

CENTRAL**RETAIL**

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Sustainable Revenue 2024



# Raw Material Assessment and Prioritization in Fashion Business Unit

Central Retail Corporation (CRC) conducted an assessment of raw materials used in own-branded products under the Fashion Business Unit to identify priority raw materials for sustainable sourcing. This assessment considered the volume of material usage, associated environmental and social risks, and opportunities for transitioning to more sustainable alternatives.

Raw Material Type	Raw Material Description	Volume (Metric Tons)	% of Total Raw Materials	Certified by Third-Party Standards	Raw Materials from Recycled Sources
Natural	Cotton (Woven & T-shirt)	140	58%	0%	0%
Natural	Linen	12	5%	0%	0%
Semi-Synthetic	Rayon	30	12%	0%	0%
Synthetic	Polyester	60	25%	0%	0%

The assessment revealed that cotton is the most significant raw materials, accounting for 58% of total textile material usage in 2024.

To develop a pilot solution to address sustainable cotton production, CRC has initiated the “Forest of Color”.

# Forest of Color: Weaving Tradition into Sustainable Futures in Ban Kutjik

Ban Kutjik is a small community in Sakon Nakhon Province that mainly grows water-intensive agricultural crops in an area with low water availability. Cotton and indigo, despite needing less water, were grown at a very small scale to be woven into fabrics for use within households and in traditional ceremonies.

Viewing this practice as an opportunity, Central Retail encourages Ban Kutjik to transition away from water-intensive agricultural practices to cotton and indigo cultivation to reduce negative environmental impacts from less water use. In addition, CRC encouraged the production and sales of handcrafted indigo-dyed fashion items to create income, improved social well-being, and local employment as positive social impacts for the community.

Like many small-scale community enterprises, Ban Kutjik faces challenges in accessing the market, and in building business capabilities, which also threaten environmental and social benefits that can potentially be gained. In addition, scaling-up of production can risk overharvest of natural resources and damage to local ecosystem.







CRC in collaboration with Kasetsart University, Chalermphrakiat Sakon Nakhon Campus started the “Forest of Color” initiative, creating a large natural area dedicated to help Ban Kutjik to sustainably grow organic cotton and dye plants as raw materials for their fashion products. The initiative reduces water consumption and negative impact on biodiversity.

CRC and Kasetsart University also researched and propagated over 20 plant species to be used as natural dyes in addition to indigo. Leaves and bark that are not used are then converted into organic fertilizer, to reduce waste generation and reduce costs for the community.

CRC also partnered with Ban Kutjik to strengthen weaving and natural dyeing practices through the Indigo and Natural Dye Weaving Learning Center. CRC’s supports include upgrading dyeing facilities, building showrooms and community stores, providing training for the community to improve quality and durability of the fashion products, as well as developing branding and retail channels. Moreover, the initiative help to promote eco/cultural tourism that generate income, social well-being and local employment for Ban Kutjik.



The transformation in Ban Kutjik has been both measurable and inspiring. Household income has risen more than tenfold, from THB 350,000 in 2020 to THB 3.6 million in 2024. Membership in the community enterprise has doubled, reflecting growing community engagement and local employment. Tourism has flourished, attracting over 3,000 visitors annually and generating THB 6.8 million in new revenue streams. Today, Ban Kutjik’s sustainably produced fashion products are featured in leading retail platforms under CRC, such as Good Goods, Central Department Store and MUJI, and have gained national recognition at events like the Songkran Market at Central Chidlom.







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