

Ever wonder exactly where the clothes you are wearing really come from? **Terry Redhead** meets a Suffolk woman who can tell us.

During the past few years we have learned to care more about the provenance of things we eat, use and wear.

When we visit farmers' markets we are always told that a certain piece of meat was from Daisy, who lived in the bottom field at 'so and so' meadow.

Now a young Suffolk entrepreneur is aiming to achieve total traceability for the clothes she sells via her website, appropriately named wheredoesitcomefrom.co.uk.

Jo Salter, an Ipswich-based mother of two boys aged nine and six, experienced what she calls a "middle of the night" moment.

"I suddenly thought how good it would be if you could wear something and be able to trace back to where the cotton came from and who made the garment and where.

"To me the business is all about traceability, ethicality and if possible the use of organic material," said Jo, founder of the business which was launched in June.

Two years before the launch, she had been thinking about her potential new business.

"I think it would be great if everyone had a relationship with their clothes. I was lucky enough to find someone who knew the right people who work using traditional skills at their homes in Gujarat in India. The business was born," said Jo.

All her clothes carry a label with the company logo, a green oak leaf, and each has its own unique serial number. On her website it is possible to trace clothing all the way back to the area in which



LOOKING GOOD! Jo with youngsters clearly enjoying wearing clothes from her wheredoesitcomefrom.co.uk website.

Comfortable in our clothes

the cotton used to make it, was grown.

"I'm really passionate about the business," said Jo, who sells her goods via her website. She would like to eventually have 'retail' space, while she also intends to

as jeans, dresses and tops for four-11-year-olds, although she intends to bring out a new spring and summer collection for next year. She will also have scarves available for Christmas.

Jo, who for 15 years worked in a range of roles for British Telecom, added: "I also want to introduce vouchers whereby if you buy something, once your child has grown out of it I will take it back in exchange for a voucher for money off your next purchase," she added, before dashing off with more samples of her

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visit events like 'Living It Up' at Seckford Hall on November 30 and the various summer festivals, such as Latitude in Suffolk.

Most sales are denim, used

clothes with which to impress another interested party.

More information:
wheredoesitcomefrom.co.uk