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**Loskey Celebrates Women with Sustainable
and Certified Organic Capsule Collection**

*The fairtrade and fully sustainable t-shirt brand that empowers and educates women formally
launches timeless collection made from certified organic cotton*

London, UK — 20 August 2019 — Loskey, the ethical and women-led clothing label today announced the celebration of all women through the formal launch of its fully sustainable t-shirt range made from certified organic cotton. The core mission of Loskey is the empowerment of women through fair trade, education, training and opportunity. Loskey crafts each one of its tees for both comfort and style, and ensures they are made to last, wear after wear.

The fully sustainable brand is committed to the protection of the planet through the use of GOTS-certified organic cotton in its products. The Global Organic Textile Standard certifies the organic nature of the fibres, environmental criteria for all dyes and chemical inputs (e.g., bleaching), as well as social criteria for the workers involved in its manufacture. Loskey is dedicated to ensuring all workers involved with production and harvest are safe and not exposed to toxins.

“Fairtrade is not simply about the price that is paid,” says Lori Cunningham, founder of Loskey. “It’s about the overall well-being of the workers. It means not just treating them with respect and care, but also protecting their culture and traditional artisanal skills, while helping them to share those skills with the world. We are proud to partner with suppliers who treat their workers with dignity, and value them as human beings.”

The fairtrade t-shirt brand is fully committed to sustainability: its tags are made from sustainable paper using elephant and rhino dung and its letterbox packaging is made from 100% recycled cardboard. Loskey tees are designed and made to be the antithesis of ‘fast fashion’. From the empowerment of women through fairtrade to eco-conscious production and distribution, Loskey aims at protecting the planet and the citizens.

“Clothes should not be disposable,” says Cunningham. “They should be high quality, timeless pieces that can be worn again and again.”

The Loskey range of exclusively timeless, sustainable basics empowering women can be found on its website and selected stockists. For more information about Loskey or to shop the capsule collection, visit www.loskey.com

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About Loskey

Loskey is a sustainable, fairtrade and women-focused capsule clothing brand founded by [Lori Cunningham](#) in 2017 after a life-long search for the perfect, durable and sustainable t-shirt. An initial collection was soft launched in October 2018. Loskey's core mission is the economic empowerment of women through education and opportunity. With a range of exclusively ethical, certified organic and fully sustainable clothing, Loskey is fully committed to minimise wastage and respect the environment. From production to distribution, everything is carefully thought and tailored so it has a minimal impact on the planet. www.loskey.com