



Underpants made from 100% fairtrade and organically farmed Indian cotton

MEDIA RELEASE

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***Pants to Poverty* underwear now in Australia**

Etiko Fairtrade, the pioneer of fairtrade fashion in Australia, is making your undies even more fashionable than ever, and not to mention ethical and sustainable, with their new line of funky cool organic underwear from UK label **Pants to Poverty**.

As Nick Savaidis from Etiko Fairtrade says, *“We’re making fairtrade more attractive and fashionable for all Australians. Pants to Poverty really makes a quality product that is made from cotton which is both certified organic and fairtrade. They are, in fact, the **only** underwear brand in Australia that carries both certifications.*

Pants to Poverty history

International fairtrade, organic underpants company **Pants to Poverty** was born just after Nelson Mandela stood up at Trafalgar Square in 2005 asking for a generation to rise up and Make Poverty History. It was these encouraging words and the importance of the message that inspired Pants to Poverty to establish their fashionable brand as part of a global campaign to create equality and integrity amongst farmers, factory workers, and consumers, and to minimise the social and economic impact for all.

Today, Pants to Poverty produces super cool, conscientious women’s and men’s undies in all colours and sizes, supporting over 5,000 farmers in India, and selling to more than 20 countries worldwide; proving that fashion really can change the world one pair of pants at a time.

For hi-res images,
please contact nick@etiko.com.au

Fair factories and farms

And it has to be a beautiful process from start to finish; Pants to Poverty ensures that not only are the cotton farmers treated ethically and fairly, but the factory workers who manufacture the garments fit snugly into the fairtrade ethos as well. Pants to Poverty works closely with the Indian farmers of Zameen Organisation as well as the Pratibha Syntex factory to ensure that a high quality product is created within safe and ethically sound working conditions for the people as well as the environment. To learn more about both of these organisations and their social benefits, please visit: www.pratibhasyntex.com and www.zameen.org

Wear it wisely

As it's been said, 'we all need pants' and so Pants to Poverty aims to provide pants for all people, in a way that supports, rather than destroys, all of the wonderful people who make them. From live pants events to campaigning and fundraising, not to mention ethical employment and environmental awareness, Pants to Poverty offers a conscientious and fun alternative when purchasing underpants for yourself and your loved ones. Knowing that the undies you don are made with love and care for the planet and its people, in turn, allows you the conscious consumer to truly make a difference.

For more information about Pants to Poverty and to purchase organic fairtrade undies, visit:

Web: www.fairtradeshop.com.au
www.facebook.com/pantstopovertyaustralia

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