.

Our Code of Conduct is in line internationally defined human and labor rights and the code developed by amfori BSCI. The BSCI code of conduct is used by many fashion brands and retailers. Magic Apparels/Red Button is also member of amfori BSCI.

Because we use a lot of cotton in our products, Red Button is a proud member of The Better Cotton Initiative. The Better Cotton Initiative makes global cotton production better for the people who produce it, better for the environment it grows in, and better for the sector's future. Red Button is committed to sourcing 100% of our cotton as Better Cotton by 2022. By buying cotton products from Red Button, you're supporting BCI farmers who are trained to use water more efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing.

Our efforts do not stop with cotton and also include the use of REPREEVE recycled polyester. By using REPREEVE instead of conventional polyester, plastic bottles are diverted from landfills and oceans. REPREEVE also helps to offset the use of petroleum, emitting fewer greenhouse gases and conserving water and energy in the process.

Good idea...? Look for our products which contain the REPREEVE hangtag.

By the way... did you know that all our pocketing is made of recycled polyester as well and that our backpatches are made of recycled paper?



amfori  **BSCI**
Trade with purpose

SUSTAINABILITY

We continue our sustainable journey via the use of TENCEL Modal and TENCEL Lyocell produced by Lenzing. Fibers like viscose, modal, and lyocell are made from wood pulp which is dissolved by using certain chemicals. TENCEL only uses wood from sustainable managed forests (FSC or PEFC certified) and recycles the used chemicals in a closed loop system.

Another important pillar of our sustainability program is our Restricted Substances List.

This list is developed to make sure our products are safe and responsible. It is also used to assure our products meet international chemical legislation including EU-Reach. In some cases our list even exceeds international norms and limits in order to promote best practice and advance the industry.

A final step we want to highlight is our sustainable packaging and labelling approach. All our packaging material is either made from recycled card board or biodegradable plastics. Our hangtags and carton sizelabel are made of recycled paper.

We started our sustainable journey, we hope you will join us...!



www.redbutton.com

