



PRESS RELEASE

ETIKO P/L, Nick Savaidis

p: 03 9752 3082 f: 03 9752 3184

e: nick@etiko.com.au w: etiko.com.au

For Immediate Release

19/08/2013

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Etiko, the pioneering fairtrade brand has just been ranked Australia's most ethical fashion brand in the Australian Fashion Report's 2013 Ethical Fashion Guide. Aimed at helping people shop with a clear conscience, the Ethical Fashion Guide ranks companies according to their policies, workers' rights, and commitment to fair trade.

As a business, Etiko sets new standards, fully integrating the principles of sustainability from all perspectives; environmental, economic and social. Etiko combines ethical practices and production with environmentally sound materials to produce a range of products that are Fairtrade certified and sweatshop free.

The company's commitment to social justice goes beyond fighting child labour and sweatshops however, through sales of its Fair Trade products, Etiko helps fund community development, micro-credit and health care programmes in a number of developing countries.

Etiko Fair Trade founder Nick Savaidis is proud that his small business has been named Australia's most ethical fashion brand and hopes that the guide will add a degree of transparency to Australia's fashion industry.

"No one likes the idea of wearing clothing that is potentially made with child, sweatshop or slave labour. However, the reality is that most people in Australia have got wardrobes full of items made by people, young and old, who have been exploited ... simply because we as consumers want cheap fashion and major retailers and brands want to maximise profits." Says Etiko founder Nick Savaidis. "Most people in Australia would have heard about Fairtrade by now but usually they think of coffee and chocolate. The fact that a Fairtrade company has topped the report hopefully will help Australians realise that fairtrade can also apply to other products." He added.

The Ethical Fashion Guide is available to download and order online at www.behindthebarcode.org.au

For further information/photographs please contact:

Nick Savaidis

Founder/Director, Etiko Fair Trade

(03) 9752 3082

0411544084

nick@etiko.com.au

AXUN]a a Yfa Ub

Public Relations Intern

0410 467 674

ada.zimmerman@gmail.com

Websites

www.etiko.com.au

www.fairtradeshop.com.au

www.jintasport.com.au