

People Tree

Autumn Winter 2006



ABOUT PEOPLE TREE

People Tree is a pioneering Fair Trade and ecological fashion company, making beautiful clothing and accessories for women, men, children and babies. People Tree products are made to the highest Fair Trade and environmental standards from start to finish and consistently prove that it is possible to wear stylish, exciting and affordable fashion, at the same time as respecting people and planet.

People Tree works with 70 Fair Trade groups in 20 developing countries, helping people from some of the world's most marginalized communities use Fair Trade to escape from poverty. They pay their producer partners a fair price, offer advance payment, provide technical and design assistance and commit to regular, ongoing orders. They also fund social welfare and environmental projects around the world such as schools, hospitals and tree-planting schemes. As well as adhering to a strict environmental policy, People Tree champions organic cotton farming through an exciting range of organic cotton designs.

People Tree creates two seasonal collections a year which are available online at www.peopletree.co.uk and through mail order. Their designs are also stocked in over 30 Fair Trade and independent shops through out the UK, in Topshop's flagship Oxford Street store in London, and distributed in Italy, Switzerland, Portugal and the USA.

People Tree has operations in Britain and Japan and is affiliated to a Japan-based environmental and social justice NGO called Global Village, founded in 1989 by British Fair Trade and environmental activist, Safia Minney. People Tree is a registered member of the International Fair Trade Association and, proving their credentials as the UK's leading pioneer in ethical fashion yet again, they are the first UK fashion company to carry both Fairtrade and Soil Association accreditation on their designs this season, with over 50% of the collection made from organic and Fairtrade certified cotton.



www.ifat.org



www.soilassociation.org



www.fairtrade.org.uk

People Tree's Fair Trade Policy

- To pay producers fair prices
- To make advance payments when needed
- To promote traditional skills
- To promote rural development
- To operate with transparency

People Tree's Eco Policy

- To promote natural and organic cotton farming
- To avoid using damaging chemicals
- To use natural, recycled and biodegradable substances where possible
- To recycle where possible
- To protect water supplies and forests

People Tree

What does Fair Trade mean?

Fair Trade is an alternative approach to conventional international trade. It is a partnership between producers and traders, which aims at sustainable development for excluded and disadvantaged people in developing countries. On a personal level Fair Trade enables people to put food on their tables, to live and work with dignity and look forward to a better future. On a global level Fair Trade has the potential to alleviate poverty by changing the unfair structures of world trade.

Fair Trade differs from Ethical Trade, which seeks to ensure workers' rights throughout the supply chain of the fashion industry. Fair Trade goes beyond this, working directly with producers, helping them to access trade, and investing in their community development. People Tree sets the gold standard for Fair Trade fashion, seeking to help the world's most marginalized people, creating livelihoods in rural areas, preventing urban migration, promoting traditional skills and technologies and using sustainable production methods.

People Tree's products

People Tree's product range includes Fair Trade and ecological clothing for women, men, children and babies clothing, fashion accessories, homewares, bed linen, and gifts.

People Tree works closely with producer partners to design stylish and high quality products that are ecologically manufactured, making optimum use of traditional skills and technologies. All People Tree's clothes are dyed using low impact dyes, free from harmful azo chemicals which frequently used in clothing manufacture. We use locally available and natural materials where possible, including handmade recycled paper products, products made from jute and other environmentally friendly materials, and actively avoiding plastics and toxic substances.

The People Tree Organic Cotton Campaign

Cotton is a vital commodity for many developing countries and a vital financial income for many of the world's poorest farmers. However the conventional cotton industry has a devastating effect on farmers, textile workers and the environment. The World Health Organisation estimates that 20,000 people a year die in developing countries from pesticide poisoning, and a further 3 million people suffer chronic health problems. Many of these are cotton farmers: worldwide, while conventional cotton farming uses only 3% of total farmland, it consumes 10% of chemical pesticides, and 22% of all insecticides.

People Tree works closely with organic cotton producers and garment manufacturers at every stage of the production process to avoid the destructive impact of conventional cotton production. As well as protecting their health, avoiding the cycle of debt involved in pesticide purchase, and increasing their yields in some cases, organic farming also means that along with the Fairtrade premium, farmers receive a 30% premium above conventional prices.

History of People Tree

- 1991 - Global Village, an environmental campaigning NGO, was founded in Japan by Safia Minney
- 1995 - Fair Trade Company KK incorporated in Japan as a limited company.
- 1997 - Fair Trade and ecological fashion line is launched in Japan
- 1998 - Flagship store opens in Tokyo
- 2001 - People Tree launches in UK
- 2004 - People Tree UK wholesales to Europe
- 2005 - People Tree Japan launch the first 'prototype franchise' store, in Tokyo
- 2006 - People Tree launch Fair Trade on the UK high street with a concession in Topshop's flagship Oxford Circus store in London

For more information, please contact:

Rachel Neame

e: rachel.neame@peopletree.co.uk

t: 020 7739 0660 / 07738 258 018