

## Media Release

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## Whisperings of change heralds Spring

Newcomer 3Fish is sending whispers of change through the fashion industry, challenging models of lowest cost production.

And their upcoming range for Spring/Summer 2012 is a representation of this. One of the early headlines will be a re-incarnation of their Whisper dress.

A completely wearable, ever so comfortable light summer shift is made from 100% fairtrade organic cotton voile, and brought to the consumer carbon neutral. "Our gorgeous organic cotton voile is winning hearts and minds all over Australia, and gaining interest around the globe," says Natalie Dillon, co-founder 3Fish.

"We are exploring a new palette this spring/summer that will show off the wonder and natural beauty of organic dyes. We are seeing a growing interest in the origin of the garments people are choosing. People want to know that the garments were created in an environment of respect, responsibility, and wellbeing, as well as being beautiful garments. So the Whisper is our representation of all of this; gorgeously light and breezy to wear, it treads lightly on the earth, and on the shoulders of all who were responsible for bringing it to you." Says Natalie.

3Fish, with two major awards recently under their belt, the Victorian Premier's Sustainability Awards and the Sustainability Leadership for SME's award at the United Nations Association of Australia's World Environment Day Awards, is proving that doing good can look gorgeous too, and that this philosophy is being embraced on high streets around Australia.

Established three years ago by husband and wife, Marty and Natalie Dillon, 3Fish produces a range of clothing produced to exacting sustainability standards including fairtrade, certified organic and carbon neutral.

Shhhh... You'll hear it...change is whispering in the wind...

For a stockist near you go to <http://www.3fish.com.au/Stockists/default.aspx>

BACKGROUND LINK: <http://www.unaavictoria.org.au/news-resources/winners-announced-world-environment-day-awards-2011/>