The Betties Launch Their AW13 Collection By Going Green

Monday 22 July, 2013

Our bonkers and beautiful green planet.

This season, rich emerald stones and beautiful Yorkshire paintings of David Hockney are the source of inspiration for the Betties AW13 collection. It is exquisite. It is stylish. From the gems of the earth to the green fields of England, the Betties celebrate going green!

Like the David Hockney Yorkshire paintings, the AW13 collection's colour palette walks you through lush greens and adds to the range with accents of glamorous gold, rich plum and stylish black. In this way you are part of a fresh and beautiful journey. And with the cognac tan, we guarantee a colour option for any customer, with any taste.

New to the range is the Upright Tote. This luxury leather bag is not too big and not too small and that's what is so fabulous about it! It's that everyday bag that you can't be without!

Pleated details down the sides for extra room makes our tote big enough to fit your daily essentials including your make-up bag, wallet, phone, iPad, your lunch and more (trust us, we've tried it J).

With shoulder handles and a long adjustable strap, you can carry it as a handbag or a satchel. Inside and outside zip pockets provide needed organisation and storage. And of course, it has our signature printed lining so you can find anything at the bottom of your bag. A zipper on top ensures that the content of your bag is secure. And we've made it as lightweight as possible too.

You won't want to walk anywhere without it. Go green with the Betties this AW13.

Products can be purchased on www.bettyandbetts.com
Follow on our blog at: http://bettyandbetts.wordpress.com/
Follow on Facebook at: Betty & Betts
See our Pins on Pintrest: https://pinterest.com/Bettyandbetts/

OUR DREAM
Every time you buy a beautiful Betty product you continue the story of two English girls who met in Bangalore. Overwhelmed by the poverty around them they hatched a dream to build a future for people who have been forgotten.

We aspire to give people the opportunity to provide for themselves and their families through long-term sustainable employment. We plough a percentage of our profits back into developing communities in India and our aim is to set up the Betty Foundation to advance our social impact and accountability. By working only with Fairtrade suppliers registered with the WFTO we are a business that sets it foundations in being fair to everyone in the supply chain.

WHO ARE THE BETTIES?
Founders JoJo Blythen and Tanya Clarke met at an egg race on a hill in south India in 2006. They became great friends and quickly realised that they were both bonkers about sustainability, beautiful products and people. During their four years in India working in the charity sector, they heard the same message over and over again: "Give me a secure job and I will do the rest. I just want to put my kids through school and provide a means for myself and my family!"

After many conversations over sweet hot tea and blistering spicy curries, JoJo and Tanya decided to respond to this message by developing open and honest trade between these fabulous people and the rest of the world.

Between them, The Betties have nearly 20 years of experience in design and retail management in the UK and India. They are bonkers about building the Bettyhood.?

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