

Media Release

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Good (not just green) is in fashion for Spring/Summer

The latest buzz on high streets around Australia is that green isn't the latest black, its good that is great.

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.

3Fish is a little company with big goals, and an ever growing reach. "What is thrilling to us is to see independent boutiques take the plunge and stock us, potentially their first proactively positioned ethical garment, and to have their clientele embrace our brand, love our clothing because they feel and look great, and then embrace the philosophy behind what we are doing", says Natalie Dillon, 3Fish Founder.

"We really believe the tide is turning, and more and more we will see people asking about where their clothes come from, and choosing not to buy garments that cannot demonstrate their ethical standing" reports Natalie.

"The Universal Declaration of Human Rights takes pride of place on the wall of our office", says Natalie Dillon, 3Fish Co-Founder, "so to receive these awards is an incredible honour, and galvanises us to keep raising the profile of ethical garment production. We firmly believe we can create the change we want to see in the world with every dollar we spend."

Now stocked in around 80 stockists around Australia, 3Fish presents a range of gorgeous and fabulously comfortable 100% Fairtrade certified organic cotton, carbon neutral wardrobe basics and seasonal pieces you can feel great about on every level. 3Fish is rapidly gaining a reputation on high streets around Australia for great cuts, fabric, finish and fit.

For 3Fish, every fibre stands for something. "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 garments, no children were employed or enslaved to produce them, and that women were paid equally to the men they work alongside."



3Fish garments have been designed in Australia, and are made in India. Marty Dillon, Co-founder 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 and chemicals from our process. I know the ginners, the spinners, and the makers."

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/>

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