

## THE SECOND EDITION OF ECOETHIC: CLOSE TO TWOFOLD GROWTH FOR THE AREA DEDICATED TO ETHICAL FASHIONS

The number of exhibitors participating in the second edition of **EcoEthic**, the special section of Pitti Bimbo located on the Lower Level of the Main Pavilion has almost doubled with respect to the first. Born to show the growing awareness for ethical fashions, **EcoEthic** presents a select number of firms that have made ethics and environmental sustainability their bywords. The **EcoEthic** projects all focus on using organic, biologic materials produced with respect for nature, a fair and ethical production chain that protects local manufacturing and small communities.

The **12 brands** exhibiting at this second edition come from France, the USA, England, Portugal and Italy: **Altheane, Aravore Babies, bonnieyoung, Coqenpâte, Eva & Oli, Filobio, Inch Blue, La Queue Du Chat, MeDeA, Naturapura, Quand J' Etais Grand, Victoria Christmas.**

The settings were created by **Iliaria Marelli**, a new name on the Italian design scene. Simple and striking it fits naturally into the context of the Lower Level (Main Pavilion) creating an area free of visual barriers, where the only obvious element is each brand's own project.

### **The Brands:**

**EcoEthic** emphasizes the birth of a new concept in esthetics that is closely tied to content and targets different consumer groups.

Colorful, cheerful and typically child-like is the best way to describe the style of **Altheane**, that supports of a community of Indian and Tibetan refugees in Northern India and aims at assuring them steady jobs and a fair wage.

**bonnieyoung** is sophisticated and luxurious. The brand launched by the former creative director of Donna Karan International, uses yarns and fabrics from the finest Italian manufacturers who guarantee top quality raw materials and an ethical, totally *Made in Italy* production chain.

Graphics and contemporary design are the hallmarks of the collections distributed by **Coqenpâte** the French firm that brings us all types of 100% organic cotton accessories, dolls, stuffed animals and T-shirts made by small Indian firms.

**Eva & Oli** features a streetstyle that combines amusing patterns and graphics linked to the young world. In addition to its own prints, this French firm uses designs by children from developing nations and it gives these children a hand through the *Loveline* project by donating 1 Euro for each item sold.

The **Filobio** style in layettes and coordinates for infants is basic, clean and elegant. The firm uses only certified biological cotton from an ethical and fair production chain in Central India.

 PITTI  
IMMAGINE  
BIMBO

# PRESS

**Inch Blue** focuses mainly on function in their little shoes for those first important steps: they are made of 100% organically grown cotton and leathers that are processed and dyed totally without chemical substances.

The clothing and accessories for fashion-conscious little consumers by **La Queue Du Chat** are made entirely of 100% recycled paper and organic cotton.

**MeDeA** brings an individualistic and timeless look to their completely *Made in Italy* knits made of natural-process hand-dyed angora yarn.

It is a contemporary look that takes the day in the 100% organic cotton layettes by **Naturapura** in shades of white, beige and caramel.

To each his own *ecostyle*.

Florence, 18 January 2008