



PRESS RELEASE

ETIKO P/L, Nick Savaidis

p: 03 9752 3082 f: 03 9752 3184

e: nick@etiko.com.au w: etiko.com.au

For Immediate Release

12/09/2013

Etiko Rewarded for its Commitment to Helping Create a Fairer, More Just World

- Growing interest in ethical consumerism
- Etiko ranked most ethical fashion brand in Australia
- Etiko wins Fairtrade Product of the Year Award

Etiko, a small Melbourne based company which has been pioneering ethical fashion, footwear and sports gear since 2005, has recently been recognised not once, but twice, for its efforts in trying to create a fairer, more just world.

Last month Etiko scored an A+ in the Australian Fashion Report, ranking it the most ethical fashion brand in the country. The report focused on all production phases in relation to the brands policies, transparency, training and worker rights. Etiko topped each category achieving scores far higher than all leading fashion brands and retailers in the country.

This week Fairtrade Australia and New Zealand announced that Etiko had won the 2013 Fairtrade Product of the Year Award (Specialty Category). The Fairtrade Awards aim at acknowledging and promoting Australian companies and retailers who have taken steps to help create better futures for farmers, their families and local communities in developing countries.

Etiko founder Nick Savaidis said:

"Most people in Australia have heard about Fairtrade by now but usually they think of coffee and chocolate. The fact that Etiko has topped both the Fashion Report and Fairtrade Awards will hopefully help Australians realise that they can buy a range of Fairtrade fashion items from t-shirts to underwear and even footwear".

"No one likes the idea of wearing clothing that is potentially made with child, sweatshop or slave labor. However, the reality is that most people in Australia have got wardrobes full of items made by people, young and old, who have been exploited ... simply because we as consumers want cheap fashion. Our brand proves that it is possible to put social and sustainable values into the market and succeed."

For further information/photographs please contact:

Nick Savaidis

Founder/Director, Etiko Fair Trade

(03) 9752 3082

0411544084

nick@etiko.com.au

Koky Saly Manager

Etiko Fairtrade

(03) 9752 3082

0426270634

koky@etiko.com.au

Websites

www.etiko.com.au

www.fairtradeshop.com.au

www.jintasport.com.au