New ethical childrenswear brand redefines the way we shop

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PRESS RELEASE

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For Immediate release

New ethical childrenswear brand redefines the way we shop

ArtyWren replaces boy and girl sections with 'shop by theme'

Bath, UK, 17 October 2018 – Ethical childrenswear start-up *ArtyWren* is launching a range of 100% biodegradable children's clothing defined by theme, not by gender. To manufacture its first collection, featuring fabric designs sourced from independent artists around the world, co-founders Karen Miller and Katie Cutting are launching a crowdfunding campaign on Kickstarter to generate the investment and support required to make their ideas a reality.

Shop by theme

ArtyWren's unique fabric designs are inspired by one of twelve themes and are available on a shirt and a dress. If funding is successful there are plans to expand the range of garments under each theme, to include organic cotton vests, leggings and more.

"The childrenswear industry continues to reinforce stereotypes and limit children's horizons by segregating designs into 'boy' and 'girl' sections," explains Katie. "The ability to shop by theme creates more choice by removing gender specific boundaries."

Eco-Friendly

Not satisfied with simply breaking away from gender stereotypes, ArtyWren plans to be at the vanguard of both sustainable and ethical clothing. ArtyWren garments are manufactured from organic cotton in a Global Organic Textile Standard[1] certified factory in India and are 100% biodegradable, right down to the *Corozo* buttons.

"We love to encourage children to give back to nature," states Karen. "Our clothing tags are made from seed paper containing wildflower seeds, so children can plant them to attract butterflies and bees."

Giving back

ArtyWren has partnered with India-based charity Goa Outreach[2] which supports local disadvantaged children and for every garment sold, ArtyWren will donate a themed organic cotton t-shirt making them the **world's first eco-friendly childrenswear brand to operate a one for one cause.**

Rob Lyon, Founder of Goa Outreach says "Goa Outreach was delighted to be contacted by Artywren. Part of their philosophy is to give back, and we look forward to receiving our first batch of t-shirts from this innovative new brand."

Crowdfunding target of £38,000 to launch first collection

To coincide with this press release ArtyWren has unveiled a *video* to launch their crowdfunding campaign on *Kickstarter*.

Media:

















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Anybody can back their campaign by pledging money in return for rewards – these include ArtyWren shirts and dresses; organic cotton T shirts; original ArtyWren artwork prints and organic cotton bags, as well as exclusive offers and the chance for a child to become part of their design team for the day. Funding on Kickstarter is all-or-nothing, so Katie and Karen are calling upon the public to back their campaign and help them reach their target before the closing date of 10th November 2018.

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1. Global Organic Textile Standard

2. Goa Outreach

NOTES TO EDITORS

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Images, company logo and hard copy press release are available to download via this link**.**

Teenagers :: Environment & Nature :: Retail & Fashion :: Women & Beauty ::

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Childrenswear :: Organic :: Ethical Fashion :: Sustainable Fashion :: Eco Friendly :: Kids :: Charity :: Gender Equality :: Crowdfunding :: Kickstarter :: Biodegradable ::

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