Better Thinking, Luxury Redefined: The perfect t-shirt, 2005-2008

Better Thinking, a consultancy company based in London, challenged the international online community in 2005 to specify the essential requirements needed for a perfect (sustainable) t-shirt. Having provided four different scenarios, the company asked the public to cast their vote on the website and the result culminated in the commercialised Luxury redefined: perfect t-shirt collaboration with UK label, John Smedley.

“Wouldn’t it be nice,” we thought, “if there was a product that was as ethical as can be at every turn? That wasn’t only less bad, but was absolutely the best it could be?”

– Better Thinking, 2007

In creating the perfect t-shirt the challenge was to produce the most responsible garment possible, which required careful evaluation of material sourcing and garment manufacture. This led to the use of organic cotton grown in Peru with its natural colour maintained and manufactured with energy from renewable resources by Fairtrade registered farmers and factory workers.

Credit: Image courtesy of the artists