

media release

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Can a tee change the world? One ethical tee-shirt in every wardrobe in Australia!

For 3Fish, every fibre stands for something.

3Fish has just launched their first range of fairtrade certified organic cotton, carbon neutral tees through retailers, nationally.

“Our tees are great wardrobe basics. They feel great to wear. They are cut well, made well, and are designed to fit real people,” says Natalie Dillon, Marketing Director of 3Fish. At a recommended retail price (RRP) of \$35, these tees are great everyday tees.

“Because they are made from certified organic cotton, they are soft and comfortable, and you know that there are no nasty chemicals on your skin, or the skin of the people who grew the cotton. “ She adds: “it is also a great feeling to know that every day you pull on one of our tees, no children were employed or enslaved to produce them, and that women were paid equally to the men they work alongside.”

3Fish tees have been designed in Australia, and are made in India. Marty Dillon, Managing Director of 3fish, has spent time in India walking their supply chain. “I’ve met the small-scale farmers who are now able to provide for their families because of fairtrade. I have seen the benefits of organic farming, and the elimination of hazardous chemicals, pesticides, chemicals and GMO seed from our process. I know the ginners, the spinners, and the makers.”

Cameron Neil, Head of Fairtrade Australia and New Zealand says: “this is your chance to tackle extreme poverty through the clothes you buy and wear everyday. Something as simple as a basic everyday tee, can be a vehicle for change. “

Robyn Maartens, of Little Fuschia, with stores in Albert Park, Brighton (Vic), Hyde Park and Norwood (SA) says: “It is thrilling to see new brands like 3Fish providing an ethical alternative to wardrobe basics people buy everyday. “We are seeing increasing numbers of customers consider where, how and by whom their garments are made.”

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

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